

A Study Turkish Sports Newspapers' Coverage of Beşiktaş's European Matches

Karl Turgut Maloney Yorgancı

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
August 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 all the requirements as a thesis for the degree of Master of Arts in Communication and Media Studies.

Assoc. Prof. Dr. Agah Gümüő
Acting Dean, Faculty of Communication
& Media Studies

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 Committee

1. Assoc. Prof. Dr. Metin Ersoy
2. Assoc. Prof. Dr. Bahire Efe Özad
3. Asst. Prof. Dr. Galip Erzat Erdil

ABSTRACT

The football coverage of Turkish sports newspapers is an area of concern as certain framing decisions raise questions of journalistic ethics in the light of the agenda-setting theory. This study investigates nationalism, militarist metaphors, metaphors of physical fight and the coverage of referees on 116 cover pages of Turkish sports newspapers before and after Beşiktaş played in European competitions during the 2016-2017 and 2017-2018 seasons. The results obtained by using quantitative content analysis show that militarist metaphors and metaphors of physical fight are more common in post-match articles whilst nationalist language is more common in pre-match articles. Nationalist language, militarist metaphors and metaphors of physical fight are most common in post-match articles published after a Beşiktaş victory. There are no positive mentions of the referee and negative mentions occur at the same percentage after a Beşiktaş victory and defeat. Finally, militarist metaphors and metaphors of physical fight are present in more than half of the articles.

Keywords: Turkish sports newspapers, Nationalism, Militarist metaphors, Metaphors of physical fight, Referees, Framing, Agenda setting, Journalistic ethics

ÖZ

Türk spor gazetelerinin futbol yayınları bazı çerçeveleme kararları yüzünden gündem belirleme teorisi ışığında gazetecilik ettiği bakımından endişe yaratmaktadır. Bu araştırmada 2016 - 2017 ve 2017 - 2018 sezonlarındaki Beşiktaş'ın Avrupa kupalarında oynadığı maçlardan bir gün önce ve sonra çıkan Türk spor gazetelerinin kapaklarındaki söylemler incelenmiştir. Seçilen 116 adet gazete kapağında bulunan milliyetçilik, militarist metaforlar, fiziksel kavga metaforları ve hakemle ilgili tutumların irdelendiği çalışmada nicel içerik analizi yöntemi kullanılmıştır. Ulaşılan sonuçlara göre militarist ve fiziksel kavga metaforlarının maçtan sonra çıkan haber metinlerinde daha çok kullanıldığı ve milliyetçi söylemlere ön haberlerde daha sıkca rastlandığını görülmektedir. Maçtan sonra çıkan haberlerde milliyetçiliğin, militarist metaforların ve fiziksel kavga metaforlarının Beşiktaş galibiyetlerinden sonra üst safhada olduğu görülürken, aynı zamanda, hakeme karşı hiç olumlu dil kullanılmadığı ve olumsuz dilin Beşiktaş mağlubiyetleri ve galibiyetleri sonrasında eşit miktarda kullanıldığı sonucuna varılmıştır.

Anahtar Kelimeler: Türk spor gazeteleri, Milliyetçilik, Militarist metaforlar, Fiziksel kavga metaforları, Hakemler, Çerçeveleme, Gündem belirleme, Gazetecilik etiği

DEDICATION

This thesis is dedicated to my grandfather Hasan Yorgancı, the greatest Beşiktaş fan that I have ever known....

ACKNOWLEDGMENT

Thank you to: My supervisor Assoc. Prof. Dr. Metin Ersoy for his assistance and guidance on the long and rocky road leading to the completion of this thesis as well as my parents and sister for being lifebuoys I cling to whenever I feel like I am about to sink in this vast ocean of life.

