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Social Media Analytics Case Study of International Broadcasters in Turkish News Media Market

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ÖZ

Türk Haber Medya Pazarında Uluslararası Yayıncıların Analitik Sosyal Medya Vaka Araştırması

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20. Yüzyılın başlarından itibaren iletişim teknolojilerinin gelişmesi ve radyonun yaygınlaşmasıyla birlikte oluşmaya başlayan uluslararası haber yayıncılığı yüzyıldan uzun bir süredir iletişim teknolojilerindeki gelişmelere çok hızlı uyum sağlamış ve kullanımını kendi hedeflerine entegre edebilmiştir. 21. Yüzyılın başlarında da yeni dijital iletişim teknolojilerinin bir sonucu olarak sosyal medya platformları ortaya çıktı ve yine uluslararası yayıncılar çok hızlı bir şekilde bütünleşmişlerdir. Bu yeni ortama ayak uydurarak hem uygulama hem de temsil ettikleri ülkelerin ideolojilerini ve politik temellerini daha kolay aktarabilme açısından sosyal medya platformlarının ortaya çıkması sınırlar ötesi yayıncılık için büyük bir avantaja dönüştü. Diğer yandan önce internet kullanımının yayılması ile birlikte dijital basın ve haber yayıncılığı gelişmesi medya takibi ve analiz yöntemlerinin de dijital platformlara yayılması gerçekleşmiştir. Neredeyse her sektörün dijital platformlardaki iletişimlerini sosyal medya platformlarını da katarak genişletmesi ile birlikte bu platformların kullanıcı ve hedef kitlelerle etkileşime geçebilme özelliklerinin de bulunması medya takibi ve analizi yaklaşımlarının bambaşka bir boyuta ulaştırmıştır. Bu gelişmeler sonucu eş zamanlı sosyal medya takibi ve analizi ile birlikte sosyal dinleme yöntemleri zaman içerisinde gelişti. Söz konusu yöntemler tüm sektörler için vazgeçilmez raporlama ve araştırma ihtiyaçlarından birine dönüşmüştür. Bu sektörlerden biri de basın yayın aktivitelerini sosyal medya platformlarına taşıyan haber yayıncıları oldu. Aynı zaman içerisinde, teknik açıdan bu platformlar sayesinde dünyanın her yerindeki insanlara daha kolay ulaşılabilecek olması konvansiyonel haber yayıncılarının tekelini de kırmış oldu. Kendilerine bu platformlar üzerinden aynı hedef kitlelere ulaşmaya çalışan çok sayıda büyük ve küçük rakip ortaya çıkmış durumda. Basılı medyanın belirli bir alan ve radyo ile TV'nin belirli süre kısıtlılığı engelini de aşan sosyal medya platformları sınırsız haber paylaşımını ve yayınını da sağlamış oldu. Sonuçta daha çok okuyucu ve takipçiye ulaşmak için avantaj sağlayan bu platformlar haber yayıncılığı açısından takip edilmesi ve dikkat edilmesi gereken daha çok değişkeni de ortaya çıkardı. Sosyal medya analizi (SMA) ise bu değişkenleri nicel olarak takip

ve analiz etmeyi sağlamaktadır. Bu yüksek lisans tezinde vaka çalışması olarak iletişim ve medya araştırmalarında karşılaştırmalı medya sistemleri ve modelleri analizi yaklaşımını oluşturan ve ortaya koyan iki akademisyenin, Hallin ve Mancini'nin çalışmasına göre dört farklı medya sisteminden uluslararası dört yayıncının (BBC, Deutsche Welle, Sputnik ve Amerika'nın Sesi) sosyal medya platformları vasıtasıyla Türkiye haber medyası içerisindeki konumlarını hem performans hem de Türkiye haber medyası içerisinde aktif yayın yapma amaçlarının arkasında yatan temsil ettikleri ülkelerin kendi motivasyonlarını karşılaştırmalı olarak bir SMA platformu, BoomSocial uygulaması yardımıyla Twitter performanslarının analitik Pazar araştırması gerçekleştirildi.

Anahtar Kelimeler: Uluslararası Yayıncılık, Medya Sistemleri ve Modelleri, Sosyal Medya Takibi, Sosyal Medya Analizi, Sosyal Dinleme, İçerik Analizi, Söylem Analizi,

ABSTRACT

Social Media Analytics Case Study of International Broadcasters in Turkish News Media Market

Kurt Bilgin Gürel

Since the beginning of the 20th century, with the development of communication technologies and the spread of radio, international news broadcasting has adapted very quickly to the developments in communication technologies more than a century and has been able to integrate its use into its own goals.

Almost for one hundred years, international broadcasting has integrated into every further development in communication technologies by adapting them into their main existential objectives or goals. At the beginning of the 21st century, as a result of the new digital communication technologies arise and after the social media platforms have appeared and build-up, international broadcasters integrated very fast within this media type.

The emergence of these platforms has turned into a great advantage for cross-border publishing in terms of adapting to this new environment and being able to both practice and transfer the ideologies and political foundations of the countries they represent more easily. On the other hand, with the spread of internet usage, the development of digital press and news broadcasting, media monitoring, and analysis methods also extended into digital platforms. Almost every sector or field has expanded their communication on digital platforms by adding social media platforms, and the ability of these platforms to interact with users and target audiences has brought media monitoring and analysis approaches to a completely different dimension. As a result of these developments, social listening methods have evolved with real-time social media monitoring and analysis. These methods have become one of the indispensable reporting and research needs for all sectors. One of these sectors was the news publishers who carried their media activities to social media platforms. At the same time, thanks to these platforms the fact that people around the world could be reached more easily than before technically broke the monopoly of conventional news publishers and broadcasters. Many large and small competitors have emerged that are trying to reach the same target audiences through these

platforms. Social media platforms, which overcome the limitation of print media on a certain space of print and radio and TV for a certain time limit, have also provided unlimited news sharing and broadcasting possibility. As a result, these platforms, which provide advantages to reach more readers and followers, also revealed more parameters that need to be followed and paid attention to in terms of news broadcasting. Social media analytics (SMA), on the other hand, enables quantitative tracking and analysis of these parameters. In this master's thesis, a case study is designed and based on according to the two academician's framework study of Hallin and Mancini who form and present the comparing media systems and models analysis communication and media research. In the case study, the four international publishers from four different media systems (BBC, Deutsche Welle, Sputnik, and Voice of America) publishing and broadcasting performances and positioning through social media platform Twitter in the news media market of Turkey analyzed by using SMA platform BoomSocial as SaaS to gain insights and target audiences reaction by their motivation and what they representing are compared on Twitter as a part of the Turkish news media market.

Keyword: International Broadcasting, Publishing, Media Systems and Models, Social Media Monitoring, Social Media Analytics, Social Listening, Content Analysis, Discourse Analysis, Media Benchmark Research

PREFACE

The main goal of this case study "Social Media Analytics Case Study of International Broadcasters in Turkish News Media Market" is to improve social media analytics as part of the approach for track and analyze information flows in the society due to comparison and benchmark modeling. This study gives only a snapshot of immense growing data analysis, data science, and analytics in the digital and social media research field. A further step would be analyzing the response of the users on social platforms covering the full news media market with every news media included that can lead to the public discourses and multi-dimensional opinion mining research approaches to detect the specific news outlets impact on the targeted society. Changing dynamics of the media market and because the master thesis should be accomplished in a specific time period and not repeat in regular periods the coverage had to be limited to an easier and more homogenous benchmark scale. Besides constantly changing media landscape dynamics researcher had experienced many other bitter difficulties in life. The beginning and formation of this project date back to 10 years ago, but its completion despite all the difficulties gives proud of not letting go and immense achievement satisfaction to never giving up to not stopping to continue. Although I lost my mother and brother, they will be always my biggest supporters in my life, after I have started to work and write this study, I always felt their support with me. I want to thank my partner in life and my love Seda that she has always stood by my side to make this work indeed more achievable. Without her support, I wouldn't be able to continue and overcome the all difficulties I have faced during the process. On the other hand, I want to thank my tutor Prof. Nilüfer Pembecioğlu showed her faith in me, never stopped to push and motivate me to accomplish. My dear colleagues Yüce Aksoy, Fırat Özak and Uğur Deniz Yavuz helped me to develop my perspectives in the research and analysis field, therefore I appreciate their dedication in this field and feel myself very lucky to know and them. I owe also special gratitude for their contributions in this thesis to my close friends Mehmet Atılgan, Ahu Sıla Bayer, and once again dear colleague, a close friend Fırat Özak. A special place belongs to my father in this work, that he has always tried to teach me the dedication in life to finish what have to started to develop myself as a key element of self-achievement. Still, his voice and ought in my mind: If you believe

what you are doing, will bring you to a new level or dimension in your life you should finish what you have started.

KURT BİLGİN GUREL

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TABLE of CONTENTS

ÖZ ii
ABSTRACT v
PREFACE vii
TABLE of CONTENTS ix
LIST of FIGURES xi
LIST of ABBREVATIONS xiii
INTRODUCTION 1

CHAPTER ONE
DEFINING INTERNATIONAL BROADCASTING

1.1. Public Broadcasting 4
1.2. International Broadcasting 8
1.3. Discussions: Traditional vs Digital 9
1.4. Public Diplomacy & International Relations 13
1.5. Missions of International Broadcasting 18
1.6. Challenges and Social Media 20

CHAPTER TWO
RESEARCH METHODOLOGY & TECHNICAL DIMENSIONS

2.1. Research Methodology 23
2.2. Research Questions, Hypothesis & State 27
2.3. Technical Approach & Solutions 31
2.3.1. Social Media Monitoring & Listening 34
2.3.1.1. Metrics & Intelligence with Social Media Monitoring Tools 39
2.3.1.2 Social Media Analytics Process & Tools 44

CHAPTER THREE
FOUR INTERNATIONAL BROADCASTERS IN TURKISH NEWS MEDIA MARKET

3.4. Media and Broadcasting in Turkey 51
3.4.1. Turkish Media System 53
3.4.2. Regulations, Controls, Issues and Restrictions in Turkish Media 55
3.5. Breakdown of Turkish Media and Media Ownership 57
3.5.1. Media Landscape Today 61
3.5.2. News Media Consumption and Digital – Social News 64
3.6. Four Media Systems & IBs In Turkey 68
3.3.1. Russian Media System & Sputnik 71
3.3.2. British Media System & BBC 75
3.3.3. DW & Federal Republic of Germany 81
3.3.4. Media System of United States of America and VOA 88

CHAPTER FOUR
ANALYSIS OF DATA

4.1. Results & Findings with "BoomSocial" Social Media Analytics Platform **95**
4.2. Four IBs BoomSocial Twitter Benchmark Results **98**
4.3. Social Media Analytics Results and Findings of Each IB and Differences by Coverage of Top News Contents **106**
4.4. Deep Dive Analysis of Two Journalist Performances and DW's Top Twitter Posts **118**
4.5. Further Analysis Details and Other Approaches **125**

CHAPTER FIVE
CONCLUSION

5.1. Discussions & Conclusions **128**
5.1.1. Summary of Key Results **131**
5.1.2. Interpretation of Results **135**
5.2. Conclusion **138**
Bibliography **142**

List of Figures

Figure 2.2.:	Magnetic field visualization (left) and polarization of political social discourse graph visualization (right).	**……30**
Figure 2.3.:	Social Media Market Glossary: Engagement Rate	**……37**
Figure 2.3.1.a.:	Aim of monitoring or tracking activities	**……37**
Figure 2.3.1.b.:	Four basic steps of monitoring, analytics, or listening	**……38**
Figure 2.3.2.:	The Social Media Analytics Framework	**……49**
Figure 3.1.1.:	Positioning of the Turkish media system according to Hallin & Mancini's model	**……54**
Figure 3.2.1.:	Circulation numbers of major newspapers at 31.01.2020	**……61**
Figure 3.2.2.a.:	Turkish Media Landscape (MOM-Turkey)	**……64**
Figure 3.2.2.b.:	Weekly online activities by device in Turkey	**……65**
Figure 3.2.2.c.:	News media trust ratios and social media usage(Reuters Digital News Report 2020, Turkey).	**……66**
Figure 3.2.2.d.:	Social media news content share ratio and comments on the news (Reuters Digital News Report 2019, Turkey).	**……66**
Figure 3.2.2.e.:	Social media news content share ratio and comments on the news (Reuters Digital News Report 2019, Turkey).	**……67**
Figure 3.3.:	3 Main media system models on map (KATAPULT).	**……69**
Figure 3.3.1.:	Russian media system positioning (De Smaele, Hedwig 2007).	**……72**
Figure 4.1.:	Main page interface of BoomSocial SMA platform	**……96**
Figure 4.1.a.:	BoomSocial industry and sector lists interface example	**……97**
Figure 4.1.b.:	BoomSocial benchmark creation and comparison setup	**……98**
Figure 4.2.a.:	Four IBs Twitter benchmark results - overview	**……98**
Figure 4.2.b.:	Four IBs Twitter benchmark results – overview follower count performances in total	**……99**

Figure 4.2.c.:	Four IBs Twitter benchmark results – overview of increase tracking follower numbers	**……100**
Figure 4.2.d&e.:	Four IBs Twitter benchmark results – overview of increase and rate of change.	**……101**
Figure 4.2.f.:	Four IBs Twitter benchmark results – Weekly average distribution of news content by day of the week and hour of the day.	**……102**
Figure 4.2.g.:	Four IBs Twitter benchmark results – Hourly average distribution of news content during the analysis time frame.	**……102**
Figure 4.2.h.:	Four IBs Twitter benchmark results – overall wordcloud of total contents.	**……103**
Figure 4.2.i.:	Four IBs Twitter benchmark results – total engagements in comparison to the post volume and followers.	**……104**
Figure 4.2.j.:	Four IBs Twitter benchmark results – overall total hashtags wordcloud and ranking of top hashtags by post and engagement counts.	**……105**
Figure 4.3.a.:	BoomSocial DW news content with top engagement number.	**……108**
Figure 4.3.b.:	Four IBs Twitter benchmark results – top news posts by engagement numbers.	**……109**
Figure 4.3.c.:	Four IBs Twitter benchmark results – top news posts by engagement numbers.	**……110**
Figure 4.3.d.:	Four IBs Twitter benchmark results – top news posts with photos by engagement numbers.	**……111**
Figure 4.3.e.:	Four IBs Twitter benchmark results – news posts distribution in the timeline by engagement numbers and contents types.	**……112**
Figure 4.3.f.:	BBC Twitter posts analytics.	**……113**
Figure 4.3.g.:	Sputnik Twitter posts analytics	**……115**
Figure 4.3.h.:	DW Twitter posts analytics	**……116**
Figure 4.3.i:	VOA Twitter posts analytics	**……118**
Figure 4.4.a.:	DW total follower tracking and increase ratios.	**……120**
Figure 4.4.b.:	News topic distribution in top 100 posts by highest engagement rates.	**……121**
Figure 4.4.c:	Engagement ratios of topics in top 100 posts by highest engagement rates.	**……122**

Figure 4.4.d:	Engagement types and shares by topics in the top 100 posts.	**……123**
Figure 4.4.e:	Engagement types and shares by topics in the top 100 posts comparison.	**……123**
Figure 4.4.f:	DW Türkçe Twitter Top 100 news posts share in total engagements	**……124**
Figure 4.5.a:	Weekly four IBs YouTube channels video post frequency in comparison according to BoomSocial SMA platform.	**……125**
Figure 4.5.b:	Four IBs YouTube channels' weekly video post frequency, via BoomSocial SMA platform.	**……126**
Figure 5.1.:	Positioning of Deutsche Welle in Turkish media system according to Hallin & Mancini's model.	**……129**
Figure 5.1.1.:	Positioning of Sputnik in Turkish media system according to Hallin & Mancini's model.	**……133**

List of Abbreviations

AI	: Artificial Intelligence
B2B	: Business to Business
B2C	: Business to Customer
BBC	: British Broadcasting Cooperation
BBG	: Broadcasting Board of Governors
CNN	: Cable News Network
CRM	: Customer Relationship Management
DW	: Deutsche Welle
IB	: International Broadcaster
ICTA	: Information and Communication Technologies Authority ICTA (Turkish: Bilgi Teknolojileri ve İletişim Kurumu (BTK))
ML	: Machine Learning
MOM	: Media Ownership Monitor
MSNBC	: Microsoft and National Broadcasting Company
NLP	: Natural Language Processing
PSB	: Public Service Broadcasting
RegEx	: Regular Expressions
ROI	: Return on Invest
RPP	: Republic People's Party
RT	: Russia Today
RTL	: Radio Television Luxembourg
RÜTK	:Radyo Televizyon Üst Kurulu (The Supreme Board of Radio and Television)
SL	: Social Listening
SMA	: Social Media Analytics
SMM	: Social Media Monitoring
SW	: Short wave
TGNA	: Turkish Grand National Assembly
TRT	: Turkish Radio and Television Cooperation
UN	: United Nations
UNESCO	: United Nations Educational, Scientific and Cultural Organization
UNICEF	: United Nations International Children's Emergency Fund
US	: United States
USA	: United States of America
VOA	: Voice of America
WWII	: World War Two
WWF	: Worldwide Fund for Nature

Introduction

Like many other developments in our lives, international broadcasting and the technology used in international media communication and news media has roots in the First World War. Since its initial examples as a communication practice, news broadcasting has experienced transformation and evolved in time. Up to the present day, like other media and news broadcasters, international broadcasting developed new dynamics and innovations with digital platforms and social networks. International broadcasters are not only integrating themselves with these new media dynamics but also accommodating their news and broadcasting policies to the regions they are operating.

International broadcasters (IB) have adapted the developments in new media practices and this has also rooted in media viability perspectives. IBs have used digital media support to make it more viable, especially also in different countries and regions to support free, independent, and pluralistic media landscapes where it is needed according to their origin country's perspectives in these matters.

Most of the international broadcasters and news agencies operating in the Republic of Turkey broadcast in the Turkish language but there are also foreign language broadcasters as well. The Republic of Turkey is from various aspects evaluated as not an absolute stable country and its political and economic transitional conditions have impacts on the media landscape and media industry (Güngör, B. Sümer, B.; Şahin, H. in Schmidt & Schwatmann, April 2011). Fundamentally politics, economics, and media have transitive relations all around the world. Therefore, especially in the last 40 years the political and economic conditions in Turkey have also (vice versa media on politics and economics) massive changed on the Turkish media landscape and journalistic practices (Akser and Baybars-Hawks, 2012: 302-310). As a result in the last 5 years, the Turkish media lost its diversity considerably.

In Turkey, major international broadcasters, have taken up the role of filling the gap created by increased monopolization of the Turkish media in addition to their

principal goals like public diplomacy, sharing their culture and teaching their languages, and representing their media policy (DW: DW launches Turkish YouTube channel +90, 29.04.2019). Usually, news coverage of international broadcasters and news agencies focus on transmitting news from their origin country and around the world. In broadcasting of global news, the intentions of IBs are based on their political perspectives guided by international relations tied with their origin country's media policies and perception of media independence. Due to the declared advocacy of media diversity and independence, the representatives of IBs in Turkey are targeted for creating social turmoil and political instability. An institution with close ties to the government party has published a report describing the major international broadcasters, their employees and independent journalists they are working with and their broadcasts in Turkey as manipulative, misleading, and in network against current governments politics (Al Jazeera News: "Turkish journalists take legal action over 'blacklisting' report", 08.07.2019).

Media policy of countries can influence press freedom and plurality; also, viability, perception in reliability, the credibility of media, or press organization at local and international levels. An approach of news media outlets to strengthening the reliability and credibility perception in news media is to work with reputable journalists in achieving this aim. After the year 2017, Al Jazeera has stopped news releases in the Turkish language, and today there are four major international broadcasters with the Turkish section. When Al Jazeera has announced their decision for ending broadcasting activities in Turkey and the Turkish language, they highlighted the viability problems depending on operational decisions as one of the main reasons for doing so ("Al Jazeera Turk ended its broadcast life" Doğru Haber, 04.05.2017).

In the following years, as the Turkish media Landscape continued to move in less diverse directions, the major four broadcasters that remain operating in Turkey representing four different countries; BBC News Turkish from the United Kingdom,

Deutsche Welle – DW Turkish from the Federal Republic of Germany, Voice of America – VOA Turkish (in Turkish named officially "Amerika'nın Sesi" with the same meaning of Voice of America), Sputnik Turkey – from Russian Federation get more engaged in Turkish media and also they have started getting more attention by their target audiences. An excellent example for this case is from mid-2017, Deutsche Welle's Turkish editorial management has begun to work with two local well-known journalists, Nevşin Mengü and Banu Güven. Nevşin Mengü has ended hosting her regular news program "Bire Bir" at the end of February 2020 but Banu Güven is still working with Deutsche Welle Türkçe and continues reporting. With other local journalists, this can be considered as a kind of localization policy in news broadcasting to gain a stronger perception of reliability and credibility by the target audience in Turkey (Masayuki, 2014: 14). However, the most important and effective asset for international broadcasters is using digital platforms and social media intensively because of the technical benefits, management advantages, and future potential tendencies in media consumption habits. None of the four international broadcasters operate a regular television channel or radio station in Turkey, except Sputnik Turkey with radio broadcasting in five major cities. These only do digital publishing and broadcasting via their websites, Facebook, Twitter, YouTube, and Instagram. As a result, for measuring or analyzing international broadcasters in Turkey it is crucial to get data from digital media platforms and study them.

The main objective of this thesis is to answer the question of how effective it is to use local journalists as international broadcasters in a foreign news media landscape by analyzing them in comparison with each other. Another objective is to answer how broadcaster's performance can be analyzed on social media. Therefore, a dataset of these four international broadcasters from Twitter in the date range from 01.05.2017 till 01.02.2020 with engagement numbers (like, share and comment), post links, post text, post type in Excel file containing raw data of four international broadcasters have been collected and the BoomSocial social media analytics benchmark report has been created.

The research consists of five chapters. Chapter one is aiming to explain international broadcasting as a type and extension of public broadcasting with its service aims or missions together with the challenges they face today. The second chapter focuses on research methodology, questions, and technical backgrounds for case analysis. On the other hand, it describes the frames of instruments in the research and its methodology which also appoints the current social media data research relations with several research methodologies together with their intersections in data analyses. Chapter 3 will open the current situation Turkish media landscape and the positioning of the Turkish media system according to Hallin & Mancini's media system approaches. It also provides a look into four media broadcasters' overviews with their origin countries framing according to Hallin & Mancini's comparison of media system framings. Chapter 4 demonstrates the analysis and the results of the gathered data. Chapter 5 provides the key results and their interpretation for answering the research questions, and a conclusion to the study. Besides, the researcher will offer an appendix containing further results, the category system, and lists of the tested articles.

CHAPTER ONE
DEFINING INTERNATIONAL BROADCASTING

1. 1 Public Broadcasting

The function of broadcasting is a social one, a source of entertainment, information, and enlightenment. From the perspective of policy prescription broadcasting is the set of responsibilities agreed upon in exchange for a monopoly of control over a mass communications medium. As a result of the technological developments in history, several medium types are available for broadcasting today. Broadcasting varies in practice such as commercial, public service, international, regulatory, state-owned, or media network organization (Cerbino & Belotti, 2018).

International broadcasting has roots in public broadcasting and is funded in many countries like public broadcasters. From the organizational aspects, international broadcasters should be similar to public broadcasters depending on the democracy practices and press freedom but in some countries due to government type or system international broadcasters function as a state apparatus.

It is important to note that PSB models have been developed essentially due to the inherent weaknesses of the two dominant broadcasting systems—the state-controlled broadcasting model and the profit-oriented commercial model. Public service broadcasting is a result of the development of two different but integrated broadcasting models which are state-controlled broadcasting and commercial media also known as profit-oriented media bodies. This development is based on mistrust towards the realizable monopolization potentials of market dynamics or mechanisms, also the possibility to fulfill other negative goals. A similar type of mistrust points to the State's ability to achieve the same objectives, applying to public broadcasting today (Banerjee & Kalinga: 12-17, 2005). But in many countries, the differentiation of state broadcasting and public broadcasting has entangled conditions.

The main purpose of "Public service broadcasting (PSB)" providing access to and participation in public life by promoting access to education and culture, developing knowledge, and fostering interactions among citizens; Especially in developing countries. Still, today for the majority of the world population, comprising inhabitants of huge rural areas and illiterate people, radio and television remain the most available and widespread ICTs, with radio in the first place as the primary communication medium.

Therefore public broadcasting has an important role to fulfil the required instrumental mission of publicly organizing the service of citizens, culture, and democracy. Some countries don't support and provide conditions for profit-oriented private entrepreneurs to serve benefits of public interest because of the aforementioned mistrust of dynamics in commercial-oriented aims which can have conflicts with public interests (Banerjee & Kalinga: 12-17, 2005). At the same time, people were also

suspicious of the state. Because of the social, cultural, and political potentials of broadcasting, it was felt that direct state involvement in a field related by and large to thought and expression was not desirable.

To be able to understand the comprehensive and operational dimensions of what constitutes a genuine PSB, it is more useful to refer to some of the definitions used by organizations and commissions around the world. In understanding the role of PSBs, the following factors could be considered in judging whether a PSB system is playing the role it is expected to perform.

The 'Public service broadcasting: a best practices sourcebook' of Banerjee & Kalinga published by United Nations Educational, Scientific, and Cultural Organization (UNESCO) trying to define and draw basic global frameworks concerning PSB. In this framework there are four main criteria for public broadcasting providing public interests in broadcasting services to inform, educate, and entertain:

1) **Universality:** Public broadcasting must be accessible to every citizen throughout the country. Regardless of their social status or income, as part of an egalitarian and democratic goal, the public broadcaster has to address the entire population and seek to reach the largest possible number.

2) **Diversity:** For diversity criteria, there are three dimensions concerning public broadcasting.
   - The genres of programs offered
   - The audiences targeted
   - The subjects discussed

   Public broadcasting must reflect and offer the diversity of public interests by offering different types of programs. The variety of programs should range from newscasts to light programs. Some programs and productions may be targeted at only part of the public with a specific or restricted audience type, whose expectations are different than the average or common interests. In the end, public broadcasting should be able to reach everyone,

not through each program, but all programs and their variety. By seeking a response to the varied interests of the public PSB should also reflect the whole range of current issues in society. Diversity and universality are complementary in that producing programs for different demographic groups or segments like youth, older people, and other groups. This ultimately means that public broadcasting appeals to all.

3) **Independence:** Public broadcasting is defined as a forum where ideas should be or can be expressed freely, where information, opinions, and criticisms can circulate. This is possible only if the broadcaster is independent, in that, it allows the freedom of public broadcasting to be maintained against commercial or political influence. If the information provided by the public broadcaster was influenced by the government, people are less likely to believe the content. Similarly, if the public broadcaster's programs were designed for commercial ends, the question of financing a public service arises. If the programs are not substantially different from those provided by commercial broadcasters why should the public finance these services?

4) **Distinctiveness:** Public service broadcasting should also differ from other broadcasting services. In public-service programming, as regards the quality and particular character of its programs, the public must be able to identify what distinguishes this service from other services. It is not merely a matter of producing the type of programs that the other services are not interested in, aiming at audiences neglected by others or dealing with subjects ignored by others. It is a matter of doing things differently, without excluding any genre. This principle must lead public broadcasters to innovate, create new slots, new genres, and set the pace in the audiovisual world, and pull other broadcasting networks in their wake.

These criteria expressed by Banerjee & Kalinga concern all international broadcasters which are also a form of public broadcasters, but the difference is that IBs have additionally public diplomacy responsibilities towards the origin countries, in that there are messages related to state policies.

On the other hand, these defined frameworks are generic dimensions expected by UNESCO and determined through the results of a series of discussions, conferences, and seminars.

1.2 International Broadcasting

International broadcasting is a form of broadcasting that is intentionally aimed beyond frontiers, rather than a domestic audience. When the first broadcasting has started, it was mainly long, medium, or shortwave radio for a long time in the 20th century but since the 1980s, broadcasting also used direct satellite broadcasting, and since the beginning of the 21st century the internet and social media as a means of reaching audiences (Rawnsley, 2016).

In standard definition, although radio and television programs do travel outside national borders, in many cases reception by foreigners was accidental. However, today with multi-diverse digital media technology it is more target oriented. (Powers & Youmans, 2012: 1-16) On the other hand, for propaganda purposes, transmitting religious beliefs, keeping in touch with colonies or expatriates, education, improving trade, increasing national prestige, or promoting tourism and goodwill, broadcasting services have operated external services since 1925 (Bumpus and Skelt, 1984: 4-5).

As one of the most influential inventions in the 20th century, the radio provided fundamental frames for international mass communication, news releases, and public diplomacy objectives through creating a cross-border communication platform. Either directly or indirectly with radio technology, perception of communication, and the understanding of the world is affected and since radio waves can cross borders and reach other nations and societies, international broadcasting benefited the possibilities of the radio scene.

As summarized by Bumpus & Skelt, from the political media communication perspective, radio allowed targeted audiences to listen to a broad range of channels and programs that has advanced the potential impact of international broadcasting.

There were millions of radio sets at homes in the world and they were capable of receiving broadcasts from stations outside national borders. International broadcasts transmitted via radio waves were not just only carried on short waves, but sometimes also on long and medium waves as well, end even ultra-short waves which called "VHF" (Bumpus and Skelt, 1984: 14). Most of the well-known and influential international broadcasters are usually state-funded and some of them are still state-controlled even though their guideline provides for freedom of speech and press. They aim to reach audiences in other countries. Today most of the countries in the world do receive international broadcast or have international broadcasting stations via radio, TV, and the internet, some of them operating more than one service (Rotheray, 2010: 15-46). Significantly with the utilization of the internet and social media platforms in broadcasting corporations or organizations, many broadcasters have increased their range of target audiences and reach geographical and social levels (Si, 2014).

There are several types of state and public-funded IBs other than commercial, international broadcasting organizations, focusing on defense and military or religious purposes operating at international levels but the most known type is commercial broadcasting which is for example CNN, RTL, SKY, or MNSBC (Bumpus & Skelt, 1984). But the commercial international broadcasters are defined as networks and they are usually based on TV broadcasting with different media development backgrounds.

Domestic radio or TV broadcasters, which also target the audiences outside their frontiers forming a different category of international broadcasting in areas where adjoining states have a common language as is the case in Arab World, Latin America, German, or Serbo-Croatian speaking countries (Rawnsley, 2016); (Rotheray, 2010); (Samuel-Azran, 2014).

1.3 From Traditional to the Digital

International broadcasting started to develop vastly in the last years of the cold war and SW (short wave) broadcasting has laid the fundamentals of hardware broadcasting. In the following decades after the cold war broadcasting systems have transformed significantly.

Following the short-wave broadcasting era, hardware broadcasting has developed and after that hardware and software broadcasting is more prevalent in our time. The Rotherays paper, published by Reuters Institute, gave the estimated current conditions and cases regarding the transformation of broadcasting and points out that broadcasting has developed not just technically but also conceptually and broadcasting principals are now in a period of evolution around the world. Today radio and TV broadcasters besides the traditional media channels focus on digital platforms and try to use the benefits of new media platforms for their interests due to their broadcasting policies (Rotheray, 2010:3-5). With the development of the internet in traditional media services and broadcasters such as newspapers, radio, and TV broadcasters started to get active on digital platforms. News broadcasting on the radio became a different type of medium for news and content distribution on social media platforms. International broadcasters are one of the news media broadcasting types that adopted this new art of broadcasting. Briefly, international broadcasting has pioneered many developments in media technology and quickly transformed (Price, Haas & Margolin 2008: 157) (Youmans & Shawn, 2012: 4). Therefore, to be able to analyze international broadcasters properly, the origins of international broadcasting should be considered too.

During the unstable economic and political conditions in 1930s Europe, SW has emerged as a busy actor on the stage, and became even more important following the Second World War, in the Cold War era when every country has recognized the role of media to win the war without using weapons. In the book “History of International Broadcasting” published in 1992 by James Wood has cited Chairman of

the US president without mentioning his/her name, it is stated regarding international broadcasters that:

> "They sent out words, not bullets; ideas, not bombs, and they broke down a wall and helped break up an evil empire."
>
> (Wood, 2000: 2)

Wood points to the positive utilization of the difference between World War II and post WWII tensions defined as the Cold War. In the Cold War between the allies and axis powers, broadcasting is used for propaganda but it is rather used for preventing destructive outcomes between the west and the east, and even a nuclear war (Wood, 2002: 2). With the efforts of Deutsche Welle, Voice of America, and BBC, the tension between east and west cooled down considerably, and as a result, after four decades, the Cold War has ended. First, the appearance of satellites and television has strengthened the international broadcasters' evolution, and then furthermore the development of other affordable communication systems has enhanced the coverage of international broadcasters (Nye, 2008; Woods 2000; Seul & Riberio, 2015). Technological developments and easier access to advanced technology products have maximized its own effects and swiped its capacity to unlimited possibilities through the evolutions of media usage. International broadcasters became also more accessible, available 24/7, and from news broadcasting to cultural publication, they became an advanced operator of gatekeeping, "gate watching" or "gate checking" (Schwalbe, Silcock & Candello, 2015). The past practices of content coverage of international broadcasters such as media type radio, TV and print media were limited in content coverage in comparison to the digital, especially social media and content sharing platforms like YouTube. Therefore they were very selective on what was going to be broadcasted or published. Burns defines this situation in radio, TV, and print media as a "Gatekeeping process" and this process is implemented by the redaction and editorial management teams of media outlets. This means that in restricted time or on a restricted print media space, the selected news and information can be transmitted or published. The editorial management should decide which information has priority and

which has not and with this selective decision-making action, news delivery and the programs are shaped. In new media conception, "Gatekeeping" procedures are removed, and every important news, information, or content type can be transmitted to the audience more autonomously (Bruns, 2019). This new and larger frame of redactional practice started to be called initially gatewatching. From the keeper approach to the watcher approach, it might first seem like the redaction and editorial management have fewer responsibilities compared to the traditional media, but it is not the case.

