Traffic Accident News in Turkish Republic of Northern Cyprus Newspapers

Ahmet Sedat Tözün

Submitted to the
Institute of Graduate Studies and Research
in partial fulfillment of the requirements for the degree of

Master of Arts
in
Communication and Media Studies

Eastern Mediterranean University
January 2018
Gazimağusa, North Cyprus

Approval of the Institute of Graduate Studies and Research

_____
Assoc. Prof. Dr. Ali Hakan Ulusoy
Acting Director

I certify that this thesis satisfies the requirements as a thesis for the degree of Master of Arts in Communication and Media Studies.

_____
Assoc. Prof. Dr. Agah Gümüş
Acting Dean, Faculty of Communication

We certify that we have read this thesis and that in our opinion, it is fully adequate, in scope and quality, as a thesis for the degree of Master of Arts in Communication and Media Studies.

_____
Assoc. Prof. Dr. Metin Ersoy
Supervisor

Examining Comittee
_____

1. Assoc. Prof. Dr. Metin Ersoy   _____

2. Asst. Prof. Dr. Bahar Taşeli Sakallı   _____

3. Asst. Prof. Dr. Nilüfer Türksoy   _____

ABSTRACT

Road traffic accidents are one of the major issues in Turkish Republic of Northern Cyprus for the individuals who are involved in a traffic accident, their families, loved ones and also for the government, which suffers from consequences morally and financially.

This study aims to find out if the 151 news stories from six local newspapers in TRNC in July 2017 use yellow journalism by using sensationalism and its elements into traffic accident news stories to attract audiences by adding soft news values and to gain more profit from the stories. What is more, by employing quantitative content analysis, this study observes if the selected newspapers miss ethical liabilities while constructing the stories.

The conclusion of this study indicates that more than half of the news stories have used sensationalism. Newspapers with more commercial concerns tend to show more sensationalism in the news stories. Thus, it is observed that journalist skip ethical liabilities, when it comes to respecting the news subjects' identities and personal lives.

Keywords: Yellow journalism, sensationalism, journalism ethics, quantitative content analysis.

ÖZ

Kuzey Kıbrıs Türk Cumhuriyeti'nde trafik kazaları ülkenin en büyük sorunlarından birini oluşturup, kazada zarar gören bireyler, aileleri ve yakınları, ve ayrıca devlet için hem finansal hem de manevi açıdan zarar vericidir.

Bu çalışma, KKTC'de Temmuz 2017'de yer alan altı yerel gazete içerisinden 151 gazete haberinin daha fazla kar ve daha fazla dikkat çekmek adına, yapılan haberlerde sansasyonalizim ve unsurlarını kullanarak sarı gazetecilik kullanıp kullanmadıklarını ortaya çıkarmayı amaçlamaktadır. Esasen, bu çalışmada seçilen gazetelerin haberleri kurgularken etik sorumluluklarını göz ardı edip etmedikleri niceliksel içerik analizi kullanılarak gözlemlenmek istenilmiştir.

Sonuç olarak bu çalışma, gazetelerin yarısından fazlasının trafik kaza haberlerini kurgularken sansayonalizim kullanmakta olduğunu işaret etmektedir. Ayrıca, ticari endişeler ile yola çıkan gazetelerin bu yola daha sık başvurduğu görülmektedir. Bu nedenle, gazetecilerin kazazede kimliklerine ve özel hayatlarına saygı duymaya bağlı etik değerleri göz ardı etmekye olduğu gözlenmiştir.

Anahtar kelimeler: Sarı gazetecilik, sansasyonalizim, gazetecilik etiği, nicel içerik analizi

To my beloved friend, Merve.

ACKNOWLEDGMENT

I would like to thank my supervisor, Assoc. Prof. Dr. Metin Ersoy for his continuous support, motivation and for his commitment to this thesis. It has been an absolute pleasure and luck to work with such a qualified academician.

I would also like to thank to my master thesis committee for their knowledge and advice which guide me in this study to conduct a profound work.

Finally, I want to show my gratitude to my beloved friend Merve Yüzçelik, who lost her life in a tragic car accident. My love and respect for her gave me the determination and will to conclude this study. I am wishing for a more hopeful future, where academic studies are conducted because of our eager to learn instead of our sorrow to prevent repeating the same mistakes.

TABLE OF CONTENTS

LIST OF TABLES

Chapter 1

INTRODUCTION

This chapter will present the background, significance, and, the purpose of this study as well as the limitations.

1.1 Background of the Study

We live in a reality where every decision we make comes with a consequence. We can't choose the results of our actions but we may try to prevent the worst from happening.

Traffic accidents are one of the fatal occurrences that people face every day. Even the most careful people about road safety could be in involved in an accident because of a mistake of another person, a bad weather, or from a road in a bad condition. We need to create an awareness of road safety as an individual and as a society. We need to force the government institutes to create better roads. We need to respect each other while driving because no one wants to end up with taking someone else's life or lose theirs as a result of some momentary mistake.

Traffic accidents can have dramatic consequences ranging from financial loss to injuries and unfortunately, to the death of a loved one. WHO states that in 2013, 1.25 million people lost their lives in traffic accidents (WHO, 2013). In TRNC, in the years between 2011 – 2013, 12.072 road traffic accidents occurred (Şafaklı & Kaya, 2015). In the northern part of the island, with the increasing number of traffic accidents in

TRNC (Turkish Republic of Northern Cyprus) circulation, representation, and coverage such of news have also increased in the mass media, leading to ethical problems linked with the execution of the news stories.

Although TRNC covers only the northern part of the island, numbers related to car ownership and issues of traffic accidents in TRNC are quite high. In 2015, 3.847 traffic accidents occurred in TRNC, leading to 756 injuries and 28 deaths (DPÖ, 2015). According to the numbers stated in 2009, Population Ratio of Number of People Dying in Traffic Accidents (Per 100,000 people) in TRNC is 14,92%, a percentage quite high when compared to the average of European Union countries, which is 5,7% (TEPAV, 2011). Moreover, traffic accidents in TRNC can also have crucial financial outcomes. Between the years 2011 – 2013, total financial loss caused by traffic accidents was 53.097.922 TL (Şafaklı & Kaya, 2015), an amount so high, which could have been used for improving road safety, by building better roads, improving the lighting on the roads and educating people on road safety.

Issues related to traffic in TRNC is problematic in terms of both financial and moral aspects. This results from a variety of factors that need to be reconsidered. According to the statistical data, TRNC is far away from EU standards in terms of road safety. To begin with, there is no Traffic Master Plan or Transportation Master Plan coordinated in the law. What is more, qualifying examinations for driver license are out-dated and need to be readjusted. Many of the roads require a restoration. In addition to these, maybe the most important step that needs to be taken immediately is to ensure that education on road safety is a priority for students from high school to university and that they are well informed on the dangers of drinking alcohol and driving (Şafaklı & Kaya, 2015).

In terms of the place of traffic accidents and road safety in newspapers, it can be predicted that these issues cover an important part. In order to be informed about these issues, the numbers show that with a high percentage of 96,1%, newspapers are read to get information. Furthermore, the most commonly read section in newspapers is current news with a ratio of 66,9% (LAÜ, 2015).

1.2 Purpose of the Study

The purpose of this study is to find out whether the newspapers are facing yellow journalism by using sensationalism in news stories about traffic accidents. Moreover, this study aims to find out if the journalist has missed ethical liabilities while writing such news stories. To be more precise, the study aims to analyse newspapers in aspects of context, use of images and structure of newspapers when delivering traffic accident news.

For this purpose, this study focuses on traffic accident news through the analysis of sensationalism constructed in the stories, Tabloidization of news, images in the news, and ethical discussions considering exposure of private information of news subjects. Research questions of this study are based on "Principles of Professional Journalism" obtained by Media Ethics Committee in 2013, which is an actively working committee in TRNC about media ethics and journalism in particular (Principles of Journalism, Media Ethics Committee, 2013).

Research questions are answered regarding the traffic accident news occurred in July 2017, taking into consideration the statistical information gained by Statistical Yearbook of State Planning Organisation (DPÖ, 2017). The sample consists of the

following six newspapers: Afrika, Detay, Halkın Sesi, Kıbrıs, Yeni Düzen and, Volkan. There are five research questions that this study seeks to answer:

RQ1: Do the daily newspapers published in TRNC in July 2017 face yellow journalism about traffic accidents?

Traffic accident news are covered under the category of hard news related to its news value, importance, and urgency to report. Traffic accidents news may face with yellow journalism that is based upon sensationalism and crude exaggeration, with enforcing soft news values to news stories and tabloidization of the structure and context of the news. This research question is linked with the twenty-second principle of Principles of Professional Journalism: "Journalists must respect individuals' privacy. Unless there is a concern for greater public convenience or consent by the individual, the individual's privacy should not be violated." (Principles of Journalism, Media Ethics Committee, 2013).

RQ2: Have the daily newspapers published in TRNC in July 2017 delivered information about the people who are involved in the accident?

While conducting traffic accident news stories, accusing one person of the accident may not be accurate for all cases. There are a variety of factors that can lead to traffic accidents such as weather conditions, the maintenance of the roads, and the lightning of the roads. In addition to these factors, it should not be forgotten that in a traffic accident, both sides could be guilty. Needless to say, exposing the identities and names of the people involved in the accidents create an extra burden for those individuals. Following the accident, in addition to the health and legal problems they have to deal with, when their personal information is exposed, the victims and their families also cope with the media's attention and the problems it brings. Fourth and fifth principles

of Principles of Journalism are linked with this question while 4th Principle states: "Press publication mediums must respect the presumption of innocence, and unless found guilty, should not declare the individual as guilty. For cases that are on trial, claims and defences should be presented in a fair way", the 5th Principle: "Unless they are directly related to or vital for understanding the incident, the defendant's families, relatives should not be exposed".

RQ3: Have the daily newspapers published in TRNC in July 2017 exposed graphic and violent content?

The twenty-seventh principle of Principle of Journalism states: "In accident and murder news stories, pictures and images containing blood and violence elements should not be shown". From this point, this study analyses whether graphic, violent content (images, photographs) have been exposed in the news stories or not.

RQ4: Have the daily newspapers published in TRNC in July 2017 exposed identities of news subject in any aspect, including individual's religion, race, nationality, sex, sexual orientation or physical/mental disabilities?

In traffic accident news, exposing the news subject's identities would be a way to commercialize the news story especially if one of the aspects of the news subject has a yellow news value for TRNC community. This research question is linked with the eight principle of Principles of Journalism: "In news stories, opinions, or interpretations, unless there is a direct link, the subject's race, nationality, religion, sex, sexual identity, sexual orientation, age, disability, or other qualities should not be mentioned, and a link between the crime and any of these qualities should not be implied". Moreover, highlighting defendant's identity more than traffic accident may

direct hate speech to defendant and defendant's family. This research question is linked with the sixteenth principle which argues that: "Publications/broadcasts must not support, provoke, or encourage violence or hatred" (Principles of Journalism, Media Ethics Committee, 2013).

RQ5: Have the daily newspapers published in TRNC in July 2017 exposed the personal life of news subjects?

This question serves to find out if individuals personal life has been exposed in traffic accident news stories. Similar to the individual's personal identity, exposing the personal life of individuals may be valuable for a journalist in order to profit the most of the news. This question is linked with the twenty-second principle: "Journalists must respect individuals' privacy. Unless there is a concern for greater public convenience or consent by the individual, the individual's privacy should not be violated".

1.3 The Significance of the Study

This study is important in terms of reflecting hard news journalism in TRNC. In light of the research studies conducted in context, it can be stated that there are not many academic studies that focus on traffic accidents and their coverage in local media. Academic studies related with journalism in TRNC mostly handle political issues on the island such as Cyprus conflict, negotiations, and peace journalism (Ersoy, 2010; Ciftci, 2014) and there are fewer studies which focus on news topics that are not related to politics (Çatal, 2017; İrvan, 2007 etc.). This study, thus, aims to fill the gap in the literature and acts as a guideline for future studies on print media and traffic accidents. What is more, TRNC has an increasing population and it requires more public transportation and more roads that can safely guide vehicles. In the current situation,

as public transportation is not adequate, it results in more and more people to own private vehicles. This study aims also aims to draw attention to this fact. Moreover, this study aims to find out if the news in TRNC affects with Tabloidization with using the soft news values such as sensationalism and thus aims to create an awareness of traffic accident news in the eyes of the public and hopefully encourage journalists to adopt a more sensitive and ethical approach when delivering traffic accident news.

1.4 Limitations of the Study

This study covers a specific time period and analyses only six newspapers. The relation between traffic news and media is also narrowed to only print media, more specifically, newspapers. Newspapers are studied mostly by their text. Therefore, more studies must be conducted to gain a wider perspective of the relations between traffic accident news and images of such news. Moreover, as a method of data analysis, only quantitative content analysis is used. To gain a better perspective, more studies should be conducted with various research methods which focus on the other aspects of mass media.

Chapter 2

LITERATURE REVIEW

This chapter will present arguments on traffic accidents, by analysing the literature under several headlines such as the meaning of journalism, hard and soft news, yellow journalism, tabloidization of journalism, journalism ethics and the theoretical framework of the study.

2.1 Definition of News

Revolutions in press result information to be integrated in every part of our lives; gathering and delivering news have been with us over many centuries. According to Burns, the word news has been used for 500 years before newspapers were around (Burns, 2013). Therefore, we can state that existence of news is not related to newspapers but vice versa; the existence of newspapers is related to the presence of the news. As Emery noted: "Newspapers did not create news; news created newspapers" (Emery, 1972, p. 3).

Newspapers aim to be a medium to people to transfer news and information, while targeting for a large circulation (Rudin & Ibbotson, 2002). Since the first newspapers spreading in Europe to today, newspapers have faced many changes (tabloid press, yellow journalism, online journalism etc.) in various aspects.

With the development of new technologies, newspapers today reach the audience almost right after the news content occurs. According to Baker, this leads to perceiving newspapers as 'information on recent events' (Baker, 2000).

Similar to Baker, many discussions have been made on the definition and the future of newspapers. Therefore, to gain a better perspective, we must first ask "What makes news, news?"

News values can be seen more as a reflection, as the combination of sociological and cultural norms along with organizational norms are linked with economic factors rather than a reflection of what kind of information citizens desire or need (Weaver et al. 2007). According to Schultz, there are six dominant news values: relevance, conflict, identification, timeliness, exclusivity, and sensation (Schultz, 2007). Further, Harcup and O'Neill conducted an empirical analysis on daily UK newspapers to measure newspaper values (Harcup and O'Neill, 2001). They found out several criteria that news stories provide in order to satisfy the audience: the power elite, celebrity, entertainment, surprise, bad news, good news, magnitude, relevance, follow-up and newspaper agenda. Even so, while some scholars create their own analysis to cover news values (Harcup and O'Neil 2001; Golding and Elliot, 1979), other scholars use previous summaries to produce news values (Harrison, 2006). Even for several academicians, it is argued that news value cannot be an objective criterion-related because of the subjective judgments attached to it (Donsbach, 2004; Hall, 1973). Nevertheless, it would not be wrong to say that meaning of news and journalism are changing due to technological developments, but the fact we need to consider is that development of newspapers defined the context of journalism as a social practice (Berry, 1960).

Turkish Cypriot journalism began in the late 19th century. Since then, newspapers and journalism have been changing as the new approaches and technologies are integrated into new media.

2.1.1 Journalism in Turkish Cypriot Press

Journalism in Turkish Cypriot Press began with the publication of the first newspaper, Ümid. For a period of time newspapers were released in order to fight back to the Greek Cypriot press's comments on Enosis, to fight back against English colonialism and to protect Turkish community in Cyprus while improving it on social, political, ethical and educational aspects (Azgın, 1998, p. 642).

From 1891 to 1974, Turkish Cypriot press had struggled while trying to maintain itself due to censorship from both the British Empire and the Ottoman Empire, the impact of First and Second World Wars and lack of interest in the Turkish Cypriot community for newspapers (Hüdaoğlu, 2002).

After the establishment of the Turkish Republic of North Cyprus in 1983, political party newspapers began to dominate the Turkish Cypriot press. Even today almost all political parties in TRNC have their own newspapers to support their political line and interchange their ideologies into the Turkish Cypriot community.

By 2018, there are seventeen newspapers circulating daily in TRNC. Alphabetically listed, these newspapers are: Afrika, Demokrat Bakış, Detay, Diyalog, Güneş, Haberal Kıbrıslı, Haberatör, Halkın Sesi, Havadis, Kıbrıs, Kıbrıs Postası, Ortam, Star Kıbrıs, Vatan, Volkan, Yeni Bakış, Yenidüzen.

- *AFRİKA* is a left-wing newspaper, which mainly discusses Cyprus conflict and doesn't belong to any political party.