TABLE OF CONTENTS

ABSTRACT	iii
ÖZ	iv
DEDICATION	v
ACKNOWLEDGMENT	vi
LIST OF TABLES	ix
LIST OF FIGURES	xi
1 INTRODUCTION	1
1.1 Rationale	1
1.2 Aims and Objectives	1
1.3 Significance of Study	2
1.4 Research Methodology	2
2 LITERATURE REVIEW	4
2.1 Brief History of Football and Turkish Football	4
2.2 UEFA Champions League and Europa League	5
2.3 Turkish Club Teams in European Competitions	6
2.4 Beşiktaş J. K.	7
2.5 Journalism in Turkey	8
2.6 Profile of Turkish Sports Newspapers	11
2.7 Militarism in the Turkish Sports Media	13
2.8 Violence in Turkish Sports Media	14
2.9 Nationalism & Turkey	16
2.10 Nationalism in Turkish Sports Media	19
2.11 Football Referees & the Sports Media	22

2.12 Football Referees as Folk Devils	23
2.13 Agenda Setting and Framing Theories	24
2.14 Journalistic Ethics	26
3 METHODOLOGY	27
3.1 Quantitative Research Approach	27
3.2 Quantitative Content Analysis	27
3.3 Purposive Sampling	28
3.4 Research Questions	28
3.5 Development of Coding	29
3.6 Data Collection Process	32
3.7 Intercoder Reliability	35
4 DATA ANALYSIS	36
4.1 General Information	36
4.2 Newspaper Headlines	39
4.3 Newspaper Articles	48
5 CONCLUSION	62
5.1 Consolidation of Work	62
5.2 Relationship with Previous Research	64
5.3 Strengths and Limitations	66
5.4 Possible Future Research	67
5.5 Suggestions for Turkish Sports Newspapers	68
REFERENCES	70
APPENDIX	78

LIST OF TABLES

Table 1: Categorization of military metaphors.....	33
Table 2: Categorization of metaphors of physical fight.....	34
Table 3: Beşiktaş’s UEFA Champions League matches in the 2017-2018 season...36	
Table 4: Beşiktaş’s UEFA Champions League matches in the 2016-2017 season...37	
Table 5: Beşiktaş’s UEFA Europa League matches in the 2016-2017 season.....37	
Table 6: Number of cover pages analyzed for each newspaper.....	38
Table 7: Number of pre and post-match cover pages analyzed.....	38
Table 8: Amount of descriptive language, language including comment and language including quotation used in headlines.....	39
Table 9: Number of headlines which include nationalist language, metaphors of physical fight and militarist metaphors in each newspaper.....	40
Table 10: Comparisons between newspapers of headlines which include nationalist language, metaphors of physical fight and militarist metaphors.....	41
Table 11: Total distribution between newspapers of headlines including nationalist language, military metaphors and metaphors of physical fight.....	42
Table 12: Amount of different types of nationalism in newspapers’ headlines.....	43
Table 13: Number of different types of military metaphors in newspapers’ headlines.....	45
Table 14: Number of different types of metaphors of physical fight in newspapers’ headlines.....	47
Table 15: Number of articles containing nationalist language in relation to type of coverage.....	48
Table 16: Number of nationalist articles in relation to newspaper.....	49

Table 17: Number of post-match articles containing nationalistic references.....	49
Table 18: Amount of different types of nationalism in newspaper articles.....	50
Table 19: Number of articles containing militarist metaphors in relation to type of coverage.....	51
Table 20: Number of articles containing military metaphors in relation to newspaper.....	52
Table 21: Number of articles containing militarist metaphors in relations to type of coverage.....	52
Table 22: Number of different types of military metaphors in newspapers articles.....	53
Table 23: Number of articles containing metaphors of physical fight in relation to type of coverage.....	55
Table 24: Amount of articles containing metaphors of physical fight in relation to newspaper.....	55
Table 25: Number of post-match articles containing metaphors of physical fight in relation to match result.....	56
Table 26: Number of different types of metaphors of physical fight in newspapers articles.....	57
Table 27: Referee descriptions on newspaper cover pages.....	58
Table 28: Number of negative referee descriptions according to match result.....	59

LIST OF FIGURES

Figure 1: Photograph of AMK Logo (2016).....	18
Figure 2: Photograph of Fotomaç Logo (2015).....	18
Figure 3: Photograph of Old Fanatik Logo (2017).....	18
Figure 4: Photograph of New Fanatik Logo (n.d).....	18