Like its advantages, new media and its potentials have also flaws. Gatewatchers are selecting what is going to be published and hold everything not suitable outside because, with the new media technology, the news and information production and consumption is so much more complicated compared to the traditional ones. In addition to the quantity, the quality and reliability of this news became an issue. Today social media is full of fake news and social media news consumption became intertwined with traditional media consumption. Some of the fake or manipulative, manufactured news contents spread so fast in social media, and the same news might also appear on conventional media channels giving "social media" as a reference and try to frame the information coming in (Sydnor, 2018). International broadcasters are aiming to influence social media and other digital platforms for their future; they are trying not only to take distance and create awareness against the influence of fake news, and but also to gain the confidence back in favor of social media news broadcasting ("The future of TV journalism and fighting fake news" Royal Television Society, January 2019). Since fake news spread very fast on social media platforms, the trustworthiness of news sources are affected negatively, and therefore, international broadcasters particularly have to pay attention to three points:

- IBs are an organization or institution model transmitting information or news coming in and going out on a global level.
- Transmission to many locations in various local languages,

- Transmission following local interests by paying extensive attention to keeping the balance between the origin country's policies and local interests or expectations together.

These points need highly transitive editorial management capabilities involving "gatekeeping" and "gatewatching" practices (Newman, 2018). At the same time, 'fact-checking' is also another one of the basic pillars of qualitative and professional journalistic practices. This balance became a very sensitive scale. In sensitive regions with national and cultural differences, society remains distant to the foreign cultures and their broadcasters or journalistic approaches. IBs might get a reactionary response, instead of bringing public diplomacy and correlative understanding.

Moreover, 'fact-checking' was always one of the crucial elements of journalism but with full integration of digitalization and increasing involvement in the participatory journalism parallel with participatory news publishing covering social media information exchange importance of fact-checking against fake news has increased considerably in the last years and became indispensable (Williams, 2018).

In this sense, social media monitoring started to give an ultimate overview opportunity for IBs and stakeholders with faster and bigger communication data swarms that requiring practical and full-scale feedback solutions.

1.4 Public Diplomacy and International Relations Origins

Broadly known and accepted, the first use of international broadcasting appeared in 1915 when Germany launched a daily news report transmission. Under similar circumstances, Russia, following Germany, also used radio with the outbreak of the revolution. They used it in 1917 to manifest to the world the facts behind the revolution. In the years to come, Lenin did not only lead the revolution and establish the Soviet Union but also pioneered the integration of radio broadcasting usage into state communication on both a domestic and international basis. His opinion and vision of radio as "a newspaper without paper suppressed or confiscated" is still well known

and has been acknowledged since then (Bumpus and Skelt, 1984: 7). In this work, this dictum may be related to the social media usage of broadcasters in our time.

Meanwhile, in other countries, similar developments and discoveries were being made and these developments were mostly on an international level because viewed from a technical perspective, waves were relatively not irregular; whereas from a social aspect, radio set or device ownership was a privileged condition, defined as a novelty. Domestic radio programs were in the experimental stage. Limited users of radio sets were interested in every possible transmission, even when they came from other countries (Nye, 2008:63; Rawnsley, 2016: 43).

According to Joseph Nye, there has been no great change in the speed of communication between Europe and America during the 19th century. In the 20th century, change emerged as an extension of communication and increased the scope of data links. Network and data growth required military priorities in the use of communication technologies. Later, military use was replaced by civilian and especially commercial use. A century ago, the emergence of mass media and publishing in real terms (thanks to the cheap electricity beginning to be used at that time, which accelerated the process) gave us some ideas about the possible social and political effects of development in communication today.

Before World War II, in the 1930s Roosevelt's use of radio also caused a major change in US politics. These effects can be observed in countries where they have become more powerful, especially with the emergence of totalitarian governments that suppress rival sources of information. (Nye, 2008: 63). One such totalitarian regime was in Germany, where Adolf Hitler, the leader of the National Socialist Party in Germany became the Chancellor on 30 January 1933. Hitler's propaganda Minister Goebbels made the usage of radio broadcasting part of the main propaganda machine and radio broadcasting became a more systematic unit. This approach pushed forward the understanding of broadcasting to develop as soft power. At the time a senior official at the Ministry of Public Enlightenment and Propaganda, Eugen Hadamosky, also expressed:

> "My task is to make broadcasting a sharp and reliable weapon of government… I had incessantly and untiringly demanded that German broadcasting should be the chief instrument of political propaganda… I have always ridiculed the idea that there is such a thing as objectivity and neutrality per se…"
>
> (Zentner,1965: 313-315)

During the war, every country has begun to broadcast to its enemies and in other languages, in the regions and countries needed to create awareness by its point of view and influence, to be able to dominate or manipulate the other side.

Examples such as the Germans broadcasting in English, the English broadcasting in German and Arabic and the Russians broadcasting in German on the radio illustrates the fact that these countries endeavored to direct and influence the ways of thinking of other societies no matter friend or foe.

In the battle of North Africa when the Italians used famous Arab meddah (Eulogist) to arouse more interest from Arabic-speaking North African natives, the British offensive brought the most famous Koran reciter to London to recite the Koran gain the upper hand against the Italians in Arabic broadcasting service. After the British saw how effective it was to use such local figures and cultural features, they have started to practice this propaganda tactic across all of their colonies. (Özsoy, 1998: 50).

Compared to the military force, radio was a much cheaper and easier instrument to ensure social control. The German have realized the effectiveness of methods of persuasion and suggestion imposed by the radio; therefore, between 1933 and 1939 they multiplied radio receiver's utilization by four, within the same time period. Just in 1933/1934, over one million receivers were sold (Zentner, P. 313-315; Bracher, P. 445). External broadcasting was increased from 14 hours a week to 58 hours per week and 130 German dispatching stations had 180 foreign news programs and 53 different dailies aired every day (Akarcalı, 2003: 118). The German

multilingual broadcasting policy in Latin American countries turned into German and American broadcasting. In 1938, the American Department of Foreign Affairs established the Department of Cultural Relations and, two years later, this department was annexed to the Office of Inter-American Affairs, which actively promotes American knowledge and culture in Latin America under Nelson Rockefeller's administration. One year later in 1939, Germany was broadcasting for seven hours per week in Latin America and whereas the United States was broadcasting 12 hours per week. After two years later the United States has started 24/7 on-air broadcasting (Nye, 2008: 102).

Another tactical propaganda used in the broadcasting system was used by Goebbels in March of 1938. A total of 25,000 radio devices tuned exclusively for German radio frequencies were distributed in Austria. This action plan was a part of the unification process (Anschluss) of Austria. The Germans applied it to Latin America and the Middle East as well. This type of international broadcasting method or propaganda is not just used by Nazi Germany, but after WWII, by the allies too, and it was used throughout the twentieth century (Nye, 2008: 104). It seemed that the British and the Americans have undertaken similar practices, especially during the cold war, in rivalry with the Soviet Union. As an example, the Americans applied the same technique years later in the Vietnam war. The Wall Street Journal has reported in March 1966 that 10,000 cheap portable transistor radio receivers were distributed in the region and that their users were only able to listen to American and South Vietnamese stations (Rawnsley, 1996:6-17).

They also used another way to block publications and create noise. Toll-free radio was introduced, which broadcasted at home or in public places with high-volume broadcasting, telephone lines, and loudspeakers. It was obvious what the purpose of this movement was: To relocate the undesired radios would be detected by the authorities. This method was practiced everywhere in the world, from the Middle East to the Soviet Union and China (Nye, 2008: 104).

Before the war, BBC, which was the leader among its competitors in the field of international radio broadcasting, lost its leadership during the war conditions, and until the end of the war, this leadership passed on to the Nazi administration. Nazi Administration has increased and doubled via frequencies, hours and developed versatile programing contents until spring of 1945. The reason for such results was war but in the first days following the end of the war, the German Ministry of Propaganda was no longer available, and Britain had increased its international weekly broadcast (Anthony, 1975: 53).

Creating boundaries and manipulating the technical features of broadcasting is a strategy quite opposite of the radio broadcasting principles. In the sense that public diplomacy broadcasting messages in a foreign language gain more recognition compared to the technical manipulations and misleading propaganda campaigns. BBC has also criticized VOA several times in the past for practicing subversive propaganda activities. BBC criticized VOA for "indirect propaganda" as opposed to its own preferred method of "democratic propaganda" (Rawnsley, 1996:6-17). WWII and its results brought on an unignorable distanced positioning in a large part of western society against subversive propaganda and faked facts in communication and journalism. In some obvious cases, broadcasting policies of VOA against the countries in the Iron Curtain caused to lose interest and trust among the western audiences. Especially the close relationship between the British state and BBC was a critical issue in independence, objectivity, and reliability (Rawnsley, 1996:6-17). Under this context, Wood defines IB in general as:

> "Broadcasting across national frontiers to a foreign rather than a domestic audience."
>
> (Wood, 2008:14)

In other words, it is government-oriented news and information directed to viewers outside the borders of that given country to spread its ideology and shape public opinion in other countries. Since international broadcasters aim at achieving the

international policy goals of the originating country and serve its interest, IBs can be perceived as "propaganda broadcasters" from a critical point of view in Turkey like in many other countries and they are criticized for a long time, not only in the last decades. It has also been seen as the mission of the IB to shadow its policy internationally (Price, 2003). These approaches are due to relative perspectives, relations, and perceptions. On the other hand, their strategy to reach foreign populations, but not to be received by locals is a kind of instrument to globalize the policy of a given country. Therefore the IBs of the first world countries are evaluated with critical discourses like having hidden agendas with hostile goals over the target country or weaken, divide or destroy the target nation.

1.5 Missions of International Media Broadcasting

Even though constantly criticized and not trusted, international broadcasters' functions can be grouped under seven main roles and the first role can be defined as a kind of tool, functioning in time of conflict or crisis as a "peacemaker" or "peacekeeper" by providing impartial and precise news. In many publications concerning public diplomacy and soft power aspects of international broadcasters, propaganda is considered commonly as a negative notion. However what if the propaganda discourse is effectively aimed at transmitting peace, equality, freedom, or any other positive notion intending the prosperity of humanity? As an example, any religion-focused international broadcaster might carry out its religious beliefs peacefully spreading the propaganda (Bumpus & Skelt, 1984; Orme, 2010; Edafejirhaye, 2016). We can count many other examples on an international level such as United Nations (UN), United Nations Educational, Scientific and Cultural Organization (UNESCO), World Health Organization (WHO), United Nations International Children's Emergency Fund (UNICEF), Worldwide Fund for Nature (WWF) and many others are now broadcasting via digital channels in global scales not only on the state but also in public level. On the other hand, no matter for what purpose or at any level, IBs serve as a platform for international bargaining and dialogue to reach a solution and resolution by employing programs to deal with the conflict

(Youmans & Powers, 2012). Especially in the context of tackling fake news and cyber propaganda with anonymous sources on social media platforms, international broadcasters can be one of the standard setters. Jamie Angus, Director of the BBC World Service Group, defines this situation as:

"In 2018 I pledged that the BBC World Service Group would move beyond just talking about the global 'fake news' threat and take concrete steps to address it. Poor standards of global media literacy and the ease with which malicious content can spread unchecked on digital platforms mean there's never been a greater need for trustworthy news providers to take proactive steps"

(BBC: "BBC launches huge new international anti-disinformation initiative", 09.11.2018).

IBs enhance international relations through projecting and facilitating the world's nations' understanding of each other. Also, they play an active role in bridging the media gap in under-developed countries. Moreover, it offers a platform of communication and negotiation and situates itself as a local broadcaster.

The second group is functioning as a tool that facilitates international relations. In the same way, most of the global corporations operate at a global or local level, as business to business (B2B) and business to customer (B2C) communication, IBs can act particularly as marketing agents representing the polished image of their countries on a state and public level (Edafejirhaye, 2016, 45-48). For example, the BBC charter states "bringing the UK to the world and the world to the UK" which indicates the importance of each IB in representing its originating country image in the best way possible.

The perceptions of culture and language vary as regards each country due to their respective location or history. What might be a taboo in one culture might be quite acceptable in another. Furthermore, each country has its own cultural signs and lifestyle. IBs highlight the differences between cultures and countries or present the image of its originating state which leads to cultural harmony by giving broader

definitions to the cultural aspects (Price, 2003: 54). International broadcasting can also reflect the similarities between cultures or give the universal principles that every nation or society should unite under (Arte TV: ”Die Entstehung von Arte”, 07.12.2015). An interesting example is from two countries that experienced war for centuries. Between France and Germany, a broadcasting organization named “Arte” operates since 1992 to get two nations closer under the roof of the European Union. The content coverage of Arte is mostly about the common interests of both nations, global aspects of world events, liberal cultural information to educate and inform both sides, and the most important part to reflect the similarities and differences with tolerant messages to keep the communication unbroken (Stollfuβ, 2008).

IBs keep the ties between a country and its citizens abroad close by projecting a variety of programs that encompass the values, habits, and cultural aspects of the originating country of the IB and in this way, it offers a sense of connection to the citizens of the home country who live abroad (Stollfuβ, 2008). Furthermore, IB is the active power to spread the perspectives of the country. A good example of this case is the position of Broadcasting Board of Governors (BBG), which controls the American international broadcasters like Voice of America and envisages and presents its ideology only about over events in the USA.

1.6 Challenges for International Broadcasters and Social Media

First of all, the digitalization in the documentation, publication, and broadcasting has made controlling the flow of the media very difficult. Subsequently, social media has attracted lots of audiences and for many people became the first choice of following news sources. Whether mainstream or alternative, the media became so transitive it became one and optimizable by interest (Whimbush & Portale, 2015). Under these circumstances, the main challenges for international broadcasters in the new media environment are:

1. Media, content creation, and journalism became more participatory for the users and has created a new frame called participatory journalism

that might be an advantage and a handicap at the same time. Media is not restricted to the professional journalists anymore with the help of social media and the affordable prices or even open-source (free) media production possibilities (Hölig & Hasebrink, 2016; Lewis & Molyneux, 2018). The most challenging and difficult factor for the international broadcasters caused by social media is to check the facts, photos, and videos, which are posted on the internet. It has become common for the images used by journalists to turn out to be fake and later to be removed (Ireton & Posetti, 2018: 55-57). Fact-checking became more necessary, as a matter of fact, a new popular market and career opportunity. Every international organization has some degree of relationship with media, journalism, and news ethics and it tries to fight against fake news and information manipulation.

2. International broadcasters and social media platforms have a strong influence on the public crisis. They may both be responsible or be a part of the crisis outbreak but one of the main reasons for the existence of IBs is to avoid or solve the crisis and eliminate possible treats but in recent years international broadcasting media outlets are criticized separately or together with social media platforms for causing or escalating crises, particularly in international crisis regions.

Some politicians are also criticizing both media platforms and actors as creators or instigative factors in a local or global crisis, which is seen as the opposite perception of public diplomacy principles.

3. Social media has provided flexibility to users by reaching target audiences via mobile tools, whether they are at home or somewhere else. Social media marks the end of the hegemony of TV streaming and the idea that it is the exclusive source of information, but international broadcasters still do have a priority of providing some basic standards of professional and quality journalism (Ireton & Posetti, 2018: 36-40).

4. Journalists working for international broadcasters who operate in different cultures need to ensure credible information and they have to deal with the content on social media concerning these different cultures (Price, 2008: 73-85). For credible information and suitable contents, IBs and journalists addressing the foreign cultural environments must have or gain skills to identify fake information and should avoid themselves to be an extension of disinformation. By filtering the information and controlling the unfiltered information flow, this can be avoided in the frames of broadcasting gatewatching line (Limbourg, 2014).

5. International broadcasters need to enhance their abilities on social media like Facebook, Twitter, YouTube, and other platforms (Broersma & Eldridge II, 2019). It is now the best way to reach people and provide them with authentic information, especially with the emergence of tools to facilitate live video services on Facebook or YouTube. These platforms allow live communication between the reporters and the audience or the channel itself (Premium Times: "Social media and the future of international broadcasting By Muhammad Jameel Yusha").

In summary, the most common role of international broadcasters is to broadcast news in many different languages which enables them to reach a high number of audiences to make a certain contribution to public opinion. In addition to that, they represent the agenda and the political points of view of the originating state, and also have a role as a peacemaker in crisis. They carry out the current events and conditions and what is happening internally. International broadcasters are representing the political views culture and language of their origin country. In times when digital platforms did not exist, and media consisted of radio, TV, and printed material, there were not many strong challenges to undermine these aspects with anonymous sources that can be created by anyone. Therefore, the biggest challenge for international broadcasters is that they are no longer globally operating monopolized media platforms. Unfiltered content, fake news, disinformation, and anonymity of sources

continue to get more attention and pose a challenge for international broadcasters in conducting reliable and qualitative journalism and stay as one of the core attributes concerning professional journalism (Broersma & Scott, 2019: 193-195).

CHAPTER TWO
RESEARCH METHODOLOGY & TECHNICAL DIMENSIONS

2.1 Research Methodology

In the analysis part of this thesis, several methodological approaches and technical tools are used in combination. There is no universal, ultimate or conclusive methodology for social media content analysis and analytics or in social media communication regarding academic level but on the other hand, private companies have integrated old analysis and analytics approaches to new media and communication technologies, following that they have developed these analysis methodologies considerably. Conventional media content and discourse analysis methodologies in qualitative research methodologies merged with quantitative methodologies because of the high volume of data flow in new media also known as a part of what is called "big data" (Flournoy, Douglas & LaFrenz, Aaron & Younge, Andrew, 2019); (Patgiri, Ripon & Ahmed, Arif, 2016). According to some experts, big data became a cliché expression and lost its hype, became the new normal. Almost everything today related to content and new media must be tackled in research and analysis with high volumes of data (Snelson, 2016, 1-16). Implementation of qualitative research methodologies with quantitative aspects of data metrics in new media types made mixed-method approaches more usable and reliable in a very short time.

Basic analytics apparatus types such as monitoring and measurement changed with the transformation of data types and amounts. The change created two new instruments: web and social media monitoring tools and web and social media analytics platforms or services (Alguliyev & Aghayeva, 2016: 56-62). Web analytics

and social media analytics also differ from each other; web analytics is based on measuring the different dimensions depending on the platform features, purposes, and contents types contained in these platforms from login-logoff, clicks, visits, geolocation, or customer lifecycles. In the guidebook of Deutsche Welle for media professionals, various aspects are defined focused especially for journalists with every metric, dimension, and cross relations between the web and social media analytics. But the main focus at the core point is engagement with the potential social media users that can follow a page or account, which makes them also known as the potential target audiences. Of course, the engagement of the potential target audience users with the followers of the account occurs via social media account, page, or content. This means the traffic and visits attitudes are web analytics interests; meanwhile, every kind of communicative metric is a social media analytics interest. Every social media platform, as a web service provider, applicate a sort of web analytics to observe and analyze their users' every kind of traffic and action within their system administration frames, same data and insights can be also achieved largely by the account or page admins and service providers in analytics field (Lüge, 2019).

In the beginning, monitoring tools are developed focusing to monitor, how brands are mentioned on the web & social media and to be able to follow the corporate reputations on these new media types for taking effective actions concerning their perception in the public opinion (Klasson: "The Evolution of Social Media Monitoring in Corporate Security", 2016). With this basic approach social media monitoring tools can be described as that they have an overarching measurement and analysis scope that can be applied for any topoi, topos, or topic; covering subjective or objective assets that are mentioned on any digital accessible platform that can be crawled. In a very short time, monitoring tools and their functional scope integrated every part of our world (Perakakis; Mastorakis; Kopanakis, 2019: 3-5). It is not an exaggeration that social media monitoring and analytics became vital or at least related somehow to every part of society. Besides the digitalization wave and interactive online communication technology, new media content usage dynamics create its economic advantages by enabling the possibility to reach larger masses or targeted niche

communities. Of course not every institution, organization, and market extension is using web & social media monitoring or social media analytics; but it is a very high probability that in their own global inclusionary field within a discursive scope or broad benchmark took place as part of their topic, brand, news or publication content data coverage of these tools in the world.

There are numerous monitoring tools as paid or free software as a service (SaaS) products and platforms. Recently, more developed versions with better insight generating potentials and more advanced analytical features, called social listening tools or social media intelligence platforms, began providing users more possibilities to work with data in a deeper and versatile analysis approach. These developments resulted in web & social media data getting to more enhanced levels with other usage fields. One of these fields is mainly the media and news media itself, such as streaming services, online news publications, social TV, and similar channels. Not only the media coverage is extended with web and social media, but also media is extended into these new platforms and became one (New European Media "NEM", 2017).

According to some media theorists, there are no boundaries or differentiation between the traditional and new media anymore. They are all one big media sphere overlapping each other by influencing society with two content lifecycles. The first co-existential and beneficial feature of this sphere is the content lifecycle in the market; while the second one is the discursive influence of media users and producer's lifecycle such as user-generated content creation. Public opinions or crises on social media and political polarization such as discussions on social networks are affecting the news media agenda and vice versa the news media is affecting the agenda of the digital and social media sphere (Simone, 2016; NEM, 2017). This in turn causes an endless loop of feedback, creating a symbiosis of media types bounded with the content and discourse network branches, just like the rhizomes of a neural synapses network, but evolving continuously with time. The theory of discourse evolvement and network structure of discourses is not new (Scharloth & David & Bubenhofer, 1-5 2013). In critical discourse analysis research, the definition of a network of

discourses or rhizomes is used and described in different forms of model framing types towards discourse relations. In critical discourse analysis, close to Foucault's discourse analysis perspective, Siegfried Jäger formed Duisburger School like Norman Fairclough's use of linguistic approach, trying to describe the network structure dynamics. According to the critical discourse analysis by Siegfried Jäger discourses are building in the society like network shaped forms with various strands connected or webbed forming structures called discourse strands. These discourse strands can be analyzed in diachronic (i.e. longitudinal) and synchronic (i.e. cross-sectional) dimensions (Jäger & Maier, 2016, 109-136).

A synchronic cut of a discourse strand analyzes that what is said or what are the possible discourses can be said at particular points in time and place. On the other hand, a diachronic analysis of a discourse strand gives a scope of several points in time and place, for example, discursive events of a particular occasion such as elections, political debates, or social contradictions. As a result, by analyzing several synchronic analysis outputs are giving insights in comparison overtime for the final analysis which will be a diachronic picture of discourses (Jäger & Maier, 2016, 109-136).

Monitoring and analytics tools can be used at this point as basic analysis tools for diachronic and synchronic discourse strands on social media communication and discourse dynamics. For more extended research dimensions several methods can be used such as topic modeling, network analysis, or data & text clustering. Before applying these methods, data can be gathered only in a few ways; the most reliable way is using social media monitoring and analytics tools. Some tools have the better capability for generating insights as mentioned before in this chapter, this can be implemented in both diachronic and synchronic analysis of discourse strands.

Furman is explaining these briefly as used over dashboards that organize and present information or insights from the data collected and intended to analyze in a user interface. The visual elements of dashboards are designed to simplify the results of the collected data through a search query, system-defined accounts, or pages from several social media platforms. Dashboards of these tools tend to be customizable

features, and the users of these tools can optimize their dashboard design with interactive charts, timelines, graphs, and other data visualization options depending on the dataset or for comparing several datasets (Furman, 2018, 77-85).

2.2 Research questions, hypotheses, and state

The basic research question is how news broadcasters' performances can be analyzed on social media platforms by their journalistic approach frames, target audience's reaction, coverage of news contents, and coverage as an output of editorial management. These criteria can also be defined as their overall broadcasting strategy, followed and reported by using social media analytics tools. The data collected with these tools can be analyzed in broader frames for deeper research purposes or dimensions. Following this question, news broadcasters do have journalistic understanding differentiating each other by their editorial management, publishing, and broadcasting policies. Due to this differentiation broadcasters position their media and editorial management strategies differently. This strategy is mostly related to a world view or political understanding of the society they want to reach as the target audience. Within this context, results will show how four international broadcasters BBC, VOA, DW, and Sputnik differentiate from each other on social media platforms to reach their target audiences in Turkey. Another question, how content types, features of these content types, discourse, and journalistic credibility by reputation influenced or shaped by the origin countries, is also going to be answered. Another aspect of this study will be from the other side: How do the characteristics of the Turkish media landscape and target audience influence the editorial management decisions of the IBs.

As a form of public broadcasting, international broadcasters are representing nations and countries that are originating in various languages. Therefore, an overall benchmark or comparison to measure and analyze their achievement in worldwide reach would not be reasonable and reliable. On the other hand, their broadcasting and publishing policy is cohesive to the origin country's national interests, international relations, political values, and aims. They operate in different countries or regions with

the same mentioned cohesion, but in different languages. Even though some of the IBs would theoretically broadcast with guidelines depending on their origin countries appointed as very democratic countries, objective influence on journalism with exemplary democratic values with influential international interests; how these values might be perceived and expressed relatively also differentiate country to country.

Another major reason that makes an overall benchmark or comparison unreliable is that countries and regions do have different media systems. Every international broadcaster is supposed to be reflecting the attitudes of different media types. When it comes to classifying these attitudes of IBs in according to the media system comparison framework by Daniel C. Hallin and Paolo Mancini, depending on which region or country they are operating in, any international broadcaster can bend or integrate their broadcasting or journalistic approaches into the frame of the target country's media system. For analysis, the first point is here to ask, if any IB does have a fully homogeneous and worldwide broadcasting policy or does their policy change region by region. To be able to answer homogeneity questions in the worldwide broadcasting of IBs overall approaches would also require a massive research data set or the scope and longtime project. International broadcasters can have different, flexible broadcasting and news release policies depending on the regional media types.

Therefore, in smaller frames under comparison framework media system differences, there exists a diverse range of formal researches and academic papers analyzing or reflecting the current conditions in several regions or countries. Also, about mainstream news media, alternative journalistic initiatives, or the conditional monitoring of media ownership and landscape in Turkey plenty of research examples are existing, but no specific formal research about international broadcasters analyzing in a benchmark according to their digital and social media performances in Turkey.

Whether it might be with negative or positive objectives, international broadcasters transmitting or publishing news from their point of view. Therefore authorities might criticize them for spreading propaganda, creating disinformation, or manipulating the facts, et cetera. The core question here is, how do they perceive by

the target audience or in social media terminology, how social media users in that region follow and engage with these IBs; how they interact with them and share or spread the news content published further. There is also definitely no formal research, or any article focusing on the social media perception and engagement activities of IBs comparing each other in Turkey.

This study analyzes the four international broadcaster's social media activity and broadcasting performances with interdisciplinary approaches of sociolinguistics understanding, media studies, and communication sciences. More specifically, with interdisciplinary approaches in analyses, it is determined here intersecting positions of media analysis, media studies, sociolinguistics, media linguistics, text linguistics, corpus linguistics, critical discourse analysis, and content analysis.

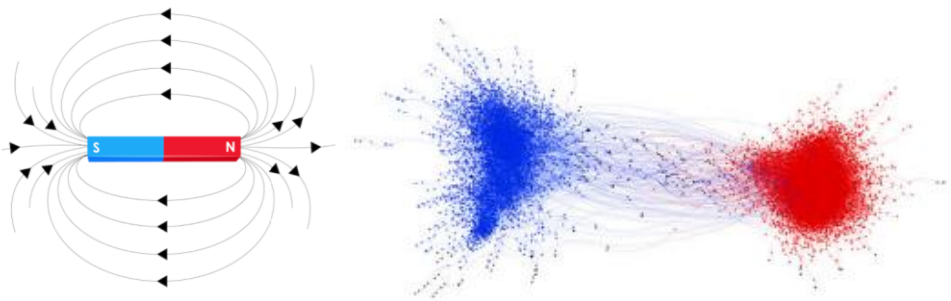
A further sub-dimension as a focus case is aimed to answer the question of how two prominent journalists working with DW, Nevşin Mengü's, and Banu Güven's participation did affect DW Turkish redaction performance and whether or not their participation caused any positive change on the target audience since their engagement has started. A relevant question is, did both journalists benefited from the co-operation and their social media presence in follower and engagement ratios imposed. This question is connected to international broadcasters' performance because it is a typical sustainable influencer return of investment (ROI) cycle in an organization – influencer relation that both sides gain towards the target audience in successful social media communication collaborations.

Whether verbal or written content, all these scientific research disciplines do intersect today when it is the issue to analyze contents shared and used on digital platforms, particularly social media content. Engaging only media content analysis methodologies or research approaches are not clear-cut research fields for vastly proceeding technological developments affecting our media usage and language usage attitudes. This blurriness between the research fields focusing on content and media can be seen also as one of the problem statements in this thesis paper. Of course, there are plenty of research examples, particularly about media coverage and language in

social media or digital media, but all of them have a different approach and understanding of data analysis methodology. Another reason for this problem is the academic circle needs to improve to accept a commonsense approach or various approaches for approved results. On the other side, the private sector and commercial oriented companies were always more progressive in linguistic analysis of digital content and discourse analysis research developments, (Scharloth & David & Bubenhofer, 1-5 2013) but in recent years the academic resources started to catch up and made a huge step with the help of open-source and research networking abilities in collaboration with the private sector.

Another missing research example is the detailed analysis of how news media and broadcasting in Turkey using social media and which content and post types are more effective on users concerning the previous research questions. There are a few reasons why practicing such a research analysis is problematic and full of handicaps. The first reason is that the agenda in Turkey is extremely intense; this makes selecting a case very hard because every topic, case, or incident seems to suit to analyze the media performance and have either a very long continuity to frame it or a very short pulse to observe. Every issue or incident creates a discursive versatility in the agenda of news media channels and especially on social media platforms. The main reason for such constant whirl is the Turkish media shaped today at the edge of diametral poles in every discursive frame pushing each other towards different directions continuously like a magnetic field.

Figure 2.2: Magnetic field visualization (left) and polarization of political social discourse (right).



(Bradya, Wills, Jost, Tucker and Van Bavel, 2017).

The second reason is Turkish media landscape and media ownership allocation is changing constantly, therewith perception of media also shifts in the society constantly. Media reliability is tight up to the political positioning and approaches keeping the society very polarized. A benchmark would be not uniform for a reliable vast majority of mass media lean on one political faction which is the ruling political party Adalet ve Kalkınma Partisi (AKP). The rest of the mass media distribution was allegedly more polyphonic but turned into practitioners of impulsive journalism and news media practices. Both sides create enormous reactional discourses instead of informative news content for publishing or broadcasting. Both poles of the discourse groups are always accepted by counterparts in a negative way that lose its functionality in released debates with multi fragmented discourses directed not in continually developing progressive developing discourses. Instead of branching the discourses forward in many directions, the cycle repeats itself. Of course, to analyze media and social media discourse clashes from the critical discourse point of view would be never-ending case research getting deeper and deeper but from the media economics and management perspective critical discourse analysis with relativistic functionality would not very helpful enough for future management targets (Garimella, Morales, Gionis, Mathioudakis: 55-71, 2017); (Bradya, Wills, Jost, Tucker and Van Bavel 2017).

2.3 Technical Approach & Solutions

This part is about gathering the data together and analyzing it on a reliable and statistical basis. News publishers and broadcasters are using social media platforms Facebook, Twitter, YouTube, and Instagram not as if these platforms are something very new. Today these platforms are one of their most crucial radius of action fields. Briefly summarized, for news media social media became one of the compulsory communication elements to reach the target audience (Hölig & Hasebrink, 2016; Lüge, 2019). Each of these social media platforms has different dynamics, which means in comparison to each other they do have different concepts of interaction and engagement formats and content usage in detail. Differences between the social media platforms bring along a necessity to publish and broadcast the news content in

different types or for the same news topics to use different content formats varying like more text-based, photo or picture concentrated, video, and streaming sharing. Besides the format differences in content types and formats, this necessity occurs also because different social media platforms have different types of users and use cases. For example, a user might decide to follow the news on Twitter and interact with other users on Instagram or Facebook. This situation swings the media source to reach users over different channels. In conclusion, news publishers or broadcasters can attain different audience reach and engagement results on different platforms (Voorveld, H. A. M., van Noort, G., Muntinga, D. G., & Bronner, F., 2018: 38-41). To be able to detect these differences and insights, to further decisive processes in different levels of management with qualitative and quantitative research methodologies or turn them into actions, mixed methods research supported with monitoring and analytics tools must be utilized. As a result, the utilization of this research process should not be an experimental process. The process should be set up in a repeatable system and must be reliable based on research methods in quantitative and qualitative aspects.

Despite the expansion and the development of technology, and the variety of broadcasters, neutrality is still a problematic aspect due to the concentration of the media sector or the source of financing. In an ideal world, all media broadcasters should apply ethically defined professionalism standards and stick to the criteria of journalism, to be honest with the readers and viewers. Specifically speaking, most IBs are funded by the governments; either directly like Sputnik and Aljazeera, or indirectly like BBC through the fees which makes it difficult to see the light of neutrality through their broadcasting.

Analyzing the four international broadcaster's Turkish social media contents, originating from four different regions with different media systems, will, in conclusion, accomplish to reflect an analysis model in the use of managerial needs and purposes for news media. The analysis will be based on content analysis methods with social media monitoring and analytics methods. Data range will be Twitter data between 1 March 2017 - 01 February 2020, almost a three-year period. Twitter will be the only data source and media platform because to make possible an applicable

scale of the case study by narrowing the scope of analysis for this thesis. Another further project or case might be at first step comparing the same performances and media outlets on several social media platforms.