- *DEMOKRAT BAKIŞ* is a political newspaper owned by the Democrat Party.

- *DETAY* is a liberal, commercial newspaper and doesn't belong to any party.

- *DİYALOG* is a privately owned, right-of-centre newspaper.

- *GÜNEŞ* is a right-wing, political newspaper owned by the National Unity Party

- *HABERAL KIBRISLI* is a commercial, liberal newspaper and doesn't belong to any party.

- *HABERATÖR* is a commercial, liberal newspaper. Doesn't belong to any party.

- *HAKİKAT* is a commercial right-wing newspaper and doesn't belong to any party.

- *HALKIN SESİ* is a right-of-centred commercial newspaper. It is the oldest Turkish language newspaper in North Cyprus and doesn't belong to any political party.

- *HAVADİS* is a privately owned, commercial newspaper.

- *KIBRIS* is a commercial newspaper, which has the highest circulation in TRNC. Doesn't belong to any party.

- *KIBRIS POSTASI* is a liberal, commercial newspaper and doesn't belong to any political party.

- *ORTAM* is a political newspaper owned by Peace and Democracy Party. It identifies its viewpoint as social democrat.

- *STAR KIBRIS* is a commercial, right wing newspaper and doesn't belong to any political party.

- *VATAN* is a privately owned right wing newspaper.

- *VOLKAN* is a privately owned, far-right, nationalist newspaper known as its conservative stand on Cyprus conflict.

- *YENİ BAKIŞ* is a commercial, right wing newspaper and doesn't belong to any political party.

- *YENİDÜZEN* is a left-wing newspaper owned by the Republican Turkish Party.

- *YENİ VOLKAN* is a privately owned, far-right, nationalist newspaper known as its conservative stand on Cyprus conflict.

The meaning of journalism changed over time with the birth of new ideologies and expectations in the society. Within time, newspapers begin to cover stories from different varieties. Therefore, news needed to be specified by its content and structure.

2.2 Hard and Soft Face of the News

Newspapers today, as well as the other mediums of mass media, offer multiple options of context and interface for diverse audiences. Therefore, the variety of news circulates through newspapers every day and classification is needed to specify different kinds of news from each other. At this point, terms of hard news and soft news were created to specify news within their importance, length, context, discourse and other elements that utilize a kind of news from each other. "Hard news" and "soft news" are two main genres of news. Hard news can be defined as news, which has significance on the national-international plane, the ones that usually contain high values of political, economic, social and/or serious environment and it cover new findings, and discoveries and because of the important maintenance, it is fast-paced (Lehman, Wilzig & Seletzky, 2010). On the contrary, soft news has been described as more sensational, personality-centred, less time-bound, more practical and more incident-

based then hard news. Soft news focus on stories that have entertainment values such as stories of celebrities, sport and human interest (Reinemann, et al., 2011).

Parrerson (2000) give a broad definition to hard and soft news as:

> "Hard news refers to coverage of breaking events involving top leaders, major issues, or significant disruptions in the routines of daily life, such as an earthquake or airline disaster. Information about these events is presumably important to citizens ability to understand and respond to the world of public affairs (…). Soft news (…) has been described (…) as news that typically is more personality-centered, less time-bound, more practical, and more incident-based than other news (…). Finally, soft news has been described as a change in the vocabulary of news. The news is said to have more personal and familiar in its form of presentation and less distant and institutional." (Parrerson, 2000, p. 3-4)

Differentiating news as hard and soft is debatable for some journalists. Sam N. Lehman-Wilzig and Michal Seletzky defend an intermediate classification between hard news and soft news. For this purpose, they conducted a research that consists of a questionnaire and in-depth interviews with 32 journalists and editors from three Israeli dailies. As a result of this research, they revealed a mid-category called 'general' news. Furthermore, 465 news items tested on hard, soft and general news to identify borders of each type of news from each other (Lehman-Wilzig and Seletzky, 2010). Results of the research show that different elements of hard, soft and general news can be combined with each other and that will give different results in terms of categorization. Eight sub-categories described as a scale of news from 'Very soft news' to 'Strong hard news' (Lehman-Wilzig & Seletzky, 2010, p. 51).

Categorization of traffic accidents in TRNC newspapers is compelling. Traffic accidents news should fall under? hard news categorization due to its importance on social, economic and political structures of Turkish Cypriot society. Being one of the

major problems in the country is also increasing? the significance of the traffic accident news on newspapers. In addition, because of the urgency, traffic accident news gets an instant coverage on papers. As it is mentioned in other studies, hard news items are urgent occurrences that have to be reported right away because they become obsolete very quickly (Shoemaker & Cohen, 2006). However, quick reporting may lead the journalist to skip ethical liabilities while delivering news which will affect audience's perspective on the news and individuals in the story. Moreover, the other problem of traffic accident news is that newspapers tend to add soft news values into a topic that truly belong to hard news. The social purpose of hard news stories as Thomson (2000) comments, is to chronicle an event and indicate its social relevance, while that of the soft news story is to exemplify social values. Adding soft news values on the hard news will create a tabloid effect on the news. While it may contribute to the increase in the circulation of individual newspapers and gain more attention on the stories, the importance, and value of the story will decrease on the other hand.

Pulitzer created? a new journalism form with using soft news values that had an important impact on today's tabloid newspapers. Today, we know it as yellow journalism.

2.3 Yellow Journalism

Through the history, because of inventions in communication technology and within social/political changes in communities, newspapers were faced with adaptation and self-construction within the new. One can say that one of the milestones of the journalism occurred when yellow journalism arrived. A wide spectrum of new elements (such as soft news values) were integrated into news stories in aspects of both layout and context. Sensationalism was added to the news stories, which led to

increasing the curiosity to the news subjects, while new visual additions such as illustrations and photographs, created more colorful, easy to read newspapers.

Yellow journalism presents misleading or sensational style to create hatred, doubt and fear in the audience (Kleemans & Hendriks Vettehen, 2009). It is described as irresponsible, belligerent and offensive journalism by Hunt (Hunt, 2014). Yellow press serves are as an entertainment function, rather than informative leading to create a "meaningless press" (Jackson, 2005).

Yellow journalism began with Joseph Pulitzer. In 1883, Pulitzer purchased The New York World, with the insight of "expose all fraud and sham, fight all public evils and abuses". The World evolved into a newspaper with sensational stories as sex scandals, brutal crimes, and disasters. William Randolph Hearts was thrilled with the success of Pulitzer's journalism and decided to create a newspaper similar to Pulitzer's. The New York Morning Journal then was born under the supervision of Hearts to create journalism similar to Pulitzer's. Eventually, Pulitzer and Hearts turned into two biggest competitors in the yellow journalism stage and their competition and success spread into many newspapers and journalist copied their new journalistic methods.

Ted Smythe observed the competition between Pulitzer and Hearts and changes in newspapers with the influence of yellow journalism. As he states:

> "The Yellow Journalism of the late 1890s was a product of hyper sensationalism and competition between Pulitzer and Hearst. It was New Journalism carried to an extreme. Headlines were larger and bolder and scare heads attracted readers. Illustrations no longer reflected reality. They were designed to supplement the scare heads, wow readers and get them to buy newspapers and to talk about the World."   (Smith, 2003, p. 210)

The interest for yellow journalism began to diminish when new technologies such as radio and television adapted yellow journalism into their mediums. When the level of education increased in the States, the claims, and demands for newspapers changed. People started demanding more serious news and newspapers such as New York Times proved that serious newspapers can circulate as well as yellow newspapers. Yellow journalism left its footprint on the news making process and we can observe it in any news today, especially on tabloid newspapers.

2.3.1 Sensationalism

Today, we acknowledge that sensationalism serves in journalism as attracting public interest by demonstrating a news story in a provocative way. Thus, it will expand its impact if the news story is related with horrible atrocities (Spencer, 2007). However, the meaning and how we perceive sensationalism has changed over time. Before the rise of Penny Press journalism, the definition of sensationalism in The Oxford English Dictionary (p. 1840) by 1880 was "calculated to produce a startling impression" or as it explained in Samuel Johnson's Dictionary in 1755, it is "perception by means of the senses" (p. 230). On the contrary, new definitions describe sensationalism as, "a startling or thrilling impression or to excite and please vulgar tastes" (The Random House Dictionary, 1987, p.1744).

Sensationalism has been integrated into the mass media for more than a century. As Hunt (2014) underlines, the main reason for using sensationalism while reporting is basically for increasing sales, increasing viewership and therefore gaining more market share. It was created for getting the attraction that leads to high viewership ratings (Berkowitz, 1993). To achieve this purpose, sensationalism uses extreme exaggeration, purposely omitting factual information, engaging certain emotions and

intentionally being controversial. Subjects related to natural disasters, fires, accidents, violence and crime overall are considered as sensational (cf. Adams, 1978; Slattery & Hakanen, 1994). Competition among less professional journalists for creating news sources is caused by an increase in sensationalism (Wang, 2012). Sensationalism serves as a soft news value, therefore, it can be observed mostly in the tabloid newspapers where the construction of the paper is influenced by yellow journalism. Therefore it's mostly linked with the tabloid press (Bromley & Stephenson, 1998). However, it may be integrated in hard news stories to get more coverage from the news story. This creates concerns on sensational journalism if it violates notions of social decency, if it displaces socially important stories and if it is seen as a new hype of drifting into excessiveness (cf. Grabe, Zhou & Barnett, 2011).

Newspapers today still use sensationalism in their news stories. However, yellow journalism faded over time as the tabloid newspapers begin to take over on the market.

2.4 Tabloidization of News

Alfred Harmsworth combines words tablet and alkaloid to name the new sensation of the paper, tabloid (Tulloch, 2000). Tabloids are defined as newspapers or magazines that are half the size of a broadsheet newspaper. Beside their shapes, tabloids differ from broadsheet newspapers in many other aspects. Tabloids feature plenty of stories which cover various soft news values on nearly every page, serving numerous visual materials such as graphics, headlines, photographs, colours, and typographies (Nice, 2007).

Some of the features of tabloids defined by Colin Sparks as:

> "It devotes relatively little attention to politics, economics, and society and relatively much to diversions like sports, scandal, and popular entertainment; it devotes relatively much attention to the personal and private lives of people, both celebrities and ordinary people, and relatively little to political process, economic developments, and social changes."   (Sparks, 2000, p. 11)

History of modern tabloid newspapers began in the early 20th century with the newspaper The Daily Mirror. London based newspaper; The Daily Mirror, covered various news as celebrity tragedies, sports, crime stories. Today, several newspapers use the term "contact" instead of tabloid to decrease the antipathy which comes along with the word tabloid, compact newspapers are using features of tabloids such as increasing use of photography in storytelling process, shrinking page size that leads fewer stories with fewer words on each page and shifting hard news into more personalized news (Franklin, 2008). While tabloids are on the market more than a century, tabloidization is "the refinement of a commercialized journalism which prioritizes the desire of advertisers to reach large audiences above all other concerns" (Conboy, 2006, p. 206).

Esser defines tabloidization on the article "Tabloidization of News" as:

> "(…) 'tablodizitaion' can be understood as a micro – or macro – scale process. Taken at the micro-level, it can be viewed as a media phenomenon involving the revision of traditional newspaper and other media formats driven by reader preferences and commercial requirements. On the macro-level, 'tabloidization' can be seen as a social phenomenon both instigating and symbolizing major changes to the constitution of society (signs being, for example, attaching less importance to education and more to political marketing, resulting in an increase in political alienation)."   (Esser, 1999, p.293)

What is beneficial and harmful about tabloidization of news? While some journalists defend tabloidization process on the behalf of the market, other journalists argue about

ethical concerns and value of the news. Positive critics argue that tabloidization is an alternative to elite journalism which creates a content that relives the stress of the audience by providing them an escape from the troubles of the real world, and also benefiting the economy by doing so. Golding and Elliott states that: "There's no point preparing serious, well-intentioned, high-minded journalism if the audience registers its boredom by switching off" (Golding and Elliot, 2000, p.635). Because of the features of tabloid newspapers such as the content of the topics, and the way these topics are presented, tabloid newspapers usually attract more negative critics than positive. Williams argues that despite the increase of variety of information, unfortunately, there is a decrease of public understanding, and states that "Public ignorance and apathy is growing as the serious, challenging and truthful is being pushed aside by the trivial, sensational, vulgar and manipulated" (Williams, 2003, p.230). In line with William's words, John C. Merrill also blames tabloidization for dissolving image and reputation of the press (Merrill, 1999). It can be observed that, while conducting tabloid stories, a journalist may forget their ethical liabilities and disregard professional journalism standards (Time, 1972). For instance, S.M. Connor and K. Wesolowski underline the fact that on the news stories related with fatal crashes, journalists tend to cover a victim/villain storyline filled up with dramatic items instead of constructing a coverage that accurately reflects real risk (Connor & Wesolowski, 2004, p.149). While arguments about tabloidization are still going on, Esser (1999) underlines the fact that tabloidization in any country depends on journalistic values, economic and legal conditions and media culture of that country.

In light of all the arguments presented above, we can observe the tabloidization effect on TRNC newspapers. There are 17 newspapers circulating every day and they are all

in compact form which is highly familiar with tabloid newspapers. Most of the newspapers are similar to tabloid newspapers in terms of using headlines, size, shape and colour. Contrary to tabloid newspapers, newspapers of TRNC use plenty of hard news values, especially on the matters of politics and accidents. Although Cyprus conflict is the most popular topic of all the mentioned newspapers, crime and accident news (especially news on traffic accidents), fraud and illegal drug trade, are widely covered as well. This study aims to demonstrate that tabloidization affects TRNC newspapers in terms of context and content of the newspapers allying with the physical form of papers.

Language is one of the key elements of journalism in terms of conduct ideologies in news stories. Therefore language, and more importantly, discourse needed to be examined.

2.5 Language in the News

According to Lippmann (2008), people's knowledge does not come not from the individual's experience, it comes from the media.

Lippmann states:

> "We shall assume that what each man does is based not on direct and certain knowledge, but on pictures made by himself or given to him." (Lippmann, 2008, p. 28).

Media creates new perceptions in our minds to shape the world around us as we witness on tenets of media. Specifically, news media plays a major role in leading public opinion and policy. Thus, news media has a role in promoting and changing stereotypes. Therefore every news story that s conducted on road traffic accidents is important for shaping the perception of the society. News and stories that represent

traffic accidents become more visible in the mainstream TRNC media, as the number of accidents increase.

In every part of the world, every day, the news on various topics reach us to bring enlightenment into our minds by use of languages. As Roger Fowler stated: "News is a representation of the world in language" (Fowler, 2013, p. 4). However, languages have a complex nature, which creates a space for a journalist to attach various ideologies into words. Donald Matheson, in his book Media Discourses, explains the necessity of language. He argues that people create common sense through meaning which was strongly established. Media spread common sense into its tenets (journalists, talk show hosts, scriptwriters etc.) and contribute to creating common knowledge (Matheson, 2005). Ferdinand de Saussure identified two concepts as language and parole to emphasize the fact that instances of the language can be shifted with intentions of individuals. Therefore, language is a tool for carrying messages, ideas, and ideologies which can support favours of specific groups and ideologies in a way that can influence readers' perception. With the cultural knowledge structured on the background, linguistic choices, including word and phrase choices or usages of active/passive voices to help to code ideologies into text. Therefore, it is safe to say that differences in reporting news are linked to ideological background of journalist and press.

Ideologies, therefore, reveal themselves through discourses. Discourse is a continuous stretch of (especially spoken) language larger than a sentence, often constituting a coherent unit such as a sermon, argument, joke, or narrative (Crystal, 1992). Various economic and cultural elements of press play an important role in the reproduction of

an ideology. Thus, different papers impact each other while constructing an ideology (Fowler, 2013).

Considering all the statements are shaped around language and discourse, we can say that discourse of road traffic accidents should be examined by the features that lead a journalist to construct the news according to the ideology of each individual press (Van Djik, 2009, p. 195). This study will focus on the violent use of language including aggressive word choices, exaggerated descriptions to the one that caused the traffic accident.

Constructing tabloid stories can lead journalist to skipping ethical liabilities which can thus be harmful for the subjects of news stories.

2.6 Media and Journalism Ethics

Discussion of ethics has been going on for centuries. Thus, new discussions are rising with the new interests and discoveries of mankind such as the invention of media, journalism and all the tenets of those revolutions. Before stepping up into media and journalism ethics, we must analyse and give a broad definition of ethics in general.

The word 'ethic' is originated by the Greek word "ethos" which means custom. Ethics is a focus of philosophy on the concepts of right and wrong, good and evil, justice and crime. Ethics create a barrier that helps us to differentiate between morally right and wrong decisions.

Influencers of ethics, especially in journalism ethics, change inevitably. Through the history, as a result of innovations shaped by the social, technological and economic

structure of news media, journalism and the values of journalism ethics have changed over time (Ward, 2014).