Chapter 1

INTRODUCTION

1.1 Rationale

In Turkey, football is a sport that receives significantly more attention from the public and media than any other (Kaplan & Akkaya, 2014). In the author's opinion the coverage of football matches in Turkish sport dailies is a field that requires investigation as certain coverage raises alarms regarding nationalism, militarist metaphors, metaphors of physical fight and severe criticism of referees. The author believes that further investigation is needed in order to view the extent of the problems mentioned above as this is an area of concern. Although some academic research has examined the football coverage of Turkish sport dailies, Section 1.3 indicates how this study adds to the existing literature talked about in the Literature Review section of this study.

1.2 Aims and Objectives

The main aim of this research is to critically interrogate the reporting on the cover pages of Turkish sport newspapers before and after matches that feature Turkish teams playing against foreign opponents.

The objectives of the research are:

1. To document instances of nationalism, militarist metaphors and metaphors of physical fight.

2. To analyze if there is more nationalism, militarist metaphors and metaphors of physical fight in pre or post-match coverage.
3. To analyze if there is more nationalism, militarist metaphors and metaphors of physical fight in post-match coverage after the Turkish teams' victory, defeat or a draw.
4. To document the amount of times referees are featured on the cover pages of the newspapers.
5. To examine the nature of these appearances as positive, negative or neutral.
6. To analyze the content of negative coverage.

1.3 Significance of Study

Referees are a vital part of football but academic studies examining how they are represented in the media are few and far between. Therefore it is not surprising that whilst many scholars focus on the relationship between sport media, nationalism, militarist metaphors and metaphors of physical fight, referee coverage has not been made a central point of this investigation. To the author's knowledge in a manner not done before this study aims to examine newspaper coverage in terms of not only nationalism, militarist metaphors and metaphors of physical fight but also as briefly proposed by Webb (2016), it aims to examine referees as folk devils drawing upon certain aspects of earlier work by Cohen (1972).

1.4 Research Methodology

For the purposes of this research a quantitative approach will be used. Quantitative content analysis will enable the researcher to collect information on the regularity of, nationalist language, militarist metaphors and metaphors of physical fight in addition to the regularity and type of press coverage regarding referees. Turkey's three sport newspapers Fanatik, Fotomaç and AMK will be examined. The study will examine

the pre and post-match coverage of Beşiktaş's UEFA Champions League and Europa League matches over the last two seasons. Beşiktaş matches were examined because of the teams' recent success in European competitions in comparison with other Turkish teams. Over the 2016-2017¹ and 2017-2018² seasons Beşiktaş was the only Turkish team to compete in the Champions League, which is known as the most prestigious football competition at club level.

¹ Beşiktaş's first European match of the 2016-2017 season was played on the 13th of September 2016 and their last game on the 20th of April 2017.

² Beşiktaş's first European match of the 2017-2018 season was played on the 13th of September 2017 and their last game on the 14th of March 2018.

Chapter 2

LITERATURE REVIEW

The literature review section of this study aims to discover what is already known about the key terms that will be used in the dissertation and to outline the gaps in existing literature which the dissertation aims to fill.

2.1 Brief History of Football and Turkish Football

Koç, Özen-Aytemur & Erdemir (2016) talk about the history of football and football in Turkey. According to the trio football was first played in England in 1855 and the first football association was founded in 1863. Football played according to the modern rules was spread from England and Europe by soldiers, merchants, technicians and workers to wherever they went, from Brazil to Russia, India to Australia. Football first entered Turkey towards the end of the Ottoman Empire and the first recorded game took place in 1880. Initially football grew in non-Muslim communities of cosmopolitan cities. “After the war and just before the establishment of Turkish Republic in 1923, the first national football association, the Turkish Football Federation (TFF), was founded. Following TFF’s establishment, Turkey applied to FIFA for membership and became FIFA’s 26th member on 21 May 1923” (Koç et al., 2016, p.1907). Turkey became a part of the Union of European Football Associations (UEFA) in 1962. “After 1965...civil associations and unions appeared. The ‘Turkish Football Coaches Association’ (TÜFAD) and the ‘Turkish Professional Football Players Union’ (TPFS) were founded” (Koç et al., 2016, p.1910).