The research will analyze the posts only on Twitter by their engagement rates ranking also in total content releases too. This means every post has engagement numbers such as likes, shares/retweets, comments/replies, and views. The engagement rate is a fundamental metric used in social media marketing and quantitative social media analysis used to measure the performance of a piece of single content or a vast data set containing various amounts of content types from social media platforms. This defines the success of published content, news release, broadcasting, or campaign used as evidence of their engaged audience. Most known social media platforms are Facebook, Twitter and Instagram, and YouTube; while YouTube is not a "pure social network" it can be included also in this group when it comes to the metric of engagement rate because YouTube has similar features for the accounts and channels such as followers or subscribers, view counts, likes, dislikes, and comments. Engagement rate is calculated by total interaction options known as engagement on a single piece of content by the number of users following the account or has encountered by indirect relations according to interests or connected network relations to the content or its source shared on the platform.

The engagement rate is calculated using the total figure of interactions on a post, divided by the number of followers of the account. Interactions will, of course, vary depending on the platform; for example on Instagram, this will include likes, comments, and saves. On Facebook, this will include likes, comments, and shares. On Twitter, this will include retweets, likes, and replies. As mentioned above, YouTube has views count and engagement features: likes, dislikes, and comments. Engagement rate is delivered as a percentage, however, can change as time progresses (Heijnen, 2012:36). Below is an example of the formula used to calculate the engagement rate. Of course, the interaction metrics will be varying depending on social media platform features, but the frame below is the general equation.

Figure 2.3: Standart engagement rate formula



(Social Media Market Glossary: Engagement Rate, 2018)

In social media analytics reporting, Engagement Rate is often deemed as one of the most important metrics. The engagement rate defines a numerical value that can be used to measure the success or failure of a piece of content on social media. It also provides an indication of how engaged an official page any user's or page's followers are with them on social media, but not only followers engage with content but also the followers' network, follower's followers and so on it develops as in chain reaction. The final result, the main function, and purpose of these platforms are to build social networks on the digital dimension, and under this context, the purpose is to be bounded with communication. Also, content sharing on these social networks creates content functionality which is also providing or helping to build social networks having similar interests. Besides the acquaintanceship, social media users are gathering via or around the same content interests so that can build new or sub-networks. For example, when we come across an account with thousands of followers but with a very low engagement rate, this indicates a lack of affinity and connection between the user and the followers. Brands and organizations will particularly use engagement rates to determine also which influencers or key users have a crucial connection potential to they might work within ad campaigns (Rahman, Suberamanian, Zanuddin, Moghavvemi, Nasir, 2016). Users with high engagement rates are more likely to be effective in communication acts like campaigns, broadcasting, or information sharing; and offer more value to the page or account.

2.3.1. Social Media Monitoring & Listening

For conventional media, also known as traditional media, monitoring practices have evolved with technological developments into web and social media monitoring as the extension of their traditional monitoring practices. When media started to integrate into digitalization, the media and news monitoring started to transform and collect data depending on the dynamics of this new era. Newspapers, magazines, and blogs have started to utilize reader comments and evaluation sections below the articles they were publishing as an alternative feature to their web pages or platforms, to get feedback and analyze readers' reactions or opinions about their news publications and contents. Then media monitoring agencies have started to monitor and researchers began to analyze the discourses of these comments sections concentrating beside the published articles on these platforms (Dorostkar & Preisinger, 2012, 1-47). This period also had a different sphere of digital interaction environment that we can describe as a part-digital communication history. In that time blogs, forums, and newsgroups were more active and were the hype or so-called popular. Reader comments sections, forums, and blogs are still active and are important data sources in the media coverage of monitoring. They have not disappeared but also not being used intensively like all-around of the world at the forefront. Different countries, regions, and social groups do have different media usage approaches. In some countries, for example in the US, news sites and other online publications have started to encourage to comment or discuss their opinions on social media platforms almost a decade ago when we consider the chronology and development in the new media platforms (Ellis: "What happened after 7 news sites got rid of reader comments", 2015). Besides moderation issues from newspapers or magazines' point of view, social media platforms give a broader chance to discuss and reach a larger number of people with these comments shared on social media. Another reason is the discourses in the comments and discussion will be more versatile. Today in Germany, people still like to comment on online articles on web pages besides social media platforms, but a big part of them removed this function because of intensive hate speeches making it unable to moderate properly (Media:

“Überfordert vom Leser-Hass: Zeitungsredaktionen schränken Kommentarfunktion ein”, 01.03.2016).

Related to the social and discursive aspects, this intensive hate speech concentration on newspaper articles is very normal because newspapers do have some sort of political positioning, point of view, and parallelism, that they gather the people together, have interests close to these views. Logically the readers or users don’t share these views and groups are the people with counter opinions or with mutual world views other than represented in the articles or publications and broadcasts. For example, by each article from a left-wing newspaper, people can overwhelmingly criticize full of hate speeches depending on the articles or topics. For both sides, right or left such cases occur every day and almost in every country. In the end, today almost all news conversations and interactions are carried on social media platforms. The observation following and analyzing user-generated content related to the news and publication contents excluded from the web monitoring practices. Web monitoring might be used in some cases as a general term also for social media monitoring because overall they both focus on collecting and analyzing data from digital platforms, but social media monitoring is a specialized subset of web monitoring while being more complex and intricate than web monitoring.

When it comes to the aims of social media monitoring, they can be categorized into four groups. The first group is monitoring makes available to listen and interact via social media at systematic and manageable dimensions. Especially for companies and organizations highly active on digital platforms and social media; getting information from the customers, potential markets, and the issues they are related to or interested in is vital.

From the marketing point of view, user conversations are one of the most important values that create different factors for companies, products, and services. Whether it is private or public, the same principle is also valid for the media market. Many organizations are tracking their organizational perception, and communication

strategies like their campaign's success or opinions of people from their target markets (Zhang, B., & Vos, M., 2014: 4-6).

It helps the firms or public organizations by protecting or preventing any crisis and if there is any crisis occurs to observe and manage them. If the reputation is damaged, monitoring provides necessary insights to be used in business and communication strategies. Brand values like brand health and the valuable assets in the market or concerning topics can be traced and positioned by monitoring; such as influencers, potential influencers, active haters, contra publications, or brand advocates like active fans of anything or any brand. These assets are providing brand value with the permanence of effectiveness in communication and discourse. A dedicated representation of an idea, view, or opinion can be reflected in the actuality of the topics and be traced as a part of the interested subject that is monitored.

Predicting possible trends, issues, or other relevant topics through followers' comments and shared contents (retweets) draws attention to an issue, which can be studied from the perspective of agenda-setting theory. Furthermore, the detection and monitoring of web-based interpersonal conversations are used to develop more effective communication interventions, for example for healthcare-related fields. In the end, the literature reveals analyzing the aims via monitoring and tracking activities on digital and social media platforms is considered important for listening, interacting, influencing, and reflecting on social media interaction from a stakeholder perspective. From the community's perspective, SMM might be used from a total quality management point of view but also to cover or manipulate undesired negative aspects in perception or communication.

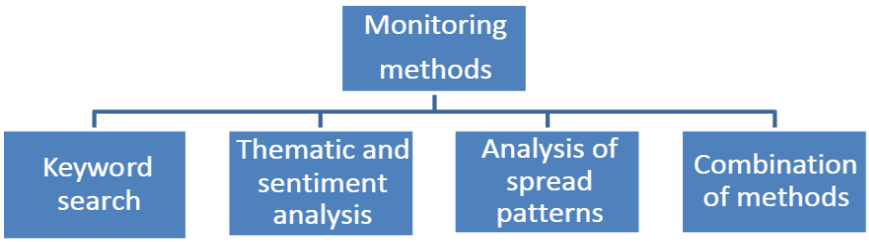
Figure 2.3.1.a: Aim of monitoring or tracking activities



(Zhang, B., & Vos, M., 2014)

International companies need to position themselves clearly in the online environment as well as to pick up and interpret feedback from social media discourse. This creates a basis for interaction that as a next step that may benefit their brand image online. The literature emphasizes brand protection and brand values. Furthermore, reflection is critical to better understand the impact of the interaction and evaluate one's activities online in order to improve the company's online practices.

Figure 2.3.1.b: Four basic steps of monitoring, analytics or listening



(Zhang, B., & Vos, M., 2014).

Technical dimensions and methods of monitoring include working continuously crawling and indexing of sites, pages, and accounts which can be also practiced in real-time. When the sites are indexed, SMM tools can search to find mentions, opinions, and sentiment on specific phrases, words, names, products, services, companies, persons, places, etc. After all the content and the related engagements quantitative data with their information like the date, user, or account who shared the content, links, media source types, if it is available at user's bios information their interests they have declared like occupation or location. Information such as location, occupation, gender, etc. depends on the media source features and social media user's own choice to make this information public (Zhang, B., & Vos, M., 2014: 6-12). The raw data gathered from the sources is unstructured text or semi-structured metrics; the tools collect the data by keyword queries also known as advanced Boolean search queries, but the results are then restructured by the tool and visualized on a dashboard or an optimized data visualization platform with similar settings. Monitoring, also called in many cases as listening, should fit with the objectives of who wants to and what is going to be listened to. Additional to the

objectives, the budget plays a role, as it triggers the questions who will evaluate the results or how many staff needed to listen and evaluate, or can it be monitored automated with the systems and algorithms such as machine learning or AI. But one of the must-ask questions is whether or not it should be real-time listening with instant visualization on a dashboard. Another approach is to identify the themes and topics with their distribution, relations, closeness to each other, or how they are clustered on social media. (Heijnen, 2012: 42-72). Classification of phrases by positive and negative evaluation depending on the brand's point of view. In comparison, a negative approach or point of view of users might be in sentiment for brand A positive perception and for brand B negative, so that sentiment is a relative metric depending on the point of view.

Spread patterns of user opinions can be also a baseline for discourse strands approach in critical discourse analysis, focusing on how negative or positive messages spread on social media. This can be a discussion topic evolving and transforming in time and place such as a political issue, message, campaign, advertorial or a spontaneous discussion in the society suddenly pops out, out of nowhere. Usually, a spread patterns approach is used to observe and get feedback about the impact in reach metric by volume and diversity of posts.

2.3.1.1 Metrics & Intelligence with Social Media Monitoring Tools

The tools for collecting and analyzing social media in a more versatile and insightful way are commonly called intelligence tools. These intelligence tools offer a variety of insights depending on the social media metrics, shared contents, or activities occurring on these social media platforms. There is no broad range of scientific literature about these tools and their functionalities because these tools and platforms continuously developing due to the environment of the social media sphere, technical features, and user habits. Many agencies, companies, or experts are publishing whitepapers, blogs, or other informative materials about the field and technology exclusively concerning marketing and online corporate communication (Zhang, B., & Vos, M., 2014). Of course, these documents are referring or defining the measurement

approaches according to their perspective of positioning in the market or working field but from available existing narrow scientific literature and content marketing publications of the social intelligence market, common social media metrics are defined below.

i. The volume of Posted Contents and Replies

The volume of posted content metric measures the total number of mentions, contents, comments, messages, or articles that have been created and shared on social media for a specific topic or group of topics, brand or product name, group of keywords over a given time period. The volume of created social media content containing a company name (or product/service name) illustrates to what extent a company is subject to the discussion of social media. The volume of social media content can change from day to day, or even from hour to hour. In fact, volumes are increasing in massive volumes when any sudden public incident and crisis or by attention-taking content resolving collective debates, social movement, and mass movements are defined as swarms. Today these social mass movements or behaviors have started to be shaping and influencing our daily life and public opinion in many cases. A sudden upwards deviation in the average volume is a signal for a company or to the public, that people are paying attention to the issue, whether positive or negative. A very often appearing incident is fake user accounts also known as trolls or bots creating irrelevant contents to manipulate social traffic and conversation perceptions or data and insight providers are cleaning or eliminating the deceptive contents from the data volume. With the reliable and consistent outputs of post volumes and frequencies, companies can relate this figure to marketing campaigns or other organized activities and events to determine the success of their reach (Alizadeh; Shapiro; Buntain & Tucker Firms, 2020). States, governments, public organizations, and society can observe dynamics with their discourses, analyze the following consequences of these mass debates or movements. These debates or movements became potential to influence public opinion and diplomacy that can trigger even civil wars, manipulate elections, or help citizens to make themselves heard by the officials (Faggard, 2013). The volume of the post's

metric gives the number of messages, contents, or articles in a specific language or several languages that have been created and shared on social media platforms about a specific topic or discourse over a period. The volume of content can be narrowed down or widened with query scope and several other metrics such as location or demographic information if they are available.

ii. Sentiment

Almost every monitoring, listening or social intelligence tool tries to offer sentiment analysis. Sentiment analysis is a subfield of text and content related opinion and text mining approaches of text analysis with natural language processing (NLP), computer linguistics and additional to all of these fields connected to one of the hype issues of our time is machine learning dimensions or artificial intelligence (A.I.). Sentiment can be positioned as one of the core points of all social media related research and analysis approaches, but it is not just important only for text and content-oriented media research. The sentiment is a subjective attitude of the content or conversation generated by the users on social media and platforms, also like forums or blogs. Sentiment analysis can be executed for every content generated and shared on digital platforms, depending on the frame or point of view of the subject and research questions. These contents can be text, also emojis, visuals, or videos but the most common classification is positive, neutral, and negative determination of texts with linguistic algorithms that simply do text mining and analysis on every post concerning the topic, brand, or name. Sentiment can be relative for a broad subject or in comparison because from one point a subject or approach determined as positive might be negative for another.

Sentiment analysis is a complex activity, not only because each language requires its metadata to classify words and phrases in different languages, but also because most of the sentiment analysis tools use various Natural Language Processing techniques like machine learning, (Latha, 2019) naive Bayes, support vector machine, maximum entropy classifier, n-gram sentiment analysis, rule-based or lexicon-based, K-NN and weighted K-NN and some other techniques. On the other hand, social

listening and social media analytics service providers can apply sentiment analysis by coding every single content manually (Devika; Sunitha & Ganesh, 2016). These NLP techniques take manual content-coding or tagging as a learning dataset, assuming in the past that the underlying text is "clean and correct" a requirement that is not always present in social media posts (Dey & Haque, 2008). Social media posts are compromised with spelling errors, ad-hoc abbreviations, and improper casing, incorrect punctuation and malformed sentences, and other unwanted data types that should be cleaned and eliminated within the frames of the same techniques in recent years. These features were polluting the outcome of the algorithms and caused misleading analysis results or insights in the past. However, interest in noisy text analytics has increased significantly in recent years. The systems that are currently developed also take phrases into account (Dey & Haque, 2008), (Koenig, 2019), turning into a negative sentiment post. The accuracy of sentiment analysis is increased by new methods and currently continuing to be developed for most platforms that are commercial and do not disclose full details of their internal feature set.

iii. Geography

Social media users have to fill up some personal information when they are registering into social media platforms or forums, which also includes their location where they are living, to the level of a city, district, and country. Location information can be changed and doesn't have to be only one location but there is no guarantee that users will give full information or provide legitimate personal detail. In short, users can give fake information. For instance, some users share or give their location information permanently for every action. Social media monitoring tools can collect these accessible location data and analyze by determining the location where the posts have been sent. Next, mobile devices including a GPS component that can – if allowed by the user – provide the social media post with more accurate geographic information (Heijnen, 2012: 42-72). As such, social media monitoring tools provide details about the geography of the social media posts of a firm in a given period.

iv. Topic and theme detection

Social media monitoring tools provide details in the primary topics and themes that consist of the dataset related to the company, institution, or organization's interests. Generally, a list of the ten most 'trending or important topics' is presented. This can differ depending on interests and needs that either what is wanted to be seen at the forefront of what is necessary to see should be considered at the data. On service providers platforms or dashboards this can be optimized and set up with service providers blueprint templates that are prepared ready or designed by order. Topic and theme detection allow companies to quickly grasp an understanding of the most discussed topics that consist of the social media posts related to the company or aim of the project (Heijnen, 2012: 42-72). In ad-hoc research, this can be designed with code frame designs, topic modeling approaches, and data clustering techniques as an extension of NLP methodologies steps like n-gram and RegEx approaches used in topic modeling and machine learning, for example, a bag of words combined with n-gram based sentiment analysis (Devika; Sunitha & Ganesh, 2016). The visualization of topics can be reflected in basic at almost every monitoring tool with word clouds but network graphs and sunbursts or topic wheels, treemaps are used in data visualization approaches more frequently in recent years.

v. Influencer Ranking

The basic nature of social media platforms is providing the possibility to follow other users, pages, groups, companies, organizations, brands, or digital social structures. As a result, the messages that have been created by people with many followers will reach many other users, accounts, pages, or any other relevant representations with quantitative numbers of followers that with social media monitoring tools these numbers or amounts can be provided as insights. The users with the most followers are considered the strongest influencers. Meanwhile, in an enhanced evaluation, the number is not always a key factor. Some influencers have very key personas as followers create more effective reach potentials. It would be wise to combine the sentiment of the posts with the posts made by the strongest influencers.

A negative message created by a strong influencer is likely to reach many people, which may result in an overall decrease in the sentiment towards the company. On the contrary, strong influencers posting positive messages may increase the overall sentiment. With this information, web care teams can focus on the people with many followers to have the strongest effect on the desired result, which may be an increase in the overall sentiment (Heijnen, 2012: 42-72). Another aspect close to influencer ranking is active users or accounts. The users who are talking or engaging very actively about the topic, brand, product, or anything can be ranked as active users. These users can be recruited by brands as brand advocates if they have stronger intentions for representing the brand or product. Some of these users might be or become an expert in the field and market.

vi. Channel distribution

Ideally, tools should be able to track and collect data from all social and digital media platforms. Competent tools are not just covering popular social media platforms, they gather and analyze data from the web and forums to monitor comparison of the distribution-related posts and conversations. Every platform has different features and dynamics as it is mentioned before. These differences are not just about usage, content type concentrations, or networking abilities. Some platforms like Facebook and Instagram make it hard or impossible to collect data except publicly available information. Facebook has problems with violation of personal data protection and Instagram has a different technical layout and most importantly data is mainly visuals and videos not so it makes it almost impossible to crawl or track data if the content is not defined or described with text structure like free text explanation, hashtag or mentions. YouTube and Instagram have similar difficulties related to their futures for monitoring tools. The content might have relations with the topic or brand defined with a text, but the comments and conversations made below the shared visual or video might not contain any keyword related to the topic or brand at the same time can concern what is wanted to be monitored (Heijnen, 2012: 60) As a result according to the data accessibility in relation with the query scope, social media platforms total

user numbers and likeness of the platform conversation dynamics with the topic or brand bring out the media source distribution results. Hereby social media platforms penetration in overall or for each platform based on active users showing the difference depending on language regions, territory, or countries to the total population. Even in a country, demographic or cultural differences can vary by social media usage aims. Therefore in general it might be expected that most popular platforms in the region or country would have the highest share in the distribution for every topic or brand, but users share their opinion and voice also more target-oriented and use these platforms coherently to their communication dynamics.

2.3.2. Social Media Analytics Process & Tools

In academic papers, social media analytics conception is slightly different compared to the social media intelligence market. The most common difference is, some academicians classify social media analytics, monitoring, and listening under one definition as it is there is one approach with different outcomes depending on which algorithmic steps are going to be taken but in the free market of the social media business, SMA is one sort of application, tool frame or social listening set up to control, gain insight and analyze social media communication from the page or commercial user perspective. This perspective of SMA in a practical sense contains the usage and measurement of outcomes, one-to-many communications on social media platforms. Usually, these tools are used for business to customer (B2C) communication, corporate communication, and marketing campaigns. Where social listening tools support identifying and responding to online conversations, analytics tools are providing target audiences response with a quantitative projection of how the social media account or page is managed and is an ongoing communication strategy succeeding by attaining the objectives (Crimson Hexagon: "The Fundamentals of Social Media Analytics). In recent years some social listening tools have improved their capabilities considerably and these tools are providing multi-modular services or setup options containing additional analytics features with monitoring, these tools are also defined as social listening or social intelligence tools. Some brands are providing additional social CRM

services integrated into these tools. Social CRM (customer relation management) is aiming briefly control and respond to customer engagement for companies on social media platforms (Quintly: Key Differences between Social Media Listening & Analytics, 2017).

The primary purpose of social intelligence tools is to provide every possible metric of web & social media data for creating endless analysis possibilities or variations for their users. This relation between SMA data metrics and social media intelligence & analysis puts SMA in a similar position according to insight projection mainframe as a sub-branch like in academic papers positioned but in the praxis of SMA coverage of data, the variation of metrics and insight generation purposes is not the same with the social media monitoring and listening. On the other hand, although analytics is being used by the companies commonly selling products or offering services, it can also be launched by any organization, influencer, or public figure (Stieglitz, Mirbabaiea, Rossa, Neuberger, 2018). For example beside social media presence of public institutions, politicians, political parties; newspapers, public or private broadcasters, periodicals, online media like Huffington Post, VICE, VOX or other examples, journalists, other media organizations and figures can be analyzed and observed by their activities, which means what kind of content they are sharing or broadcasting.

Social media analytics:

i. Helps to understand which content topics and tactics drive social engagement such as likes, shares, comments, or views.
ii. Supports identifying and engaging with the target audience by gaining more insights about them.
iii. With analytics, it is easier to optimize the return of interest from communication strategies, campaigns, and content creation or utilization.
iv. Enables to measure the most effective channels and distribution tactics. There is no need to be active on a platform if your target audience is not

there. A communication strategy can succeed on Facebook but not on Instagram. This means every platform has different dynamics, user profiles, and interests.

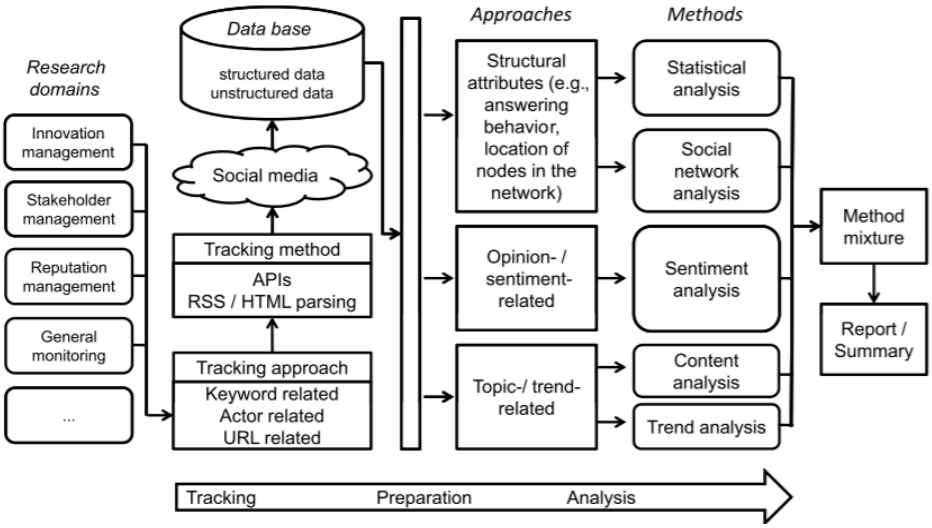
v. Adjusting the paid communication campaign results.
vi. Improves benchmark in overall or comparison in the market against competitors by getting in new markets, launching new products, or ad campaigns.

When it comes to positioning social media research among the scientific research fields it is still in an early stage continuing to develop that facing several challenges and all the approaches, also social network analysis included too, are interdisciplinary fields borrowing and integrating theories and methodologies from other disciplines such as sociology, statistics, graph theories, media and communication studies, business studies, economics, political science, computer science, informatics, linguistics and other subdisciplines (Stieglitz, Mirbabaiea, Rossa, Neuberger, 2018). Among these different disciplines, particularly computer science, statistics, and computational linguistics with network analysis provided with a variety of tracking, modeling, and mining techniques concerning directly at primary level social media data. In recent years every field, topic, and the market can be related somehow with social media data but when it comes to media and media- communication sciences, content analysis and as a new dimension in content analysis, content intelligence which has also recently started to be executed with machine learning and AI technologies. In this case, the position and usage of social media analytics will be handled with news media and international broadcaster's communication performance analysis and the possibility to use in content intelligence perspectives at a basic level without the involvement of machine learning and AI (Perakakis; Mastorakis; Kopanakis, 2019: 3-5). This situation is also the case for user-generated content as data analysis and analytics in every dimension. User participation will be only limited to the quantitative metrics of comment numbers with other engagement metrics.

As a second perspective, social media analytics can also be understood to be a methodological approach that might be usefully applied in various domains like communication studies, marketing, public affairs, healthcare, media development, PR, etc. Concerning the study approaches vary, SMA might help to address the following exemplary questions of organizational and technical nature, how do certain social media features such as the act of "liking" or retweeting affect communication behavior? How does information spread through a network and is this movement of information creating new information or shaping them by producing and involving discourses? What differences and similarities exist between internal business-related networks and public networks? Network types can be varying or change due to approach and interest. How do different social media platforms affect each other? How can data from social media analytics be used to support knowledge management and community management? To answer those or related questions, a systematic research design including appropriate methods is required. However, until now, only some first steps in this direction have been made (Stieglitz, Mirbabaiea, Rossa, Neuberger, 2018).

The standing point of SMA towards news media and publishing on social media can be explained with its process steps and their functions. The starting point is the research domain, we can define this also as objectives. The starting objective is to monitor what is the results of communication management and content creation. These two objectives for news media and broadcasting are editorial management, journalistic content creation, and publishing (post & share). For evaluating these objectives, it is necessary to develop an interdisciplinary, methodological framework that employs a mixture of analysis methods from different disciplines (Stieglitz et al., 2014; Stieglitz & Dang-Xuan, 2013). In general, these disciplines are particularly computer science, mathematics/statistics, network analysis, media research, and linguistics; but in this case, we research focusing international broadcasters' performance in Turkey via social media platforms where we will use a specific SaaS social media tool from Turkey called BoomSocial.

Figure 2.3.2.: The Social Media Analytics Framework



(Stieglitz et al., 2014; Stieglitz & Dang-Xuan, 2013)

From the scratch with a random social listening tool with media sourcing features, it is possible to set up a social analytics tool or benchmark module aiming to analyze social media communication and page performances in specific markets or segments of this market. Sourcing features in social listening or social intelligence tools are briefly set up like SMA tools and platforms but the efficiency or the desired results quality depends on the flexibility and the features of these social listening tools. It might be slightly complicated and not cost-efficient to use a social listening tool because the main purpose of the SMA tools and platforms is to crawl all possible pages categorized by the industries, sectors, page features, and relevancy of the pages. For each industry, every possible brand, organization, publisher, and influencer should be crawled and processed, and structured continuously 7/24. Crawling data and structuring such dimensions needs suitable technical infrastructure, especially concerning database capacity and features.

BoomSocial is in this case analysis as a service providing tool that accomplishes tracking and preparation steps. The analysis step provides some of the sub-steps for analytics and makes data sources available for qualitative analysis outputs. First, we

will focus on the data collected with BoomSocial, as the analytics tool at the tracking steps. BoomSocial tracks the identified social media pages and accounts with URLs & actor related approaches and application programming interface (API) data gathering methods from the platforms and then turns unstructured and semi-structured data into structured data for analytics attributes and metrics concentrated in engagement numbers and rates. In its basics, BoomSocial reports structural attributes of pages and posts with statistical analysis combined with trend analysis and as a combined result social network analysis by corporate - publisher generated content analytics in structured data e.g. links, follower-followee relationships or unstructured data such as textual data. In the next step for appropriated analysis approaches such as identification of attributes, engagement numbers, trend related patterns like post frequency and follower increases, methods of statistical analysis in regression and content analysis (Stieglitz, Mirbabaiea, Rossa, Neuberger, 2018). There are various potential research questions that can be answered by combining several methods. For example, another combination is social network analysis with content analysis to identify the opinion leaders not just only by their weight but also their positioning in the network they are functioning. In this thesis, there will be a benchmark model analysis based on a mixed method of content analysis and statistical comparison combined with qualitative aspects. The four broadcaster's social media content data will be collected beside the dashboard report and this data will be analyzed by their engagement rates. For each broadcaster, the total content data from a specific time range of social media platforms Twitter and Facebook will be gathered with the help of BoomSocial data. The data format is going to be in Microsoft Excel file but can be also downloaded as a CSV file. The total content data in Excel will be analyzed in general by the total volume, post-time-frequency, and overview of social media analytics metrics. For the last and main analysis, the total content data will be filtered by the engagement rates in ranking ascending from the highest to the lowest. After this point, two different data sampling processes will be executed to analyze which contents are more effective in the overall benchmark.

CHAPTER THREE
FOUR INTERNATIONAL BROADCASTERS IN TURKISH NEWS MEDIA MARKET

3.1 Media and Broadcasting in Turkey

Compared to the many Western - or in other words, developed countries - Turkey is, when viewed from a political perspective, an extremely unstable country in the long term, and this political instability creates a level of uncertainty across all the systems being used within the country, including media and landscape. In the short run, Turkey might be regarded as a country in transition, at every level, and in connection to this, in the media system, as well. (UCE & Knut, 2010: 156; Sümer, 2011: 56-57). To be able to have an overview of international broadcasters, besides the IBs, the media system of Turkey should also be put under scope; therefore the media landscape and the general state of media ownership in Turkey should also be monitored. For a media coverage analysis, the concrete reason why the media system in Turkey in terms of its ownership should be analyzed is simply that Turkish media, especially news media, is permanently under pressure by the Turkish state since the first days of the foundation of the modern Republic of Turkey (Sümer, 2011: 56-57). This situation of strong regulations and restrictions imposed on the freedom of news media since the times of the Ottoman Empire from a Western point of view is not as it should be. In other words, in the last four decades Turkish political and democratic landscape has gone through many transitional phases, during which one of the first affected parts of the society and the system in Turkey were always news media and the media system in general (Şahin, 2011:100-104). Under these conditions, the media in Turkey has had a huge handicap to deliver detailed, objective, versatile and informative news. On the other hand, Turkey is a country strongly affiliated with digital media usage and social media to receive reliable news that derives from a new movement and a new media sphere in the country.

The type of news media in Turkey which delivers objective information is international broadcasting in this case, so broadcasting and news media in Turkey is the actual baseline market if a benchmark is under discussion in such a case. Broadcast

media in Turkey has had many ups and downs throughout its history. Four years after the foundation of the Republic of Turkey (in 1927) the first radio broadcasting was launched, and the first television broadcasting was practiced by Istanbul Technical University under the name ITU TV in 1952. Until the year 1949, only 20.5% of the population in Turkey had had access to listening to the radio and this percentage did not indicate the difference between common use or usage per device. For the extensification of the radio access, in the year 1957, 27 radio stations in 7 cities were planned to be installed. This project was carried out and at the beginning of the year 196, in Istanbul and Izmir, in the following year 1962 in Adana, Ankara, Antalya and Gaziantep and a year later in Kars the planned stations were all installed (Independent: The countries that read the most books, October 2016). The result of this extensification project had increased the reach of radio broadcasting to 43% of the population by the year 1963. According to many resources and the official web page, on 1 May 1964 as an independent public institution under the provisions of special law, the Turkish Radio and Television Corporation was founded (Worldatlas.com: Which Countries Read the Most? August 2017). On some resources the first TV broadcast was launched on 31 January 1964, followed by the developments mentioned below.

In the following decades, accompanied by a certain level of progress in globalization, states across the globe have begun to use technology in the field of communications, under the title of public diplomacy in a broader perspective. Thus, they started to refine and extend their communication tools in multichannel media platforms with the use of television, radio, and print combined. As a result, due to increasing consumption, together with a need and demand for more sources of communication, the wide-spreading adoption and use of television lasted for only a very short time. In Turkey, like in many other countries, television broadcasting was launched under state control in the beginning, and after almost two decades at the beginning of the 90s, TV broadcasting included the private sector. Like in every nation and all around the world the television has caused radical structural changes in social life (Gül, 2011: 28).

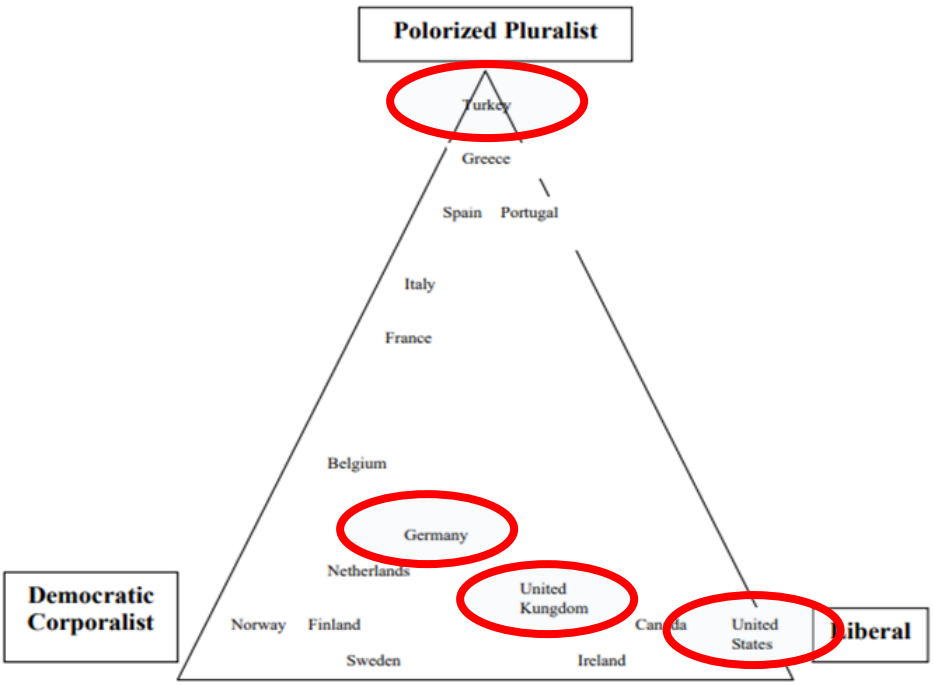
From a more commercial aspect, TV has also gained more power and created a larger impact on the advertising and marketing sector, which also transformed forms of propaganda. Not only in 1st world countries but also almost in every corner of the world where any access to TV broadcasting existed, the private sector played a key role in providing collective direction. In 1990, private television broadcasting was launched in Turkey, and the first private television channels began to broadcast from abroad. The public monopoly over radio and television broadcasting was removed by constitutional amendments made in 1993 (Gül, 2011: 30). In 2011, the highest share that can be owned by foreign capital in a private radio or television organization increased to 50%. Nowadays, when it is compared with other media, television broadcasting is at the forefront in Turkey, with its power of directly influencing the public and creating an impact on all economic dimensions. Even though the media landscape and ownership have both changed in the last 20 years and digital media sources are more on-demand, the status quo and the significance of television have not changed in Turkey, despite the distrust created against TV has dramatically increased (O'Donohue, Hoffman, Makovsky, Center for American Progress, 2020).