If we consider journalism inside of news media, then we need to clarify what media ethics are. In his book "Ethics and Media, An Introduction", Stephen J.A described media ethics as:

> "Media ethics is a type of applied ethics. Media ethics is the analysis and application of ethical principles of relevance to a particular domain of society – the practice of news media. It studies the principles that should guide responsible conduct among journalist and regulate their interactions with other citizens."   (Ward, Stephen J.A, 2011, p. 54)

As mentioned above, ethical principles must be applied in order to implement rightful media ethics. A different set of principles are being implemented by various journalists, however, creating principles which can be implemented by each and every journalist all over the globe may not be possible. Various elements such as the cultural background and governmental restraints play a role in the ethical decision making of the journalists in different geographical settings. One of the widely accepted sets of codes of ethics is from Society of Professional Journalists (SPJ) and is called Code of Ethics. SPJ defines Code of Ethics as a guide rather than a set of rules. As they state: "The SPJ Code of Ethics is a statement of abiding principles supported by additional and position papers that address changing journalistic practices. It is not a set of rules, rather a guide that encourages all who engage in journalism to take responsibility for the information they provide, regardless of medium…" (Society of Professional Journalists, 1996). Code of Ethics has two main proactive principles and two main restraining principles. "Seek truth and report it" and "act independently" are considered as proactive principles whereas "minimize harm" and "be accountable" are

considered as restraining principles. Under these two principles, various norms and standards are listed for the journalists (SPJ, 1996).

When we observe Turkish Cypriot press in terms of ethics and liabilities, it can be stated that in order to gain most profit from their news stories, journalists, unfortunately, tend to discard global or local responsibilities. As pointed out in multiple studies, delivering a news story rapidly is the most valued goal among journalists in Turkish Cypriot press (İrvan, 2006). Generally, media owners want to please the companies they collaborate with, and this prevents them from being objective when they have to report on the news story that is related with one of the owners of those companies. Hüdaoğlu (2009) categorised three ethical problems of journalism as: Easing the content, which occurs from tabloidization of news story and adding soft news values into hard news, immunity for profit-making environment which is as İrvan (2006) stated, losing objectivity to please company owners, and media owners using their force to advantage themselves which can be identified with political arguments that media owners reflect in any news medium.

In 2013, Media Ethics Committee was founded in TRNC to guide the journalists in the country to construct ethical news stories. The Committee created a journalist code of ethics titled "Principles of Journalism" which contains thirty principles for journalists to follow.

These ethical concerns mentioned above affect the delivery on traffic accident news as well. Journalists use the same judgment when constructing a traffic accident news story. These unethical attitudes of journalists harm everyone involved in the traffic accidents, whether they are victims, defendants or the people surrounding them.

2.7 Theoretical Framework

Theoretical framework is a guidline for studies in terms of explaining phonomenas and relationship by relying on a formal theory (Eisenhart, 1991). Kerlinger (1973) defines theoretical framework as "a set of interrelated constructs, definitions, and propositions that present a systematic view of phenomena by specifying relations among variables with the purpose of explaining and predicting phenomena"(p.9). Theoretical frameworks in media studies help us to understand the importance and the affect of how the media can change or differentiate our perception with the world and realities we see through media. For this context, concepts of agenda setting theory, framing theory and differences between these two therioes will examined.

2.7.1 Agenda-Setting Theory

From the first introduction in 1972 by Dr. Maxwell McCombs and Donald Shaw, agenda setting theory, also known as Agenda Setting Function of the Mass Media, states how the media sets the public agenda on what to think about. As Cohen (1963) states: "the press may not be successful much of the time in telling people what to think, but it is stunningly successful in telling its readers what to think about

McCombs (2005) comments that; news, editors, newsroom staff, and broadcasters play an important part in shaping our reality. According to the assumption of agenda-setting, we observe that: (1) the press and media filter and shape the reality instead of reflecting it; (2) media concentrate on and choose subjects to transfer to the audience as more important than other issues.

One of the most influencing aspects of agenda setting is that it relies on our cognitive process of accessibility which implies that increasing frequency of the news media

covering an issue will be more accessible in audiences' memory (Iyengat & Kinder, 1987). If we correlate this aspect to traffic accident news, we can reach the conclusion that as the visibility of traffic accident news increase in daily newspapers, audiences will be more accessible to them. Thus, due to the importance of this aspect of audiences' memory, any repetitive misleading on the news stories will become more acceptable and accurate for the people.

2.7.2 Framing Theory

Chong and Druckman (2007) briefly explained framing as follows: "The process by which people develop a particular conceptualization of an issue or reorient their thinking about an issue" (p. 104).

Framing is explained first by Gitlin (2003) as: "persistent patterns of cognition, interpretation, and presentation of selection, emphasis, and exclusion by which symbol handlers routinely organic discourse" (p. 7).

Framing or as Gamson and Modigliani refer 'interpretative packages' is one of the important communication theories which suggests that media shifts its attention to chosen events and fill in those events with meanings (Gamson & Modigliani, 1989). Therefore, audiences are influenced by those structured messages and it leads them to have a twisted opinion of events in the way the media wants them to perceive.

According to Goffman (1974), people clarify the surroundings within their primary framework. This framework has two distinctions named natural frameworks and social frameworks. Natural frameworks tend to identify events within its physical occurrences while social frameworks observe events with socially driven occurrences such as goals, and manipulations of other people. Framing theory has been used by

various scholars, on media and news studies e.g. (Entman, 1993, Tuchman, 1978). According to Entman (1993), news frames can be identified by "the presence or absence of certain keywords, stock phrases, stereotyped images, sources of information and sentences that provide thematically reinforcing clusters of facts or judgments" (p. 52).

On the other hand, Cappella and Jamieson (1997) state that a frame needs to pass from four criteria; (i) It needs to have an identifiable conceptual and linguistic characteristics; (ii) A frame should be observed in journalistic practice; (iii) A frame should distinguish among other frames reliably; and (iv) A frame needs to be recognized by others (Cappella & Jamieson, 1997, p. 47;89).

One study has been conducted to explore coverage of Turkish newspapers during the Gezi Park protest in 2013 (Aluç and Ersoy, 2016).In this study, framing analysis was used to examine peace journalism principles on three newspapers (Posta, Hurriyet, and Radikal) during the time period of 29 May to 30 June 2013. Method of frame analysis was used to compare newspapers headlines according to Johan Galtung's Peace Journalism as (Lynch and McGoldrick, 2005) explained in their study. Also 'Content Analysis Coding Schema' was created and conducted for analysing frames in Gezi Park Protest news in the three selected Turkish national newspapers (Ersoy, 2010). The study found out that "Written press publication principles" have a minimum effect on coverage of newspapers and Posta has more elite sources in relation to Gezi Park protest rather than Hürriyet and Radikal newspapers.

2.7.3 Differences Between Framing and Agenda Setting Theories

Framing and agenda-setting theories have its similarities that create arguments across scholars about whether framing is an extension of agenda-setting theory or not.

McCombs (2006) suggest that framing theory needs to be seen as an extension of agenda-setting theory and therefore it needs to be considered as second-level agenda-setting theory. According to McCombs (2006), a frame is nothing more than "a very special case of attributes" (p. 173).

The key point that distinguishes two theories can be clarified by looking at the core questions which the theories seeks to answer. Agenda-setting theory puts the emphasis on "what" people think about whereas framing asks "how" people think about. Therefore, it can be said that agenda-setting theory focuses on the amount of attention given to an event and how its exposed on the coverage. On the contrary, framing theory focuses on the execution of the news topic or event.

As we mentioned before, agenda-setting effects are determined by accessibility. However, for framing theory, effects are determined by applicability, the quality of being relevant or appropriate. Takeshita (2005) explains the difference between agenda-setting and framing as: "Agenda-setting affects telling people not what to think about, the basic agenda-setting process is assumed to remain in the cognitive dimension." (Takeshita, 2005). In contrast, framing effects, as Entman describes, can cover not only the cognitive dimension (such as 'problem definition' and 'casual interpretation') but also the effective one ('moral evaluation'), and can even reach into the behavioural dimension ('treatment recommendation') (Entman, 1993, p. 281).

2.7.4 How Agenda-Setting and Framing Theories Related with Traffic Accident News: Disccussion

This part will discuss how traffic accident news is under the influence of agenda-setting and framing theories. It can be said that traffic accident news are creating an important source for daily newspapers coverage and within the construction of other

hard news, traffic accident news are built by a repetitive schema that is used by journalists while writing the news stories.

Traffic Accident News Agenda-Setting: Agenda-setting theory suggests that the news media influence the audience's perception of events and news (Mccombs, 2011). Therefore, news media need to change its coverage for traffic accident from today's over sensational, profit-making aspect where discard many ethical liabilities while constructing news stories to more educational, more ethical coverage for both readers and individuals taking place in the news story.

Traffic Accident News – Framing: "Frames in news may affect learning, interpretation, and evaluation of issues and events" (Vreese, 2005, p. 52). In light of Vreese's statement, we can say that journalists need to construct an objective, truthful, ethical and straight-forward frames.

Chapter 3

METHODOLOGY

Chapter three begins with an explanation of quantitative content analysis, followed by explanations of research design, the sample of the study, instruments, data gathering procedures, and research questions.

3.1 Research Design

In this study, quantitative content analysis is used with the aim of examining Turkish Cypriot newspapers. This approach is preferred in order to reveal whether the newspapers use yellow journalism features, which causes dismissing the ethical liabilities while conducting traffic accident news stories. Holsti (1969) defines content analysis as: "Content analysis is any technique for making inferences by objectively and systematically identifying specified characteristics of messages" (p.14). Similar to Holsti's explanation, Berelson (1952) with a similar manner, states: "Content analysis is a research technique for the objective, systematic, and quantitative description of the manifest content of communication" (p.18).

This study uses quantitative content analysis because of its ability to measure the volume of media materials objectively and rapidly. This strength of quantitative content analysis is also put forward by Neuendorf (2002), who defines this approach as "a systematic, objective, quantitative analysis of message characteristics" (p. 1).

3.2 Sample of the Study

For this study, six daily Turkish Cypriot newspapers are selected for examination. These are: Afrika, Detay, Halkın Sesi, Kıbrıs, YeniDüzen, and Volkan. Kıbrıs and Detay are selected to represent commercial newspapers with high circulating rates. Halkın Sesi and Volkan, on the other hand, represent right-wing newspapers whereas Afrika and YeniDüzen represent left-wing newspapers.

Yearbooks of State Planning Organisation of North Cyprus were examined before selecting the time period for the sample. According to analyses of State Planning Organisation, the number of traffic accidents rises in July in years 2011 - 2015. Thus, the highest number of traffic accidents occurred in July 2011 and July 2012. Similarly, the second most number of traffic accidents occurred in years 2013 and 2015 also took place in July. In light of these data, the month of July is selected for analysing newspapers and selection of news stories are limited to 1st of July 2017 to 31st of July 2017 (DPÖ, 2017).

The sample of this study is limited to 151 traffic accident news stories, selected from the previously mentioned six newspapers. All of the newspapers are taken from the newspaper archive of Özay Oral Library in Eastern Mediterranean University. Selected stories cover either (i) a traffic accident story, (ii) a traffic accident reports or (iii) a court story related to a traffic accident.

3.3 Instruments and Data Gathering Procedures

For this study, a Traffic Accident News Coding Sheet was developed in order to examine traffic accident news in six Turkish Cypriot newspapers. 28 questions were

applied to every news story gathered for the sampling. 12 questions were asked to understand the coverage of the news stories such as publication date of the story, headline and formation of the headline, and length of the news story. Also, questions related to subjects of news items, the source of the story, size of the images were asked to examine the coverage of the news article.

One of the essential aims of this study is to explore if sensationalism is used in the news stories. Traffic Accident News Coding Sheet addresses yes or no questions such as 'Do the news stories contain sensationalism?' or 'Do the news stories contain crude exaggeration?' to understand if the chosen article is related to sensationalism.

Another important aim of this study is to find out if the journalists have missed ethical liabilities while conducting traffic accident news stories. For this purpose, the Coding sheet addresses yes or no questions such as 'Have the news stories exposed nationality of news subjects?', or 'Have the news stories exposed religion of news subjects'

3.4 Research Questions

This study seeks answers for following five research questions:

RQ1: Do the daily newspapers published in TRNC in July 2017 face yellow journalism about traffic accidents?

RQ2: Have the daily newspapers published in TRNC in July 2017 delivered information about the people who are involved in the accident?

RQ3: Have the daily newspapers published in TRNC in July 2017 exposed graphic and violent content?

RQ4: Have the daily newspapers published in TRNC in July 2017 exposed identities of news subject in any aspect, including individual's religion, race, nationality, sex, sexual orientation or physical/mental disabilities?

RQ5: Have the daily newspapers published in TRNC in July 2017 exposed the personal life of news subjects?

3.5 Inter-Rater Reliability Test

Cohen's (1960) inter-rater reliability formula was used on 'Traffic Accident News Coding Sheet' to measure this studies' reliability. The second researcher coded 10% of the same data (n=16). Cohen's formula for calculating kappa is k= (Po – Pc)/(N – Pc). According to formula, N represents the total number of judgments made by each coder where Po represents the proportion of agreement by coders and Pc is the proportion of agreement expected by chance. Result from formula shows 0.85=(14-2)/(16-2). According to Banerjee et al. (1999) values greater than 0.75 or so are likely to indicate excellent agreement beyond chance.

Chapter 4

ANALYSIS OF THE NEWS COVERAGE OF THE
TRAFFIC ACCIDENT NEWS AND FINDINGS

The aim of this quantitative content analysis is to find out whether Turkish Cypriot newspapers use yellow journalism by using sensationalism while conducting news stories about traffic accidents, through the analysis of selected newspapers in TRNC. Moreover, in this study, the selected newspapers are also analysed to find out if the journalists miss ethical liabilities while producing the news stories. In addition to these, six newspapers are observed to find out the general structure of news stories within their pages.

In light of the information gathered from SPSS data, this chapter will look at the frequencies and cross-tabulations. Moreover, this chapter will discuss results of the analysis under the section titled findings.

In this chapter findings are divided into three categories: (i) findings on general structure of the news stories, (ii) findings on sensationalism and, (iii) findings on ethics in news stories.

4.1 Analysis of Tables

4.1.1 Newspaper Source of the Stories

Table 1: Newspaper source of the stories

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Afrika	17	11.3	11.3	11.3
	Detay	14	9.3	9.3	20.5
	Halkın Sesi	35	23.2	23.2	43.7
	Kıbrıs	45	29.8	29.8	73.5
	Volkan	5	3.3	3.3	76.8
	YeniDüzen	35	23.2	23.2	100.0
	Total	151	100.0	100.0	

6 newspapers are selected for this study to understand the structure of traffic accident news as well as the court news stories and traffic reports linked with traffic accident news. Newspapers selected for this study are Afrika, Detay, Halkın Sesi, Kıbrıs, Volkan and YeniDüzen. All of the selected newspapers are evaluated from the news stories gathered in between 1 June to 31 June 2017.

Table 1 shows that most of the news stories are gathered from Kıbrıs (29.8%), YeniDüzen (23.2%) and Halkın Sesi (23.2%). The lowest ratio is shown by Volkan (3.3%).

4.1.2 Writer of the News Stories

Table 2: Writer of the news stories

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Own reporter	75	49.7	49.7	49.7
	News agency	6	4.0	4.0	53.6
	Unmentioned	70	46.4	46.4	100.0
	Total	151	100.0	100.0	

According to Table 2, it is observed that most of the news stories are written by its own reporter(s) with a valid percentage of 49.7%. However, stories that have unmentioned writers also show a high value of (46.4%).

4.1.3 Subject of News Items

Table 3: Subject of news items

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Accident news	121	80.1	80.1	80.1
	Court news	10	6.6	6.6	86.8
	Traffic report	20	13.2	13.2	100.0
	Total	151	100.0	100.0	

According to Table 3, it is obvious that subject of news items are mostly related with accident news (80.1%), traffic reports (13.2%) and court news (6.6%) come after accident news.

4.1.4 Cities Related with News Stories

Table 4: Cities related with news stories

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Famagusta	13	8.6	8.6	8.6
	Kyrenia	42	27.8	27.8	36.4
	Nicosia	57	37.7	37.7	74.2
	Morphou	3	2.0	2.0	76.2
	Trikomo	11	7.3	7.3	83.4
	Other	5	3.3	3.3	86.8
	None	20	13.2	13.2	100.0
	Total	151	100.0	100.0	

Results from the Table 4 shows that majority of the news come from three biggest cities in TRNC: Nicosia, Kyrenia, and Famagusta. Nicosia (37.7%) is the leading city that stories come from. Nicosia is the capital city of TRNC, therefore it has the most traffic then other cities. Needless to say, lack of public transportation and roads in bad conditions create more danger in more crowded cities.