2.2 UEFA Champions League and Europa League

“Born in Europe, today football is a global phenomenon but is still dominated by European clubs.” (Zambom-Ferraresi, García-Cebrián, Lera-López, & Iráizoz, 2017, p. 2017) The Union of European Football Association’s (UEFA) Champions League is the most important and prestigious competition at club level (Zambom-Ferrares et al., 2016). The Champions League was introduced in 1992 as the successor of the European Champion Clubs’ Cup (often referred to as the European Cup) which had been taking place since 1955. The change led to a different tournament format. No longer comprising of simply a knockout format, the new hybrid format of the Champions League included a group stage in which four teams competed to qualify for the knockout stages of the competition. The admission rules also changed with time. Early Champions League competitions only featured national league champions like its predecessor the European Cup however changes led to more than one team from certain countries participating in the competition (Schokkaert & Swinnen, 2009). The most successful team in the tournament is Real Madrid with 12 championships followed by Bayern Munich with 7 (UEFA, 2018).

The UEFA Europa League is UEFA's second tier European club competition which was previously known as the UEFA Cup. The reward for winning the tournament that changed its name in the 2009-2010 season is a place in the Champions League group stage the following season. As in the Champions League the Europa League includes a group stage from where teams that qualify commence to participate in the knockout stages played over two legs (Premier League, 2018). The most successful team in the Europa League is Sevilla with 5 championships followed by

Internazionale, Juventus and Liverpool with three championships each. (UEFA, 2018)

2.3 Turkish Club Teams in European Competitions

At the time of writing, there have been five Turkish teams that have competed in the UEFA Champions League; Galatasaray, Fenerbahçe, Beşiktaş, Bursaspor and Trabzonspor. The biggest achievements from a Turkish club in the Champions League come from Galatasaray and Fenerbahçe who managed to reach the quarter final stage of the competition. Galatasaray reached this stage twice, once in the 2000-2001 season and once in the 2012-2013 season whilst Fenerbahçe managed to reach this stage in the 2007-2008 season (Demirtaş, 2017). The biggest achievement in the Europa League comes from Galatasaray who won the tournament in the 1999-2000 season when it was still called the UEFA Cup. Galatasaray also won the UEFA Super Cup in 2000 which was played between the Champions League and UEFA Cup winners of the previous season.

This study examines the pre and post-match coverage of Beşiktaş's UEFA Champions League and Europa League matches over the last two seasons. Beşiktaş matches were examined because of the team's recent success in European competitions in comparison with other Turkish teams. Over the 2016-2017 and 2017-2018 seasons Beşiktaş was the only Turkish team to compete in the Champions League. In the 2016-2017 season Fenerbahçe could not qualify for the Champions League after Monaco eliminated them in the third qualifying round of the competition. That season Fenerbahçe would go on to compete with Konyaspor and Osmanlıspor in the group stages of the Europa League. In the 2017-2018 season İstanbul Başakşehir succeeded in eliminating Club Brugge in the third qualifying

round of the Champions League before being eliminated by Sevilla in the Champions League play-off. Therefore like Fenerbahçe the season before, they went on to compete in the group stages of the Europa League along with Konyaspor after both Galatasaray and Fenerbahçe were eliminated in the qualifying rounds.

2.4 Beşiktaş J. K.

Beşiktaş Jimnastik Kulübü (Beşiktaş Gymnastics Club) is a Turkish multi-sports club founded in 1903 under the name Beşiktaş Bereket Jimnastik Kulübü (Beşiktaş Bereket Gymnastics Club). The first club president was Mehmet Şamil Bey and the current club chairman is Fikret Orman. The football branch of the club was founded in 1911. The club known for its black and white colors won their first football championship in 1919, by winning the Istanbul Türk İdman Birliği League (Beşiktaş, 2017). However, Beşiktaş's colors were not originally black and white, they were red and white. The color red was replaced by black after the Balkan Wars (Tepeköylü, 2016). The club's founder and most of the club's athletes participated in the Balkan Wars during which some of the athletes died and others returned as war veterans. Red was replaced by black in order to mourn loses at war which also resulted in significant loss of land (Doğan, 2017).