3.1.1 Turkish Media System

When the Turkish media system is described according to the framework posed by Hallin and Mancini, with the title "Comparing Media Systems: Three models of media and politics", "The Mediterranean or Polarized Pluralist Western Model" which refers to the southern part of Western Europe may be addressed to Turkey. The Turkish media system is strictly bounded to the government's policies and the radius of action is tightly controlled by the authorities.

Moreover, Turkey is heavily linked with the government responding to the demands of the political parties, and it is highly involved in various political conflicts, which is due to slow integration into more democratic forms of rule (UCE & Knut, 2010: 155)

Figure 3.1.1: Positioning of Turkish media system according to Hallin & Mancini's model



(UCE & Knut, 2010)

Turkish media have high political parallelism within its structure. In other words, media outlets represent political parties or views, and it aims to brainwash readers to follow certain political notions. Besides, some media outlets may even form a union with some political parties. The Turkish national and official channel TRT is considered and criticized as the right arm or the ambassador of the government (Özkök, Hürriyet Daily News, November 18, 2016). News is broadcast from a single source and there is no room for criticism. TRT is not considered a public service broadcaster anymore; due to its lack of being an independent media outlet. Moreover, there is no possibility for anyone to appear on stage but the government's representatives. This criticism against TRT should not be restricted to the situation in the last few decades of its history. TRT has never been a completely independent public service broadcaster in its history; however, despite all criticism and other facts that media, press, and news broadcasting do not fully operate or independently, or in liberal circumstances. A group of media organizations can be privileged or defined as free, although they astonishingly continue to receive harsh criticism and exhibit a low

quality of journalism (Türkiye Radyo Televizyon Kurumu (TRT): History). With or without pressure, operating in a pro-government and state-dominated media is highly challenging for independent and alternative news media sources (Turkish Cultural Foundation: Radio/TV). In short, the Turkish media is under heavy pressure but still alive, not dead yet.

3.1.2 Regulations, Controls, Issues, and Restrictions in Turkish Media

Radio and Television Regulatory Authority (RTÜK) is providing channels and frequencies for Turkish radio and television institutions. The 28th Article of the constitution is providing the channels with periodical and non-periodical publications, without any need for any permit or warrant to publish a newspaper; and only an application, which also includes the submittance of necessary legal documents, permits anyone to publish a newspaper. On the other hand, in order to publish an online news portal, no license is needed, it is totally free from any control mechanism related to media institutions or other possible control mechanisms. Nevertheless, the Information and Communication Technologies Authority, ICTA (Turkish: Bilgi Teknolojileri ve İletişim Kurumu (BTK)) which is mainly the regulatory and inspection authority of telecommunication and information technologies and which consists of active web and social media platforms in Turkey, can block or restrict the access to any website or online platform by the simple order given by a judge. The reasons for these judicial processes of restriction or blocking might be in force for protecting individual rights and liberties, illegal activities, or protecting institutional rights, etc. Any reason that has been considered to be illegal or threatening can be within this juridical framework and therefore be prosecuted (Ürper: 2017). A very clear example of this prosecution is that since 2017, without any regular access options, Wikipedia is inaccessible in Turkey. In recent years, access to Facebook, Twitter, and Youtube has also been restricted several times. The restrictions and regulations cause arguments and criticism and certainly give rise to censorship, restriction of freedom of expression, and concerns about an anti-competitive environment for markets concerning the internet.

Since AKP came to power in Turkey, with the amendments made in political and governmental authorities that had been formerly connected to the State until the AKP's ruling time period, media instability, pressures on journalists and news media, also the FETÖ influence on media during AKP government have emerged to a large extent. Even in many cases it still causes debates among oppositional journalists, academicians, and politicians, and for many cases, pro-government statements and publications confirm the existence of media instability in Turkey. For example, the pro-government citizens' opinion tends to be to block or ban every possible source classified as harmful. EngelliWeb 2018 (an assessment report about blocked websites, news articles, and social media content from Turkey) reports and lists the blocked websites, and the categories according to which these websites were banned for each year. According to the report issued in 2018, in total at least 245,825 websites and social media contents were blocked, and only in the year 2018, 52,156 items of social media content among the 54,903 in total were blocked by ICTA. In the past, a web page announced the report, updating the results for the public, but in the year 2017 the same webpage was also blocked by the authorities ("Engelli Web 2018": Türkiye'de erişim engelleri raporu açıklandı, DW: 02.07.2019) .

Similarly, in BIA, Media Monitoring annual reports inform the public about the fact that thousands of news articles, social media accounts on Twitter, or Facebook or videos on several sources are blocked by BTK. These blocked pages, accounts, or contents are also announced by BTK and they have an open-access database for every user who desires to check the blocked sites. Thanks to the same service, webpage users can issue their objections for the blocked pages. On the other hand, there are reports in local and international platforms for the imprisoned journalists or investigated ones accused of getting involved in illegal organizations such as FETÖ and PKK or other organizations classified as illegal or terrorist organizations, and of committing crimes against the state laws, by treason or revealing state secrets. Viewed from an international perspective, and when public diplomacy conditions of the press are considered, this situation arouses global attention and criticism (Hoffman & Werz, 2013). That's why countries like the USA, Germany, or United Kingdom stand beside

the Turkish private press and serve the media in Turkey with their public diplomacy channels and their international broadcasters, trying to fill the gap relying on their own political perspectives. Turkish Government is criticizing the news policies of international broadcasters for issuing controversial news, and for acting against the actions and politics favored by the government each time. Nearly all politicians, in all levels of the hierarchical ladder, and speakers of governmental bodies and pro-government press organs blame especially IBs for acting against them as a nation, country or political movement (Bianet: "Journalists File Complaint Against SETA for 'Foreign Media Report", 08.07.2019)

3.2 Breakdown of Turkish Media and Media Ownership

There is no doubt that the Turkish government displays a high level of interference in many sectors in Turkey, including media, forcing them to act in the favor of the Turkish government. Not only it is claimed that the government controls the content of state media broadcasting, but also a major part of commercial broadcasters. Therefore, journalistic professionalism has made very poor progress, but at the same time, the press often opposes these laws, being the voice of the conscience of the nation and trying to let the public check the actions of the government. This causes numerous government-imposed shutdowns of press institutions and leads many journalists to face state-sponsored intimidation, fines, and prison time (Media Ownership Monitor: *Turkey*). Negatively and conversely, the press also often inverts and becomes the mouthpiece of governing political parties and large corporations in order to receive social, political, and monetary benefits (Inceoğlu & Sözeri, 2018:4).

Media in Turkey mainly revolves around some groups, forming communities that control every aspect of media, leaving no space for the independence of journalism. For decades, their media is characterized by nationalism, limitation of journalistic professionalism, and hegemony due to the control of media owners who structure the news to suit their interests in other sectors and who simply respond to the demand of the political power. Turkey has an old media history and tradition which has been transformed many times since the beginning of the 20th century till today,

but the independency of the press was always a question compared to more democratic nations. The media ownership structure has a strong effect on media consumption, in both a direct and indirect way (Kadıoğlu, 2011).

Turkish media ownership and market have changed to a large extent since the 1970s when the business groups expanded in the press market. Afterward, several changes took place in the Turkish media market several times by the regulations imposed by the state and the state being regulated by military coups twice. So parallel to the unstable conditions of the state, Turkey's media landscape failed to pose any stability, versatility, and independent conditions; however, in 1990 the state monopoly over broadcasting was broken down in de facto conditions (Önder, 2011: 90). In the mid-90s, five big business groups were operating in the media market. These five business groups owned by influential individuals were operating over 90% of the market and still today a big part of the market is dominated by business groups owned by the politically affiliated. After the crisis in the Turkish banking sector in 1999, the fluctuations in the economy caused huge changes in banking regulations. Some of the banking licenses and business groups that also were operating in the media market have been revoked by The Banking Regulation and Supervision Agency (BDDK) (Sümer, 2011:56). Between 1999 and 2007, some of the big groups in the media market were confiscated and sold to other big groups such as Doğan, Doğuş. In the meantime, other groups who had family businesses took over a more liberal republican political standing.

This period with big changes happened in the first five years of AKP's governmental rule (Justice and Development Party). During these changes, the government clearly used the opportunity with the axis shift and emerged a vacuum in the market to support the companies and business families with more Islamic standpoints for owning a larger share of the voice in the media against political criticism and opposition (Diken, 11.03.2019: *"Fransız* gazeteci: Türkiye'de muhalif medya baskılansa da 'hala hayatta").

Since 2013, with the rise of intensive political turbulences and oppression by the Government, the media landscape has enormously changed once again. Once pro-government media groups and newspapers began to be more under control, they started to be taken over and in some cases shut down by the government, (Media Ownership Monitor: Turkey, Media Regulation). With the final changes in ownership, the press is now highly dominated in favor of the government, and the demands posed by the government about the media landscape.

This period is continued after the attempt of *coup d'état* on the 15th of July 2016 by Fetullah Gülen and its followers who had been infiltrated in the military bodies. This group and their followers had been formerly named FETO (Fetullah Terrorist Organization) which was totally identified as a terrorist organization and had every connection in private, commercial, or legal domains as illegal and terrorist acts by law (Yanatma, 2019:10). When viewed from the angle of other countries, it might be regarded as solely the government's decision or attitude but every political fraction in Turkey (100% of public opinion) is against the existence of the Fetullah Gülen Organization. In the past almost every oppositional political fraction has been criticized as being a part of the politics or activities of Gülen and their followers (Euronews: 14.07.2017, What has changed in Turkey since the attempt of coup?); (The New York Times: 21.03.2018, Turkish Media Group Bought by Pro-Government Conglomerate).

The reasons and the background story of media and press confiscations or shutdown actions by the government that have been going on for decades are results of very long-term developments in Turkish political history, media landscape, and power dynamics. The legal reasons might be questioned, when the factors behind the characteristics of news media or influences of these media companies and newspapers onto the market are considered. The actual point of significance of these events and occasions is that the positioning in the political standings is shifting with these actions. As a result, Turkish media discourse may never voice a wide range of opinions. The existing media landscape is allowing media to operate in just a tight political space,

especially for the opposing parties or groups. In any political shift of the government or in any possible reformation of political balance, the media landscape will probably change on a substantial level (Kadıoğlu, 2011: 117).

Between the years 2007 and 2018, in Turkey, over 50% of the media market have changed owners, being handed over among pro-government family businesses many times (MoM, Turkey 2019). In 2018 one of the biggest media groups, Doğan Media Group was sold to "Demirören Group", known as a pro-government family group company. Doğan Media Group and its previous owner Aydın Doğan's relation with the governments and political fractions have been criticized for a very long time. Doğan Media Group might be considered as a huge influencer that determines the diversity of Turkish media, but in the end, due to the aspects as political involvement of media conglomerates in politics and news, the quality of press has not shown a huge difference. Demirören Group A.Ş is active in the sector of energy, construction, mining, and media, and is a company whose shares were all owned by Demirören Family, which openly supports the ruling AKP and has close ties with President Tayyip Erdoğan (The New York Times: 21.03.2018, Turkish Media Group Bought by Pro-Government Conglomerate). Even so, Yelda Demirören, the daughter of Yıldırım Demirören, the Chair of the Board of Directors of Demirören Holding, and Haluk Kalyoncu (the son of Hasan Kalyoncu, the founder of the Kalyon Group) got married on April 13, 2019. President Erdoğan and his wife Emine Erdoğan were the marriage witnesses. The marriage was reported as the company marriage of Turkuvaz and Demirören Groups (Media Ownership Monitor: Turkey, Demirören Group); (ECMPF European Center for Press & Media Freedom: 20.06.2019, Turkey's state-run media system – crumbling over the local elections?).

These cases are just the most recent examples that depict highly horizontal media ownership in Turkey. The same capital owners own multiple media outlets, though seemingly independent from each other. In fact, more than 60% of the audience in print, and 83% of the audience in online media share a high horizontal concentration in Turkey. In TV, 44% of spectators are very close to the limit of 50% but due to the

impartial attitudes of the managers of other media companies and TV channels, this percentage is very arguable (Media ownership Monitor, Turkey 2019). When it comes to cross-media ownership of four different media types in Turkey, with more than 70% percentage, the media concentration is divided among 4 major companies (Inceoğlu, Sözeri & Filibeli, 2018:9). Therefore, the press could be considered until 2018 for 7 or 8 years as semi-independent, semi-vigorous, and most of the time in defense of themselves or their points of view. However, in a closer history, like in the year 2019, these semi-independent and semi-vigorous circumstances were seen as a better past in time because the ownership transition might be continuing in the near future because there are news and rumors that the Demirören Group might consider selling their media group (Birgün, 01.07.2019).

3.2.1 Medialandscape Today

Turkey has a variety of media, including 2474 newspapers of which 23 are regional, 55 national, and 2381 local. However, when comparing the population figures with those of the newspapers, it is clear that the circulation is poor in Turkey and has especially been decreasing at a continuous rate for the last 3 years. The most popular newspapers had average circulations in the year 2018: Sabah with around 280.000-300.000 average daily sales, Hürriyet 280.000, and Sözcü 270.000 respectively.

Figure 3.2.1.: Circulation numbers of major newspapers at 31.01.2020

1	SABAH	243.852	242.749	↑
2	SÖZCÜ	242.049	242.169	↓
3	HÜRRİYET	215.333	216.037	↓
4	POSTA	162.465	162.604	↓
5	TÜRKİYE	133.777	132.929	↑

(Medyatava.com)

Not only does Turkey have Turkish language newspapers, but also print circulations of newspapers in foreign languages are also decreasing, such as those of Agos and Jamanak (Armenian), Apoyevmatini (Greek), Azadiya Welat (Kurdish), Şalom (Ladino), Hürriyet Daily News (English), and Türkei Kurier (German) (TUIK in Reports Without Borders, 2019: Turkey).

Turkey has about (1100) radio stations, (950) of which are local, (102) regional, and (36) national. Both radio and TV are concentrated by TRT (Turkish Radio and Television Cooperation). It is one of the private companies that are possessed by the government. TRT encompasses Radyo 1 (General) and Radyo 2,3,4 mainly music stations. Turkey does not only have national radio stations, but also independent ones, such as Kral FM (Turkish pop music). As for TV stations, TRT has exclusively owned the majority of the TV sector for the last 20 years with a law banning any other channel, but later more than one hundred commercial broadcasters have opened including STAR, which is the most prominent commercial TV channel in Turkey.

Between 2017 and 2019, within a period of two years, the media mainly revolved around Demirören Group, Turkuvaz, Ciner Group, Çukurova Group, and Doğuş Group. They own most commercial broadcasters, in addition to the newspapers. The most prominent of all was once Doğan Group and now Demirören Group that had a fist grip over the best- circulated newspapers Hürriyet and the Posta and others. After Demirören family bought Doğan Media Group from Doğan Family, Sabah newspaper got into the ranking number from the first position, in circulation ranking. Hürriyet lost many readers after its handover onto Demirören Family; however, in Alexa rankings of most visited websites in Turkey Hurriyet.com.tr is on the 10th, being the second most visited news-oriented website after ensonhaber.com.tr. The news portal website ensonhaber.com is also defined as not objective from the target audience in Turkey with oppositional political views. Some newspapers represent the philosophy of political powers like Sabah, Star, Yeni Şafak, Yeni Akit for AKP government; Cumhuriyet, or Sözcü for Kemalism. News media outlet HaberTürk has started as a

newspaper and news broadcaster. In the year 2018, its printed newspaper was closed and since then the brand has continued only on the platforms of digital and broadcasting, as semi-pro-government and standing close to the gray zone in politics. These are media outlets in both printed and digital form. In recent years like the example of Hürriyet, newspapers and commercial news broadcasters are verging to digital, specifically onto the web and social platforms, not just because of their editorial management policies, but also due to the fact that target readers and audiences are consuming increasingly news via web and social platforms. Apart from conversion from traditional news, publishing and broadcasting moved onto digital news sources (digital-born newspapers) like ensonhaber.com such as T24, Diken, Odatv, soL Haber, bianet., gztcom, Beyaz gazete/tv, and many other smaller versions. Most of these digital newspapers or platforms do have an oppositional standing point, all of them being local media outlets (MoM: Turkey 2019).

Exceptional to all local news media outlets is FOX TV, which has an extreme oppositional standing point among other tV channels in Turkey. FOX TV "FOX" is owned by News Corporation, later 21st Century Fox also owned by Rupert Murdoch. In the year 2019, 21st Century Fox is sold to The Walt Disney Company and with the 21st Century Fox, Fox Network has started to operate under the roof of The Walt Disney Company (Fox Network Group, LinkedIn).

International broadcasters have always been cited or referred to verifiably or disapprovingly depending on the news contents or approach on what is delivered and how it is being delivered, by whom it is being received, and to whom transmitted further. In Turkey, almost every news outlet gives a place in their news releases to the international broadcasters as another news source. Some mainstream news outlets have more collaborative news exchange dynamics compare to the other and these collaborative relations can change depending on the media - politics dynamics. For example, Deutsche Welle has a partnership with NTV news broadcaster of Doğuş Yayın Grubu (Doğuş Media Group) since 1999. Despite this partnership alternative, digital news outlets like T24 or Diken are giving more space to Deutsche Welle

Turkey's local or global news in their news coverage. BBC, VOA, or Sputnik does not declare any local partnership or official collaboration in Turkey but in alternative news outlets, these three international broadcasters can find a place as much as Deutsche Welle Turkey does. International broadcasters do not only create their share of voice with their own efforts, but also by getting a place in the news coverages, specifically by being aggregated, cited, referred to, argued, or criticized.

3.2.2. News Media Consumption and Digital-Social News

The Internet access rate of households in Turkey is 83.8 % but people who use the internet are 72.9% of the population. On the other hand, people get news from online and social media is 87% of the population, which makes the digital and social media platforms the number one source for news consumption compare to 77% TV and 46% in print (Media Ownership Monitor, 2019: Turkey).

Regarding these actual numbers are really to take into consideration in relation to media ownership and horizontal audience concentration monitoring results. There is no clear, absolute data or result, but people's choice of news consume source can sign a gap or shift at people's news source choice to the alternative sources which is not clearly considered in monitoring reports.

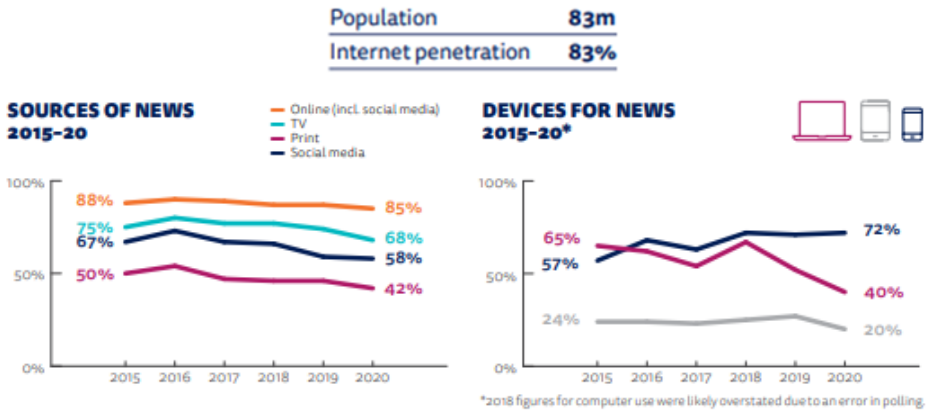
Figure 3.2.2.a.: Turkish Media Landscape



(Media Ownership Monitor: MOM-Turkey)

One of the best reports regularly published about the digital news consume in Turkey "Reuters Digital News Report 2020 Turkey". Prepared with also local information sources like TUIK (Turkish Statistical Institute) and TUIK is a state institute functions under the Ministry of Treasury and Finance.

Figure 3.2.2.b.: Digital News Consumption Rates by Source & Device



(Reuters Digital News Report 2020 - Turkey)

Turkey has 48 million active social media users and 68,9 million active internet users which make 83% penetration in 83 million population with 75% urbanization. Also 76,34 million, 93% of the population have mobile subscriptions and 53% are active mobile social media users. With the high percentage of digital and mobile penetration people are spending a big part of their time on the internet and social media platforms (We are Social Report, 2019: Turkey & Reuters Digital News Report 2020: Turkey). Average daily use of the internet via PC, tablets, or any device is more than seven hours and on social media platforms almost three hours via any device. Also, the average daily use of broadcasting, streaming, and video on demand like platforms such as YouTube or Netflix is more than three hours per day. According to the reports focused on digital media usage people in Turkey spending less time in front of the TV compared with internet and social media usage. Daily TV viewing time average is 2 hours 14 minutes. The most interesting part is people are preferring to use the internet more than any other reason with very high rates (We are Social Report, 2019: Turkey).

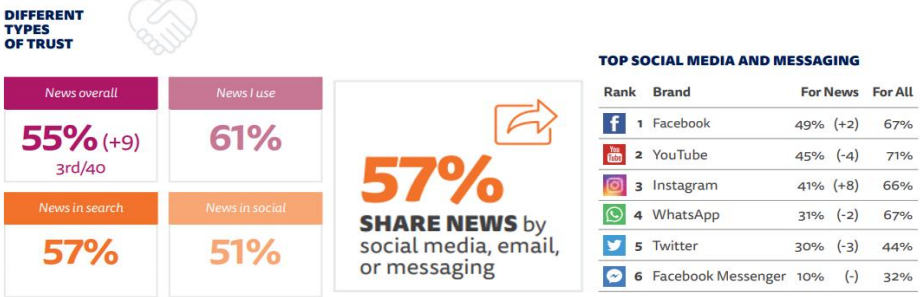
Figure 3.2.2.c.: Weekly online activities by device in Turkey



(We are social 2018:Turkey)

Digital platforms are giving a little more space possibility for independent news media and press. As an example, in the last decade with the possibilities and dynamics of social media platforms, in Turkey there are very good examples of citizen journalism that has arisen (We are Social Report, 2017: Turkey). Turkish society is also very affiliated with digital platforms and social media. TV is still the primary media for news reach in the country but the digital platforms with social media included following TV with a very high ratio (Reuters Digital News Report, 2019: Turkey).

Table 3.2.2.d.: News media trust ratios and social media usage



(Reuters Digital News Report 2020, Turkey)

The main reason why social media and digital platforms in news media have more importance besides the features to reach versatile news sources easily is that

people don’t find mainstream media enough trustworthy, namely reliable anymore. This occasion is not only notable in Turkey as in many countries Turkey is going through the same transformation in news media due to their current political conditions and restricted press freedom. The Turkish nation is one of these nations giving more reasons for trusting to new and alternative channels and platforms more and more each year. How Turkish target audience finds alternative channels and news outlets more reliable might be relative but according to the social media analytics results in comparison with other countries reveals that Turkish media and press audience share, engage, and participate in news releases very intensively. In the Reuters Digital News Report 2019 Turkey has one of the highest percentages in participation (engagement) on online news by share and comment.

Figure 3.2.2.e: Social media news content share ratio and comments on the news



(Reuters Digital News Report 2019, Turkey)

Engagement results in Turkey show us not only social media as a medium for taking attention to following to measure news media and press, but also which news contents and topics take more attention by the readers or audiences can be analyzed. The attention and reaction dimensions can be first researched with social media analytics by the total engagement metrics and in the second phase with social media listening in quantitative critical discourse analysis perceptional and context-based reactional discourses can be researched. We will stay in this thesis in the first phase and execute the analytics aspects by medium and media outlet types.

3.3. Four IBs From Four Different Media Systems

In Hallin & Mancini's comparing media systems model, Turkey is positioned to be in an extremely polarized pluralist media systems like other Mediterranean countries such as Greece, Spain, or Italy. In this media system today, as regards public diplomacy objectives, international broadcasters are functioning along with the local media in Turkey in their own language since the end of the 1920s and in Turkish since the end of the 1930s. BBC is the oldest international broadcaster with a foreign language service which is still operating. Turkish redaction services of international broadcasters have started under the shadow of pre-WWII tensions. Even then in Turkey, international broadcasters are used to be known for propaganda or non-objective communication apparatus of foreign nations. However, they were accepted as essential message transmitters (İlaslan, 2016: 23-46).

Broadcasting or publishing with a label as a foreigner and spreading or transmitting messages or news from another system with different perceptions have several challenges. The most basic challenge is the differences that create communicative differences as regards the ways in which information is assembled and transmitted. These kinds of differences are not only a challenge among the systems, nations, or countries but also between people in one-to-one communication situations. Therefore, to be able to understand the differences of the countries in mass communication and press it is necessary for this thesis to categorize or classify in terms of their media systems. We are going to first try to define the origin of the media systems of four international broadcasters.

First, in the 1950s, the American communication scientists Siebert, Peterson, and Schramm categorized four kinds of media systems in the book "Four Theories of the press". These classifications are:

1. An authoritarian media system that functions as a limb or an apparatus of the state and always carries propaganda characteristics.

2. A liberal media system that functions to control the government

3. A social responsibility focused media system that allows the social conflict issues to be expressed and discussed.

4. A communist media system that is served by the communist state and controlled by it.

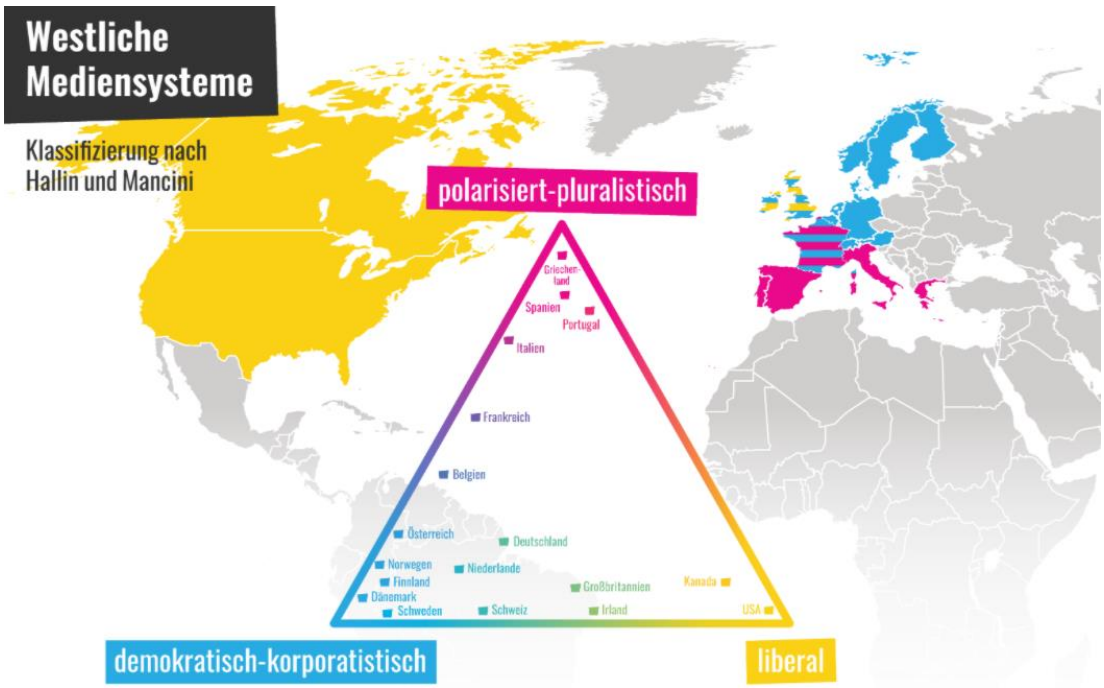
This normative classification was revolutionary in communication and media studies but it proved too theoretical to classify the systems in practice (Siebert, Peterson, and Schramm, 1984). The media systems of most countries do not fit in this normative classification model. In the year 2004, two other communication scientists Hallin & Mancini have empirically demonstrated if a country has an authoritarian regime, the media system also followed the same direction.

Hallin & Mancini have studied eighteen countries in Europe and North America and analyzed how politics are correlated with the media. They have also analyzed the relationship between the history of the development of media and current media conditions. The results of the study have shown the media cultures of the countries have always ties with social, cultural, and political progression.

It is not that the media system has a strong influence on society, but rather, the society is shaping the media system with the characteristic features of the society. With the help of four media dimensions (the position of the press, political parallelism, journalistic professionalism level, and state control) and the four political dimensions (conflict patterns, government design, degrees of organizations, and the role of the state) the classification for the scientists is made possible.

Figure 3.3: 3 main media system models on map





(KATAPULT: https://mobile.katapult-magazin.de)

As a result, three media system models have formed geographic regions matching as it is aimed. By Hallin and Mancini North American countries the USA and Canada are categorized in liberal media system type which is early developed mass media with an immediate commercialized market structure characterized. In the theoretical frames to Hallin & Mancini the professionalization level of journalists is high and neutral classified. At the political level, early developed democracies affected the media systems. In that point of view defined as independent from state control (Hallin & Mancini, 2012). Especially in the USA media indicates a very strong market dominance serving based on supply and demand purposes.

European countries in the Mediterranean region with strong media markets Italy, Spain, Portugal, and Greece are classified as polarized pluralist media system models. In the Mediterranean region, the newspaper culture is minting less in comparison and the circulation numbers are low when they are monitored. Tight connections of media with literature and politics are often leading news reporting into the directions that count as not very objective standards. Also, journalistic culture is

seen as not very neutral and hardly professionalized. Late democratization of these states of South Europe showing interrelation with state and media systems. Political parties have a very strong influence on the media which is why still today it is hard to express full autonomy in the media system (Hallin & Mancini, 2012). An example from the past is the former prime minister of Italy Silvio Berlusconi. Served between 2008-2011 owned a media group with several TV channels, producing entertainment and news programs suiting his populistic line of politics.

The situation is different in the media systems of Sweden, Norway, Denmark, Finland, the Netherlands, Germany, Austria, Belgium, and Switzerland. In these countries, scientists speak of a democratic corporatist media system type. The countries of northern and central Europe were democratized at an early stage. Also, these countries with the welfare of the state can ensure to intervene in the economy also into the media systems, so that is characterized by the reflection of state regulations. However, freedom of the press is guaranteed by law, which is reflected in neutral reporting and ensures a strong, professionalized journalistic way of working. The print media enjoys a high circulation in democratic-corporate systems traditionally. A mass press with high newspaper circulation developed also early on. Especially in Scandinavia, the press benefits from government subsidies that are intended to compensate for competitive disadvantages (Hallin & Mancini, 2012). Sweden, for example, relies on funding: A government-sponsored press promotion council grants funds to make it easier for smaller media products to survive on the market. France, Great Britain, and Ireland in their media systems have characteristics of several types of media systems and therefore cannot be clearly assigned to one of the three models (Drewanz, 2018).

3.3.1. Russian Media System & Sputnik

Russia has an interesting geopolitical structure for a media landscape because the country has the largest territory in the world and contains multicultural aspects by territories from west to east speaking more than 100 languages. The ethnic structure of the population is also affecting media functions to get the target audiences with a

large number of minority languages media. From the state-language policies point of view, Russia has a complicated and attractive ethno-demographic structure to analyze. The fall of the USSR in 1991 opened a new era for the Russian media. Although many things have obviously changed from the Soviet Union to the Russian Federation; the political parallelism in the media didn't change much. The reason is the Russian media tied with the political structure has not matured enough in the diversity sense yet. The tradition of the Communist Party for almost 70 years does not lead to the establishment of a competitive political party system; accordingly the Russian media until now could not be described through the political parallelism concept, though some media informally support different ideological positions present in the public sphere (Vartanova, 2012). With the weak connection to political parallelism, the Russian media system is standing out of the frame according to Hallin & Mancini's comparison model. Hallin & Mancini's comparison model is defined and also criticized as a mostly western-oriented model. For the countries experiencing a post-communist period and still trying to be overwhelming the authoritarian communist normality with the westernization of their systems by not neglecting the facts of their social - and geopolitical requirements are not to be able to frame in the comparative media system analysis. Hallin & Mancini defining Eastern European countries and former Soviet countries define as close models for the Polarized Pluralist Model which is political parallelism is tends to be high. In Russia this is not the case; the press is marked by a strong focus on political life, external pluralism, and a tradition of commentary-oriented or advocacy journalism. The instrumentalization of the media by the government, by political parties, and by industrialists with political ties are common. The Russian media system is close to the Polarized Pluralist Model with the role of the state playing a large role as an owner, regulator, and funder of media; though its capacity to regulate effectively is often limited (Ognyanova, 2014). With the professionalism and market development dynamics with semi closeness to the Polarized Pluralist Model Russian media system might be among the four media systems that is the closest to the Turkish media system.