4.1.5 Formation of the Headline

Table 5: Formation of the headline

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Quotation	2	1.3	1.3	1.3
	Description	79	52.3	52.3	53.6
	Comment	70	46.4	46.4	100.0
	Total	151	100.0	100.0	

This study indicates three forms of formation of a headline. Quotation headlines refer to headlines which are constructed by a quotation. Description headlines are those constructed with a subjective description of news writer and lastly, comment headlines, are build up by the objective comments of news writer.

Table 5 gives information about the formation of the headline used in news stories. It can be said that mostly description headlines (52.3%) are used in news stories. Comment headlines come right after description headlines with the ratio of 46.4%. The least used formation is quotation headlines with a percentage of 1.3%.

4.1.6 Length of News Stories in a Page

Table 6: Length of the news stories in page

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	up to 1/4 of the page	65	43.0	43.0	43.0
	up to 1/2 of the page	38	25.2	25.2	68.2
	up to 3/4 of the page	18	11.9	11.9	80.1
	more than 3/4 of the page	30	19.9	19.9	100.0
	Total	151	100.0	100.0	

Length of the news stories are divided into 4 categories in this study. Considering the Tabloid newspaper sizes in TRNC newspapers, news are divided as how much space they integrate into one Tabloid news page. If the news story takes up to 1/4 of a Tabloid newspaper size is categorized as "1". If the news story replaces more than a quarter of the page up to half of the page, it is categorized as "2". If the news story replaces more than half of the story but not the full page, it is categorized as "3" and if the news story covers a full page, it is categorized as "4".

Considering the information gathered from Table 6, we can say that most of the news stories gathered from newspapers cover up to quarter size of a tabloid newspaper page (43.0%). 25.2% of the news stories cover up half of a page. 11.9% of the news stories occupy up to 3/4 of a page while 19.9% of the stories cover up page. Therefore, it can be said that majority of news stories occupy more than a quarter of a news page.[1]

4.1.7 Size of the Images in News Stories

Table 7: Size of the images in news stories

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	up to 1/12	1	.7	.8	.8
	up to 1/8	4	2.6	3.0	3.8
	up to 1/4	12	7.9	9.1	12.9
	up to 1/2	41	27.2	31.1	43.9
	up to 1/1	74	49.0	56.1	100.0
	Total	132	87.4	100.0	
Missing	99.00	19	12.6		
Total		151	100.0		

Size of the images in news stories is usually determined by the size of a news story in a page. There are 5 categories as "up to 1/12, up to 1/8, up to 1/4, up to 1/2 and up to 1/1". After the amount of space the news story took in a page was determined, the amount of space occupied by the image taken from particular news was calculated.

Results from Table 7 shows that most of the images in news stories are either up to 1/2 of the size of a particular news story (31.1%) or up to 1/1 (56.1%).

---

[1] A length of a Tabloid newspapers in TRNC is 38 cm. Therefore, a full page is 38 cm, 1/2 of a page is 19 cm, 1/4 of a page is 9,5 cm and 1/8 of a page is 4,75 cm.

4.1.8 Ratio of Text and Image in the News Stories

Table 8: Ratio of text and image in the news stories

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	text	63	41.7	41.7	41.7
	image	80	53.0	53.0	94.7
	equal	8	5.3	5.3	100.0
	Total	151	100.0	100.0	

Table 8 shows that with 53.0 percentage, images occupy more space in the news stories. In 41.7 per cent of the news stories, text occupies more space than images while only 5.3 per cent of the stories occupies equal amount of text and image in a news story.

4.1.9 Amount of Images in News Stories

Table 9: Amount of images in the news story

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	none	20	13.2	13.2	13.2
	1	52	34.4	34.4	47.7
	2	30	19.9	19.9	67.5
	3	21	13.9	13.9	81.5
	more than 3	28	18.5	18.5	100.0
	Total	151	100.0	100.0	

This study also looks at how many images the news story contains in a news story by creating 5 categories as: "1= none, 2=1, 3=2, 4=3, 5=more than 3".

Results given in Table 9 show that most of the news stories use 1 image (34.4%) while covering a news story. 19.9% of the stories use 2 images, while 13.9% of the stories use 3. As can be seen in table 9, 18.5% of the stories on the other hand, use more than 3 and 13.2% of the stories use no images in the news story.

4.1.10 Source of the Stories

Table 10: Source of the stories

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	News agency	6	4.0	4.0	4.0
	Other media	3	2.0	2.0	6.0
	Police	42	27.8	27.8	33.8
	Unmentioned	100	66.2	66.2	100.0
	Total	151	100.0	100.0	

Table 10 shows that more than half of the stories (66.2%) don't show any source in the news stories. Leading source is the police (27.8%). Only 4.0% of the stories show news agency as a source while 2.0% of the stories show other media as a source.

4.1.11 Names of the News Subjects

Table 11: Names of the news subjects

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	124	82.1	82.1	82.1
	no	27	17.9	17.9	100.0
	Total	151	100.0	100.0	

Table 11 presents information about whether the names of news subjects are given in the news story or not. According to the findings presented in this table, the great majority of news stories (82.1%) chose to give names of news subjects. Only 17.9% of the news stories chose not to give any names or cover the names by only presenting the initials of names of the news subjects.

4.1.12 Religion of the News Subjects

Table 12: Religion of the news subjects

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	151	100.0	100.0	100.0

Table 12 indicates that none of the news stories (100.0%) expose the religion of the news subjects.

4.1.13 Sexual Orientation of the News Subjects

Table 13: Sexual orientation of the news subjects

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	151	100.0	100.0	100.0

According to Table 13, none of the news stories (100.0%) expose the sexual orientation of the news subjects.

4.1.14 Physical Disabilities of the News Subjects

Table 14: Physical disabilities of the news subjects

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	151	100.0	100.0	100.0

According to Table 14, there is no information about physical disabilities given in news stories (100.0%).

4.1.15 Mental Disabilities of the News Subjects

Table 15: Mental disabilities of the news subjects

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	151	100.0	100.0	100.0

According to Table 15, there is no information about mental disabilities given in news stories (100.0%).

4.1.16 Dead People in the News Stories

Table 16: Dead people in the news stories

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	67	44.4	46.2	46.2
	no	78	51.7	53.8	100.0
	Total	145	96.0	100.0	
Missing	99.00	6	4.0		
Total		151	100.0		

Table 16 shows that 53.8% of the news stories do not contain dead people while the remaining 46.2% do.

4.1.17 Injured People in the News Stories

Table 17: Injured people in the news stories

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	107	70.9	73.8	73.8
	no	38	25.2	26.2	100.0
	Total	145	96.0	100.0	
Missing	99.00	6	4.0		
Total		151	100.0		

Table 17 shows that 26.2% of the news stories do not contain injured people while 73.8% do.

4.1.18 Personal Life of the News Subjects

Table 18: Personal life of the news subjects

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	36	23,8	23,8	23,8
	no	115	76,2	76,2	100,0
	Total	151	100,0	100,0	

Table 18 shows that 23.8% of the news stories expose the personal life of news subjects.

4.2 Analysis of Tables Continue

Under this section, the analysis of the cross-tabulation tables are presented.

4.2.1 Formation of the Headlines

Table 19: Formation of the headlines

		Quotation	Description	Comment	
Afrika	count	0	15	2	17
	% within which newspaper does the story come from?	0,0%	88,2%	11,8%	100,0%
	% of total	0,0%	9,9%	1,3%	11,3%
Detay	count	0	9	5	14
	% within which newspaper does the story come from?	0,0%	64,3%	35,7%	100,0%
	% of total	0,0%	6,0%	3,3%	9,3%
Halkın Sesi	count	0	13	22	35
	% within which newspaper does the story come from?	0,0%	37,1%	62,9%	100,0%
	% of total	0,0%	8,6%	14,6%	23,2%
Kıbrıs	count	1	19	25	45
	% within which newspaper does the story come from?	2,2%	42,2%	55,6%	100,0%
	% of total	0,7%	12,6%	16,6%	29,8%
Volkan	count	0	5	0	5
	% within which newspaper does the story come from?	0,0%	100,0%	0,0%	100,0%
	% of total	0,0%	3,3%	0,0%	3,3%
YeniDüzen	count	1	18	16	35
	% within which newspaper does the story come from?	2,9%	51,4%	45,7%	100,0%
	% of total	0,7%	11,9%	10,6%	23,2%
Total	count	2	79	70	151
	% within which newspaper does the story come from?	1,3%	52,3%	46,4%	100,0%
	% of total	1,3%	52,3%	46,4%	100,0%

Among the six selected newspapers, it can be seen that Kıbrıs (12.6%) uses headings the most. Volkan (100.0%) is the newspaper which contains the most description headings within the newspaper. As with the description headlines, Kıbrıs (16.6%) uses the most comment headlines among all newspapers, although Halkın Sesi (62.9%) is the newspaper which contains the most comment heading within the newspaper.

4.2.2 Sensationalism in the News Stories

Table 20: Sensationalism in the news stories

		yes	no	
Afrika	count	4	13	17
	% within which newspaper does the story come from?	23,5%	76,5%	100,0%
	% of total	2,6%	8,6%	11,3%
Detay	count	4	10	14
	% within which newspaper does the story come from?	28,6%	71,4%	100,0%
	% of total	2,6%	6,6%	9,3%
Halkın Sesi	count	25	10	35
	% within which newspaper does the story come from?	71,4%	28,6%	100,0%
	% of total	16,6%	6,6%	23,2%
Kıbrıs	count	36	9	45
	% within which newspaper does the story come from?	80,0%	20,0%	100,0%
	% of total	23,8%	6,0%	29,8%
Volkan	count	2	3	5
	% within which newspaper does the story come from?	40,0%	60,0%	100,0%
	% of total	1,3%	2,0%	3,3%
YeniDüzen	count	17	18	35
	% within which newspaper does the story come from?	48,6%	51,4%	100,0%
	% of total	11,3%	11,9%	23,2%
Total	count	88	63	151
	% within which newspaper does the story come from?	58,3%	41,7%	100,0%
	% of total	58,3%	41,7%	100,0%

According to Table 20, it can be said that Kıbrıs is the leading newspaper of using sensationalism in the news stories. Kıbrıs has the highest percentage of using sensationalism among other newspapers (23.8%) and within its own stories (80.0%).

4.2.3 Intentionaly Being Controversial in the News Stories

Table 21: Intentionaly being controversial in the news stories

		yes	no	
Afrika	count	3	14	17
	% within which newspaper does the story come from?	17.6%	82.4%	100.0%
	% of total	2.0%	9.3%	11.3%
Detay	count	2	12	14
	% within which newspaper does the story come from?	14.3%	85.7%	100.0%
	% of total	1.3%	7.9%	9.3%
Halkın Sesi	count	21	14	35
	% within which newspaper does the story come from?	60.0%	40.0%	100.0%
	% of total	13.9%	9.3%	23.2%
Kıbrıs	count	26	19	45
	% within which newspaper does the story come from?	57.8%	42.2%	100.0%
	% of total	17.2%	12.6%	29.8%
Volkan	count	0	5	5
	% within which newspaper does the story come from?	0.0%	100.0%	100.0%
	% of total	0.0%	3.3%	3.3%
YeniDüzen	count	13	22	35
	% within which newspaper does the story come from?	37.1%	62.9%	100.0%
	% of total	8.6%	14.6%	23.2%
Total	count	65	86	151
	% within which newspaper does the story come from?	43.0%	57.0%	100.0%
	% of total	43.0%	57.0%	100.0%

As presented in Table 21, Kıbrıs (17.2%) is the most intentionally controversial newspaper among other newspapers. On the other hand, Halkın Sesi (60.0%) is the most controversial newspaper within its own news stories.

47

4.2.4 Crude Exaggeration in the News Stories

Table 22: Crude exaggeration in the news stories

			yes	no	
	Afrika	count	1	16	17
		% within which newspaper does the story come from?	5.9%	94.1%	100.0%
		% of total	0.7%	10.6%	11.3%
	Detay	count	2	12	14
		% within which newspaper does the story come from?	14.3%	85.7%	100.0%
		% of total	1.3%	7.9%	9.3%
	Halkın Sesi	count	10	25	35
		% within which newspaper does the story come from?	28.6%	71.4%	100.0%
		% of total	6.6%	16.6%	23.2%
	Kıbrıs	count	19	26	45
		% within which newspaper does the story come from?	42.2%	57.8%	100.0%
		% of total	12.6%	17.2%	29.8%
	Volkan	count	0	5	5
		% within which newspaper does the story come from?	0.0%	100.0%	100.0%
		% of total	0.0%	3.3%	3.3%
	YeniDüzen	count	9	26	35
		% within which newspaper does the story come from?	25.7%	74.3%	100.0%
		% of total	6.0%	17.2%	23.2%
Total		count	41	110	151
		% within which newspaper does the story come from?	27.2%	72.8%	100.0%
		% of total	27.2%	72.8%	100.0%

Results from Table 22 shows that Kıbrıs is the leading newspaper in using crude exaggeration in both among all the other newspapers (12.6%) and within itself (42.2%).

4.2.5 Engaging Certain Emotions in the News Stories

Table 23: Engaging certain emotions in the news stories

			No	yes
	Afrika	count	17	17
		% within which newspaper does the story come from?	100.0%	100.0%
		% of total	11.3%	11.3%
	Detay	count	14	14
		% within which newspaper does the story come from?	100.0%	100.0%
		% of total	9.3%	9.3%
	Halkın Sesi	count	35	35
		% within which newspaper does the story come from?	100.0%	100.0%
		% of total	23.2%	23.2%
	Kıbrıs	count	45	45
		% within which newspaper does the story come from?	100.0%	100.0%
		% of total	29.8%	29.8%
	Volkan	count	5	5
		% within which newspaper does the story come from?	100.0%	100.0%
		% of total	3.3%	3.3%
	YeniDüzen	count	35	35
		% within which newspaper does the story come from?	100.0%	100.0%
		% of total	23.2%	23.2%
Total		count	151	151
		% within which newspaper does the story come from?	100.0%	100.0%
		% of total	100.0%	100.0%

Similar with the other tables related with sensationalism, Table 23 shows that Kıbrıs is the leading newspaper in engaging certain emotions in both among all the other newspapers (13.9%) and within itself (46.7%).

4.2.6 Names of the News Subjects

Table 24: Names of the news subjects

			yes	no	
	Afrika	count	12	5	17
		% within which newspaper does the story come from?	70,6%	29,4%	100,0%
		% of total	7,9%	3,3%	11,3%
	Detay	count	10	4	14
		% within which newspaper does the story come from?	71,4%	28,6%	100,0%
		% of total	6,6%	2,6%	9,3%
	Halkın Sesi	count	34	1	35
		% within which newspaper does the story come from?	97,1%	2,9%	100,0%
		% of total	22,5%	0,7%	23,2%
	Kıbrıs	count	38	7	45
		% within which newspaper does the story come from?	84,4%	15,6%	100,0%
		% of total	25,2%	4,6%	29,8%
	Volkan	count	2	3	5
		% within which newspaper does the story come from?	40,0%	60,0%	100,0%
		% of total	1,3%	2,0%	3,3%
	YeniDüzen	count	28	7	35
		% within which newspaper does the story come from?	80,0%	20,0%	100,0%
		% of total	18,5%	4,6%	23,2%
Total		count	124	27	151
		% within which newspaper does the story come from?	82,1%	17,9%	100,0%
		% of total	82,1%	17,9%	100,0%

When we observe Table 24, we see that Kıbrıs (25.2%) has the highest ratio for exposing the names of the news subjects. On the other hand, Halkın Sesi (97.1%) has the highest ratio for exposing the names of news subjects within. Halkın Sesi (6.6%) is the second newspaper that leads crude exaggeration and YeniDüzen (6.0%) is the third.