The Beşiktaş football team currently plays in the 42.000 capacity Vodafone Park Stadium in Istanbul which replaced the İnönü Stadium that was torn down at the end of the 2012-2013 season. Beşiktaş's nickname is the Black Eagles and their football team has won a total of 15 Super League titles, 9 Turkish Cups and 8 Turkish Super Cups in addition to other national championships and cups (Beşiktaş, 2017). Their greatest achievements in European competitions were to reach the quarter-final of the European Cup in the 1986-87 season, the UEFA Cup in the 2002-2003 season and

the Europa League in the 2016-2017 season. The nickname Black Eagles comes from a fan named Mehmet Galin. During the second-half of a match being played against Süleymaniye in the 1940-1941 season, Beşiktaş was rigorously attacking the opposition goal despite being comfortably ahead. Mehmet Galin's voice was then heard from the stands: "Come on Black Eagles. Attack Black Eagles". Other fans at the match joined in to the chant and the symbol of the club was born (Doğan, 2017). Beşiktaş is the first Turkish sports club (1903) as well as the first officially registered Turkish sports club (1910). With their 2017-2018 season UEFA Champions League campaign they earned a number of honors. They achieved more points than any other Turkish team in the group stage of the competition (14). They became the only Turkish team to qualify from the group stages in an undefeated manner and the only Turkish team to finish top of their group. With four victories, they also won more matches than any other Turkish team in the group stages of the competition. They collected more points than any other Turkish team in the group stages of the competition and finally, they finished the group by scoring more goals than any other Turkish team as a result of scoring a total of 11 (Beşiktaş, 2017).

2.5 Journalism in Turkey

Although this study is concerned specifically with sports journalism in Turkey, it is necessary to have knowledge about the general climate of journalism in the country. Christensen (2007) indicates that a change in Turkish media ownership took place in the mid-1980s which led to family-owned media outlets being purchased by large conglomerates. As a result, the major media companies in Turkey became owned by an ever decreasing number of people with corporate mentalities who also used their media companies for ulterior motives. Profit became more important than journalistic ideals in the 1980s with the introduction of neo-liberalism led by Turgut Özal's

governments. Journalism became more sensationalist as stories became more garnered towards provoking interest and excitement, sometimes at the expense of accuracy (Akser & Baybars-Hawks, 2012) “From the very early years of the commercial media boom in Turkey....trade unions were under attack by corporate owners” (Christensen, 2007, p. 190). New owners of media corporations forced existing employees to leave unions or be fired as trade unions were attacked by corporate owners. The financial crisis in late 2000 / early 2001 led to the loss of between 3000 to 5000 jobs in journalism. Instead of weakening the hand of media owners, the crisis intensified their control. They could use the crisis as an excuse to get rid of ‘troublesome staff’. In addition, large cut-backs in staff numbers made jobs even harder to find which in turn made employees even more wary of crossing their corporate bosses. What made this worse was that because many media outlets were owned by the same person, getting fired by one newspaper could mean losing the chance to work at five or six different newspapers and or television channels under the same corporate umbrella (Christensen, 2007).

In addition to problems resulting from the Turkish media’s ownership structure governmental impact is also problematic. Akser & Baybars-Hawks (2012) define Turkish media as being under siege from the ruling government of AKP (Justice and Development Party) who they argue uses conglomerate pressure, judicial suppression, online banishment, surveillance defamation and accreditation discrimination as strategies to suppress journalists in Turkey. Although they acknowledge that politics and the state have long influenced journalistic practices in Turkey they highlight that the level of political pressure today is unprecedentedly high whilst also drawing attention towards an unprecedented increase in the use of executive and judiciary power against media criticism. AKP is defined as doing the