Figure 3.3.1.: Russian media system positioning

	Polarized Pluralist	**Democratic Corporatist**	**Liberal**	**'Russian'**
Development of Mass Press	Low	High	High	Low (?)
Political Parallelism	High	High	Low	High
Professionalization	Low	High	High	Low
State Intervention	High	High	Low	(Very) High

(De Smaele, Hedwig 2007)

After the year 2000, Russian media has begun to shape into the actual existing frames of today. In the Russian Federation television is still the most powerful sector in the media industry and main news source but its dominance is affected and reduced with the rise of digital and social news sources. Most influential TV networks are state networks or have owners related to the government. Channel One and Rossiya 1 are privately owned by individuals related to the state. Another strong TV channel in the market is NTV owned by Gazprom; Gazprom is the state-run energy company of Russia. There are two international broadcasting and news agency media outlets run by the state, Russia Today and Sputnik. Russia Today is broadcasting and publishing in 5 foreign languages: English, French, German, Arabic, and Spanish. Sputnik News, actually functioning as a news agency, tries to dispatch the news in over 30 foreign languages around the world; one of these languages is Turkish. Sputnik broadcasts and publishes mainly on the web and social media. In this thesis will be the data from Sputnik analyzed not Russia Today (Kuznetzova, 2018: 105-110).

In the last decade from 2010 to 2020, Russia has been developing its own effective means of information-based influence on public opinion abroad; this can be determined as a more progressive and dominant public diplomacy strategy compared to previous decades. Putin's government started a program of growing investment in Russia's public diplomacy that manifests itself in the more active nature of its international news outlets. By engaging RIA Novosty news agency with RT

international 24-hour news TV channel and Sputnik News online portal, in recent years great scholarly attention has been given to Russia's strategies of influence on foreign publics, starting from the studies that look at the legacy of the compelling set of values and socio-economic goals of the USSR's ideology within current Russian concept to the works that are more focused on the newly developed strategies by focusing to strengthening and developing public diplomacy as soft power concept for Russia (Sergunin & Karabeshkin, 2015).

Media coverage of Russia Today and Sputnik are identical; however content types, details, or news priorities can differ depending on the editorial decisions or news release timing and probably "gatewatching" decisions of public diplomacy interests, different in comparison. Sputnik is a very recently formed news outlet, it was launched in 2014, but in fact, it is just an extension of some very old roots dating back to Moscow Radio in the Soviet regime in 1929. In 1993, following the dissolving of the Soviet Union, with Boris Yeltsin taking over the country, Moscow Radio was turned into Voice of Russia (VOR) with more western-oriented objectives. In the Putin era, changing news agency Voice of Russia's (VOR) name to Russia Today (RT) and the functionality has changed too, so that became more active and operative in a broader range with functionality on conventional and social media. There are also many criticisms with public opinion manipulations, false news, and facts, and unethical communication acts, done by western criteria, experts, and organizations (Kuznetsova, 2014). Sputnik's most salient difference compared to BBC, DW, and VOA in Turkish is its news and content publishing frequency and intensity. Daily post or content publishing/share is 5 to 6-times higher compared to the other international broadcaster media outlets. The reason behind this is Sputnik functions also as a news agency besides a news publisher. Multi-functionality puts Sputnik in a situation like an ordinary news aggregator which makes it very hard to follow.

3.3.2. BBC & British Media System

The British media system is a liberal model with characteristics relatively dominated by the market mechanism and orientation towards commercial media

according to Hallin & Mancini (2004). Each media type like television, radio, newspapers, magazines, the new media, music, and film industries can be considered as meso-systems with internal dynamics. The system is operating in a public-private ownership model. Under the circumstances of this model, the British media ownership and concentration is criticized for not actually being as liberal as it is supposed to be. Two major competitors are British Broadcast Corporation (BBC) which is owned by the government, and Independent Television Commission (ITV plc) which is a commercial terrestrial network. Also, News Corporation UK, owned by an Australian - American media mogul at the same time owner of the US-based "News Corporation" operates a number of leading national newspapers such as The Times, The Sunday Times, and The Sun. Therefore, it's questionable if having a "free media" is not the same if it is owned by a handful of giant corporations and the state. The most criticized aspect is that controlling individuals or boards of influential organizations have close connections with each other with vested interests.

In general, British media is in terms of political parallelism – lines in the political system seen as having a neutral philosophy that operates independently. Which means there is no ties or clustered media industry concentration depending on the political party lines existing in the British political system. (Hallin & Mancini, 2014), Hardy, 2008 describes the political parallelism practiced in the British media system as a result of the commercialization of the media into highly capitalized and profitable businesses. The media have thus become independent of government subsidy and support from influential individuals, who may have political learning.

In general overview due to comparison in the broadcast sector, the British media system exhibits in practice information-oriented journalism and professional understanding in media management model. Norms are based on social responsibility principles that depend on being a formally autonomous system and a professional regulatory model. The professionalism mentality of the British media system is non-institutionalized and self-regulatory. There is no central authority or governmental organization that controls or regulates the media system. Except for state-owned and

indirectly controlled BBC, the British broadcast system operates a market-driven model. On the other hand, despite all these features and characteristics Reporters Without Borders Rank shows the UK in World Press Freedom Index 2019 ranked in the 33rd place and briefly describes one of the worst in the Western European countries. By showing reasons in the name of national security, new counterterrorism, and crime legislation mostly journalists are repressed by authorities.

The concentration of ownership is seen as an issue in the British media system. According to the ownership reports with media, the concentration assigns that only three companies (News UK, DMG, and Reach) dominate 83% of the national newspaper market in 2018. In the first view, the print circulation might be shrinking but when the online audiences are considered the picture does not change much. Including the online readers, only five companies (News UK, DMG, Reach, Guardian, and Telegraph) dominate 80% percent of the total news market. When it comes to local newspapers there are many like radio and television stations and magazines, but there is still an ownership concentration issue. 80% of all local newspapers are also owned and managed by six conglomerate companies (Gannett, JPIMedia, Trinity Mirror, Tindle, and Archant). Under the rest, 20% of titles are 57 smaller publishers but the most interesting part of the local newspaper distribution in the UK today is that almost 67% of the whole districts don't have any daily newspapers (Reuters Institute, Digital News Report: United Kingdom, 2019).

In the last few years, new digital journalism has started to change the news market for every kind of media establishment concerning the UK audience. It is very difficult to give the precise size of the audience in digital news outlets. Still, it is possible that a roundabout picture of their reach can be reflected. For a likely close reach, overview three groups should be considered.

1. New digital and partisan news sites oriented strong left- or right-wing politics concerning currents affairs which originates in the UK.

2. US-based large digital native news media outlets with current affairs sub-sites focus only on the UK news market.

3. UK legacy news sites are publishing in national or regional newspapers, magazines.

The number of visits is not a precise metric to reflect reach and audience engagement. Smaller and newer UK-based digital journalism sites find it difficult to compete for a digital audience with legacy news outlets that also include specialist magazines and with larger or more established native digital news sites. According to Comscore results in data for the reach of the top 10 news websites from 2019 shows that even in last years the percentage of total adult news audience of legal age (18+) news audience in UK dominated by BBC sites and BBC News and tabloid sites like the Sun, the Daily Mail (Comscore: UK Digital Market Overview September 2019). Also according to the social media reach and engagement numbers are demonstrating that BBC is the most used news publisher in the UK. Along with the BBC, some other commercial news sites have comparable reach and influence of audiences (Bakamo: BBC News - A social media intelligence study, October 2019).

The UK's media markets cannot be considered in isolation from the digital platforms and intermediaries that increasingly determine how audiences' access and consume media content. Increasingly, these entities act as the gatekeepers determining how the public obtains information (through search); how people communicate (through social media), and how citizens access news and journalism. These organizations mostly originate in the United States, in many cases dominate a core component of the online media ecosystem in Western countries (e.g. Google with search; YouTube with video; Amazon with e-commerce) and in almost all cases are orders of magnitude more powerful and wealthy than the largest UK media organizations (Ramsay, G., MRC Report: Who Owns the UK Media?, March 2019).

Ofcom's report, News Consumption in the UK: 2018, shows which news sources are accessed by UK users of selected social media platforms (replicated in

Table 13). The results show that the BBC is especially dominant as the top news organization (in each case by some distance) across Facebook, Twitter, Instagram, and Snapchat. Other broadcasters also score highly –usually the main UK PSB broadcasters, but US-based news networks such as CNN and NBC also feature– while YouTube also appears on all lists (though as a platform itself, without data on which news content is being accessed) and video-heavy site LADbible also appears on all lists. Nearly all of the remaining sources are national UK newspapers or large digital news sites (Huffington Post and Buzzfeed), with 'local newspaper' appearing only as a source among 7% of Facebook users. Briefly, besides the local genuineness of the UK media landscape, there is a transitive mutual relation between globally operating US-based media platforms, various media outlets including news media do have interlanguage closeness and transatlantic relations for UK audience because they seem to be tied depending on cultural interest together with the point of worldview.

British Broadcasting Corporation - BBC:

International Broadcasting has a big tradition in the United Kingdom and the 1920's public service radio broadcasting has started with BBC the first transborder broadcasting. Transborder broadcasting services were limited to *Empire Service* with Australia, Canada, New Zealand, and South Africa and colonial territories such as India and other colonies. After 1938 BBC foreign radio has started broadcasting in Arabic, Spanish, Italian, German, and French (BBC: History of BBC, https://www.bbc.com/historyofthebbc/). With the foreign language, broadcasting services interests in the international political interests of Britain's are supported but these redactional operations had neither financial nor redactional autonomy.

BBC's international service gained a worldwide reputation in World War II with comprehensive reporting from the war countries to the war countries. As a counterweight to the propaganda broadcasting (especially for the Nazi broadcasting), this gave the broadcaster a worldwide reputation as an objective and independent medium. In this time period, BBC has also started to broadcast in Turkish after the end of 1939. Even when Britain entered the war, the station was not put under government

control. A Ministry of Information has been established who appointed a secretary for political warfare with censorship. Editorial independence was preserved. This independence -which was also the case during the Suez Crisis or during the Falklands War- allowed later critical ones reporting on their own government's policy. That led partially to public criticism and political pressure but consolidated the worldwide reputation as an objective and independent broadcaster. In 1965 BBC's foreign radio services started to be called "BBC World Service" and since then operating under this name(BBC: History of BBC, https://www.bbc.com/historyofthebbc/).

The BBC has been active in the field of foreign television since 1987. First, the Channel BBC TV Europe produces a selection of national entertainment programs the BBC broadcast to continental Europe. 1991 was created under the roof of the World Service the international television BBC World Service Television. At the beginning in Asia and limited to the Middle East and in the following years expanded globally (BBC: Inside the BBC, 2020). In 1996 the BBC became international television privatized and as a joint venture with the media group Pearson under managed the roof of the BBC marketing subsidiary BBC Worldwide. The BBC World Service is also not completely independent of government interference. Lay the commitment to Britain's foreign policy interests BBC World Service and the Foreign Office in a joint agreement firmly. The Foreign Office decides, for example, in which languages the programs are to be disseminated. The definition of the program structures and content, however, is the responsibility of the broadcaster. While overseas television is self-financing, the BBC World Service continues to be financed by government grants. The money comes from the budget of the Foreign Office, which determines the amount with the Houses of Parliament (BBC: Inside the BBC, 2020).

BBC is neither funded by the government nor by the private sector, but by license fees collected from people in return for broadcasting services. Furthermore, by adapting this strategy of funding, "the BBC's UK services remain free of advertisements and independent of shareholders and political interest." It also protects the news from any interference from the government since it is an independent entity.

BBC's services concentrate on five public purposes:

1. To provide impartial news and information to help people understand and engage with the world around them.
2. To support learning for people of all ages.
3. To show the most creative, highest quality, and distinctive output and services.
4. To reflect, represent, and serve the diverse communities of all of the United Kingdom's nations and regions and, in doing so, support the creative economy across the United Kingdom.
5. To reflect the United Kingdom, its culture, and values to the world.
   "BBC, About the BBC: Mission, values and public purposes, https://www.bbc.com/aboutthebbc/governance/mission"

The BBC offers 24 hours news in the English language, and it is considered "the biggest television service" with 84 million viewers weekly. BBC World Services broadcasts in 28 languages. The presence of BBC is meaningful due to two factors, the first is BBC being the rival with CNN, and the second factor rises due to its great influence in the world which made BBC, a non-commercial broadcasting, as an example and a model for the media of British colonies (BBC: Inside the BBC, 2020).

BBC has declared the goal to reach 500 million unique users via social media platforms in 2022, which makes over 6% of the total population of the world. For BBC World News, Facebook and YouTube are the most important platforms; but BBC's presence is under development on other platforms such as Twitter, Instagram, and Telegram. Strategically along with the inner redactional priorities, BBC states that they are aiming for real connection with the local audiences and planning social publishing relevant, engaging and distinctive news content and reporting for each region and language (Ofcom's Annual Report on the BBC, 2019).

In connection with these strategic goals, BBC editorial teams are using quantitative and qualitative metrics to gain audience insights and measure KPIs and objectives.

They run quarterly reviews for each language territory. In short, BBC executes beyond the full SMA and Social Listening approaches for their global editorial management (Ofcom's Annual Report on the BBC,2019).

3.3.3. DW & Federal Republic of Germany

Germany had in its history a few extreme transitional phases. After Nazi Germany and World War II, the country theoretically and practically had no media system anymore. Afterward, Germany was divided until 1990; the media system in GDR was highly centralized and worked under the control of the Communist Party, and after the unification, it has disappeared during the integration process of east states to the –old– FRG. That's why today the major media production centers are still located in so called Old-West Germany. As it is expected the former GDR newspapers are usually controlled by Western media companies and broadcasting is integrated into the Western dual system if the community media, it is a trial system is also included in the dual broadcasting media system private media companies and public broadcasting institutes is competing with each other.

Under these chronologic developments and circumstances since right after WWII till today in a period over 70 years, these transitional phases have contributed to the country's success as one of today's most recognized global leaders in media and has developed extensively. The country has a few of the largest media conglomerates such as Bertelsmann Group and Axel Springer Media Company.

Freedom of the press in Germany is coming and protected directly from the German constitution which states under Article 5 "Freedom of Expression" :

"Article 5 [Freedom of expression, arts, and sciences]

(1) Every person shall have the right freely to express and disseminate his opinions in speech, writing, and pictures, and to inform himself without hindrance from generally accessible sources. Freedom of the press and freedom of reporting by means of broadcasts and films shall be guaranteed. There shall be no censorship.

(2) These rights shall find their limits in the provisions of general laws, in provisions for the protection of young persons, and in the right to personal honor.

(3) Arts and sciences, research, and teaching shall be free. The freedom of teaching shall not release any person from allegiance to the constitution."

"Duetscher Bundestag, I. Die Grundrechte: Artikel 5"

Even though the German media system is very pluralist and due to the German constitution should be as free as it can be in the first sentence of the Article 5 as it is expressed in the second sentence, there are institutional regulations controlled by commissions such as KEK "Kommission zur Ermittlung der Konzentration im Medienbereich" that tries to keep and regulate the plurality of opinion in nationally transmitted private television. There are also several other organizations, commissions, or institutions that have an eye on the media organs in Germany.

The target for the German media is highly literate; literacy is estimated at 99%. One of the wealthiest countries in the world has a highly urbanized population with 87% residing in cities and 13% living in rural areas. However, the spatial distribution and control of the media are based not on the location of urban areas but rather on the location of the media and its public within the sixteen Länder (States) that make up the German Federation. It is the Länder that in many cases govern the media, particularly the electronic media, and it is within these regional areas that the print media deliver local and regional news. Since over 90 percent of the population is ethnic German speaking the German language, German-language newspapers predominate (Medialandscapes: Germany). However, other groups with immigration backgrounds live in Germany like Turkish, Russian, Balkan and many other ethnic groups do have Germany-based access to news and other media outlets. Especially almost from every federal state for these ethnic minorities public service broadcasting services were provided. In recent decades these services were narrowed because of financial reasons but Germany's state language policy enforced to provide equal access to information

to every minority language. On the other hand, whether the mentioned language policy and laws do function in practice as they are meant to be can be also discussed.

Every state and region has its own broadcasting. Regional networks are tied up to the Länder have a strong role in public broadcaster; it's possible to affirm that the service broadcasters are a creation of the Länder because the German Federal Constitution stipulates that the responsibility for broadcasting rests with the states of the Republic as part of their "cultural sovereignty". The broadcaster is financed by license fees. The public service broadcasting organization is called in German as "Anstalt" and in some parts is similar to the BBC system (Medialandscapes: Germany). An Antsalt usually provides a region or Land with public service radio and television. For example one of the major and well known for divisional structure is NDR for northern Länder, such as Schleswig Holstein, Hamburg, Lower Saxony, Mecklenburg – Vorpommern. The reason for such Anstalts and organization in German public media corporations is the decentralized structure of Germany and there are several media Centers in the country. These media centers and their Antsalts are Hamburg (NDR), Cologne (WDR), Munich (BR), Berlin – Potsdam (rbb).

When we must talk about the nationwide operating public service broadcasting the number one is ARD (also called "The First"). The first television channel (ARD, Arbeitsgemeinschaft der Rundfunk -anstalten Deutschlands) is not a real channel that broadcast in all the state, but is a society formed by all the regional corporation; so, every region, usually a Land, has his television and radio public service, that organize regional programs (Pressreferences.com: Germany; (Medialandscapes.org: Germany); (DW Business: A Dual Broadcasting System). The second television by name and is the ZDF (Zweites Deutsches Fernsehen) offers instead a national television service.

There are also some conceptional minor cable TV channels like 3SAT for cultural programs or for rerunning the programs from main channels like ARD or ZDF. Another example is ARTE in public service in Germany and France since 1992. ARTE has started and continues as a project for the broadcasting of cultural programs from both nations including their multicultural aspects.

Both of the main public channels are active in digital television, and in the last few years, they are trying to grow projects for distribution via the Internet. To arrange all these corporations there is an independent Broadcasting Council, that represents all the "socially relevant group" of society; so, all the kind of citizens could be represented, even if is true that the political party representatives are those who really influence the Council (Pressreferences.com: Germany; Medialandscapes.org: Germany).

With the two commercial networks that started to operate in the middle of the 80s, the television system turned into a "dual system" with RTL and Sat1. After this milestone soon many programs were available, later the situation grew up very fast. Today there are two big media groups that control commercial television: on one side the one led by Leo Kirch (Sat1, Pro7, DSF), and on the other side Bertelsmann and the Luxembourg-based CLT, including RTL and RTL 2, Super RTL and Vox. Also, for commercial television there is a supervision system similar to the public one: a national framework of regulations is laid down in an agreement between all states "Länder". In Germany, 14 media authorities are in charge of controlling the commercial broadcasting market and licensing private broadcasting companies.

After 70 years, the German press has developed into a different medium. Now, we can appreciate a large number of titles and the freedom that they own in their articles, the strong local and regional market, the large number of magazines, and the high dependency on advertising income.

After the reunification of the early 1990s, the number and circulation of newspapers in Germany have shown signs of decline, mainly because of the concentration processes; and for financial reasons, these papers work closely together with larger transregional newspapers or other local and regional newspapers.

There are only a few national papers in Germany. These national Papers are BILD, Süddeutsche Zeitung, Frankfurter Allgemeine Zeitung, Welt, Frankfurter Rundschau, Tageszeitung. They claim to be independent and 'above parties', but most

cover a liberal and conservative spectrum. For example, the Frankfurter Allgemeine is right of center, the Süddeutsche Zeitung left of center, the Frankfurter Rundschau far left, the Bild far right. The largest market for daily newspapers is controlled by the Axel Springer Group with around 23.7 percent of the market and the newspaper Bild is one of them (Pressreferences.com: Germany). The German magazine sector is extremely buoyant with some 780 general magazines and nearly 3,400 specialized periodicals currently on the market. “Der Spiegel” the weekly news magazine represents the most influential political publication in Germany with its “investigative” style of journalism. A recent development in Germany is the appearance of free newspapers (Medialandscape.org: Germany). All the countries around the world are experiencing this form of communication, nevertheless, its excessive use as a “new medium” has saturated the market and it is not attractive for the target they want to reach anymore.

The radio broadcasting market is losing its importance but compared to many other countries it is still very active today and has a long daily consumption duration of 176 minutes according to the (2008). Almost half of the broadcasters are public broadcasters radio channels. They usually offer several programs, usually around six, on a regional basis and sometimes with local limitations, concentrating on general audiences as well as special target groups (culture, news, youth, etc.). In addition, there are two national radio programs based in Berlin (Deutschlandradio Kultur) and Cologne (Deutschlandfunk, mainly news) with public funding, based on another Länder-level agreement. Private or commercial radio channels are licensed by all Länder, that is why they are operative in states/regional levels. This is the main reason that there is no nationwide broadcaster for radio, just in a few states or in a specific region.

Deutsche Welle – DW:

Like in Britain history of international broadcasting in Germany goes back to the twenties when the so-called "World Broadcasting Station" started operating in 1929. The station used German-language programs that were already broadcasted

domestically, addressed to listeners abroad using their own shortwave transmitter. From this point of view, this station can be regarded as the first German foreign radio station. In April 1933, shortly after the National Socialists came to power, the production of programs specifically for abroad started. The "German shortwave transmitters" were quickly expanded into a propaganda machine. In 1937, 12 channels were already responsible for the distribution of news, opinions, and propaganda. During the war, it was broadcasted abroad in more than 30 languages. With the end of the Second World War, the foreign radio activity from Germany was initially stopped but just a few months after the founding of the Federal Republic discussions about re-launching a foreign broadcaster had started. In 1951 the NWDR received permission to operate a shortwave transmitter and in 1953 Deutsche Welle was established with a focus for public broadcasting specializing in international broadcasting, funded mainly by the federal government but operating independently of the government. Until 1960 the Deutsche Welle broadcasted under the leadership of the NWDR, WDR, and NDR. Then the Bundestag and Bundesrat passed the Bundesrundfunkgesetz, which includes Deutsche Welle as an institution under public law and as the Federal Broadcasting Corporation. On 7 June 1962, Deutsche Welle became a member of an independent broadcaster the ARD. Deutsche Welle remained until the rules on the composition of the committees changed in 1990 and continued to operate in more than 30 languages. In 1993 DW started to change the extension of their divisions because of the unification with DDR (East Germany) in 1989. After the unification of East and West Germany geopolitical interests and media scope with purposes tied to the changing media landscape, new needs for providing modern legal basis (Masayuki, 2014: 3-16). At the end of 1997, Deutsche Welle earned its own Federal Law “DWG” that constitutes it as a non-profit organization responsible for broadcasting mainly radio and television and in German together with other foreign languages.

> “The broadcasts of Deutsche Welle are intended for broadcasters abroad comprehensive picture of political, cultural, and economic life in Germany convey and explain and explain to them the German views on important questions. "
> (§ 4 DWG)

With this law the core responsibilities are:

1. "Germany's voice in the world" by giving a comprehensive picture of Germany spread
2. "Voice of freedom" or as "crisis radio" for countries with or without restrictions Freedom of information
3. "global classroom" by offering language courses for foreigners.

Along with the juridical positioning, DW has started as a public broadcaster to distributing content via the internet as well and known first in Germany and also among the pioneer's of its own kind, counting television and online. With this example, DW shows that IBs are executing and integrating new technologies into their operations very fast and pioneering to the news media markets. Deutsche Welle is located in Bonn in 2003 and has another base in Berlin. Operating with more than 1,500 employees, working additionally with hundreds of freelance staff and journalists from 60 different nationalities representing Deutsche Welle in their countries. In four major cities Brussels (for European Union), Moscow, Washington D.C, and Buenos Aires have representing offices with television studios conducting news and other types of broadcasting (Masayuki, 2014: 3-16). Deutsche Welle has almost 200 million audiences reach worldwide and planning to increase it continuously (DW Press Release, 15.08. 2019). Compare to BBC, Deutsche Welle operating with 30 different languages have higher reach potential and influence based on language diversity but still half of BBC's worldwide reach potential. BBC have almost 426 million global audiences according to 2019 numbers (BBC Media Center: "BBC international audience soars to a record high of 426m", 18.06.2019). Despite reforms like reduction shortwave from 260 to 55 radio services made in 2011 DW have increased own reach from 2010 to 2019 by over 100% by continue to cover 30 languages providing via the internet, social media, and mobile. Expanding TV services together with the internet, social media, and mobile services had also an influence on the reach increase. Besides its future strategies covering 30 languages with flexible publishing and broadcasting tech platforms on digital DW had also another aim started in 2012. Deutsche Welle

started to diversify in its origin country and international news, attracting more users by presenting news and other topics tailored to the needs of each region in online content coverages. With this aim in many regions, Deutsche Welle has turned the services into online-only services. Additional developments started to distribute weekly television and broadcasting productions for streaming or video sharing platforms like YouTube and other examples affiliated with local broadcasters (Masayuki, 2014: 3-16). In Turkey, Nevşin Mengü was one of the examples of the strategy executed by Deutsche Welle. Concerning beside medium based audience targeting, interest and coverage-based audience targeting DW has decided to be focusing on specific target audiences. The orientation turned towards opinion leaders in countries and regions together with promoting the spread of democratic values and democratic systems in authoritarian societies can be also defined as struggling populations with democracy, human rights, freedom, and progress. Declaration of this strategic aim towards significant target audiences means a limitation for the target audience increase but it will be analyzed and evaluated in the analysis case of this thesis.

3.3.4. VOA and United States of America

The United States has a long media history and tradition with freedom and openness. Media in the U.S. has started to operate at the beginning of the twenty-first century and it is having a long background in U.S. history. Press freedom is one of the key factors in the formation of the republic. That is why there are strict protections for the media and especially for the American press. In the United States of America since 1791, the freedom of the press is tied up to the first amendment "Bill of Rights". The state, congress or government cannot or should not try to restrict the freedom of speech and press (Pressreferences.com: USA). With this law, it is ensured that the freedom of press and information access for the public.

Since independence from England, the U.S. press has been operating almost without any restrictions and fearlessly. In some cases, there may occur lawsuits resulting from coverage of governmental issues or public officials. The state, congress

or government cannot or should not try to restrict the freedom of speech and press. With this law, it is ensured that the freedom of press and information access for the public. But since then there were no other constitutional regulations or control for the plurality or diversity of the media in the USA (Pressreferences.com: USA). On the other hand yes, there are no restrictions or regulations but also no providing laws for the right to inform. The juristically conditions are quasi ruled by de facto conditions and with it, the mediascape is bound to the general sources of law. Logically under these conditions, there is no establishment institution to control or keep the media system under surveillance.

On the other hand, most of the concern about concentration of ownership has focused on the U.S. daily newspaper industry, because newspapers are considered to be the most important source of information about public affairs. Because of the lack of regulation arising from the First Amendment to the U.S. Constitution, which prohibits government control of the press, the U.S government has imposed a few regulations on the industry and there are some other regulations targeting same-market cross-media ownership restrictions (Pressreferences.com: USA).

In its history, the U.S. government has justified licensing and ownership limits (including cross-media ownership) in the radio and television broadcasting industries because of the limited number of over-the-air frequencies. The Telecommunications Act of 1996 and the recent Federal Communication Commission has decided to deregulate the broadcasting industries. The reason for that is new technologies (e.g., cable television, satellite television, Internet, fiber optics) are creating new sources of media competition (Medialanscapes.org: United States). The FCC recently lifted major restrictions on same- market cross-media ownership for broadcast media.

Although the United States has the most diversified media system in the world, many scholars, professionals, and citizens are concerned about the concentration of ownership in these industries.

Most media industries have experienced concentration of ownership in the form of large-scale media organizations, many of which own properties in different media industries (cross-media ownership). However, with the sole exception of the daily newspaper industry, the number of organizations and competitors in all media industries has increased, not decreased, in recent decades.

The U.S. has a high amount of newspaper circulation and a large target audience in the broadcasting market and 87% of the population is literate, almost 80% of the nation have access to follow broadcasting channels. In the USA there are many regional and local print media scales but not many nationwide or transregional print media companies. Financial reasons are structuring the newspapers and they are building a network similar chain ownership so-called “Newspaper Chains” managed and published one below the other in stage of appeal due to transregional to local scales (Medialanscapes.org: United States). Most of the income is acquired by adverts but surprisingly in the last years, the percentage of circulation is increased in print media revenues.

The United States besides a very strong private broadcasting market also has a public broadcasting network called PBS. There is also a National Public Radio network with 900 members from all states. In every state, there are several members cooperating and broadcasting in compliance with the states' needs or interests.

On the other hand, for private broadcasting networks and channels in 2004 congress has enacted the National Television Ownership Limit. This means a person or corporation has the right to own a limitless number of television stations but does not have the right for reaching over 39% of the national television audience (Medialanscapes.org: United States). This means a single person or company has the legal right to own many broadcast networks without any merger conditions from the top four networks such as ABC, NBC, CBS, and Fox.

Broadcasting corporations and channels in the USA do have maybe the oldest tradition in the world. The first big three broadcasting companies were the National

Broadcasting Company (NBC), Columbia Broadcasting System (CBS), and American Broadcasting System (ABC). Today with these three broadcasting networks and Fox TV dominating the market. These networks have hundreds of subchannels, local stations, and productions. Also, more than 400 independent stations exist in the USA (Medialanscapes.org: United States).

Turner v. Federal Communications Commission (FCC) has two rules limiting the number of broadcasting stations to ensure nobody could own the whole media market and be able to turn it into a single media market.

Radios are controlled by several commissions and institutions. From nationwide to private personal radio stations are controlled not just because of the contents that they are airing also everyone can have radio channels and it is public financing with their independency (Medialanscapes.org: United States). The radio channels can also be private companies, foundations, or educational institutions such as high schools or universities financed by donations.

Newspapers

In the United States, newspapers' circulation numbers are relatively stable in comparison to other countries around the world by statistics from 2013. In competition from cable channels, network television, radio, and the Internet continues to cut into newspapers' market share and circulation.

The largest newspapers by circulation in the United States are published in large cities and are all daily papers. USA Today from Virginia/Arlington – Nationwide, The New York Times – Nationwide; The Los Angeles Times; The Washington Post (D.C)-Nationwide, The Chicago Tribune and The Wall Street Journal from New York - Nationwide. Besides the four well-known newspapers, there are no nationwide newspapers. In each state, there are plenty of newspapers published due to the location by their population volume (Pressreferences.com: USA). The newspaper media ownership has pluralist dimensions but politically not because the

political structure from the diversity point of view is not versatile. The press in the United States is primarily a local, monopoly press not like in Europe.

Newspapers have a similar ownership structure as in the broadcasting market and most of the newspapers in the United States are a part of newspaper chains and owned by corporations that control from two to several hundred papers. But still, some newspapers are held privately or controlled by families. There is also an immense imbalance in market share (Medialanscapes.org: United States). Ten companies own over 50% of the newspaper and press market of the United States.

VOA

Voice of America was established during World War II for supporting counter-propaganda intentions and contributions in war efforts, right after the USA entered into the war following Pearl Harbor. During the cold war when the USA realized that media and communication are far more effective on nations compared to the military power, VOA has operated to reach and tried to influence the regions and countries between the lines of public diplomacy and propaganda, especially against socialism and communism. Voice of America Russian program was launched in 1947 and reached approximately two hundred million Russian nationals through a radio service when the nation was under communist repression.

During the Cold War with the prospect of a fresh and powerful opponent, the Soviet Union and the general idea was that the United States, who stood for democracy, required an effective way to suppress the powerful propaganda attacks by the Soviets, and consequently, the Voice of America sustained broadcasting throughout peacetime within the Smith-Mundt Act of 1946 (Cowan, 2017: 5-8).

One of the initiatives implemented by Voice of America to influence foreign audiences, most notably the Soviet Union, was the Voice of America Forum Series which was created on 5 January 1959. In attempting to analyze the program, the forum comprised half an hour on a weekly recurring basis, which was aimed at worldwide as well as the Soviet Union. Titled “Forum- The Arts and Sciences in Mid-Century

America", the forum which broadcast in series format. It was intended to discuss all the various main areas of information as well as a cultural activity where the United States could be thought of as preeminent, or in which information about the American experience and accomplishment is thought to be of importance and realistic worth to foreign listeners (Nichols, 2014: 253).

The diplomacy efforts in the Soviet Union by the Voice of America definitely made an impact on the Soviet Union audience. The Voice of America's broadcasting can be praised for advancing the mounting determination that the free world enjoyed at that time. Also, the Voice of America's broadcasting is thought to have won ballots in the United Nations which were powerfully critical of communist hostility, not just within the democratic regions of the world but also throughout much of Asia and Europe counting very strategic nations such as France and Italy (Kohler, 2014: 25).

In the last fifteen years the internet, social and new media has affected the United States media diplomacy resulting in "New Public Diplomacy". This has resulted in the Voice of America being tested and strained by the new forms of media combined with the more customary mass media as a result of the arrival of new information and messaging technology.

Voice of America launched actively through the internet in 1994 and after 2000 VOA as an international broadcaster developed broadcasting through VOANews.com by broadcasting and publishing news with a similar design with Cable Network News (CNN) continuously, around the clock. As a result of being more active on online media took more attention VOA news broadcasting and the amount of people logging on to the online page dramatically growing at a quick pace. Currently, Voice of America provides its news material web and social media in all of their forty-five airing languages consisting in some cases of podcasts and RSS feeds (Wang and Hong, 2014: 348). In summary, Voice of America's online feature has allowed the United States to utilize the internet and thus, develop a seriously vital addition to the United States hegemonic determination and as a novel device to justify the United States' national political and philosophical principle on a universal measure.