4.2.7 Relation of Page Numbers with Dead People in the News Stories

Table 25: Relation of page numbers with dead people in the news stories 1

Which newspaper does the story come from?			Does the news story contain dead people?		Total
			yes	no	
Afrika	The page where the news story takes place	3	3	1	4
		4	2	1	3
		7	4	2	6
		8	1	1	2
		11	0	1	1
	Total		10	6	16
Detay	The page where the news story takes place	2	7	3	10
		3	1	1	2
		4	0	1	1
		6	1	0	1
	Total		9	5	14
Halkın Sesi	The page where the news story takes place	1	2	0	2
		2	8	10	18
		3	4	5	9
		4	0	3	3
		5	1	2	3
	Total		15	20	35
Kıbrıs	The page where the news story takes place	2	3	5	8
		3	1	2	3
		4	4	6	10
		5	1	3	4
		6	1	2	3
		7	0	2	2
		8	0	3	3
		9	0	1	1
		10	0	2	2
		11	0	1	1
		14	1	0	1
		15	1	1	2
		16	0	1	1
		17	0	1	1
		18	0	1	1
		22	0	1	1
	Total		12	32	44

Table 26: Relation of page numbers with dead people in the news stories continue

Volkan	The page where the news story takes place	3	1	0	1
		4	1	0	1
		6	1	0	1
	Total		3	0	3
YeniDüzen	The page where the news story takes place	2	5	3	8
		3	4	1	5
		7	1	1	2
		8	0	1	1
		9	1	0	1
		10	2	1	3
		11	1	3	4
		12	1	1	2
		13	1	1	2
		14	1	2	3
		18	0	1	1
		22	1	0	1
	Total		18	15	33
Total	The page where the news story takes place	1	2	0	2
		2	23	21	44
		3	14	10	24
		4	7	11	18
		5	2	5	7
		6	3	2	5
		7	5	5	10
		8	1	5	6
		9	1	1	2
		10	2	3	5
		11	1	5	6
		12	1	1	2
		13	1	1	2
		14	2	2	4
		15	1	1	2
		16	0	1	1
		17	0	1	1
		18	0	2	2
		22	1	1	2
	Total		67	78	145

Information gathered from Table 25 and Table 26 show that all of the newspapers have a tendency to cover a traffic accident news on the first pages if a traffic accident results in death.

4.2.8 Nationality of the News subjects in the News Stories

Table 27: Nationality of the news subjects in the news stories

			yes	no	
	Afrika	count	3	14	17
		% within which newspaper does the story come from?	17.6%	82.4%	100.0%
		% of total	2.0%	9.3%	11.3%
	Detay	count	1	13	14
		% within which newspaper does the story come from?	7.1%	92.9%	100.0%
		% of total	0.7%	8.6%	9.3%
	Halkın Sesi	count	4	31	35
		% within which newspaper does the story come from?	11.4%	88.6%	100.0%
		% of total	2.6%	20.5%	23.2%
	Kıbrıs	count	8	37	45
		% within which newspaper does the story come from?	17.8%	82.2%	100.0%
		% of total	5.3%	24.5%	29.8%
	Volkan	count	1	4	5
		% within which newspaper does the story come from?	20.0%	80.0%	100.0%
		% of total	0.7%	2.6%	3.3%
	YeniDüzen	count	4	31	35
		% within which newspaper does the story come from?	11.4%	88.6%	100.0%
		% of total	2.6%	20.5%	23.2%
Total		count	21	130	151
		% within which newspaper does the story come from?	13.9%	86.1%	100.0%
		% of total	13.9%	86.1%	100.0%

Although among all the newspapers, Kıbrıs (5.3%) exposes the nationality of the news subjects in news stories the most, Volkan (20.0%) is the newspaper that exposes the nationality of news subjects within the newspaper the most.

4.2.9 Race of the News Subjects in the News Stories

Table 28: Race of the news subjects in the news stories

			yes	no	
	Afrika	count	0	17	17
		% within which newspaper does the story come from?	0.0%	100.0%	100.0%
		% of total	0.0%	11.3%	11.3%
	Detay	count	0	14	14
		% within which newspaper does the story come from?	0.0%	100.0%	100.0%
		% of total	0.0%	9.3%	9.3%
	Halkın Sesi	count	0	35	35
		% within which newspaper does the story come from?	0.0%	100.0%	100.0%
		% of total	0.0%	23.2%	23.2%
	Kıbrıs	count	4	41	45
		% within which newspaper does the story come from?	8.9%	91.1%	100.0%
		% of total	2.6%	27.2%	29.8%
	Volkan	count	1	4	5
		% within which newspaper does the story come from?	20.0%	80.0%	100.0%
		% of total	0.7%	2.6%	3.3%
	YeniDüzen	count	1	34	35
		% within which newspaper does the story come from?	2.9%	97.1%	100.0%
		% of total	0.7%	22.5%	23.2%
Total		count	6	145	151
		% within which newspaper does the story come from?	4.0%	96.0%	100.0%
		% of total	4.0%	96.0%	100.0%

Table 28 shows that only half of the newspapers (Kıbrıs, Volkan and, YeniDüzen) mention the race of the news subjects while conducting their news story. Kıbrıs (2.6%) has the biggest ratio for exposing the race of the news subjects among the other newspapers, while Volkan (20.0%) has the biggest ratio within its own news stories.

4.2.10 Sex of the News Subjects in the News Stories

Table 29: Sex of the news subjects in the news stories

			yes	no	
	Afrika	count	1	16	17
		% within which newspaper does the story come from?	5.9%	94.1%	100.0%
		% of total	0.7%	10.6%	11.3%
	Detay	count	1	13	14
		% within which newspaper does the story come from?	7.1%	92.9%	100.0%
		% of total	0.7%	8.6%	9.3%
	Halkın Sesi	count	5	30	35
		% within which newspaper does the story come from?	14.3%	85.7%	100.0%
		% of total	3.3%	19.9%	23.2%
	Kıbrıs	count	13	32	45
		% within which newspaper does the story come from?	28.9%	71.1%	100.0%
		% of total	8.6%	21.2%	29.8%
	Volkan	count	0	5	5
		% within which newspaper does the story come from?	0.0%	100.0%	100.0%
		% of total	0.0%	3.3%	3.3%
	YeniDüzen	count	4	31	35
		% within which newspaper does the story come from?	11.4%	88.6%	100.0%
		% of total	2.6%	20.5%	23.2%
Total		count	24	127	151
		% within which newspaper does the story come from?	15.9%	84.1%	100.0%
		% of total	15.9%	84.1%	100.0%

Table 29 shows that Kıbrıs is the leading newspaper in exposing sex of the news subjects in both among all the other newspapers (8.6%) and within itself (28.9%).

4.2.11 Graphic Photos in the News Stories

Table 30: Graphic photos in the news stories

			yes	no	
	Afrika	count	1	16	17
		% within which newspaper does the story come from?	5.9%	94.1%	100.0%
		% of total	0.7%	10.6%	11.3%
	Detay	count	1	13	14
		% within which newspaper does the story come from?	7.1%	92.9%	100.0%
		% of total	0.7%	8.6%	9.3%
	Halkın Sesi	count	1	34	35
		% within which newspaper does the story come from?	2.9%	97.1%	100.0%
		% of total	0.7%	22.5%	23.2%
	Kıbrıs	count	15	30	45
		% within which newspaper does the story come from?	33.3%	66.7%	100.0%
		% of total	9.9%	19.9%	29.8%
	Volkan	count	0	5	5
		% within which newspaper does the story come from?	0.0%	100.0%	100.0%
		% of total	0.0%	3.3%	3.3%
	YeniDüzen	count	1	34	35
		% within which newspaper does the story come from?	2.9%	97.1%	100.0%
		% of total	0.7%	22.5%	23.2%
Total		count	19	132	151
		% within which newspaper does the story come from?	12.6%	87.4%	100.0%
		% of total	12.6%	87.4%	100.0%

According to Table 30, Kıbrıs is the leading newspaper in exposing graphic photos in the news stories in both among all the other newspapers (9.9%) and within itself (33.3%). Also, it can be said that Volkan (0.0%) does not use any graphic news while conducting traffic accident stories.

4.2.12 Source of the Story

Table 31: Source of the story

		News agency	Other media	Police	Unmentioned	
Total	count	6	3	42	100	151
	% within which newspaper does the story come from?	4,0%	2,0%	27,8%	66,2%	100,0%
	% of total	4,0%	2,0%	27,8%	66,2%	100,0%
Afrika	count	2	0	6	9	17
	% within which newspaper does the story come from?	11,8%	0,0%	35,3%	52,9%	100,0%
	% of total	1,3%	0,0%	4,0%	6,0%	11,3%
Detay	count	1	1	7	5	14
	% within which newspaper does the story come from?	7,1%	7,1%	50,0%	35,7%	100,0%
	% of total	0,7%	0,7%	4,6%	3,3%	9,3%
Halkın Sesi	count	0	1	1	33	35
	% within which newspaper does the story come from?	0,0%	2,9%	2,9%	94,3%	100,0%
	% of total	0,0%	0,7%	0,7%	21,9%	23,2%
Kıbrıs	count	0	0	14	31	45
	% within which newspaper does the story come from?	0,0%	0,0%	31,1%	68,9%	100,0%
	% of total	0,0%	0,0%	9,3%	20,5%	29,8%
Volkan	count	0	0	4	1	5
	% within which newspaper does the story come from?	0,0%	0,0%	80,0%	20,0%	100,0%
	% of total	0,0%	0,0%	2,6%	0,7%	3,3%
YeniDüzen	count	3	1	10	21	35
	% within which newspaper does the story come from?	8,6%	2,9%	28,6%	60,0%	100,0%
	% of total	2,0%	0,7%	6,6%	13,9%	23,2%

According to the statistics presented in table 31, journalists tend to use unmentioned sources (66.2%) in more than half of the news stories. Conducting a traffic accident news story without a valid source may result in misinforming the audience with with incorrect information.

Table 31 indicates that Afrika (52.9%), Halkın Sesi (94.3%), Kıbrıs (68.9%) and YeniDüzen (60.0%) mostly use unmentioned sources within their news stories. Halkın Sesi (94.3%) is the leading newspaper in the ratio of unmentioned source within their news stories and also has a first position of overall ratio on the unmentioned source among six newspapers (21.9%) investigated in this study.

The most used source in the news stories is the police. When we look at the Table 31, we see that Kıbrıs (9.3%) has the highest ratio among six newspapers. On the other hand, Volkan (80.0%) has the biggest ratio on giving the police source within its news stories.

Third most used source is the news agency. It is noticed that Afrika (11.8%) and YeniDüzen (8.6%) are the leading newspapers on using news agencies as the source.

4.2.13 Length of the News Story

Table 32: Length of the news story 1

		up to 1/4 of the page	up to 1/2 of the page	up to 3/4 of the page	more than 3/4 of the page	
Afrika	count	16	1	0	0	17
	% within which newspaper does the story come from?	94.1%	5.9%	0.0%	0.0%	100.0%
	% of total	10.6%	0.7%	0.0%	0.0%	11.3%
Detay	count	10	4	0	0	14
	% within which newspaper does the story come from?	71.4%	28.6%	0.0%	0.0%	100.0%
	% of total	6.6%	2.6%	0.0%	0.0%	9.3%
Halkın Sesi	count	11	8	6	10	35
	% within which newspaper does the story come from?	31.4%	22.9%	17.1%	28.6%	100.0%
	% of total	7.3%	5.3%	4.0%	6.6%	23.2%
Kıbrıs	count	7	16	9	13	45
	% within which newspaper does the story come from?	15.6%	35.6%	20.0%	28.9%	100.0%
	% of total	4.6%	10.6%	6.0%	8.6%	29.8%

Table 33: Length of the news story continue

Volkan	count	4	1	0	0	5
	% within which newspaper does the story come from?	80.0%	20.0%	0.0%	0.0%	100.0%
	% of total	2.6%	0.7%	0.0%	0.0%	3.3%
YeniDüzen	count	17	8	3	7	35
	% within which newspaper does the story come from?	48.6%	22.9%	8.6%	20.0%	100.0%
	% of total	11.3%	5.3%	2.0%	4.6%	23.2%
Total	count	65	38	18	30	151
	% within which newspaper does the story come from?	43.0%	25.2%	11.9%	19.9%	100.0%
	% of total	43.0%	25.2%	11.9%	19.9%	100.0%

Table 32 and Table 33 present information on several issues. To begin with, according to the information presented in these tables, it can be stated that Afrika (94.1%), Volkan (80.0), Detay (71.4%) and YeniDüzen (48.6%) mostly use up to 1/4 of the page when covering the news. What is more, Detay (28.6%), Halkın Sesi (22.9), Kıbrıs (35.6%), Volkan (20.0%) and YeniDüzen (22.9%) cover an important amount of their news stories up to half of a newspaper page. Thirdly, Halkın Sesi (17.1%) and Kıbrıs (20.0%) use up to 3/4 of a page to cover their stories. And lastly, as presented in the tables above, Halkın Sesi (28.6%). Kıbrıs (28.9%) and YeniDüzen (20.0%) use full pages to cover their stories.

4.2.14 Amount of Images in the News Story

Table 34: Amount of images in the news story

			none	1	2	3	more than 3	
Afrika	count		11	4	2	0	0	17
	% within which newspaper does the story come from?		64.7%	23.5%	11.8%	0.0%	0.0%	100.0%
	% of total		7.3%	2.6%	1.3%	0.0%	0.0%	11.3%
Detay	count		2	11	1	0	0	14
	% within which newspaper does the story come from?		14.3%	78.6%	7.1%	0.0%	0.0%	100.0%
	% of total		1.3%	7.3%	0.7%	0.0%	0.0%	9.3%
Halkın Sesi	count		1	10	8	4	12	35
	% within which newspaper does the story come from?		2.9%	28.6%	22.9%	11.4%	34.3%	100.0%
	% of total		0.7%	6.6%	5.3%	2.6%	7.9%	23.2%
Kıbrıs	count		3	6	12	13	11	45
	% within which newspaper does the story come from?		6.7%	13.3%	26.7%	28.9%	24.4%	100.0%
	% of total		2.0%	4.0%	7.9%	8.6%	7.3%	29.8%
Volkan	count		0	5	0	0	0	5
	% within which newspaper does the story come from?		0.0%	100.0%	0.0%	0.0%	0.0%	100.0%
	% of total		0.0%	3.3%	0.0%	0.0%	0.0%	3.3%
YeniDüzen	count		3	16	7	4	5	35
	% within which newspaper does the story come from?		8.6%	45.7%	20.0%	11.4%	14.3%	100.0%
	% of total		2.0%	10.6%	4.6%	2.6%	3.3%	23.2%
Total	count		20	52	30	21	28	151
	% within which newspaper does the story come from?		13.2%	34.4%	19.9%	13.9%	18.5%	100.0%
	% of total		13.2%	34.4%	19.9%	13.9%	18.5%	100.0%

Several conclusions can be made by analysing Table 34:

 It can be said that most of the time Afrika (64.7%) chooses not to include any image in its news stories. Volkan (100.0%) uses 1 image in all of its news stories while Detay uses in 1 image in 78.6% of its own stories.

Halkın Sesi (22.9%), Kıbrıs (26.7%) and YeniDüzen (20.0%) uses 2 images in their new stories. Halkın Sesi (11.4%), Kıbrıs (28.9%) and YeniDüzen (11.4%) choose to display 3 images in their stories. Only Halkın Sesi (34.3%), Kıbrıs (24.4%) and YeniDüzen (14.3%) choose to cover a news story with more than 3 images.

As shown in these tables, it can be indicated that far right-wing and left-wing newspapers avoid covering more than one image in their news stories. It may be interpretable that ideological newspapers tend to cover more text than an image in news stories.

4.2.15 Ratio of Text and Image Balance in the News Stories

Table 35: Ratio of text and image balance in the news stories

			text	Image	equal	
Afrika	count		15	2	0	17
	% within which newspaper does the story come from?		88.2%	11.8%	0.0%	100.0%
	% of total		9.9%	1.3%	0.0%	11.3%
Detay	count		8	3	3	14
	% within which newspaper does the story come from?		57.1%	21.4%	21.4%	100.0%
	% of total		5.3%	2.0%	2.0%	9.3%
Halkın Sesi	count		2	33	0	35
	% within which newspaper does the story come from?		5.7%	94.3%	0.0%	100.0%
	% of total		1.3%	21.9%	0.0%	23.2%
Kıbrıs	count		15	26	4	45
	% within which newspaper does the story come from?		33.3%	57.8%	8.9%	100.0%
	% of total		9.9%	17.2%	2.6%	29.8%
Volkan	count		4	0	1	5
	% within which newspaper does the story come from?		80.0%	0.0%	20.0%	100.0%
	% of total		2.6%	0.0%	0.7%	3.3%
YeniDüzen	count		19	16	0	35
	% within which newspaper does the story come from?		54.3%	45.7%	0.0%	100.0%
	% of total		12.6%	10.6%	0.0%	23.2%
Total	count		63	80	8	151
	% within which newspaper does the story come from?		41.7%	53.0%	5.3%	100.0%
	% of total		41.7%	53.0%	5.3%	100.0%

When the statistics from Table 35 are analysed, several conclusions can be made. To begin with , Afrika (88.2%) and Volkan (80.0%) are the newspapers that use text while conducting their stories the most. Detay (57.1%) and YeniDüzen newspapers (54.3%) mostly use text in more than half of their stories whereas, Halkın Sesi (94.3%) and Kıbrıs (57.3) mostly use images.

4.2.16 Relation of Source of the Story and Sensationalism

Table 36: Relation of source of the story and sensationalism

		Source of the story				Total
		News agency	Other media	Police	Unmentioned	
Does the news story contain sensationalism?	yes	1	1	19	67	88
	no	5	2	23	33	63
Total		6	3	42	100	151

According to Table 36, it can be said that sensationalism rises in the news stories that

have unmentioned sources.