In recent years, mainly in relation with security and defense purposes there has also been a renewed interest in soft power with regards to the United States public diplomacy and claims the United States can make ground in their security issues concerning Islamic terrorism if they use diplomacy, however, it must not be aimed at extremists but at the moderates in the Muslim world (Nye, 2017: 17). With this in mind, the essay will now discuss the United States media diplomacy in the Muslim world.

As a result, VOA has an influence and weight among BBC, DW, and Sputnik but compared to these three IBs VOA is focusing on some critical regions depending on US international interests, and critical regions public diplomacy is more needed. Turkey and the USA had many ups and downs in international relations in the past, but Turkey was never a long-term issue for the US and did not need a systematic and intensive public diplomacy strategy. Additionally, there are private broadcasters from the US, operating more than a decade in Turkey and their policies are indirectly representing the perception and the messages of the ideology and politics of American interest. Therefore VOA is not so active towards the target audience in Turkey. In 2011 VOA has shut down its shortwave broadcasting in Turkey and started to focus on web, streaming, and social media platforms with regular news releases and other additional broadcasting productions (Milliyet: "Amerika'nın 69 Yıllık Sesi Kesildi", 01.07.2011).

CHAPTER FOUR
ANALYSIS OF DATA

4.1. Introduction to Results & Findings with "BoomSocial" Social Media Analytics Platform

In the analysis part, the benchmark results from local social media analytics tool BoomSocial platform will be analyzed first. These benchmark results, the basic social media analytics metrics, and some details are projected directly by the BoomSocial platform. With BoomSocial we are able to compare four international broadcasters, BBC, DW, VOA, and Sputnik on Facebook, Twitter, YouTube, Instagram, and

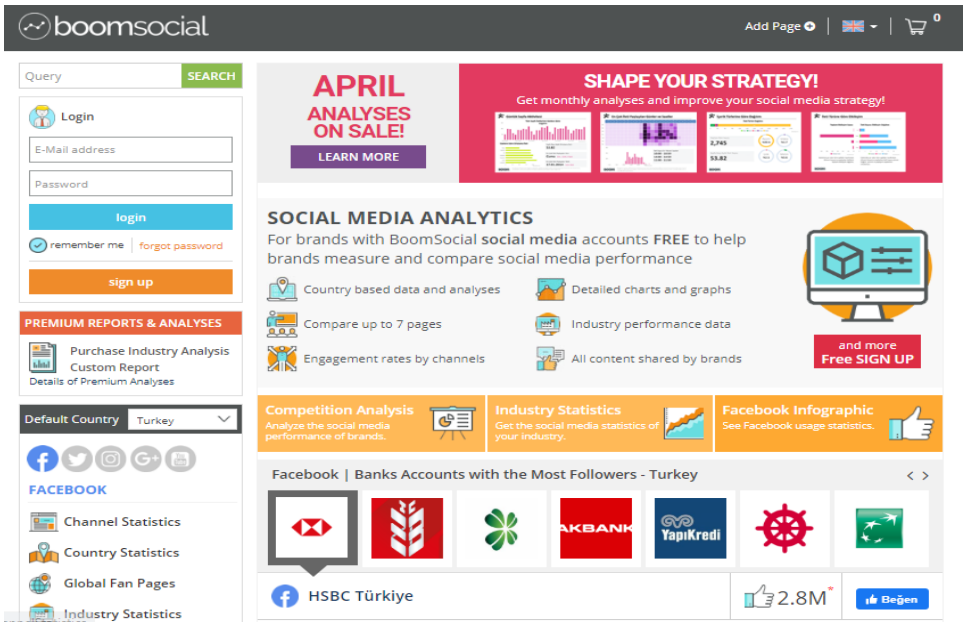
Google+ in a benchmark report, that we can compare by every possible SMA metric. These four IBs can be analyzed in a variety of ways; such as by communication actions and performances with various cross-references such as platform comparisons and content distributions, cross-media analysis or benchmark, competitor analysis with local news media outlets, and other media preferences of users on these social media platforms. In this paper, we will be focusing on Twitter. The two major reasons why we will focus on Twitter are also explained partially in chapter one. The first reason is that the four mentioned IBs Twitter data was collected in a longer time frame by BoomSocial. The general overview of statistical data is to show how the results can be gathered together and reported but not all the collected data of the four IBs have started at the same time, as they are not added to the BoomSocial's crawling list at the same time. Among the four Twitter pages, BBC News Turkish starts from May 2017, Deutsche Welle Turkish from May 2018, Voice of America Turkish from late October 2018, and Sputnik mid-November 2018. The second reason is all the cross-references and media communication, content, and presence differences on various platforms will over-expand the analysis scope and make it complicated to focus on the main points of this thesis' analysis. Therefore, even if it is possible to make the analysis report in a broader range of media platforms with multi various cross-reference metrics, for a simple sampling and clean scope, Twitter will be the only platform on this thesis' analysis and report chapter.

After examining the automated Twitter benchmark analysis report output, we will dive deep into the top engagement rate results with contents analysis and try to see which IB has more engagement and attention gain from the users. Also, we will be able to ask questions like are there any basic differences compared to each other, how they present the news and the contents by media type, and what are the journalistic approaches and contents types. In this step content analysis can be executed in a very detailed deep-dive approach for critical discourse analysis; but again only the paths or the possibilities are going to be projected with basic findings to show how SMA can be used and evaluated in the news and media discourse analysis. The last part will be focused on the performances of two journalists who worked intensively in the specified

time frame on Twitter and their engagement with Deutsche Welle and users. The core question is what are the outcomes of the cooperation between two local reputable journalists and Deutsche Welle or who has benefited more from the collaboration?

For better results and findings report, it is crucial to start the analysis part by briefly explaining the BoomSocial platform and how it is used. BoomSocial can be accessed by any web browser like Chrome, Edge, Firefox, or Opera. In this case analysis Chrome is used.

Figure 4.1.: Main page interface of BoomSocial social media analytics platform.



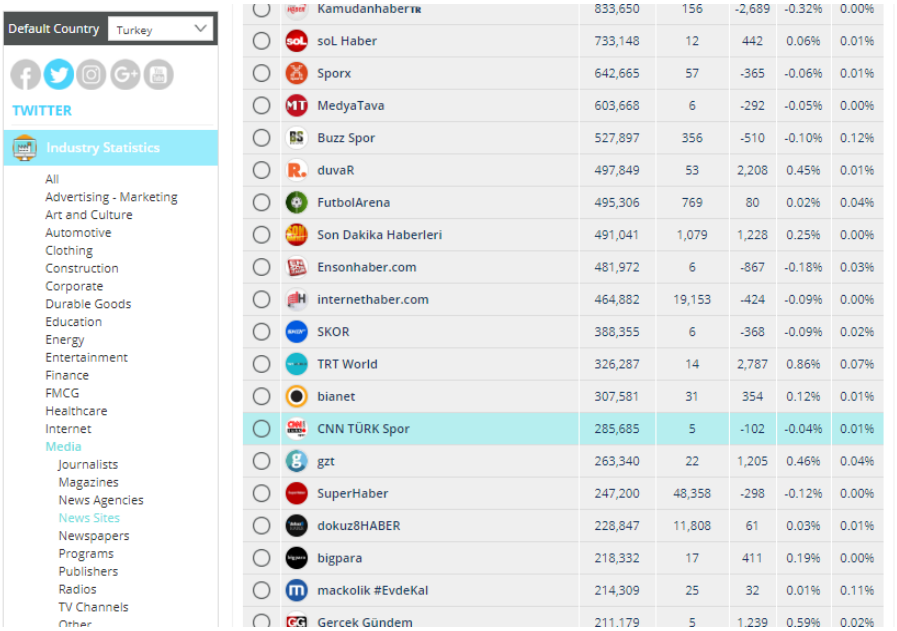
(BoomSocial)

BoomSocial has two language options, Turkish and English. For getting results, users should first sign up and log in to the platform to be able to select the criteria, view results on the interface, and download reports. The platform was free for any data scope and time range analysis until January 2020, but after this date, the parent company turned it into a paid service due to the popularity of the platform. Currently, the free version only offers the last few month's data. All the data and results used in

this thesis were obtained with the consent of the management of BoomSocial's parent company, Tick Tock Boom Digital PR & Marketing Agency.

After logging in, users can select the social media platform they want to analyze. Pages are grouped by industries and sectors, but the platform allows users to compare pages from different groups. Any page that is monitored by BoomSocial as a data source is available to users for analysis.

Figure 4.1. a: BoomSocial industry and sector lists interface example



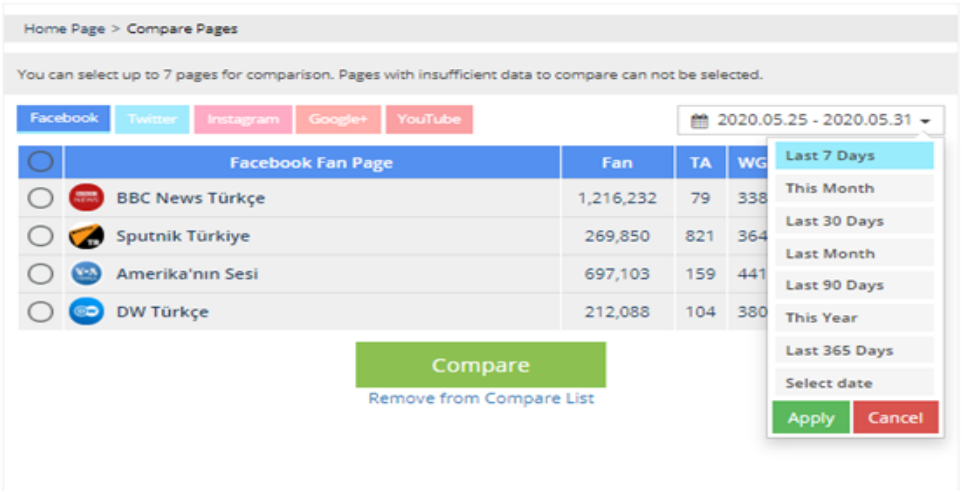
(BoomSocial)

There is no restriction in comparison parameters to select but the most reasonable analysis benchmark is to create a list from the same or similar areas or industries, such as the most active international broadcasters in Turkey, banks, automobile manufacturers or smartphone brands, etc.

When all the pages are selected from the desired platforms, the time frame can be determined. The earliest time that can be selected is the date when the page was added to BoomSocial to monitor. It is also possible to optimize the time frame by

selecting a custom time range by the user itself. In the screenshot, an example can be seen as the selection and setup of the time frame. Results can be viewed on the dashboard but for further analysis, comparative sector reports are necessary. This analysis is built on a detailed comparative sector report.

Figure 4.1. b: BoomSocial benchmark creation and comparison setup

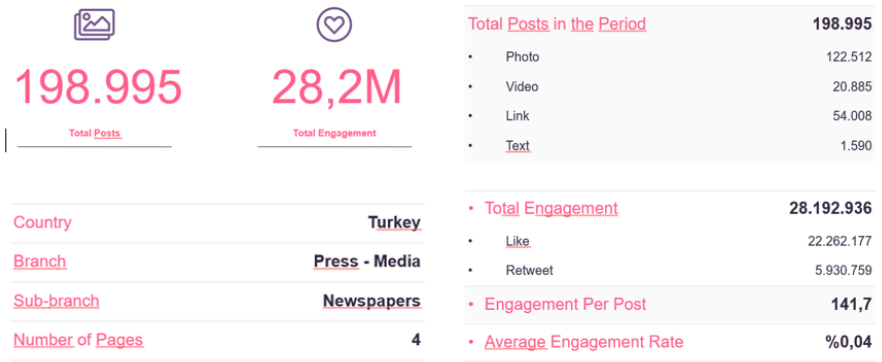


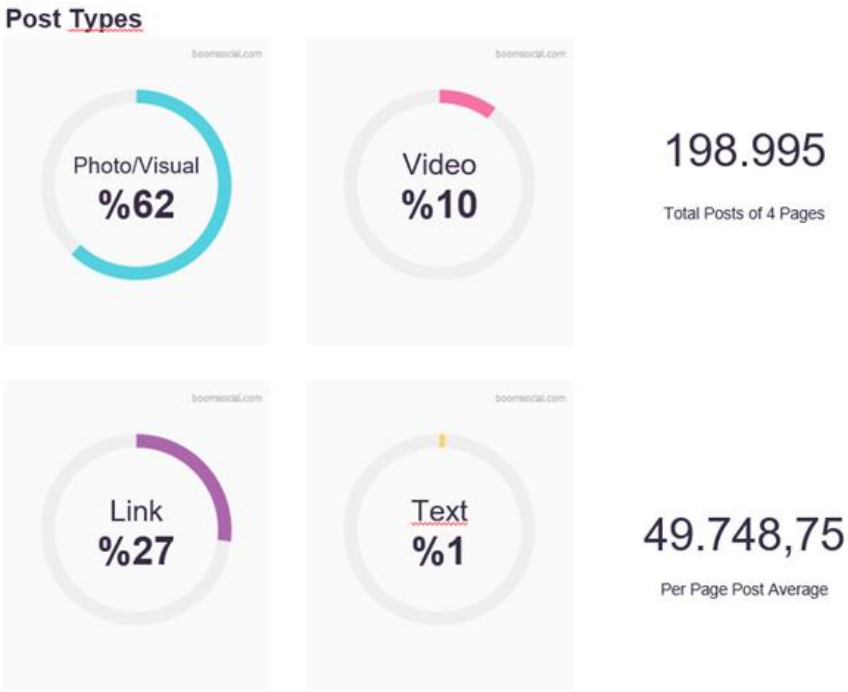
(BoomSocial)

4.2. Four IBs Twitter BoomSocial General Benchmark Results

The overview of the four IBs Twitter accounts social media analytics benchmark between the dates of 31 January 2017 and 29 February 2020 contains 198.995 total posts, of which 122.512 containing photos. The total engagement count is 28.2 million, which is more than 5.9 million of them are retweets.

Figure 4.2.a: Four IBs Twitter benchmark results - overview



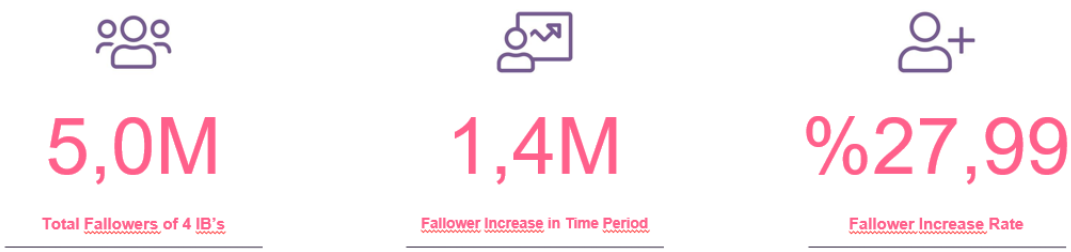


(BoomSocial)

All the statistical results are collected from the international broadcasters' publicly available content on Twitter and posted by the brands themselves. The posts and comments from other users shared on these pages are not included in the results and evaluation.

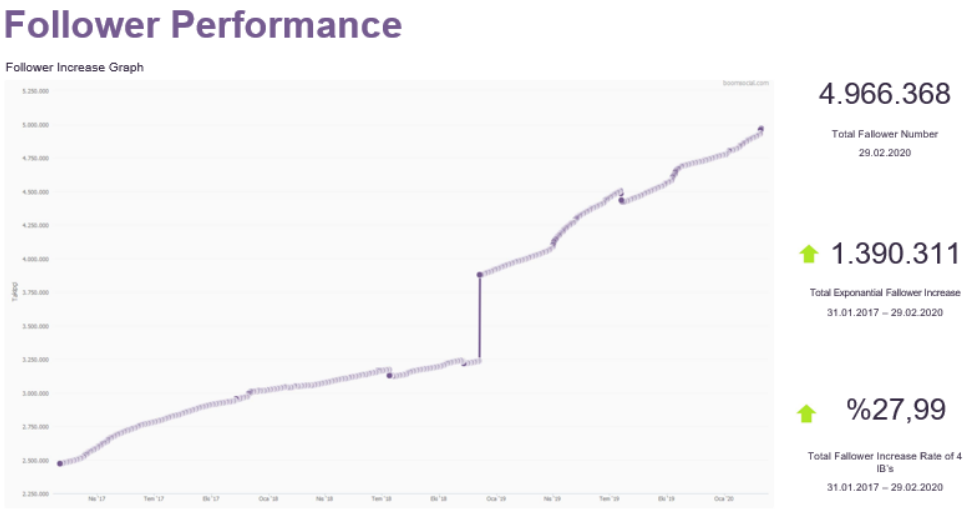
The first interesting insight in overview statistical results is, retweet numbers are almost 30 times higher compared to the volume of the total posts, which makes on the other hand more than 21% total engagement numbers. The second interesting insight is that more than 61% of the total posts are containing photos or static visuals. BBC News has the highest number of followers (3,342,647) and exponentially highest follower growth count (932,713) but not the highest growth rate. According to the engagement numbers, Sputnik has the highest growth rate. The Twitter account of Sputnik has a total of 13,750,795 engagements within the selected time period.

Figure 4.2.b: Four IBs Twitter benchmark results – overview follower count performances in total



(BoomSocial)

Figure 4.2.c: Four IBs Twitter benchmark results – overview of increase tracking follower numbers



The follower counts are a function of the date that the Twitter account was defined to BoomSocial. The starting point of the chart is from March 2018 shows only the BBC account, while the DW Turkish was added in May 2018. The drastic spike at the end of 2018 is due to the addition of Twitter accounts of VOA and Sputnik in a short interval period.

End of 2018 is clearly to see that number of followers have started to increase drastically in a very short time and afterward continue to grow consistently. The reason

for the sudden increase and continuity aftermath is a result of VOA and Sputnik Twitter accounts implicated at very close dates to the BoomSocial data sourcing. From the starting point until May 2018 of this line graph is to observe the BBC alone and after May 2018 DW Turkish is added.

Figure 4.2.d&e: Four IBs Twitter benchmark results – overview of increase and rate of change.

	Page Account	Change	Fallower Number
1.	BBC News Türkçe	933.615	**3.342.647**
2.	Sputnik Türkiye	364.825	**909.264**
3.	DW Türkçe	457.686	**519.629**
4.	Amerika'nın Sesi	97.693	**194.828**

	Page Account	Change Ratio	Change
1.	DW Türkçe	738,08%	**457.598**
2.	Amerika'nın Sesi	99,42%	**97.135**
3.	Sputnik Türkiye	67%	**364.825**
4.	BBC News Türkçe	27,90%	**932.713**

From the table of account follower change rates within the specified time frame, we can see that DW Turkish has the highest follower increase rate among the four IBs. From May 2018 to the end of February 2020, DW has grown more than 7-fold in follower count according to the BoomSocial data. Deutsche Welle might not have the highest follower count, but this remarkable change and high growth rate show that DW made a strategic and editorial change in this time period. According to the Deutsche Welle Act of the German Constitution Deutsche Welle is not allowed to give unidentified unclear or manipulative ads to promote the news contents and all the ads should be particularly clear definable as ads. In this sense, Deutsche Welle has no operative constitutionally abilities or rights to promote any news content. This means the major part of the numbers is the result of the earned media strategies not by paid

media. In a benchmark analysis with SMA average, dynamics and metrics of the market can be also monitored and strategic insights can be gathered for future decisions concerning how to position account management and posting strategies.

Figure 4.2.f: Four IBs Twitter benchmark results – Weekly average distribution of news content by day of the week and hour of the day.

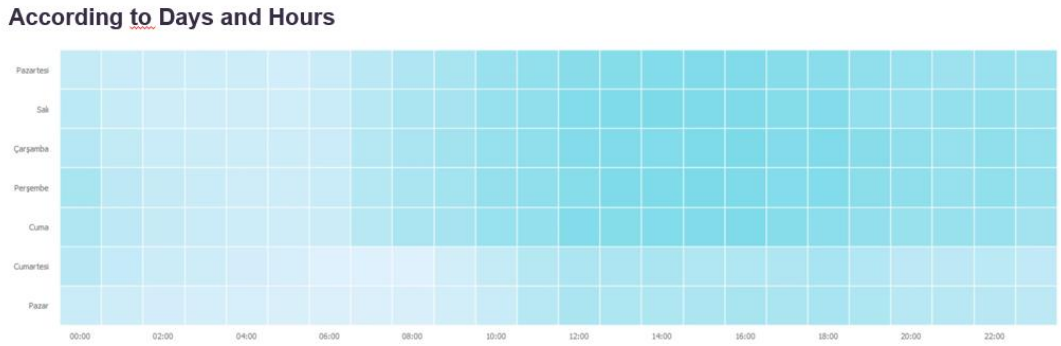
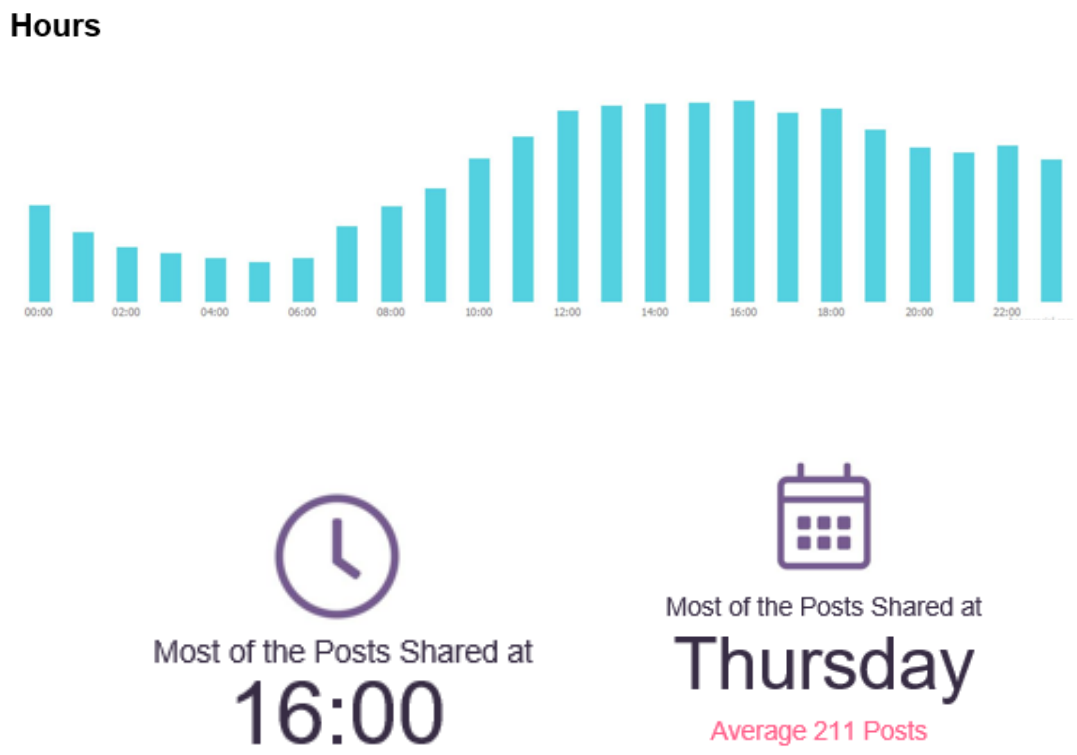


Figure 4.2.g: Four IBs Twitter benchmark results – Hourly average distribution of news content during the analysis time frame.



When it comes to content analysis and basic text analytics from all collected posts, the most mentioned keywords and most used hashtags can also be analyzed. With the most used hashtags and keywords, it is possible to have an overview to see what these four IBs in this time period as news coverage have published, and what contents of these news posts were. But it is not possible to exactly see which posts, and post types are containing these keywords and hashtags without any content distribution analysis.

For the basic projection of keyword and hashtag concentration in the data, word clouds or projected lists and tables are usually used. As expected, *Türkiye* is the most dominant keyword in the word cloud. In the following data visualization, there are also other expected generic keywords reflecting the agenda of Turkey and other global news related content keywords like *Erdoğan*, *Trump*, *president*, *Germany*, and *Istanbul*. Except for these keywords, all other keywords representing other news contents do have a very similar concentration and low volumes in the data. This means the average of news coverage distribution is not changing out of the core characters and topics concerning the Turkish and global agenda.

Figure 4.2.h: Four IBs Twitter benchmark results – overall wordcloud of total contents.



One of the most critical metrics in comparison for analyzing the effectiveness of news publishing on social media is the relation between the total shared posts by these pages and how much engagement these posts get. Briefly, two basic metrics and their relation build up the engagement rate calculation. The ratio between total posts, the total engagement, and the total follower count is a strong indicator of the effectiveness of the Tweets. In a basic engagement rate formula, for each post, the sum of likes, comments, and shares are divided by the number of total followers and multiplied by 100. Without considering the follower numbers or the formula by total engagement number in relation to the shared posts volume results are relatively different in the IBs benchmark compared to each other. Sputnik has a very high post volume and this intensive post sharing average derives high nominal engagement numbers among the four IBs; this also means Sputnik has consistent engagement feedback for a big part of the news coverage shared on the page.

Figure 4.2.i: Four IBs Twitter benchmark results – total engagements in comparison to the post volume and followers.

	Page Account	Total Engagement	Post Volume	Fallower Number
1.	Sputnik Türkiye	13.250.795	**87.906**	**909.264**
2.	BBC News Türkçe	9.684.651	**57.753**	**3.342.647**
3.	DW Türkçe	5.042.096	**41.777**	**519.629**
4.	Amerika'nın Sesi	215.394	**11.559**	**194.828**

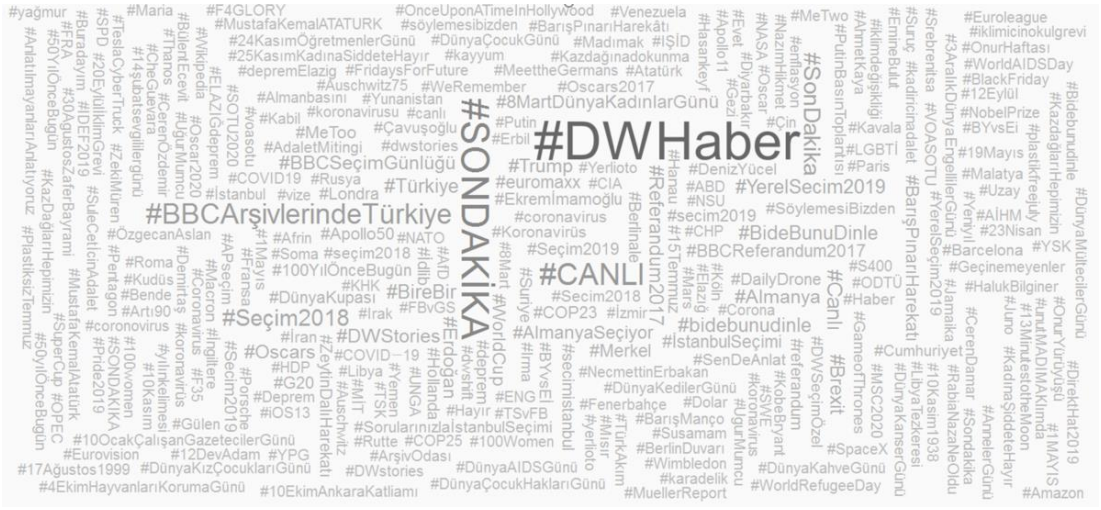
(BoomSocial)

BBC News has shared almost 30k fewer posts compared to Sputnik and got a similar rate of engagement; but BBC News has more than three times the followers to create awareness and reach this efficiency. The number of followers is a very big advantage in this metric for creating a share of voice. DW has a smaller follower count compared to BBC News and Sputnik, and an average post volume less than half of Sputnik, and still managed to get an effective total engagement count. This means either DW has a high engagement rate for almost every post or very successful news

content for several specific issues and using some editorial and journalistic styles for more effective news posts and contents.

Keywords, word clouds, tables, lists, and like can be used for hashtags in the analysis of the hashtag usage concentration and measuring of their effectiveness; or in other words their usability. Which hashtags are used more often and which contents are retweeted more are related to the hashtags used together. In the word cloud of hashtags, #DWNews in Turkish ”#DWHaber” is the most common hashtag among all. Again there are two possibilities; either DW uses this hashtag almost with every news post they share on their page or this hashtag is used in the most retweeted news posts of DW News Turkish. Other most-used hashtags were #lastminute, #live, #BBCArchiveTurkey and #Elections2018 in descending order. Contents with these hashtags ranked by their engagement listed below the keywords containing some specific topics give some insight on what awoke more attention and created engagement. Some recent or in other words “breaking news” hashtags were used more often for getting immediate attention and engagement but what the topics of these posts are at this level of the analysis is unclear. With text analytics methodologies applied on the total data collected from the database, like comparing n-grams or other basic approaches, other keywords, phrases and content types used together are detectable. Briefly, in the content analysis of all IBs data archive, the news content with these hashtags and keywords can be filtered and clustered. Afterward they can be coded by their topics and contents. Two of the hashtags are used by DW specifically and these are #KazDağlarıHepimizin (KazDağlarıBelongsToAllOfUs) and #DWStories. Another insight that has to be taken to the attention here is that a very small portion of the total posts includes hashtags, only 2,262 of total posts which makes 5.65%.

Figure 4.2. j: Four IBs Twitter benchmark results – overall total hashtags wordcloud and ranking of top hashtags by post and engagement counts.



31.01.2017 – 29.02.2020

Hashtag Engagement

	Hashtag	Containing Posts	Likes	Retweet	Engagement
1.	#BBC	553	190.811	64.722	**255.533**
2.	#DWHaber (DWNews)	979	181.775	65.453	**247.228**
3.	#BBCArşivlerindeTürkiye (BBCArchiveTurkey)	335	169.871	56.221	**226.092**
4.	#SON (Last)	609	80.504	36.334	**116.838**
5.	#SONDAKİKA (Lastminute)	600	79.905	36.189	**116.094**
6.	#Seçim (Election)	249	67.048	21.987	**89.035**
7.	#CANLI (Live)	396	47.245	29.153	**76.398**
8.	#DWStories	118	54.077	20.018	**74.095**
9.	#KazDağlarıHepimizin (KazDağlarıBelongAllOfUs)	7	55.872	17.402	**73.274**
10.	#Seçim2018 (Elections2018)	200	46.640	19.084	**65.724**

#

2.262

Total Used Hashtag Number

#

%5,65

Percentage of Hashtag Used Contents

(BoomSocial)

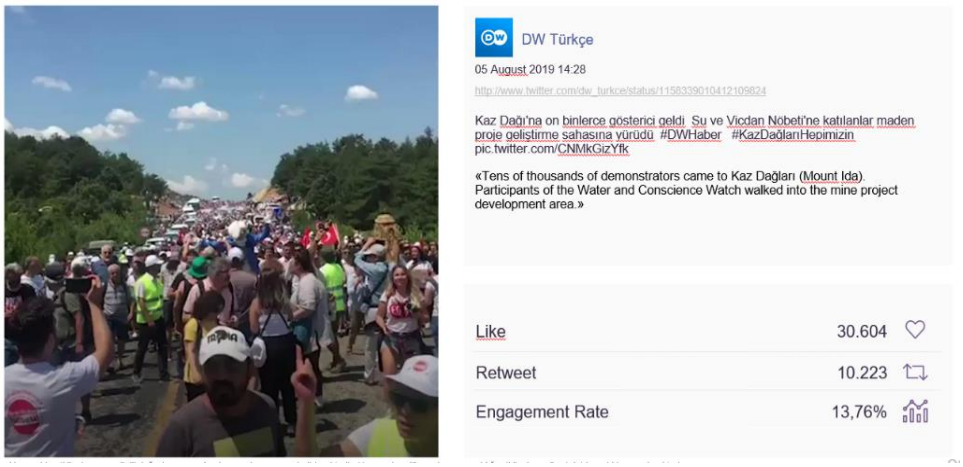
4.3. SMA Results Findings of Each IB & Differences by Coverage of Top News Contents

Content types with the highest engagement results are showing more specific insights and give hints for deep-dive analysis results. Each IB has a different content coverage concentration, differentiating from each other. Understanding if these differences have a direct relation or similarity with the media systems of the origin country is hard to reveal in this stage of the analysis, but at a further stage of deep-dive

analysis on coverage of contents reflecting journalistic and editorial differences, that effect is determinable. Differences referring coverage and journalistic approaches are available to review under two dimensions of media systems comparison. The first dimension is political parallelism referring to the practices like partisanship or political orientation of media audiences and media outlets, the journalist's role in this orientation, and applied practices. Within the journalists' orientation and practices might be accepted also as one of the editorial management decisions, strategies, and practices.

The second dimension is the professionalism of journalism indicating the autonomy, norms, and rules in journalistic practices with ethical frames of public service understanding and orientation. Both dimensions have common evaluation issues concerning journalistic practices in some sub levels. SMA can only provide insights about these dimensions, mainly with empirical data analysis that as a result of accomplished practices, not how these practices are executed before posting, publishing, and broadcasting. As a result, the common evaluations can't dissociate whether the news content and coverage with their engagement metrics are the results of professional journalism or political parallelism in the background. International news broadcasting and publishing are in many cases differentiating with the facts of origin country and create a contradiction between what is transmitted to the outside and what is existing inside. SMA results of IBs published content can be analyzed in frames of quantitative and qualitative content analysis and quantitative critical discourse analysis attributing what is and with which products are the results achieved not how in process of production it is achieved (Sieben, 2014: 18-20).

Figure 4.3.a: BoomSocial DW news content with top engagement number.



(BoomSocial)

In total data of 198.995 news posts, an environmental crisis and protest news content about the "Kaz Dağları Protests" have the highest engagement numbers and rate within the time frame, beginning of 2017 and end of February 2020. DW might have created and published the most effective news content among the four IBs in the scope of SMA analytics report according to the BoomSocial SMA tool but these contents were the only ones that have created much engagement. Among the news contents with the highest 25 engagement results, DW has no other posts.

In the Top 25 most engaged posts, the other 24 posts were shared by Sputnik and BBC News. 18 of these posts were by Sputnik, while BBC News has the remaining 6. In this metric there are noticeable two sub-metrics: the engagement share of the top tier successful news posts in overall engagement values, and what kind of engagement did these posts have achieved besides the share in overall engagement results. At the first step, the ratio of retweets and likes can be listed within the top posts ranking. For sharing the message or information further usually users retweet the posts and with retweets, other conversations additionally triggered resolves other argumentative discourses. This is also available to utilize with the comments made to these news posts. Retweets do not always create discussions or other discourses but news and

issues concerning public interests usually trigger retweets and argumentative social buzz volume.

Figure 4.3.b: Four IBs Twitter benchmark results – top news posts by engagement counts.



(BoomSocial)

Top retweeted news content ranking and distribution in a total of IBs shows that Sputnik Turkish can create more awareness with their news coverage on a variety of different news topics. Most of the engagement does not come from the retweet volumes but after all Sputnik with 18 different news topics from different periods gets more awareness compared to the other three IBs. The coverage of Sputnik news content varies from world news to local politics or some interesting trending incidents, but almost half of the 18 news posts are related to the local elections. Compared to Sputnik, BBC News has 6 news posts in the Top 25 list; two of them are about local politics while others are posts about world news. VOA does not have any posts in this list, as it is a little bit hard for VOA to achieve to get any news posts in this list because of its very low follower numbers compared to its competitors; but still, this doesn't mean VOA was not able to create a buzz with attention-grabbing news content or effective coverage within relation to its follower count. Another insight in the list is that DW news is not effective in overall coverage, accordingly only with specific news topics concerning some particular masses or in other words specific target audience.

Figure 4.3.c: Four IBs Twitter benchmark results – top news posts by engagement counts.



(BoomSocial)

Just like in the overall distribution of the content types in engagement results ranking top news posts can be grouped and evaluated by the most liked and/or retweeted the picture, video, or text. Sputnik has a higher visual effect on users. Among the posts with photos, 4 out of the top 5 photos with the highest engagement results were shared by Sputnik. BBC has only one, in the second place of the ranking, showing masses in a large political rally of opposition. The other four posts with photos

belonging to Sputnik contain close-up photos of portraying individuals about the news contents published.

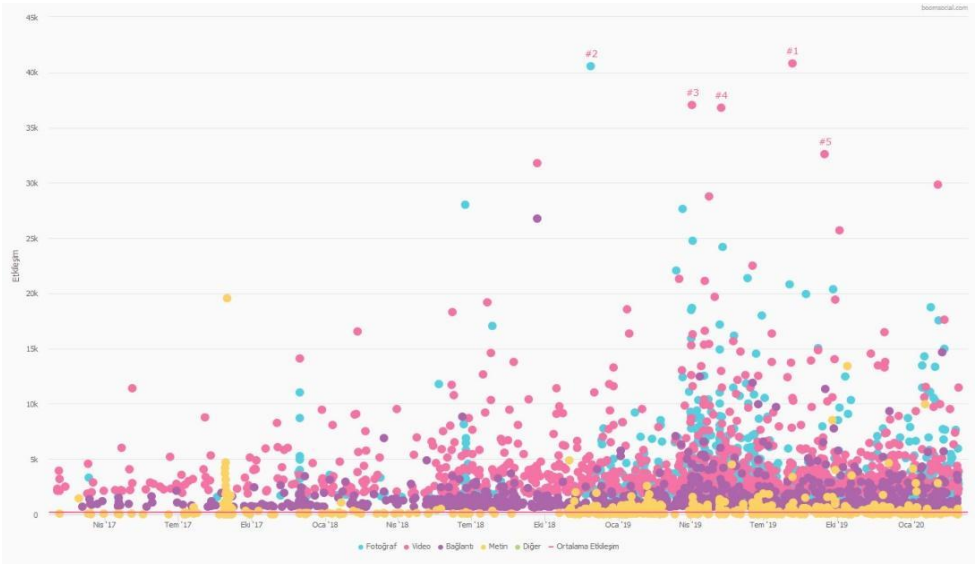
Figure 4.3.d: Four IBs Twitter benchmark results – top news posts with photos by engagement numbers.

		Post	Like	Retweet	Engagement
1		Sputnik Türkiye - 27 Kasım 2018 11:54 Evi yanmış, kucağındaki kedisiyle gündeme gelmişti: 'Ali dede' yeni evinde kedileriyle mutlu https://t.co/uoX9ugiPXK pic.twitter.com/O2uDScjJlJ	35.919	4.610	40.529
2		BBC News Türkçe - 23 Haziran 2018 14:37 İnce #Maltepe 'de: Erdoğan gidiyorsun, delikanlı ol iki dakika öyle git, gitmenin de bir şerefi var. Canlı yayınımızı engelleyenleri canlı yayında yargılayacağız https://t.co/0jor2r4d3C ...	22.564	5.432	27.996
3		Sputnik Türkiye - 22 Mart 2019 05:46 Cami katliamı sonrası ilk cuma namazına başörtüsüyle katılan Yeni Zelanda Başbakanı Ardern: Peygamber Muhammed dedi ki 'karşılıklı şefkat, merhamet ve sempatileriyle inananlar tek bir beden gibidir....	23.218	4.403	27.621
4		Sputnik Türkiye - 03 Nisan 2019 16:54 AK Parti'nin itiraz ettiği Yalova'da seçimi 332 oy farkla CHP'li Salman kazandı: Bunları yenmekten yoruldum https://t.co/kBsSOWADUR pic.twitter.com/WQZKOkfBVS	21.929	2.841	24.770
5		Sputnik Türkiye - 10 Mayıs 2019 14:51 Ekrem İmamoğlu'ndan 'Gerçekte mağdur olan benim' diyen Binali Yıldırım'a yanıtı: Aday olduğu için mağdur olmuş olabilir https://t.co/dgDrkt9XIK pic.twitter.com/jCuATHabDz	22.156	2.005	24.161

(BoomSocial)

In top posts of video content topics are varying and it seems that except the one published by DW all other videos are related to news content posts that are published also with text and photos. The four videos published by Sputnik and BBC News are interviews, statements, and press conferences. One of the most interesting results in top engagement by content types is that the top 5 news posts with link contents and text contents are also in other rankings with the same news contents. News posts with links do not make a specific effect on the engagement results. Detailed clustering of post types, engagements, and their performances on timeline graph visualization appointing the news posts with links and texts have low engagement concentration with close overlapping. Photos and videos have different dynamics compared to the links and texts and correlate with each other depending on the agenda and coverage of the news outlets. This kind of data clustering graph visualizations and analysis can be used for IBs engagement results in overall numbers, topic, and content types.

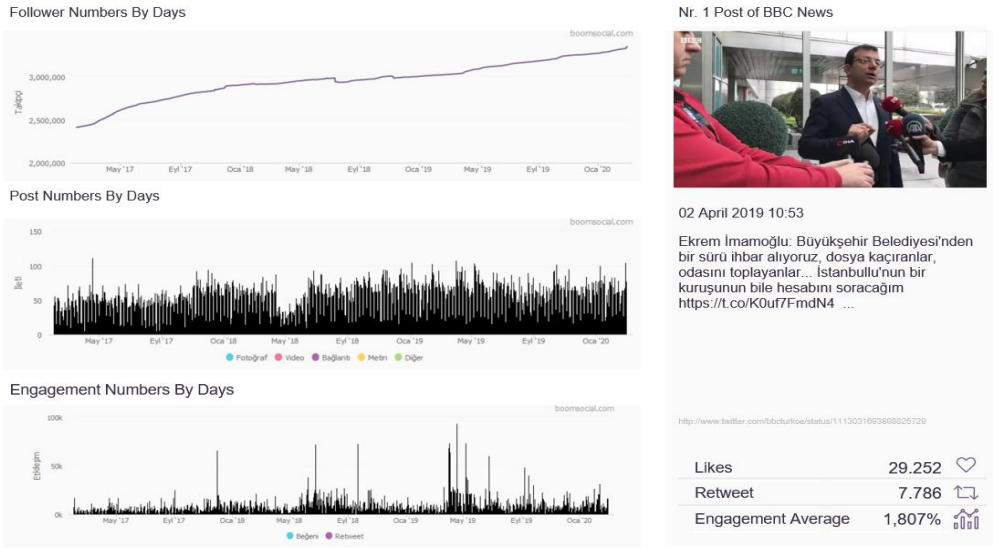
Figure 4.3.e: Four IBs Twitter benchmark results –news posts distribution in the timeline by engagement numbers and contents types.



(BoomSocial)

Each IB under the loop shows different results and dynamics, and have positive results in the range of their own starting points in the benchmark. SMA results of each IB indicate IB news coverage, strategy, and stylistic approaches have a reflection by the target audience and arouse attention in the Turkish media landscape. Each has increasing follower numbers, and this is because they meet the demand even though they differ from each other by their approaches and strategies.

Figure 4.3.f: BBC Twitter posts analytics.

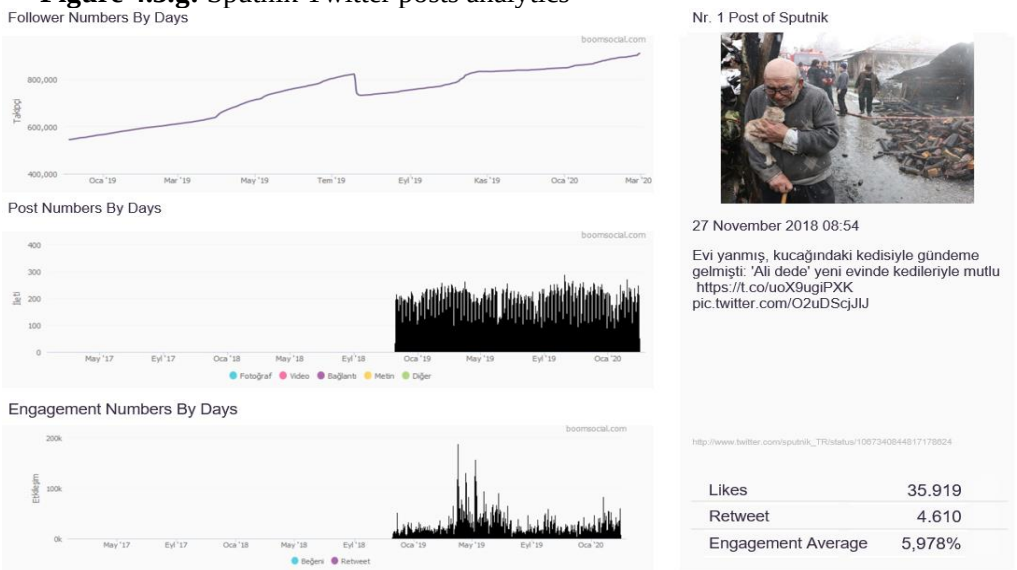


BBC News is the leading IB in the benchmark by the number of followers. BBC News had 2.409.032 followers in May 2017; and gained 933.315 during the analysis time frame, reaching a total of 3.342.647 in the end. In this time period, BBC News got 7.222.363 likes and 2.462.288 retweets with 57.753 posts. The result of these numbers is the 1,807% engagement rate, calculated by the average rate of engaging followers per post. This ratio in comparison to the other IBs engagement rates is lower; mostly because of the high follower numbers. BBC might be the number one among the four IBs when follower numbers are considered and the numbers are increasing constantly; but except for some posts, the engagement averages BBC have the lowest results concerning follower numbers. It appears that BBC News achieves active results and numbers with the journalistic works by handing the microphone to the right person at the right moment and carrying out the message that social media users want to reach and hear their voices.

Sputnik has a completely different topic coverage compared to the other three IBs. Sputnik is basically a news agency and that is why they have a very broad range of coverage. On the other hand, even though Sputnik is a Russian news agency it is very substantial within the local news agenda and journalistic news reporting capabilities in some cases regarding local incidents. For a news outlet social media account that is sharing almost 200 posts each day, it is hard to follow the important

news contents and coverage; but Sputnik Turkey manages to get good engagement results compared to BBC News that have more than three times higher follower numbers. Sputnik has been affected by the tensioned Russian-Turkish international relations because of the Syrian conflict between two countries several times in the last five years. On the graph of follower numbers by days, it is clear that Sputnik has lost an obtrusive number of followers in a very short time regarding the tensions with Turkey about controlling northern regions of Syria or other international tensions. The advantage and editorial management strength of Sputnik at Turkish news coverage is obvious even though it is a news agency from the hard news topics to the interesting local stories they create news contents or reports with closer language stylistic to the local news outlets. Sputnik has a fusion text and visual discourse varying which discursive direction needed but the other IBs do have their own continued standards and showing continued homogeneity. This difference is not a disadvantage for other IBs but the flexibility to use and vary different content styles in visuals and texts creates a difference in rhetorical perspective, especially at building visual and text coherence within discursive dimensions for local users. From another quantitative perspective, Sputnik has a very high post sharing frequency with a lower number of followers and a good engagement rate, which reaches almost 6% in several cases and is above 3% for many times in overall posts that were shared since November 2018.

Figure 4.3.g: Sputnik Twitter posts analytics

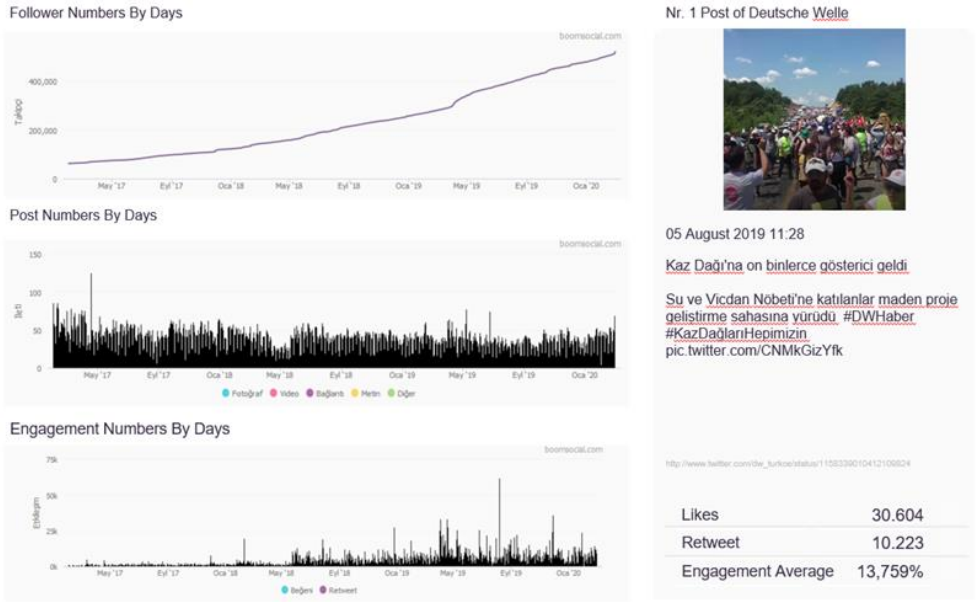


Deutsche Welle also has a different approach compared to the other IBs. This strategy is not to just merely focus on some topics, stories, or cases depending on the origin countries policies and political understanding; but also filling the gaps for some specific target audiences as they need different voices in the news media after the drastic changes and monopolization in the Turkish media landscape. DW has the third highest follower count, but the most successful engagement rates and follower growth among the other IBs. Between the dates of May 2017 and March 2020, DW increased the follower count on Twitter from 61.943 to 519.629, which is more than 8 times higher from the beginning of the crawling process. Also with more than 13% engagement rate, DW is the most engaged among the IBs. But this engagement is dependent on some news posts changing the overall results and some particular journalistic approaches. In last year's two local reputable journalists, Nevşin Mengü and Banu Güven have started to work with DW. To be able to work with an IB in a region a journalist needs to have some specific skills; but usually, beside their skills, these journalists are not usually prominent public figures as Nevşin Mengü and Banu Güven had a kind of reputation and in the past, they made names and turned into a sort of "influencers" in the commercial news media market. Before working with DW, Nevşin Mengü was an anchorwoman at two influential mainstream TV channels, CNN Türk and Kanal D. She is presenting on YouTube the "One on One" program (Bire Bir) every Tuesday. Banu Güven was also known for working at well-known newspapers and as a news broadcaster at NTV for years. Besides that, she is accused of several political incidents regarding Turkish domestic politics. She has started to work with DW at the end of 2016.

When the overall data of DW is analyzed by engagement counts and news coverage, Nevşin Mengü provides a strong contribution to top news posts by engagement. When total Twitter data of Deutsche Welle Türkçe is exported from the database of BoomSocial SMA platform and ranked by engagement rates of each post, 9 of the top 80 content are related to Nevşin Mengü. Compared to Nevşin Mengü, Banu Güven doesn't have such extremely high engagement results but makes a difference with her journalistic approach, and her own followers can be evaluated as potential target

audience. As a result, Deutsche Welle has a very specific editorial management strategy to make itself a media factor in Turkey and have very positive results on behalf of its own weight in the Turkish media landscape.

Figure 4.3.h: DW Twitter posts analytics



In addition to its own efforts, DW has other collaborative partnership projects continuing since 1999. DW has a partnership in the region with one of the most influential news broadcasters NTV. Also, some new alternative digital news outlets like T24 and Diken are giving a considerable consistency of news contents originating from Deutsche Welle.

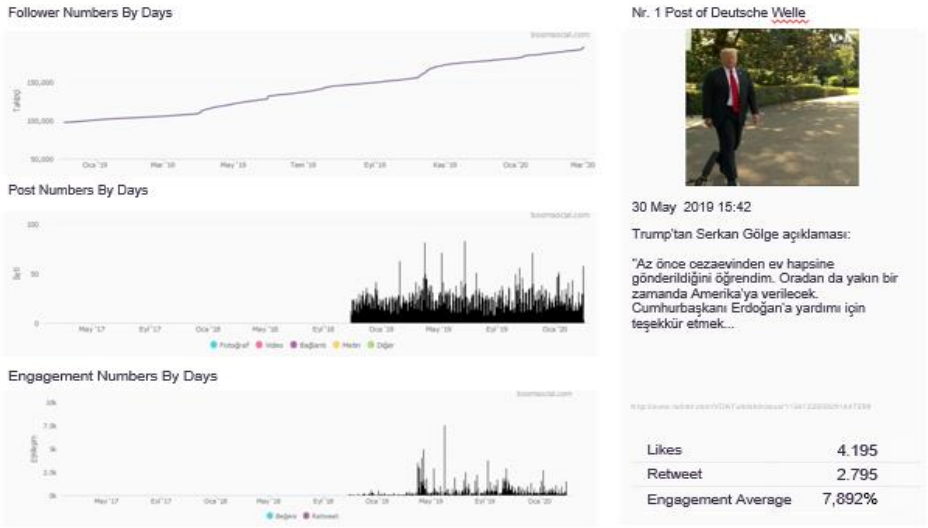
Compared to other IBs Voice of America has very low follower numbers, follower increase rates, and engagement. Follower numbers are increasing but the rate of increase is not like DW's effective progress. Also, no news posts came up to the front in the benchmark that might appear as a success example or editorial management outcome. VOA drives an outline, image, and strong appearance like others. This might be because of the origin countries media system dimensions creates confidence in news media publishing and broadcasting tradition. The USA has an extremely liberal media system. In this media system the public broadcasting does not have a strong role compared to the commercial news outlets. This case should not

mean that in the US there is no reliable and effective public broadcasting culture, but a big part of the media culture is built on a commercial environment.

The result of the heavy concentration of the commercial media landscape has created private international networks and broadcasters like CNN, MSNBC or FOX, and others. CNN, MSNBC, and FOX have also been active in Turkey for years and playing an important role in the Turkish media landscape and media ownership concentration. As a result, target audiences have a perception and absorbed supply-demand situation by private US media outlets. These media outlets' purposes are not to fulfill the public diplomacy criteria, but they are creating a perception that they actually do. On the other side, US commercial broadcasters and networks have partially dominated the Turkish media landscape such as CNN Turk and Fox TV with other local commercial media outlets but the reliability of these broadcasters and their image losing positive perception. Therefore, because of the popularity of other US commercial international broadcasting network examples and their decreasing reliability perception, keeping VOA in the background.

Last overall insight about VOA Turkey Twitter data and performance of VOA gives the impression or image with the stylistic footprint in comparison that not much provided or supported financially like other three IBs, so they don’t have enough resources as a branch of the public broadcaster. Top news posts of VOA on Twitter on the other hand are mostly not going into detail and mostly stay in the overview of the news published. Most attention taking news contents in the coverage are usually U.S. related.

Figure 4.3.i: VOA Twitter posts analytics



Finally, we see the importance of local connection or participation of IBs in news communication and publishing. It is a fact that the IBs are carrying the political and desired messages by their own interests but for who and how is a different question creates the differences not only due to the origin countries media system differences also their relation and connection to the target countries political and social environment dynamics. DW and Sputnik are practicing this localization due to their own interests of public diplomacy goals, together with the origin country media systems representation very efficiently in recent years with the help of social media communication and news broadcasting/publishing potentials.

4.4. Deep Dive Analysis of Two Journalist Performances and DW's Top Twitter Posts

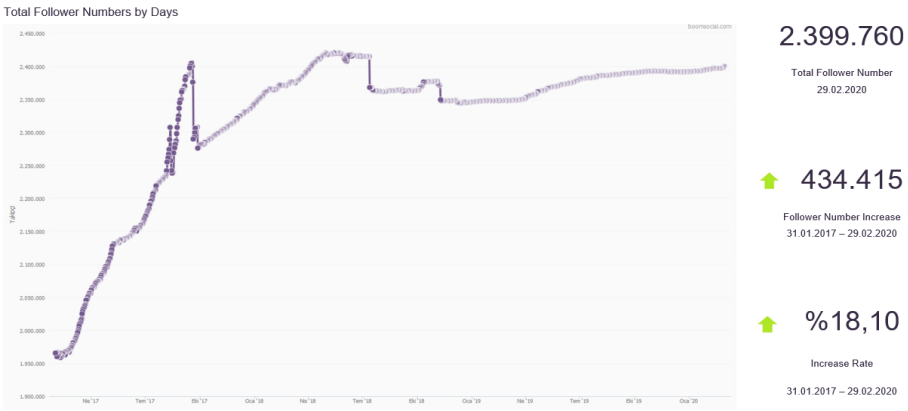
In the deep dive analysis of Nevşin Mengü's and Banu Güven's performances along with DW will be in 3 dimensions. The first dimension is the share of both journalists in overall results. Second dimension is their contributions among the top news posts compared to the other contributions to DW so that how both journalists have their own Twitter performances affected working with DW will be analyzed with the help of BoomSocial SMA results. In the third and last dimension is the news

content distribution in the top news posts by engagement numbers and if any specific discursive features or insights among them will be discussed.

Deutsche Welle has reached 41.777 news posts 3.608.598 likes and 1.433.498 retweets with an average 13,759% engagement rate. In the same time period, Nevşin Mengüs' participation was detected in 769 news posts. With these 769 posts 264.345 likes 66.672 retweets with an 0,285% engagement rate average which is not very high but also not low. When these numbers are analyzed in relation to each other shows that 1.84% of the total news posts are from Nevşin Mengü's news content production involvement and journalistic participation share. This share has provided 7,32% of the total likes and 4,65% share in total retweets. These numbers are quite a contribution for one journalist for a news outlet. Banu Güven does not have many news posts like Nevşin Mengü. The reason for this difference is Nevşin Mengü produces and hosts a news program with different guests each time on YouTube. This program is broadcasted regularly each week on Tuesdays but Banu Güven is working on reports about specific topics or issues. Güven's total news posts contribution in overall is 249 news posts. Her share in a percentage of total DW Twitter posts is 0,59% and the average engagement rate of these posts is 1,56%. Total retweet contribution is 1,14% and at the same time among the top 100 posts with the highest engagement rates Banu Güven doesn't have any news posts. Final outcome according to a short analysis of SMA results and data both journalists' contribution to DW's Twitter performance is not extremely high but Nevşin Mengü has created and brought a dynamic difference that cannot be seen over. Banu Güven also has an impact, but not as a strong influence as Nevşin Mengü's participation. This means that Banu Güven has a stronger influence on the news media and as a known journalist. On the same analytics structure, we have analyzed, made for four IBs we see that Banu Güven has other collaborations or individual journalism achievements gets higher engagement feedback and since she has started to work with DW her follower numbers have increased enormously. Also, she has reached a follower number almost 5 times higher than the DW Twitter account. Like Banu Güven, Nevşin Mengü has a fast-growing follower base and in a very short

period of time reached 1.7 million followers. This means, along with their contribution to DW Turkish redaction, DW Turkish has contributed to their influence among a specific target audience. Their credibility and acceptability have been strengthened by a significant mass.

Figure 4.4.a: DW total follower tracking and increase ratios.



Compared to Banu Güven, Nevşin Mengü have also 9 posts among the top 100 news posts by an engagement which are mainly concentrated on the guest in the program related to the agenda. However, the question, how these news posts get high engagement results should be answered. For this question, the user comments analysis, content analysis of the show she is hosting, and the other shows or similar productions analytics results about the topic and time frame should be executed. What from this dataset is to see that, the contents of the top posts of news shows, Nevşin Mengü's participation is concerning very intensive topics of local agenda and hosts joined to the programs are followed by big masses from the opposing factions in Turkey. All the issues in these news shows are also critical issues concerning politics and economics. Nevşin Mengü's factor is here providing the medium to these guests or important personalities in the show, who cannot find a suitable media outlet to be heard by others. In this sense, DW is filling the gap in the media which is demanded or desired by a specific target audience in the Turkish media landscape.

Generic topic distribution of top 100 posts by engagement rate ranking of DW Twitter posts are about politics, world news, various stories or reports about specific

issues (top stories), environment, economics, local news, science, health, and several interviews except for Nevşin Mengü's news show about politics and economics. Politics have a heavy dominance in DW top posts which have mostly an opposition approach and are criticizing current developments in Turkey or at least have positioning or an approach in the issues concerning. As an international broadcaster world news have also a weight in the news coverage and finds response by the target audience and other users. News about the environment are one of the main differences of DW coverage and gets strong feedback from the target audience. News and reports about the environment are also one of the strongest influences and a very fine example for reclining of the origin countries country policy reflecting as public diplomacy through an international broadcaster in this case. Deutsche Welle gives particular importance to the environmental issues and problems like German media and country politics does in Germany and globally. Contents and news shared about economics do also have a similar approach like in news concerning political issues in Turkey.

Figure 4.4.b: News topic distribution in top 100 posts by highest engagement rates.

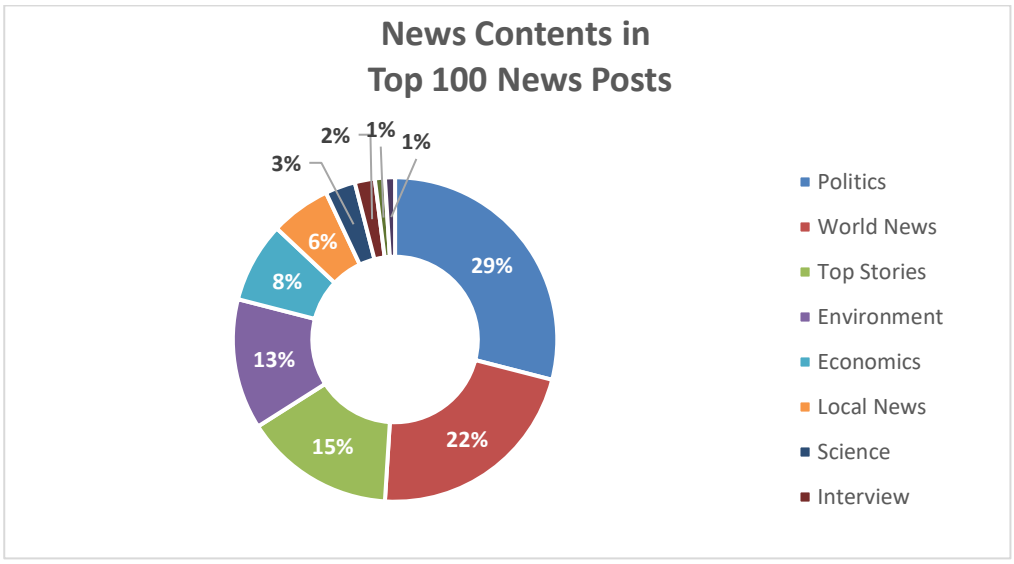
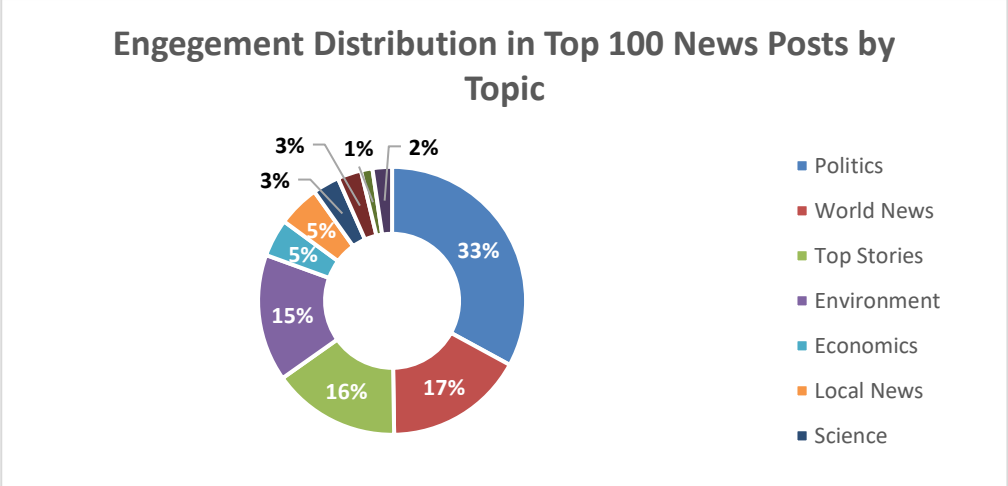


Figure 4.4.c: Engagement ratios of topics in top 100 posts by highest engagement rates.



Content distribution of the top 100 engagement posts does have a similar projection on engagement weights. In the first-place politics with 29%, then in order world news 22%, top stories 15%, environment 13%, economics 8%, local news, 6%, science 3%, interviews 2% and health with special interview news show have 1% share. Then again the distribution has almost the same lineup but the weights are changing slightly. Politics have more feedback by the users and the environment with top stories gains more engagement compared to their distribution in the top 100 and world news gets less. Health and science news contents have the same weight in engagement as their post volume. Economics and local news have also less feedback with likes and shares compared to their share as post volume in the top 100 news posts by engagement.

Figure 4.4.d: Engagement types and shares by topics in the top 100 posts.