4.2.17 Relation of Sensationalism with the Writer of News Story

Table 37: Relation of sensationalism with the writer of news story

		Who is the writer of the news story?			Total
		Own reporter	News agency	Unmentioned	
Does the news story contain sensationalism?	yes	58	1	29	88
	no	17	5	41	63
Total		75	6	70	151

Table 37 states that sensationalism rises in the news stories written by newspaper's own reporter.

4.2.18 Subject of News Items by Newspapers

Table 38: Subject of news items by newspapers

			Accident news	Court news	Traffic report	
Afrika	count		11	1	5	17
	% within which newspaper does the story come from?		64.7%	5.9%	29.4%	100.0%
	% of total		7.3%	0.7%	3.3%	11.3%
Detay	count		11	0	3	14
	% within which newspaper does the story come from?		78.6%	0.0%	21.4%	100.0%
	% of total		7.3%	0.0%	2.0%	9.3%
Halkın Sesi	count		30	4	1	35
	% within which newspaper does the story come from?		85.7%	11.4%	2.9%	100.0%
	% of total		19.9%	2.6%	0.7%	23.2%
Kıbrıs	count		41	3	1	45
	% within which newspaper does the story come from?		91.1%	6.7%	2.2%	100.0%
	% of total		27.2%	2.0%	0.7%	29.8%
Volkan	count		2	0	3	5
	% within which newspaper does the story come from?		40.0%	0.0%	60.0%	100.0%
	% of total		1.3%	0.0%	2.0%	3.3%
YeniDüzen	count		26	2	7	35
	% within which newspaper does the story come from?		74.3%	5.7%	20.0%	100.0%
	% of total		17.2%	1.3%	4.6%	23.2%
Total	count		121	10	20	151
	% within which newspaper does the story come from?		80.1%	6.6%	13.2%	100.0%
	% of total		80.1%	6.6%	13.2%	100.0%

According to Table 38, Kıbrıs has the highest ratio of having accident news among six newspapers (91.1%) and among in its news stories (27.2%). On the other hand, Volkan shows the highest ratio of having traffic reports within its news stories (60.0%)

4.2.19 Sensationalism and Text and Image Ratio

Table 39: Sensationalism and text and image ratio

		text	image	equal	
yes	count	26	57	5	88
	% within does the news story contain sensationalism?	29.5%	64.8%	5.7%	100.0%
	% of total	17.2%	37.7%	3.3%	58.3%
no	count	37	23	3	63
	% within does the news story contain sensationalism?	58.7%	36.5%	4.8%	100.0%
	% of total	24.5%	15.2%	2.0%	41.7%
Total	count	63	80	8	151
	% within does the news story contain sensationalism?	41.7%	53.0%	5.3%	100.0%
	% of total	41.7%	53.0%	5.3%	100.0%

Table 39 states that 64.8% of the news stories where the image covers more space than

text have more sensationalism rather than news stories that cover mostly text.

4.2.20 Source of the Story and Controversialism

Table 40: Source of the story and controversialism

		yes	no	
News agency	count	0	6	6
	% within source of the story	0.0%	100.0%	100.0%
	% of total	0.0%	4.0%	4.0%
Other media	count	0	3	3
	% within source of the story	0.0%	100.0%	100.0%
	% of total	0.0%	2.0%	2.0%
Police	count	14	28	42
	% within source of the story	33.3%	66.7%	100.0%
	% of total	9.3%	18.5%	27.8%
Unmentioned	count	51	49	100
	% within source of the story	51.0%	49.0%	100.0%
	% of total	33.8%	32.5%	66.2%
Total	count	65	86	151
	% within source of the story	43.0%	57.0%	100.0%
	% of total	43.0%	57.0%	100.0%

According to Table 40, it can be said that unmentioned sources use more controversialism in the news stories.

4.2.21 Nationality and Personal Life of the News Subjects

Table 41: Nationality and personal life of the news subjects

		yes	no	
yes	count	12	9	21
	% within has the news story exposed the nationality of news subjects?	57.1%	42.9%	100.0%
	% of total	7.9%	6.0%	13.9%
no	count	24	106	130
	% within has the news story exposed the nationality of news subjects?	18.5%	81.5%	100.0%
	% of total	15.9%	70.2%	86.1%
Total	count	36	115	151
	% within has the news story exposed the nationality of news subjects?	23.8%	76.2%	100.0%
	% of total	23.8%	76.2%	100.0%

It is clear that 57.1% of the news stories where the nationality of news subjects are exposed also contain information about personal lives of news subjects.

4.2.22 Personal Life of the News Subjects and Newspapers

Table 42: Personal life of the news subjects and newspapers

		yes	no	
Afrika	count	1	16	17
	% within which newspaper does the story come from?	5.9%	94.1%	100.0%
	% of total	0.7%	10.6%	11.3%
Detay	count	3	11	14
	% within which newspaper does the story come from?	21.4%	78.6%	100.0%
	% of total	2.0%	7.3%	9.3%
Halkın Sesi	count	6	29	35
	% within which newspaper does the story come from?	17.1%	82.9%	100.0%
	% of total	4.0%	19.2%	23.2%
Kıbrıs	count	17	28	45
	% within which newspaper does the story come from?	37.8%	62.2%	100.0%
	% of total	11.3%	18.5%	29.8%
Volkan	count	0	5	5
	% within which newspaper does the story come from?	0.0%	100.0%	100.0%
	% of total	0.0%	3.3%	3.3%
YeniDüzen	count	9	26	35
	% within which newspaper does the story come from?	25.7%	74.3%	100.0%
	% of total	6.0%	17.2%	23.2%
Total	count	36	115	151
	% within which newspaper does the story come from?	23.8%	76.2%	100.0%
	% of total	23.8%	76.2%	100.0%

Table 42 states that Kıbrıs (11.3%), YeniDüzen (6.0%) and, Halkın Sesi (4.0%) are the leading newspapers that expose the personal life of the news subjects.

4.2.23 Personal Life of the News Subjects and Sensationalism

Tablo 43: Personal life of the news subjects and sensationalism

		yes	no	
yes	count	30	6	36
	% within has the news story exposed the personal life of news subjects?	83.3%	16.7%	100.0%
	% of total	19.9%	4.0%	23.8%
no	count	58	57	115
	% within has the news story exposed the personal life of news subjects?	50.4%	49.6%	100.0%
	% of total	38.4%	37.7%	76.2%
Total	count	88	63	151
	% within has the news story exposed the personal life of news subjects?	58.3%	41.7%	100.0%
	% of total	58.3%	41.7%	100.0%

Table 43 indicates that 83.3% of the news stories where the personal life of news subjects are exposed, also covered sensationalism.

4.3 Findings of News Stories

4.3.1 Findings of General Structure of the News Stories

- *WRITER SOURCE*: Information gathered from research shows that nearly half of the news stories (49.7%) are written by an own reporter. 46.4% of news stories have unmentioned writers. When we look at the cross-tabulations of the writer of news stories and sensationalism (Table 39), we conclude that stories written by an own reporter cover more sensationalism rather than stories that have unmentioned writer sources.

- *HEADLINES:* Description headlines are used in more than half of news stories (52.3%). Meanwhile, comment headlines are used almost as frequently (46.4%). It is noticed that even the headline is used in description format, they are still controversial. There are plenty of headlines that are descriptive about the traffic accident subjects' physical condition. Journalists choose to give detailed information about the news subjects' injuries rather than just saying "injured".

- *THE SOURCE OF NEWS STORIES:* The great majority of the news stories (66.2%) have unmentioned sources. While the biggest source is the police, the ratio of police source is only 27.8%. Remaining sources as the news agency (4.0%) and other media (2.0%) are also have low ratios. Table 40 shows that having unmentioned sources in the news story double the count of having sensationalism.

- *SIZE OF NEWS STORIES:* According to the results, 43.0% of the stories cover up to 1/4 of a news page. Rest of the stories are bigger than a quarter of a page. 11.9% of the stories cover up to 3/4 of the page and 19.9% of the stories cover a full page. Table 32 and Table 33 show that political newspapers such as Afrika (94.1%) and Volan (80.0) mostly use a quarter of the page. On the contrast, Halkın Sesi and YeniDüzen chose to cover news stories in bigger sizes. Kıbrıs is the only newspaper that chooses to cover traffic accident news dominantly more than a quarter of the page.

- *AMOUNT OF IMAGES:* According to Table 9, most of the news stories have one image within (34.4%). 19.9% of the new stories have two images while 13.9% of the stories have three and 18.5% of the new stories have more than three images. According to Table 34 Afrika, Detay and Volkan don't have more than two images in their news stories. Kıbrıs (28.9%) has the biggest ratio of having three images in its news stories. While YeniDüzen mostly (45.7%) chose to have one image in its news stories, it shares the same ratio (11.4%) with Halkın Sesi on having three images. Halkın Sesi (34.3%) has the biggest ratio of having more than three images.

- *RATIO OF TEXT AND IMAGE BALANCE IN NEWS STORIES:* Information gathered from Table 34 shows that Kıbrıs (57.8%) and Halkın Sesi (94.3%) mostly use more images than text while conducting their news stories. Table 35 shows that news stories that cover more image than text have a tendency to cover more sensationalism than news stories that cover more text.

- *DEAD PEOPLE IN THE NEWS STORIES:* News stories that include dead people in the stories are important to measure if the death plays a role in news stories by adding a value to the news stories and leading the story to the cover or the first pages in a newspaper. Table 25 and Table 26 clarifies that newspapers that contain dead people have a tendency to have coverage on first pages.

4.3.2 Findings of Sensationalism

- *SENSATIONALISM:* Kıbrıs (80.0%) and Halkın Sesi (16.6%) is the leading source of sensationalism in the news stories. It can be said that Afrika (2.6%) is the newspaper that contains sensationalism the least.

- *CONTROVERSIAL NEWS*: According to Table 21, newspapers that used controversialism in most of its news stories are Kıbrıs (57.8%) and Halkın Sesi (60.0%). Moreover, the results of this study show that news stories that have unmentioned sources tend to cover more controversialism in the news stories.

- *CRUDE EXAGGERATION:* Results of crude exaggeration are similar to the other sensationalism tenets. Kıbrıs (42.2%) and Halkın Sesi (28.6%) still have the highest ratio of crude exaggeration within its own stories (Table 21).

- *ENGAGING EMOTIONS:* It is observed that Kıbrıs (46.7%), YeniDüzen (37.1%) and Halkın Sesi (28.6%) are the main newspapers that engage emotions in the news stories.

4.3.3 Findings of Ethics

- *NAMES OF THE NEWS SUBJECTS:* Table 11 shows that 82.1% of the news stories contain full names of news subjects. According to Table 26, Except Volkan, all of the news stories expose the names of news subjects with the ratios above 70.0%

- *NATIONALITY OF THE NEWS SUBJECTS*: Information gathered from Table 27 shows that Kıbrıs (17.8%), Volkan (20.0%) and Afrika (17.6%) are the main sources of exposing news subjects' nationality within their news stories.

- *RACE OF THE NEWS SUBJECTS:* Afrika, Detay and Halkın Sesi do not give any information about the race of the news subjects within their stories. On the other hand, Kıbrıs (2.6%) is the main newspaper that gives information about news subjects' race among all newspapers. In contrast, Volkan (20.0%) has the biggest ratio of exposing race of new subjects within its stories.

- *SEX OF THE NEWS SUBJECTS:* From the results of Table 29, it is observed that Kıbrıs (28.9%), Halkın Sesi (14.3%) and YeniDüzen (11.4%) expose of the sex of the news subjects within their studies the most. It is observed that newspapers expose the sex of the news subjects if the individuals are female.

- *GRAPHIC IMAGES:* As it's shown in Table 30, Kıbrıs is the main source that uses graphic images among all the newspapers (9.9%) and within its own news stories (33.3%). This study defines graphic photos as any photo that contains blood and gore items. For this aspect, usage of graphic photos is not on an extreme level. All of the newspapers show images of crashed cars in the stories. Whether or not the images of car crashes are considered as graphic image or not must be further investigated.

4.3.4 Examples of Findings on Newspapers

Several examples are presented under this title to gain a better understanding of findings on news stories.

Example 1: Halkın Sesi, 05.07.2017, "Hit the barriers and turned upside down"

Bariyerlere çarpıp ters yöne döndü

Yabancı uyruklu kadın sürücü, Lefkoşa-Haspolat anayolu yakınlarında demir bariyerlere vurup yol içinde savruldu

Murat ASLAN

Lefkoşa-Mağusa anayolunda dün sabah saatlerinde meydana gelen trafik kazası ucuz atlatıldı. Kaza, saat 09.15 sıralarında Lefkoşa-Haspolat anayolunun 5-6. kilometreleri arasında meydana geldi. Zimbawe uyruklu 26 yaşındaki öğrenci kadın A. T. D. , yönetimindeki HT 045 plakalı araçla Mağusa istikametine doğru sol şeritten dikkatsizce ilerlediği sırada direksiyon hakimiyetini kaybederek yoldan çıktı ve yol kenarındaki demir bariyerlere vurarak yol içinde savruldu.

Kaza sonucunda hafif şekilde yaralanan araç sürücüsü Lefkoşa Devlet Hastanesi'nde görmüş olduğu ilk yardım tedavisinin ardından taburcu olurken, araçta yaklaşık 4000 TL, bariyerlerde ise 1850 TL'lik zarar meydana geldi.

> "…A 26 year old woman student of Zimbawe nationality was carelessly moving in the direction of Famagusta with the HT 045 plate vehicle under the management of A.T.D. lost control of the steering wheel and was thrown off the road by hitting the iron barriers on the side…"

Example 1 shows results of exposing news subjects nationality (Zimbabwe), sex (female), personal life (student). Although there is no source in the news story, writer blames the news subject for driving careless. Giving statements about news subjects without a source is related to controversialism, and therefore sensationalism.

Example 2: Halkın sesi, 02.07.2017, "Burned alive"

"Last night two vehicles crashed face-to-face at Girne – Değirmenlik main street. One of the cars that crashed burned furiously. A person in a burning car died in a terrible way."

Example 2 shows crude exaggeration. The news story gives information about a car burning in a traffic accident. News writer describes the burning as 'cayır cayır' (furiously). Thus, we see that the news story is presented on second page and it contains dead people.

Example 3: YeniDüzen, 21.07.2017, "The car came out of the road, started fire after hiting the pole"

Yoldan çıktı, direğe çarptı yangın çıktı

> Girne-Lefkoşa anayolu üzerinde, Boğaz yakınlarında 56 yaşındaki Yusuf Yiğit'in hafif yaralandığı kaza korkuttu...

Girne-Lefkoşa anayolu üzerinde, Boğaz yakınlarında dün akşamüzeri meydana gelen kaza korkuttu. 56 yaşındaki Yı   Y   'in hafif yaralandığı kaza nedeniyle yol kenarındaki kuru otlar alev aldı.

İtfaiye ekiplerinin müdahalesiyle yanan otlar kısa sürede söndürüldü. Y   'in yaralandığını duyan eşi ise kazanın olduğu yere gelerek, fenalık geçirdi.

İtfaiye ekipleri ve polisin Y   'in sağlık durumunun iyi olduğuna dair bilgi vermesi üzerine eşi hastaneye koştu.

Önce yol kenarındaki ardından da arazi içerisindeki reklam tabelasına çarptı!

Kaza, dün saat 16.15 sıralarında Girne-Lefkoşa anayolu üzerinde, Boğaz yakınlarında meydana geldi.

Y   yönetimindeki Mobilya'ya ait HT 486 plakalı van araç, direksiyon hakimiyetinin kaybedilmesi sonucu önce yol kenarındaki ardından da arazi içerisindeki reklam tabelasına çarptı.

Çarpmanın etkisiyle Y   , araç içerisinde sıkıştı, aracın yanında bulunan kuru otlar da alev aldı.

Olay yerine gelen itfaiye ekipleri araç içerisinde sıkışan Y   çıkararak, yanan otları söndürdü.

Hafif yaralanan Y   Lefkoşa Devlet Hastanesi'ne kaldırıldı.

FOTOĞRAFLAR: Ayşe GÜLER

"On the Girne-Lefkoşa Highway near the Bosphorus, the 56 year old Y.Y scared the slightest injury".

Example 3 shows that although headline of the news story is in a descriptive format, it is still controversial and provocative. As is shown in the image, the news story includes multiple photographs but has a limited place for text.

Example 4: Volkan, 24.07.2017, "21 year old B. H. lost his life"

"... later he admitted that he was using the car at the time of the accident at the police investigation into the suspicious movements of a black person who came to the scene as a pedestrian ..."

Example 4 shows results for exposing news subjects' race (black) and nationality (Nigerian). Also, it can be observed that names of news subjects (F. O. O. , B. H.) are given directly.

Chapter 5

DISCUSSION & CONCLUSION

This study aims to find out if Tabloid newspapers in TRNC use yellow journalism with using sensationalism in order to suppress the hard news quality of traffic accident news. What is more, this study also aims to find out if the journalists skip ethical liabilities while conducting a traffic accident news stories.

In this chapter, discussions of the results that are concluded in light of the findings of this study are presented. What is more, in addition to the conclusions, suggestions and recommendations for further research is also given.

5.1 Discussion

Discussion is presented in light of the research questions addressed in this study.

RQ1: Do the daily newspapers published in TRNC in July 2017 face yellow journalism about traffic accidents?

Yellow journalism uses sensationalism as a tool for creating the most interest in a news story for the audience in order to increase circulation to gain most profit and popularity. Purpose of sensationalism is to provoke attention and/or responses in the audience (Grabe et al., 2001; Vettehen et al., 2005). This study analyses newspapers with the tenets of sensationalism: crude exaggeration, being controversial and engaging emotions in the news story.

Results from this study indicate that 58.8% of the news stories taken from selected newspapers in July 2017 use sensationalism. It is possible to say that more than half of the news stories use one or more tenets of sensationalism while conducting news stories. Although, newspapers do not use all the tenets of sensationalism evenly, there are various reasons that affect a subcategory of sensationalism.

It is observed that relation of controversialism and source of the story is linked to each other. News stories with unmentioned sources tend to have the most controversialism in their content. In light of this information, it can be stated that journalists use less subjectivity if the news story is not referring to any source. In contrast, sensationalism rise in the news stories which were written by an identified reporter. Therefore, it can be concluded that journalist don't hesitate to extract their subjective interpretantions in the news stories.

Kıbrıs, which is the most widely circulated newspaper in TRNC, has the highest ratios in most of the sensationalism categories and sensationalism itself. Kıbrıs is the most commercialized newspaper, therefore it can be evaluated that yellow journalism keeps the attraction of the stories (at least stories of traffic accidents) in order to keep the audience's attention active.

There is no clear statement where political party newspapers cover more sensationalism or not. When we observe the newspapers by their political position, one evaluation can be made by how the newspapers define themselves ideologically. It is clear that politically strongly rightist (Volkan) and strongly leftist (Afrika) newspapers contain less sensationalism rather than more commercialized rightist (Halkın Sesi) and

more commercialized leftist (YeniDüzen) newspapers. Therefore, one may say that sensationalism increases with the commercial concerns.

In light of information gathered from findings, this study states that the balance of text and image has a crucial point on the existence of sensationalism in the news stories. It is found that news stories which cover more images than text in a news story cover more sensationalism.

RQ2: Have the daily newspapers published in TRNC in July 2017 delivered information about the people who are involved in the accident?

The fourth principle of the Principles of Professional Journalism indicates: "Press publication mediums must respect the presumption of innocence, and unless found guilty, should not declare the individual as guilty. For cases that are on trial, claims and defences should be presented in a fair way".Also, the fifth principle states: "Unless there are directly related to or vital for understanding the incident, the defendant's families, relatives should not be exposed".

There was no information gathered related to news subjects' families. Even so, 82.1% of the news stories expose the names of news subjects. Therefore, it can be stated that the news subjects' families are indirectly involved in the stories, as their family names are being exposed.

Effects of controversialism is also important for this research question. Traffic accident news take place on the news before the trial for the individuals' traffic accident begins. Therefore, unless there is a police report mentioned on the news, all the judgments for news subjects count as subjective and misleading. Thus, any comment that is directed

to news subjects by the journalist without a source is against the fourth principle of Principles of Journalism.

RQ3: Have the daily newspapers published in TRNC in July 2017 exposed graphic and violent content?

Table 30 indicates that 12.6% of the news stories contain graphic images. The twenty-seventh principle of Principle of Journalism states: "In accident and murder news stories, pictures and images containing blood and violence elements should not be shown."

This study also analysed images in news stories which have blood and violence elements.

Among the six newspapers analyzed in this study, Kıbrıs owns the highest ratio (9.9%) of having graphic images within other newspapers and within in its own stories (33.3). Detay, Afrika, Halkın Sesi and YeniDüzen have 0.7% ratio of graphic images within newspapers.

The ratio of graphic images show lower ratios than anticipated. However, the ethical and sensational level of car crash images should be further analysed. Newspapers except Volkan and Afrika are observed to present car crash images within most of the news stories. Although this study does not include car crash images as a graphic content because of the directions of Media Ethics Committee, studies must be conducted in order to make a deeper analysis of car crash images on audiences' perception.

RQ4: Have the daily newspapers published in TRNC in July 2017 exposed identities of the news subjects in any aspect, including the individual's religion, race, nationality, sex, sexual orientation or physical/mental disabilities?

Eighth principle of Principles of Journalism states that: "In news stories, opinions, or interpretations, unless there is a direct link, the subject's race, nationality, religion, sex, sexual identity, sexual orientation, age, disability, or other qualities should not be mentioned, and a link between the crime and any of these qualities should not be implied".

This study observed the relationship of news stories with news subjects' race, nationality, religion, sex, sexual orientation, and mental and physical disabilities.

Results from Table 12, Table 13, Table 14 and Table 15 state that there were not any news stories that contain information about news subjects' religion, sexual orientation and mental or physical disabilities.

When we look at the findings, it is possible to see that 13.9% of the news stories expose the nationalities of news subjects. What is problematic about this information is that all of the ratios belong to news subjects who are not a Turkish Cypriot. Journalists do not expose a Turkish Cypriot's nationality in any of the news stories whereas they do not hesitate to expose others, including Greek Cypriots.

Other valuable findings are also presented in Table 41. Table 41 underlines that in the news stories where the nationality of news subjects exposed, news stories tend to cover more information about the personal life of the subjects.

It is observed that journalist tend to approach in a more delicate way when they are decide to cover the news subjects' race. Afrika, Detay and Halkın Sesi newspapers do not give information about the news subjects' race. YeniDüzen, Kıbrıs and Volkan are the newspapers that choose to give information related to race. Volkan has the highest ratio (20.0%) of exposing the news subjects' race within its own stories. This can be interpreted with the far-rightist ideology of Volkan.

It is noticed that Kıbrıs has the highest ratio of exposing sex of news subjects (8.6%) among the newspapers. Halkın Sesi (3.3%) and YeniDüzen (2.6%) newspapers comes right after Kıbrıs. This study didn't direct a question on the sex of news subjects, however, it is noticed that the news stories which exposes the sex of the news subjects mostly expose female identities. Further studies must focus on this issue to understand if the traffic accident stories expose females more than males or not.

RQ5: Have the daily newspapers published in TRNC in July 2017 exposed personal life of news subjects?

The 22nd principle of Principles of Journalism indicates that: "Journalists must respect individuals' privacy. Unless there is a concern for greater public convenience or consent by the individual, the individual's privacy should not be violated".

As is shown in Table 42, it is possible to say that in 23.8% of the news stories expose the personal life of the news subjects. What is more, the tendency of newspapers to cover the personal life of news subjects is similar to the relationship of sensationalism with newspapers. Kıbrıs has the highest ratio of exposing news subjects' personal life within its news stories. Detay also shows a high ratio as well as Kıbrıs. Similar to the

results in sensationalism, more commercialized political newspapers (Halkın Sesi, YeniDüzen) expose more than far right/left political newspapers (Afrika, Volkan).

One may say that sensationalism is highly linked with the exposing of the personal life of subjects. As is shown in table 43, 83.3% of the news stories which have exposed information about personal life also contain sensationalism.

5.2 Conclusion Drawn Upon the Study

This study reveals several conclusions. According to results, it is now possible to say that newspapers in TRNC show yellow journalism by using sensationalism in the traffic accident news stories. Sensationalism has a great influence on engaging audiences and increasing sales, as well as increasing ratings (Zhang et al., 2012). Journalists working in six local newspapers use tenets of sensationalism to gain most of the profit from a news story. Kıbrıs is the primary newspaper that use sensationalism among all other newspapers and within in its own news stories. Hunt (2014) comments that sensational reporting is used to increase sales to gain more market share and increase viewership. It is observed that commercial concerns affect political newspapers. Political newspapers tend to show more sensationalism when they become centralized and commercialized. According to the results, sensationalism is most linked with the source of the story, amount of images, the balance of text and images in a news story, writer of the news story and the political framework of the newspaper.

Journalists mostly tend to expose the names of the news subjects. This has let the journalists to create more controversial stories and by doing so, indirectly involve the news subjects' families in the stories. What is more, journalists tend to expose the identities of the news subjects if their identity has an aspect to create an interest or a

sensation for the audience. Nationalities are exposed if the news subjects are not a citizens of TRNC, sex is exposed if the news subjects is a female; personal lives of news subjects are exposed if they have a value to interpret the audiences' perception.

Graphic images are linked with the number of images that a news story contains. Sensational photographs are provoking excitement by increasing it its reader's more than unbiased pictures. Thus, since the audience primarily focus on a picture in the print media, adding sensationalist photographs in the news stories will distract the audience from the written news (Zhang et al., 2012). Also, commercial concerns trigger the choice of using more graphic images. Usage of graphic images is lower than expected if we do not regard car crash images as a graphic content.

As discussed in the literature review, it is necessary to remember Hüdaoğlu's aspects of journalism ethics in TRNC. Results of this study show a resemblance to his observations. As he stated, it is shown that missing ethical liabilities are linked to newspapers commercial concerns. In most of the cases, newspapers tend to expose the news subjects identities and personal lives more if the information attached to news subjects is somehow attracting profit (Hüdaoğlu, 2009).

We must consider the journalist's struggles in TRNC to cover a wider perspective on the issue of journalism ethics. In economic aspects, journalists in TRNC can't fulfil themselves. What is more, newspapers are not holding any financial power within. This leads the newspapers, and directly journalists, to create content according to what the business owners want. Thus, although few journalism organizations exists in TRNC, there are no profound work on journalism ethics in total (İrvan, 2006).

Last but not least, we must consider that even the Media Ethics Committee in TRNC was founded in a few years ago, in 2013. Therefore, we could conclude that journalism ethics in TRNC has a late but increasing momentum.

We must discuss traffic accident news on its relations with framing. Framing effects the audiences' perception by processing particular conceptualization of an issue to reorient the thinking process about an issue (Chong & Druckman, 2007). We conclude that traffic accident news which cover dead people are mostly covered in the first pages of the newspapers. Therefore, it can be said that audiences of newspapers mostly first witness traffic accident news which covers dead people. Since framing construct from patterns of cognition, interpretation, and presentation of selection which had to affect the discourse (Gitlin, 2003), it is correct to evaluate that context of traffic accident news and moreover, its level of sensationalism change the perception of audiences on traffic accident news.

Needless to say, TRNC doesn't count as the safest country on road safety. Traffic accidents spread into the country and one cannot be blamed for it. Government should pay more attention and concern towards issues related with traffic. Likewise, the society needs to gain more awareness about traffic; especially the young people since the majority of the people who lose their lives in traffic accidents are them. Lack of attention and abuse of alcohol trigger most of the traffic accidents. We tend to show a positive outcome with our education level but we sadly don't show the same attention on road awareness. We need to increase the awareness on the road safety; it is of vital importance that we increase the awareness of the individuals and of the society. Moreover, Traffic Master Plan and Transportation Master Plan also need to be created in order to prevent further accidents.

5.3 Further Recommendations

This study used quantitative content analysis to analyse the news stories general structure, sensationalism, and ethical aspects. Qualitative studies must be conducted on traffic accident news to gather a more in-depth result about the content of news stories.

Discourse analysis must be conducted on the newspapers to gather more information on the language in the news and how the political backgrounds of newspapers affect the news stories.

Finally, as this study mostly focused on the text in the news stories, more studies must be conducted to understand the relationship between the images and traffic accident news, and most importantly, on the issues of graphic images.

REFERENCES

Adams, W. C. (1978). Local public affairs content of TV news. *Journalism Quarterly*, *55*(4), 690-695.

Azgın, B. (1998). The Turkish Cypriot Mass Media. *Handbook on South Eastern Europe Volueme VIII: CYPRUS*, 641-648.

Banerjee, M., Capozzoli, M., McSweeney, L., & Sinha, D. (1999). Beyond kappa: A review of interrater agreement measures. *Canadian journal of statistics,* 27(1), 3-23.

Barker, H. (2000). Newspapers. *Politics and English Society*, 1695-1855.

Berelson, B. (1952). Content Analysis in Communication Research. *American Sociological Review*, 17(4), p.515.

Berkowitz, D. (1993). Work roles and news selection in local TV: Examining the business-journalism dialectic. *Journal of Broadcasting & Electronic Media*, *37*(1), 67-81.

Berry, D. (2008). *Journalism, Ethics and Society.* England & USA: Ashgate Publishing Company.

Bromley, M., & Stephenson, H. (Eds.). (1998). *Sex, lies and democracy: the press and the public*. Addison-Wesley Longman.

Burns, L. (2013). *Understanding journalism.* London: SAGE Publications.

Burt, E. (2004). *The Gilded Age Press*, 1865–1900 By Ted Curtis Smythe. Westport, CT: Praeger, 2003. 240 Pp.

Cappella, J. N., & Jamieson, K. H. (1997). *Spiral of cynicism: The press and the public good*. Oxford University Press on Demand.

Chong, D., & Druckman, J. N. (2007). Framing theory. *Annu. Rev. Polit. Sci.*, *10*, 103-126.

Ciftci, D. (2014). Peace journalism and news coverage on the annan plan referendum: The role of framing the conflict issues and negotiation process. *GSTF Journal on Media & Communications (JMC)*, *1*(2).

Cohen, B. C. (1963). The press and foreign policy. *Princeton, NJ: Princeton UniversityPress. Cohen, J.(1988) Statistical Power Analysisfor the Behavioral Sciences*.

Cohen, J. (1960). A coefficient of agreement for nominal scales. *Educational and psychological measurement*, *20*(1), 37-46.

Conboy, M. (2006). *Tabloid Britain.* London: Routledge.

Connor, S. M., & Weselowski, K. (2004). Newspaper framing of fatal motor vecihle crashes in four Midwestern cities in the United States, 1999-2000. *Injury Preventition,* 10(3), 149-153

Crystal, D. (2003). Final frontiers in applied linguistics?. *British Studies in Applied Linguistics,* 18, 9-24.

Çatal, Ö. (2017). New Technologies Challenging the Practice of Journalism and The Impact of Education: Case of Northern Cyprus. *Eurasia Journal of Mathematics, Science and Technology Education*, *13*(11), 7463-7472.

De Vreese, C. H. (2005). News framing: Theory and typology. *Information Design Journal & Document Design*, *13*(1).

Devlet Planlama Örgütü. (2017). *İstatistik ve Araştırma Dairesi: İstatistik Yıllığı 2015.* Retrieved March, 2017, from http://www.devplan.org/ISTYILLIK/IST-YILLIK-2015.pdf

Eisenhart, M. (1991). Conceptual Frameworks for Research Circa 1991: Ideas from a Cultural Anthropologist; Implications for Mathematics Education Rese.

Emery, E. (1972). The press and America: An interpretative history of the mass media.

Entman, R. M. (1993). Framing: Toward clarification of a fractured paradigm. *Journal of communication*, *43*(4), 51-58.

Ersoy, M. (2010). Peace journalism and news coverage on the Cyprus conflict. *The Muslim World*, *100*(1), 78-99.

Esser, F. (1999). Tabloidization'of news: A comparative analysis of Anglo-American and German press journalism. *European journal of communication*, *14*(3), 291-324.

Fowler, R. (2013). *Language in the News*. Hoboken: Taylor and Francis.

Franklin, B. (2008). The future of newspapers. *Journalism Practice*, *2*(3), 306-317. Retrieved April, 2017 from http://www.intellectualcapital.com/issues/97/0102/index

Gamson, W. A., & Modigliani, A. (1989). Media discourse and public opinion on nuclear power: A constructionist approach. *American journal of sociology*, *95*(1), 1-37.

Gitlin, T. (2003). *The whole world is watching.* Berkeley: University of California Press.

Goffman, E. (1974). *Frame analysis: An essay on the organization of experience*. Cambridge, MA, US: Harvard University Press.

Golding, P., & Elliott, P. R. C. (1979). *Making the news*. Longman Publishing Group.

Grabe, M. E., Zhou, S., & Barnett, B. (2001). Explicating sensationalism in television news: Content and the bells and whistles of form. *Journal of Broadcasting & Electronic Media*, *45*(4), 635-655.

Grabe, M. E., Zhou, S., & Barnett, B. (2001). Explicating sensationalism in television news: Content and the bells and whistles of form. *Journal of Broadcasting & Electronic Media*, *45*(4), 635-655.