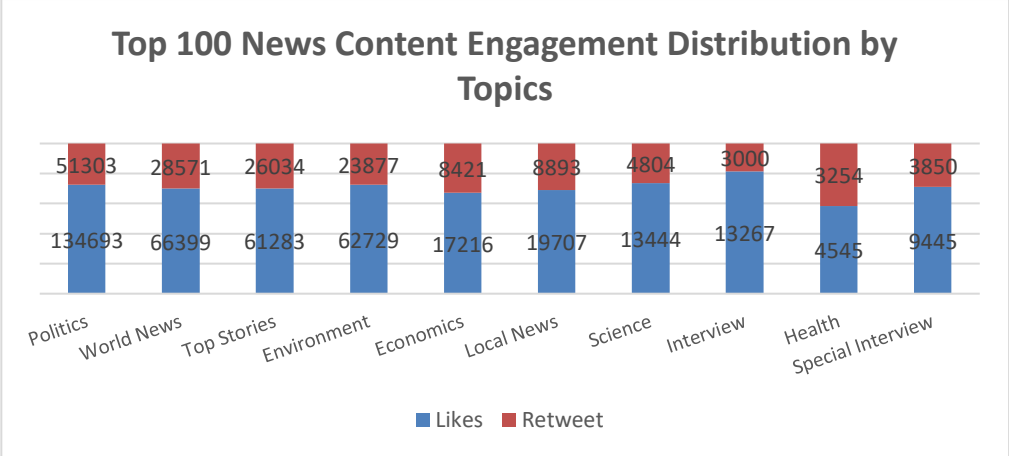
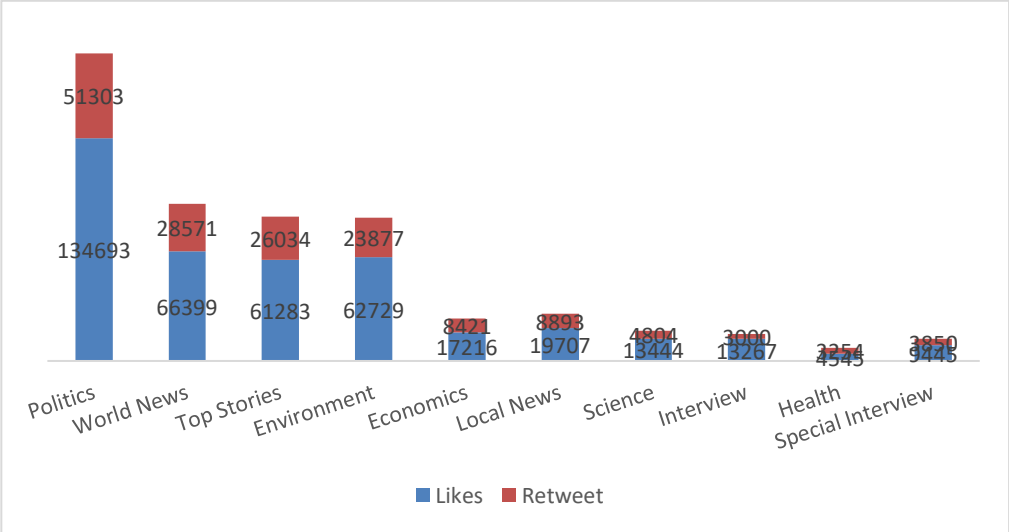
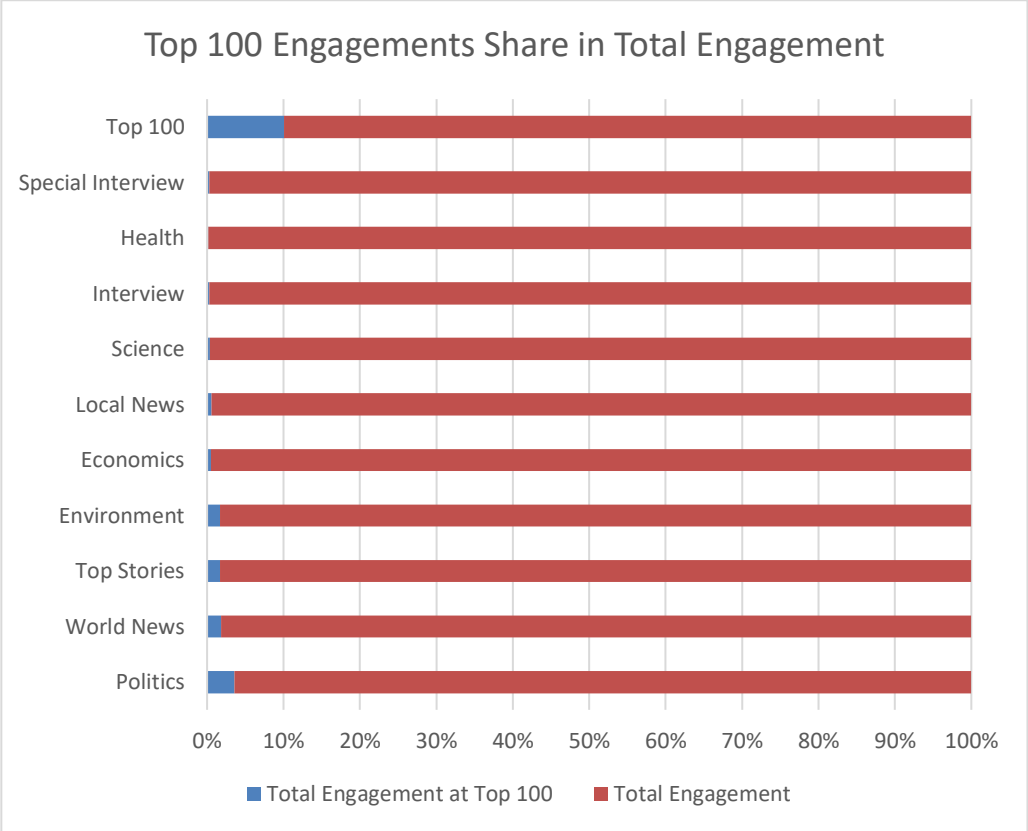


Figure 4.4.e: Engagement types and shares by topics in the top 100 posts comparison.



The charts above show the same data with two different similar graph types, visualizing which news topic group have more share in the mentioned 100 posts and what kind of engagement they received.

Figure 4.4.f: DW Türkçe Twitter Top 100 news posts share in total engagements.



Analysis of the engagement results in the first 100 posts with the highest engagement numbers are showing their share in overall engagement results have a 10% share. This rate is a positive result because if the top posts of any social media account have a high percentage in the total number means a very big part of the posts does not get any attention or creates interest in users. Briefly, a very big part of the communication process does not have any visible interaction. If the share is low or under a specific percentage below 15 -20% accounts social communication and editorial management strategy have a continuous and steady achievement tied to the determined goals.

4.5. Further Analysis Details and Other Approaches

The analysis scope and contents are covering only Twitter data results but these four IBs are not only using Twitter in Turkey. All of the IBs are also using Facebook and YouTube very actively and especially because of their broadcasting backgrounds they have all specific approaches at YouTube content productions. Each of them has their own style and visual discourse to implicate their journalistic approach and broadcasting productions. First of all, as a result, the offset news contents of Twitter do have different results on Facebook, Instagram, Google+, and YouTube.

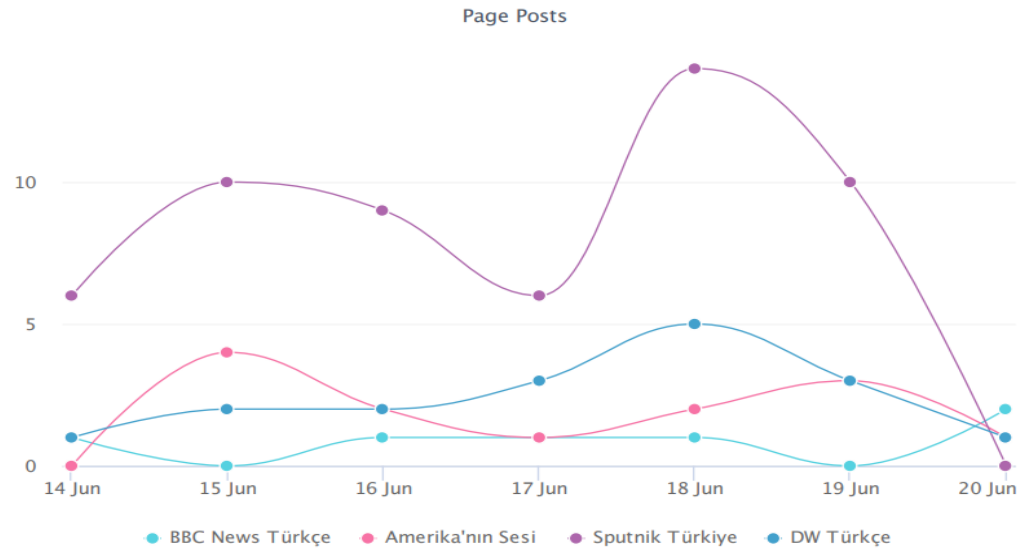
Figure 4.5.a: Weekly four IBs YouTube channels table of overall benchmark results according to BoomSocial SMA platform.

6/14/2020-6/20/2020	BBC News Türkçe	Amerika'nın Sesi	Sputnik Türkiye	DW Türkçe
First Subscriber Count	538	80,3	76,4	398
Last Subscriber Count	540	80,8	76,6	399
Subscriber Growth	2	500	200	1
Total Videos	6	13	55	17
Total Likes	2,553	349	703	5,553
Total Comments	500	69	160	1,967
Total Favorites	0	0	0	0
Average Engagement Rate	%0.1099	%0.0465	%0.0243	%0.1401

One successful news content on Twitter might have different outcomes on other Social Media platforms and might be also otherwise. Causes can also vary depending on the content creation strategy, media content dynamics, overall user, and follower concentrations of news media usage or each IBS and trending topics and contents of the social media platforms at the same time periods regarding agenda that can affect the cross-posting of news contents or posts. The same benchmark analysis therefore can be executed with the same metrics and coverage on other social media platforms.

The differences can be analyzed in comparison or according to the content of the post types such as interviews, news shows, no-comment hard news, special cases, and journalistic critics. These differences and performance measurement can also be analyzed on topics or journalistic approach.

Figure 4.5.b: Four IBs YouTube channels' weekly video post frequency, via BoomSocial SMA platform.



Based on the same benchmark model, measurement of the page and post performances can be analyzed in various combinations of analytics results in the quantitative and qualitative approach, but the further research circle of performance is analysis of the user comments from these pages and posts. In complete analysis scope and among all outputs, the user comments section was not calculated as a metric and not included in the SMA benchmark analysis of IB pages and post performances. User comments analysis metrics and analysis itself is another dimension indicator for web and social media communication performance measurement. When the critics and negative comments are considered, quantitative and qualitative aspects of post comments in news publishing on digital platforms, especially social media, can sometimes be subjective. When news webpages, social media accounts, or news posts get too many negative comments or harsh critiques can get to extreme offensive

discourses including insults in some cases does not relate with the success of the news publishing and journalistic work executed, rather than the commenters positioning in the society or their approach to the topic. Many social or political issues can evoke counter-discourse automatically not depending on who is sharing, mentioning, or publishing in a reflexive attitude. Another motive for the counter-comments to the pages and posts are how these users are positioning towards the signified pages according to their point of view and social understanding. Such reflexive behaviors can be observed in every country or nation that has a polarized political structure or sensible pain points. These pain points can be internal or external issues like social polarization as it is mentioned or external bounded to the world view of the society like patriotism, international conflicts, religious world views, and political understanding left or right-wing oriented. Perception for such critical mass behaviors are related commonly to the right-wing or conservative understanding, but in fact every part of the society might have extreme or harsh responses due to their political or social orientation and may criticize the topic or publisher. Mass criticism might occur at every part of the society and vary by the perception or understanding of political correctness; which is a contemporarily very subjective criterion.

The second level in the analysis of the comments is, how many times is the news post is shared with any comment, cited in the comment, and whether the news post did create any discursive echo with social discussion or not. In other words, did the news have created an impact on the society beyond the followers of the page and cause a social buzz about the news or topic? At this point, in the times of digital and social media, news publishers and journalists are not in a position steering the discourse from a top-down approach with a “one to many” communication system model; and rather turned in a different mixed model of mediator functionality possible to define as news curator and depending to the political and social orientation defined by Hallin & Mancini political parallelism an influencer. Like local news publishers, broadcasters, and other media outlets, IBs also position themselves as media influencers and curate or aggregate the news with a gatekeeping approach and broadcast and publish every possible news material by agenda if it is possible.

CHAPTER FIVE
CONCLUSION

5.1. Discussions & Conclusions

Throughout this thesis, it has been aimed to draw a framework and develop an approach to reflect how international broadcasters function via the means of new technological media platforms and evaluate the public diplomacy function of their origin countries and how that is represented in Turkey as a case.

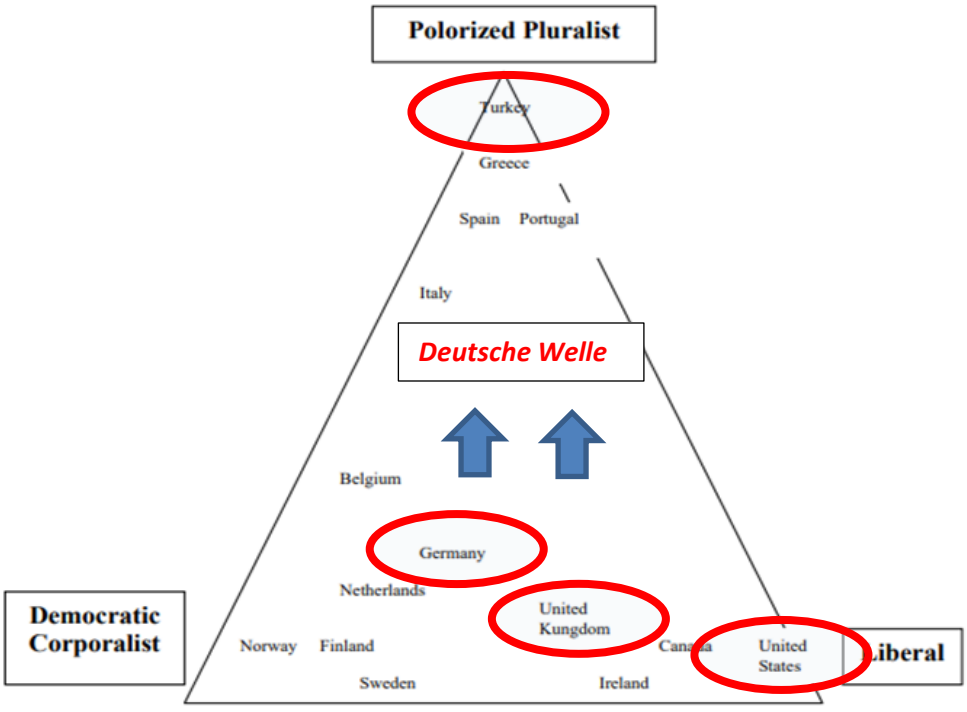
However, this case is not the main purpose of this thesis. The case is used as a means to demonstrate how with social media analytics or in some cases with social media listening, a media outlet benchmark analysis can be implemented. Within this benchmark together with outputs, differences between the media outlets in the benchmark, and the success of editorial management outputs are evaluated. A broader benchmark case covering a country or region should also include the social media presence of the mainstream media along with alternative media outlets. The case in this thesis covering international broadcasters in Turkey, made it possible to develop a restricted benchmark case to enable the analysis in reasonable dimensions and position media outlets by determining their backgrounds in a homogenous grouping. Yet, the aim was developing a homogeneous benchmark by grouping the media systems. Comparisons of Hallin & Mancini and related papers do not provide enough academic data as regards new media platforms concerning social media and international broadcasting. Lacking a connection between social media usage and media systems, the comparison model of Hallin & Mancini makes the fundamentals for developing an analysis not sufficiently solid. Hallin & Mancini's theoretical framework and research projects and other theoretical papers published after them regarding this framework do not adequately contextualize the information technology usage. Another weak point in the theoretical fundamentals of this approach is the differentiation of the media systems with each other by the perceptional distancing or

reception of nations in relation with each other. When an outlet of a specific media system operates in another media system, the question of how the target audience in target countries perceives the media outlets, their publications, or broadcasts in the same media system cannot be answered by this media system comparison model. This issue points to another broad question, which is how the media system comparison criteria determined in the framework does not indicate the distance taking of countries or social structural differentiation within each other. As an example, during the Cold War, the news media systems of the Western countries and the Eastern socialist or communist countries were trying purposefully and systematically to be distanced from each other. Today this kind of distancing may not be structured formally and systematically like in the past, but it is still continuing in a global perspective. Another example is the reactional behavior against the US-based news corporations and the fact that the global image of the USA usually receives negative reaction. (America's Global Image, Pew Research Center, June 23, 2015; June 28, 2017; October 1, 2018). As regards, one of the basic purposes of private and public broadcasting is to build public diplomacy and implement the principles of public diplomacy. Public diplomacy in international broadcasting involves creating a closer communication and better perception among nations. However, it is obvious that the US image and the perception of the US is not only affected by international actions and politics but also news and media policies which should in reality help building successful public diplomacy. The United States is suffering from this negative image for decades, but many countries are experiencing similar negative feedback from time to time, and nations and the perceptions of countries does not change so easily. Negative perception of the origins of news media has an effect on the media sources even when they are working with high proficiency and earn good credibility. The political distancing of the target audience won't be influenced positively by the quality of journalistic work. In the context of the news media, discourse creation might arouse the curiosity of potential followers with headlines, the usage of visuals and rhetoric, or objectivity of the news topic, but the overall reception of the origin of the news outlets won't be forgotten. At this point, the questions arise: First, how far can a news outlet go in rhetorical and

discursive localization in news publishing and broadcasting and second, would it be ethical to change the origins of IB and blend them with the local media landscape for reaching more target audiences, influence, and acceptance with a view to editorial success. Here again, with the help of SMA, the performance evaluation and the reactional feedback from the target audience can be detected and analyzed but the acceptance and adequative aspect of localization should be evaluated by the publishers and broadcaster's own recognition.

In the light of the findings of this thesis, we see that the issues and topics that the Deutsche Welle Türkçe deals with are also the core political subjects of Germany on a local and global level, which correspond to the opposition parties and communities in Turkey. This makes Deutsche Welle in Turkey, not a news source that appeals to all sections of the society and shows that DW has a standing point in political parallelism, adapted into the pluralization of the media discourse within Turkey.

Figure 5.1.: Positioning of Deutsche Welle in Turkish media system according to Hallin & Mancini's model



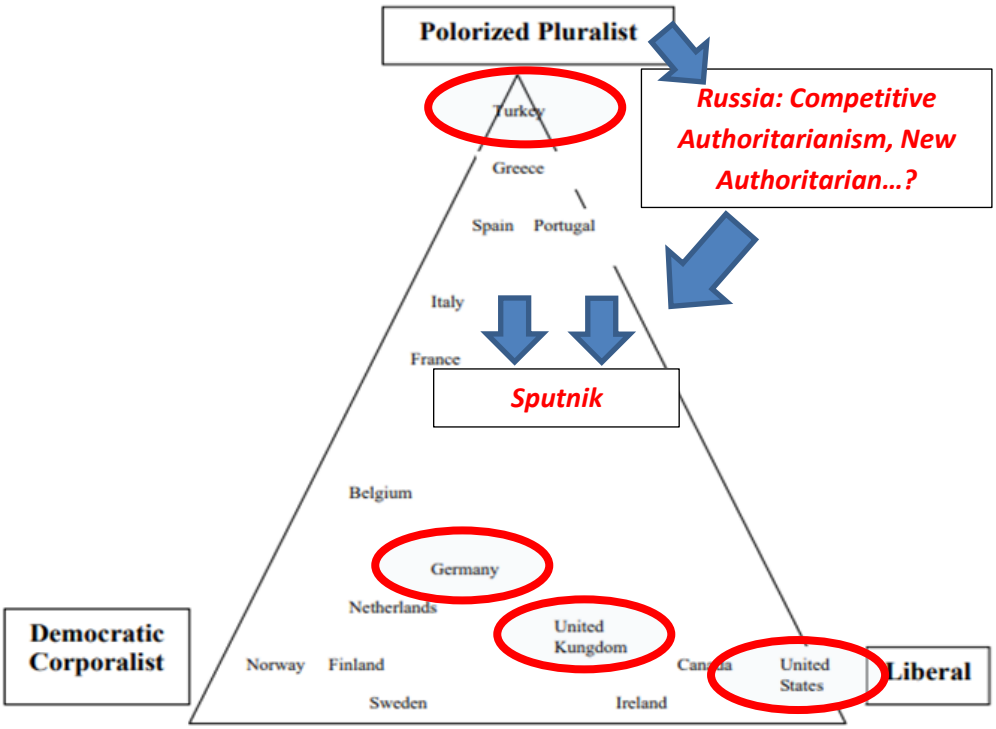
A point that needs to be discussed here might be that whether the western countries are advocating a democratic social environment and media and trying to preserve multivocality in Turkey by trying to fill the gaps that emerged over the last few years in the Turkish media landscape, and whether supporting a versatile, objective media landscape could take the place the of the missing oppositional voice. Of public diplomacy is binding and supporting the needs of the expectations of both countries in news media. Do DW and IBs in Turkey in fact act in the framework of public diplomacy or do they surpass the role of the fundamentals of public diplomacy and international broadcasting? The role of the IBs is questionable because it is based on the principle that an IB and public diplomacy channel should address every section of the societies of the target countries. Apparently, this is not the case in Turkey in the light of the news contents, coverage, rhetoric, and discourse that are analyzed. On the other hand, it is not a matter of accusation in the manner of nationalists or progovernment authorities, influencers and media, to criticize the operations of IBs as hostile and provocative because in a democratic social environment critical or oppositional opinions and arguments would not be seen in such a way. The dilemma between supporting versatility in the media systems of other countries and addressing every part and group in a country is another problematic case.

5.1.1. Summary of Key Results

The results of the Twitter posts analyses of four IBs from Germany, Russia, USA, and UK was primarily based on their news content publishing differences. The differences deriving from the media system characteristics of the origin countries is not exactly certain but the content curation and target audience of the Twitter feedbacks approve the differences partially based on the political differences and distancing media system characteristics. All of the IBs have steady increasing follower numbers in last few years. In general social media as a news source and release environment finds a positive response from the sphere of Turkish Twitter users and the tools of social media analytics and analysis approaches are suitable to gain rich insight and evaluation outputs as regards news publishing and broadcasting overall.

In the benchmark, BBC News has a dominant weight among all IBs in Turkey and its reputation is declining but there are still some differences as regards its news coverage and decisive divergence for Twitter users, according to the news contents among the top engagement rankings. BBC seems to be have created a kind of awareness stage by the users being at the location at the moment, like being at the field or in the incident and directing the microphone or helping to deliver a voice. Sputnik is fundamentally a news agency and it is obvious in the light of the post numbers it shares per day, and their hourly averages of post numbers with a coverage that they are reporting every available news content. As a result, with the widest news coverage, they get the highest engagement rates compared to the other three IBs in total. Engagement figures might be high in total and in average not just because of positive return on the part of news interests or positive response to the journalistic work, but also because the broad coverage can meet the demand of the new consumers in total, with every possible news content. Sputnik is functioning with its news coverage, comprising many local news, so that filling partially the demand like an alternative local news source. Therefore, some local stories get very high engagement responses by the Twitter users without any reader prejudgments and political background differences. The success of Sputnik for trying to be a local like news outlet in terms of editorial management and coverage strategy which covers in addition to political news contents and also trend issues and local news stories, should be compared and tested with other local news outlets on Twitter in a benchmark that will enable one to see if it is, its own success from a strategical point of view or because of casual and average market dynamics. Top engagement news contents of Twitter list coverage are mostly delivering the news relatively more from an apolitical standing point.

Figure 5.1.1: Positioning of Sputnik in Turkish media system according to Hallin & Mancini's model



Compared to the BBC News and Sputnik, DW can be more easily placed in an oppositional position as regards the political spectrum of Turkish news coverage. Indicators for political parallelism in the benchmark results of DW Türkçe, is not just determined by the top engaged news contents in the benchmark, but also its own top engaged news contents listed with the news topics or occasions addressing government actions which are the kind of cases criticized mostly by the opposition. DW is also trying to create awareness regarding issues that are not given enough attention or weight by mainstream media. The reason for this strategy and editorial management is that the mainstream media is heavily dominated by pro-government media ownership, and thus, DW seems to have taken upon itself the mission of acting as an apparatus for creating an oppositional share of voice. Through its de facto mission or positioning in

the Turkish media system, DW is in fact narrowing its own reach for approval. DW is also not just narrowing its own reach to politics with regard to news coverage. DW actually conducts an editorial strategy in a totally opposite direction, acquiring more positive feedback with respect to the number of followers. The continuity of the growth of the followers is limited to the defined range of oppositional target audience.

Among all four IBs, the VOA has the least influence and progress for gaining followers or delivering news contents that can create any impact on Twitter users in Turkey. This is presumably due to the reputation of American media and public diplomacy perception as not trustworthy. The VOA might have less impact and follower number compared to the other three on Twitter and YouTube, but on Facebook, it seems that have different positioning compared to the others. This brings forward further research questions: Does IBs conduct different editorial and communicative strategies as regards their news coverages and journalistic or content production processes? Which social media platform would be more efficient or influential as a foreign news media outlet in Turkey? These two questions can be diversified into many other sub-questions depending on the data and results found. In response to these questions, Twitter can be positioned, among the other social platforms, as a political environment all around the world and also specifically in Turkey. Other platforms enable discursive debates or social clashes with political motives, however not like Twitter. This makes the results also more sufficient regarding the open debate and trending topic monitoring options of Twitter, in accordance with open debate accessibility. The news contents and their discourses can be spread rapidly to different sections of society on Twitter. Nevertheless, this benchmark can provide a big scheme if all other news outlets are compared on all active social media platforms.

Two journalists, Nevşin Mengü and Banu Güven have discernable participation and impacts on Deutsche Welle's overall engagement results. Nevşin Mengü has more weight in the news content coverage share and user feedback according to engagement rankings. Their difference is that Nevşin Mengü has a regular

production with hosts and interviews covering trend issues in her news show. As a result, Nevşin Mengü has a stronger impact on DW's overall analytics results and in top news contents that attracted interest from Twitter users. Banu Güven's participation is rather a personal involvement in accordance with her investigative and critical journalistic works. Also as local prominent journalists participating in the specific regional team of the IBs, they both make a difference but not a considerable influence in dimensions that might overshadow the DW's general perception and share of voice.

5.1.2. Interpretation of Results

Hallin & Mancini's framework "Comparing Media Systems" could be more helpful for media outlets benchmark research projects based on social media analytics, if it would be updated and not limited to first world countries and new journalistic and news media practices or systems. This means Hallin & Mancini's framework has two weaknesses. First, the framework is not contemporary, considering social media and other similar sharing platforms like YouTube are changing the gravity of media ownership dynamics and the flexibility to change the public opinion and media influence in more diverse ways compared with the past. Second, the fact that the first framework approach is limited to the first world countries makes it quite difficult to classify countries like Russia and Turkey in comparison. The works of Hallin & Mancini such as "Comparing Media Systems Beyond the Western World" and similar work of other researchers, makes it very hard to classify and determine the media systems of transitional countries. Elena Vartanova has analyzed in "Comparing Media Systems Beyond the Western World" the Russian media system and has come to a conclusion that pointed out the issue with empirical findings but this model is limited to similar social, cultural, and systematic environments. Natalia Roudakova also clearly points to the difficulties in implementing the framework model to the transitional countries and systems. Consequently, media systems are changing globally by new digital and social media dynamics which involve the transition of Western countries in the first model framework, too. Additionally, countries like Russia,

Turkey, and other countries defined as second or third world countries should be in the model framework but the framework does not allow some countries with unstable media system characteristics and transitional dynamics to build a stable model to be included in these comparisons.

Considering the results, SMA practices and approaches are not for the improvement of the media modeling approaches or any other theoretical media studies even if they are based on empirical findings like "Comparing Media Systems", but SMA might support to continue and develop Hallin & Mancini's research framework further and update it to the present criticized points of the study regarding media practices and outcomes in the media systems. In fact, SMA might also provide for the sustainability of media system studies with its easy applicability features. With regular and continuous comparative analytical results, issues, or transitionally affected media dimensions, regions, and systems can be observed and studied under more controlled conditions. Besides, the media system analysis studies in the mentioned direction can be extended to the fields like public perception and compatibility by the target audience and reactions of the societies towards the practices within the media system. All the suggestions and possibilities concerning SMA for Comparing Media Systems can be only used for the observation of media systems, external dynamics in media markets on digital media platforms, political parallelism in the journalistic and editorial outcomes with the published or broadcasted contents, the professionalization of journalism by the contents with empirical research practices. Other dimensions such as state control or sub-dimensions like journalistic professionalization in practice, the work-life of the journalists, tendencies in media personnel, and media ownership of the framework cannot be analyzed and studied with the SMA approaches.

The analysis of the media outlets and dimensions of the results indicate that international broadcasters will be able to develop their influence in the Turkish media system as long as media ownership dynamics do not change. In addition to the interest of target audiences such as social media users, IBs are serving as an alternative news and media source filling the gaps and contributing to diversity in the Turkish Media

system. Their objectivity can be of course questioned because of two reasons. First, they reflect the policies and ideologies of their origin countries which is undeniable. Second, if IBs are somehow trying to fill the gaps of and preserve the diversity in the Turkish media environment, they have to overtake the political point of view of the missing voices in the media landscape and the discourse which is seen to be vanishing. If the IBs are going to undertake a type of local media outlets role which is missing in the media system of the signified country or region, this cannot be seen or positioned as impartial. This brings us to the question which can also be defined as a dilemma, namely, "What is the difference between public diplomacy and propaganda?" This conclusion does not directly define the IBs as propaganda practitioners but there is a conflict of understanding from the standing point of other political fractions which are represented by other media outlets. Afterall propaganda is a subjective communication practice and can be practiced in many ways. On the other hand, oppositional fractions can see or define the messages and discourses of each other as propaganda. Another question here is, how can an IB be defined in an internal regional dynamic as opposition? The issue is in the scope of another study and can be followed with many other sub research questions concerning political parallelism and partisanship of the media. This thesis only covers the IBs and does not include the local media outlets in comparison. Political parallelism can be analyzed further when local media outlets are also added to the benchmark with an extended comparison.

Whether or not the IBs are accused for spreading propaganda or supporting the diversity of Turkish media, users are showing interest in alternative and reliable news sources which indicates that there is a demand for the news media market in social media. The IBs don't force the users and target audience to follow and engage with them. The conditions of the media system and the media market channelize indirectly the users to show demand for the IBs in local issues and news. Otherwise, users wouldn't follow or show interest in the news broadcasted by the IBs and remain content with the news coverages of their origin countries. In fact, media market dynamics in Turkey have also created this opportunity for the IBs.

Another aspect for being involved in the Turkish political parallelism can be observed from the Deutsche Welle data and the participation of two known journalists Nevşin Mengü and Banu Güven in Deutsche Welle's redaction. Their participation was not the only beneficiary for Deutsche Welle, also these two journalists have created more awareness and their influence has increased on social media platforms and especially Twitter in the last few years. When it comes to the Deutsche Welle news contents itself, it is clear that there is a tendency among some of the Twitter news followers in Turkey to follow such media outlets. They are showing interest in the news coverage of Deutsche Türkçe and the engagement and follower numbers are increasing. Concurrent with this development, the political parallelism of the DW in the coverage is getting more concentrated over time. These two evolvements seem to be triggering and feeding one another. When the oppositional discourse and coverage of the DW started getting more attention, DW has evolved and took over the partisanship role and intensified the discourses of the oppositional perspectives. It is hard to estimate by a regression analysis whether in long term it would be efficient as it is now since Turkey is a transitional country and the media market and landscape might evolve in different dynamics in the future. For now, this approach of DW seems efficient in terms of media and editorial management success.

5.2. Conclusion

This case analysis with the theoretical background points to the emergence of new basic dynamics of social media in the news media and should be also integrated or at least tested with more conventional media framework models and approaches. The reason for this is, almost all media outlets are more engaged with social media platforms and sustain their publication and broadcasting on these platforms. Some of them are now only operating on these platforms. This transformation is more than hype and became standard in news media communication. In this, context old theoretical approaches and models should be revised or replaced during this transition period because some of them like “Comparing Media Systems” don’t have many alternatives.

Social media analytics and other related analysis approaches are also not only a trend in this field. SMA is a developing and improving analysis approach parallel to the integration and standardization of new media developments in our time. TV and print media have started to transform and evolve in media technology and they will continue to exist for decades but in a different way than they did in the past. Media markets and journalistic performances of the SMA are much easier to measure compared with the past conventional media monitoring and measurement practices. International broadcasters had a disadvantage compared to the local news outlets and with social media and similar platforms, they have turned their disadvantages into advantages to become more flexible and accessible for the target audiences in the countries they are operating. It is also much easier to analyze different levels or types of media outlets on the same benchmark with SMA. The case analysis in this thesis is trying also to demonstrate that a standardized software as a service (SaaS) of SMA services can accomplish any comparison on any active social media platform if implemented unproblematically with the right setup. Besides the standardized SMA services with dashboards or optimizable interfaces, the dimensions of deep-dive analysis can also be achieved with the collected raw data. The most promising part and an open-ended path in the research are the news media effects which can also be analyzed combined with social listening approaches relating to how followers of the news outlets and other users except followers are affected and react to the news outlets publications and broadcastings on these media types. The combination of SMA and SL on media outlets together with the reactions of the users opens other broad research and analysis possibilities for media and public discourse individually and collectively. At the beginning of the case study in this thesis several research questions arose such as how media and the public had a synergic influence cycle, how are these cycles are forming today, or are these simple cycle models of magnetic fields are continuing in endless loops by repeating themselves with new versions of the topics and related discourse strings stretching limitless in time? In light of these possibilities, other new research questions and findings will appear in the future. Publishers are following and analyzing their own web traffic and platform usages based on metrics such as user or

visitor numbers, duration per visit, and visit frequencies per day or week or getting regular or real-time reports from analytics service providers. In recent years some major news publishers have already started to use and benefit from such qualitative analysis and quantitative analytical combinations to provide their strategical decisions in management and editorial operations.

The analytical practices are providing insights and information for key decision points for the publishers but SMA and other related web and social media analysis and analytical practices can be used also for many other social research fields. In this paper, we have used an international media studies research case. In this case analysis with the help of SMA, we were able to measure and analyze four different news publishers from four different countries. The engagement feedback of the users as performance results and their differences due to Turkish news media coverages are showing a common result that there is a growing demand on social media users in Turkey for more diverse news media platforms. When international broadcasters involve local media landscapes in narrow media markets or politically homogeneous media landscapes, the users and target audiences tend to follow these news sources and find them more reliable and interesting.

Because of the local media market conditions and the differences among the opinions in the society in that one side cannot be represented appropriately by examples of local media outlets, it is possible that there is a tendency to show more interest in what is published and broadcasted by international broadcasters concerning local and regional news coverages.

Turkish news media landscape might be affected by the changes and it can be argued that it cannot operate as freely as it should be. There are still several news media outlets that have very similar lines to be able to fill the mentioned gab but it is not clear why there is no breakthrough achieved by any other local news outlet when the media market in Turkey is shrinking for these remaining oppositional media outlets. The demand for international broadcasting is not just because of the changing media ownership in favor of the government which can be observed in many countries, but

also due to the fact that the strategical editorial management decisions of the remaining news media outlets do not fill the gap to create the media diversity and meet the demands of target audiences. The news media outlets didn't change their editorial positions after the massive media ownership and media landscape changes in last years, in fact, it has begun to transform earlier by their declaration globally and not particularly for Turkey. However, their global perspectives and strategies have found an effective base and media environment in Turkey. To be able to understand the reasons for the demand for IBs in Turkey, the oppositional mainstream and alternative news publishers and broadcasters can be analyzed in a benchmark by the content coverages, journalistic quality, news discourses, and text analysis, and finally, the reactions of target audiences such as the engagement, comments and discourse reactions in relation to the shared news. In the results, it is possible to find the reactional differences and the disadvantages that the local alternatives have.

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