Hall, S. (1997). *Representation*. London: Sage in association with the Open University.

Hall, Stuart. 1973. "The Determination of News Photographs." In The Manufacture of News: *Deviance, Social Problems and Mass Media*, edited by S. Cohen and J. Young, 226–243. London: Constable

Harcup, T., & O'neill, D. (2001). What is news? Galtung and Ruge revisited. *Journalism studies*, *2*(2), 261-280.

Harrison, D.M. (2006) '*Disruptions in The Fourth Estate'*, Retrivied March, 2017, from http://blogcritics.org/archives/2006/02/26/125831.php.

Hendriks Vettehen, P., Nuijten, K., & Beentjes, J. (2005). News in an age of competition: The case of sensationalism in Dutch television news, 1995–2001. *Journal of Broadcasting & Electronic Media*, *49*(3), 282-295.

Holsti, O. R. (1969). Content analysis for the social sciences and humanities. *Don Mills: Addison-Wesley*.

Hunt, P. (2014). Sensationalism: Murder, Mayhem, Mudslinging, Scandals, and Disasters in 19th-Century Reporting: Edited by David B. Sachsman and David W. Bulla. New Brunswick, NJ: Transaction Publishers, 2013, 391 pp.

Hüdaoğlu, G. (2009*).* Kıbrıs'ta Siyasaldan Tecimsele Etik Savrulma, *Fırat Üniversitesi İletişim Fakültesi Medya ve Etik Sempozyumu,* 345-359.

Iyengar, S. (1987). Television news and citizens' explanations of national affairs. *American Political Science Review*, *81*(3), 815-831.

İrvan, S. (2006). Kıbrıslı Türk Gazetecilerin Mesleki ve Etik Değerleri [The professional and ethical values of the Turkish Cypriot journalists]. Küresel İletişim Dergisi (1).

İrvan, S. (2007). Academic Approaches to Ethical Issues in "Journalism Ethics" Courses. *Media and Ethics*, 187.

Jackson, J. E. (2005). Sensationalism in the newsroom: Its yellow beginnings, the nineteenth century legal transformation, and the current seizure of the American press. *Notre Dame JL Ethics & Pub. Pol'y*, *19*, 789.Retrieved March, 2017 from http://scholarship.law.nd.edu/ndjlepp/vol19/iss2/22

Johnson, S. (1 755). *Dictionary of the English language.* New York: AMS Press.

Kaya, M , Şafaklı, D . (2015). *KKTC'de Trafik Kazaları Üzerine Bir Araştırma. LAÜ Sosyal Bilimler Dergisi,* 6 (1), 75-92. Retrieved March, 2017 from http://dergipark.gov.tr/euljss/issue/6287/84359

Kerlinger, F. N. (1973). *Foundations of behavioral research: Educational, psychological and sociological inquiry*. Holt Rinehart and Winston.

Kleemans, M., & Hendriks Vettehen, P. G. J. (2009). Sensationalism in television news: A review. *Konig, RP; Nelissen, PWM; Huysmans, FJM (ed.), Meaningful media: Communication research on the social construction of reality*, 226-243.

Lefke Avrupa Üniversitesi. (2015). *Kuzey Kıbrıs Türk Cumhuriyeti'nde Medyanın Bugünkü Durumu ve Geleceğe İlişkin Hukuki ve Toplumsal Altyapısı Üzerine Bir Araştırma.* Retrived March, 2017, from http://www.kei.gov.tr./images/pdf/LAÜ_MEDYA_PROJESİ_2015.pdf

Lehman-Wilzig, S. N., & Seletzky, M. (2010). Hard news, soft news,'general'news: The necessity and utility of an intermediate classification. *Journalism*, *11*(1), 37-56.

Lippmann, W. (1946). *Public opinion* (Vol. 1). Transaction Publishers.

Lynch, J., & McGoldrick, A. (2005). *Peace journalism* (p. 5). Stroud: Hawthorn Press.

Matheson, D. (2011). Media discourses. *Maidenhead: Open University Press*, pp.1-15.

McCombs, M. (2005). A look at agenda-setting: Past, present and future. *Journalism studies*, *6*(4), 543-557.

McCombs, M. (2011). *The news and public opinion.*. Cambridge, UK: Polity Press.

Medya Etik Kurulu (2013). *Gazetecilik Meslek İlkeleri.* Retrived March, 2017, from http://medyaetikkurulu.org/wordpress/index.php/gazetecilik-meslek-ilkeleri/

Merrill, J. C. (1999). Needed: A more ethical press. *The Media and Morality*, 21-38.

Neuendorf, K. A. (2002). The content analysis guidebook Sage Publications, Inc. In *Library of Congress. CA: United States*.

Nice, L. (2007). Tabloidization And The Teen Market: Are teenage magazines dumberer than ever?. *Journalism Studies*, *8*(1), 117-136.

O'Neill, D., & Harcup, T. (2009). News values and selectivity. *The handbook of journalism studies*, 161-174.

Patterson, T. E. (2000). *Doing well and doing good: How soft news and critical journalism are shrinking the news audience and weakening democracy-and what news outlets can do about it*. Joan Shorenstein Center on the Press, Politics and Public Policy, John F. Kennedy School of Government, Harvard University.

Reinemann, C., Stanyer, J., Scherr, S., & Legnante, G. (2012). Hard and soft news: A review of concepts, operationalizations and key findings. *Journalism*, *13*(2), 221-239.

Rudin, R., & Ibbotson, T. (2002). *An introduction to journalism: essential techniques and background knowledge*. Taylor & Francis.

Schultz, I. (2007). The journalistic gut feeling: Journalistic doxa, news habitus and orthodox news values. *Journalism practice*, *1*(2), 190-207.

Scott, D. K., & Gobetz, R. H. (1992). Hard news/soft news content of the national broadcast networks, 1972–1987. *Journalism quarterly*, *69*(2), 406-412.

Shoemaker, P. J., & Cohen, A. A. (2012). *News around the world: Content, practitioners, and the public*. Routledge.

Slattery, K. L., & Hakanen, E. A. (1994). Trend: Sensationalism versus public affairs content of local TV news: Pennsylvania revisited. *Journal of Broadcasting & Electronic Media*, *38*(2), 205-216.

Slattery, K. L., & Hakanen, E. A. (1994). Trend: *Sensationalism versus public affairs content of local TV news:* Pennsylvania revisited. *Journal of Broadcasting & Electronic Media*, *38*(2), 205-216.

Society of Professional Journalists (US). (1996). *Society of Professional Journalists: Code of Ethics*. Society of Professional Journalists.

Sparks, C. (2000). Introduction: The panic over tabloid news. *Tabloid tales: Global debates over media standards*, 1-40.

Spencer, D.R (2007). *The yellow journalism: The press and America's emergence as a world power.* Northwestern University Press.

Takeshita, T. (2006). Current critical problems in agenda-setting research. *International Journal of Public Opinion Research*, *18*(3), 275-296.

The Oxford University Dictionary. (1880). Cambridge: Oxford University Press.

The Random House Dictionaryof the English Language. (1987). New York: Random House

Thomson, E. (2000). Theme, T-Units and Method of Development: an examination of the news story in Japanese. *Presented at the Japan Association of Systemic Functional Linguistics (JASFL),* Mukogawa Women's University, Nobember 25-26.

Türkiye Ekonomi Politikaları Araştırma Vakfı. (2012). *KKTC Ulaştırma ve Bayındırlık Bakanlığı: Ulaştırma ve Haberleşme Foksiyonel ve Kurumsal Analizi.* Retrieved March, 2017, at http://www.tepac.org.tr/upload/files/14550072149.KKTCUlastirmaveBayindi rlik Bakanligi Ulastirma ve Haberlesme Fonksiyonel ve Kurumsal Analiz.pdf

Van Dijk, Teun A. (2009). *"News, discourse, and ideology." The handbook of journalism studies.* pp.191-204.

Wang, T. L. (2012). Presentation and impact of market-driven journalism on sensationalism in global TV news. *International Communication Gazette*, *74*(8), 711-727.

Ward, S. J. (2011). *Ethics and the media: An introduction.* Cambridge University Press.

Ward, S. J. (2014). Radical Media Ethics: Ethics for a global digital world. *Digital Journalism*, *2*(4), 455-471.

Weaver, D. H., Beam, R. A., Brownlee, B. J., Voakes, P. S., & Wilhoit, G. C. (2009). *The American journalist in the 21st century: US news people at the dawn of a new millennium.* Routledge.

Williams, K. (2003). Understanding media theory. *London: Oxford University Press, Inc.*

World Health Organization, & International Spinal Cord Society. (2013). *International perspectives on spinal cord injury*. World Health Organization.

APPENDICES

Appendix A: Coding Sheet

Traffic Accident News Coding Sheet

1. Which newspaper does the story come from? a-Afrika, b-Detay, c-Halkın Sesi, d-Kıbrıs, e-Volkan, f- YeniDüzen

2. Story publication date?....................................

3. Who is the writer of the news story? a-Own Reporter, b-News Agency, c-Unmentioned

4. Formation of the headline? a- Quotation b- Description c- Comment

5. Source of the story? a- News agency b-Other media c-Unmentioned

6. Subject of news items according to newspapers? a- Accident news b- Court news c- Traffic report

7. Which city does the story come from? a-Famagusta, b-Kyrenia, c-Nicosia, d-Morphou, e-Lefka, f-Trikomo, h-Other, i-None

8. Length of news story in page? a-up to1/4 of the page b-up to 1/2 of the page c-up to 3/4 of the page d-more than 3 / 4 of the page

9. How many images are in the new story? a-1 b-2 c-3 d-more than 3

10. Size of the images in news story? a- 1/1 b- ½ c-1/4 d-1/8 e-1/12

11. Which part occupies more space? a-Text b-Image

12. The page where the news story takes place?

13. Does the news story contain dead people? a-Yes, b-No

14. Does the news story contain injured people? a-Yes, b-No

15. Does the news story contain sensationalism? a-Yes b-No

16. Does the news story engage certain emotions? a-Yes b-No

17. Is the news story intentionaly being controversial? a-Yes b-No

18. Does the news story contain crude exaggeration? a-Yes b-No

19. Has the news story exposed the names of news subjects? a-Yes b-No

20. Has the news story exposed graphic photos? a-Yes b-No

21. Has the news story exposed the religion of news subjects? a-Yes b-No

22. Has the news story exposed the race of news subjects? a-Yes b-No

23. Has the news story exposed the nationality of news subjects? a-Yes b-No

24. Has the news story exposed the sex of news subjects? a-Yes b-No

25. Has the news story exposed the sexual orientation of news subjetcs? a-Yes b-No

26. Has the news story exposed the physical disabilities of news subjetcs? a-Yes b-No

27. Has the news story exposed the mental disabilities of news subjects? a-Yes b-No

28. Has the news story exposed the personal life of news subjects? a-Yes b-No

Appendix B: Principles of Journalism

Principles of Journalism by Media Ethics Comittee, 2013.

1. Gazetecinin temel görevi, gerçekleri nesnel bir biçimde, çarpıtmadan, sansürlemeden aktarmaktır.

2. Gazeteci, demokratik değerlere ve insan haklarına aykırı yayın yapmamalıdır.

3. Haber, yorum ve görüşler okur ve izleyicinin yayının niteliğini anlayabilmesini sağlayacak biçimde, açıkça birbirinden ayrılmalıdır.

4. Basın yayın organları masumiyet karinesine saygılı olmalı, suçluluğu yargı kararıyla sabit olmadıkça herhangi bir kişiyi suçlu ilan edecek yayın yapmaktan kaçınmalıdır. Yargı süreci devam eden davalarda iddialar ve savunmalar adil ve dengeli biçimde aktarılmalıdır.

5. Zanlıların, sanıkların ve mahkûmların yakınları, işlenen fiille açıkça ilgili bulunmadıkça ve olayın doğru anlaşılması için gerekli olmadıkça teşhir edilmemelidir.

6. Çocuklarla ilgili suçlarda, zanlı, sanık, mahkûm, tanık, mağdur ya da maktul statüsünde olan 18 yaşından küçüklerin açık isimleri ve fotoğrafları yayımlanmamalı, bu çocuklarla, ebeveynlerinin veya hukuken çocuktan sorumlu olan diğer kişilerin izni olmadıkça röportaj yapılmamalıdır.

7. Cinsel dokunulmazlığa, kadın ve çocuk istismarına ilişkin suçlarda, mağdurun açık ismi ve fotoğrafları yayımlanmamalı; kimliğini ortaya çıkaracak yayınlardan kaçınılmalıdır.

8. Yayımlanan haber, görüş ve yorumlarda, bir insanın davranışının veya işlediği suçun, haber konusu olayla doğrudan ilgili olmadıkça, onun ırkından, milliyetinden, dinî veya mezhepsel inancından, cinsiyetinden, cinsel kimliğinden, cinsel yöneliminden, yaşından, engelinden veya başka bir özelliğinden kaynaklandığını ima eden vurgular yapılmamalıdır.

9. Tıp alanında, doğruluğu bilimsel düzeyde kanıtlanmamış yöntem ve ilaçların kullanılmasını teşvik etmeye yönelik yayın yapılmamalıdır.

10. Hastanelerde araştırmalar yapan, bilgi ve görüntü almaya çalışan gazeteci, kimliğini belirtmeli ve girilmesi yasak bölümlere ancak yetkililerin izniyle girmelidir. Yetkili kişinin ve hastanın (onun izin veremeyecek durumda olması durumunda yakınının) izni olmaksızın, hastane ve benzeri kurumlarda hiçbir yolla ses ve görüntü alınmamalıdır.

11. Tekzip ve cevap hakkına saygı gösterilmelidir.

12. Üstün kamu yararı olmadıkça, sahibinin izni dışında belge, fotoğraf, ses veya görüntü alınmamalıdır.

13. İntihar olayları hakkında, haber çerçevesini aşan ve okuyucu veya izleyiciyi etki altında bırakacak, özendirici nitelikte ve genişlikte yayın yapılmamalıdır. Olayın ayrıntılarından ve uygulanan yöntemin tarifinden kaçınılmalı, olayı gösteren fotoğraf, resim veya film yayımlanmamalıdır.

14. Gazeteci, kendi çabasıyla elde etmedikçe, bir haber kaynağının verdiği bilgi ve belgenin yayımlanacağı tarih konusundaki tercihine uymalıdır.

15. Şiddeti haklı gösteren, özendiren ve kışkırtan, nefret ve düşmanlığı körükleyen nitelikte yayın yapılmamalıdır.

16. Irka, milliyete, etnik kökene, cinsel kimliğe, cinsel yönelime, dile, dine ve mezhebe yönelik ayrımcılığı teşvik edecek yayın yapılmamalıdır.

17. Gazeteci, haber ajanslarından veya başka medya kuruluşlarından alarak doğrudan kullandığı veya geliştirdiği haberlerde kaynak belirtmelidir.

18. Gazeteci, mesleki saygınlığa gölge düşürecek türden etkinliklerden ve görevlerden uzak durmalıdır.

19. Habere konu edilen veya edilmesi düşünülen kişi ve kurumlardan, hediye, maddi çıkar veya ayrıcalık kabul edilmemelidir.

20. Gazeteci, elde ettiği bilgileri doğrulatmak için çaba göstermelidir.

21. Gazeteci, kişi ve kuruluşları eleştiri sınırları ötesinde aşağılayan, hakaret içeren ifadeler kulllanmamalıdır.

22. Özel yaşamın gizliliği esastır. Üstün bir kamu yararı olmadıkça veya kişinin rızası alınmadıkça özel yaşamın gizliliğini ihlâl eden habercilik yapılmamalıdır.

23. Gazeteci, gizlilik sözü verdiği haber kaynağını açıklamamalıdır. Kaynağın kamuoyunu açıkça yanılttığı durumlarda gizlilik ortadan kalkar.

24. Gazeteci, haberde yapılan yanlışı en kısa sürede düzeltmekle yükümlüdür.

25. Haberde, konuşmalardan ve demeçlerden yapılan alıntılarda bağlam saptırılmamalıdır.

26. Üstün kamu yararı olmadıkça, gizli kamera, izinsiz ses kaydı, kimlik gizleme ve benzeri yöntemlerle haber araştırmaktan kaçınılmalıdır.

27. Kaza ve cinayet haberlerinde kan ve şiddet unsurları içeren fotoğraf ve görüntüler yayımlanmamalıdır.

28. Haber formatına bürünmüş reklamlarda, bu yayınların reklam olduğu açıkça belirtilmelidir.

29. Gazeteci, bir haberin yayımlanması veya yayımlanmaması karşılığında maddi veya manevi çıkar peşinde koşmamalıdır.

30. Gazeteci kimliğini taşıyan herkes, gazeteciliğin evrensel ilkelerine uymaya özen gösterir.