opposite of what they promised when they came to power in 2002 regarding pursuing democratizing legislative framework which was then important for their now failed goal of joining the European Union. "Conglomerate pressure is exercised as an autocratic tool to control media barons. It includes scare tactics, such as prosecution for unpaid back taxes and the imposition of fines on media conglomerates that may result in financial disaster for media moguls...Media barons may have to replace newspaper management or tone down their critical tone to stay in business" (Akser & Baybars-Hawks, 2012, p. 315). Judicial suppression is a method of creating fear that journalists will be prosecuted for statements they make in print, internet blogs and even phone conversations. Online banishments are carried out by government regulatory bodies like the Turkish Information and Communication Technology Authority who apply bans to sites that include unfavorable comments or damaging evidence regarding the government.

Surveillance defamation refers to the increased circulation of private information in the hands of the police, prosecutors, and journalists who support government policies. This big brother like surveillance is carried out on potential government critics and can lead to arrests based on phone tapping and internet surveillance. Accreditation discrimination is also carried out and is a way of excluding certain journalists and news reporters by preventing them from reporting news from government authorities. For example, only certain selected journalists are allowed direct access to the prime minister and government officials. According to the non-profit, non-governmental organization Reporters Without Borders following the failed coup attempt of July 2016 a witch-hunt was waged by the Government of President Recep Tayyip Erdoğan against its media critics:

The authorities have used their fight against “terrorism” as grounds for an unprecedented purge. A state of emergency has allowed them to eliminate dozens of media outlets at the stroke of a pen, reducing pluralism to a handful of low-circulation publications. Dozens of journalists have been imprisoned without trial, turning Turkey into the world’s biggest prison for media personnel. Those still free are exposed to other forms of arbitrary treatment including waves of trials, withdrawal of press cards, cancellation of passports, and seizure of assets” (Reporters Without Borders, 2016).

2.6 The Profile of Turkish Sports Newspapers

After touching upon the media climate in Turkey, this section of the literature review will highlight the profile of Turkish sports newspapers. In an article Özsoy (2011) describes Turkish sports newspapers as a media where intense fanaticism can be witnessed whilst Özsoy & Yıldız (2013) define them as products of popular culture. At the time of their writing the four Turkish sports newspapers were Fanatik, Pas Fotomaç, Fotosopor and Fotogol. Today this list consists of Fanatik, Fotomaç and AMK. According to Özsoy (2011) the sports newspapers target an audience consisting of the not well educated. Style wise their principle is ‘limited written content, many photographs’. They use a colourful layout to attract attention and include pages or newspaper supplements with horse-racing and betting predictions. The “big teams” of Turkish football have their separate page (or pages) which must be filled every day. Sports other than football receive very little coverage as well as football teams other than the big four. Information about the three Turkish sports newspapers currently published is as follows:

AMK: AMK's price at the time of writing is 0.75 Turkish Lira. It is published by the Çağdaş Publishing and Trade Corporation (Çağdaş Yayıncılık ve Ticaret A.Ş.). The newspaper was first published on the 9th June 2012. Therefore, it is the newest of the three Turkish sports dailies.

Fanatik: Fanatik's price at the time of writing is 1.25 Turkish Lira. The newspaper was first published on the 20th of November 1995. It is a part of the Doğan Media Group Company (Doğan Gazetecilik A.Ş.). Fanatik is a member of ESM (European Sports Media) an association of football related publications along with other media organizations such as Spain's daily sports newspaper Marca and England's football magazine World Soccer (ESM, n.d.).

Fotomaç: Fotomaç's price at the time of writing is 1.00 Turkish Lira. It is part of the Turkuvaz Media Group (Turkuvaz Haberleşme ve Yayıncılık A. Ş.) which in turn is part of Çalık Holding. The newspaper was first published on the 16th of August 1991.

Providing the example of Fanatik, Özsoy & Yıldız (2013) state that the name of certain sports newspapers contain clues about how they views sports or how they want their target audience to view sports. The Turkish word "Fanatik" comes from the French word "Fanatique" which can be translated to English as "Fanatic". Özsoy & Yıldız (2013) argue that this name selection aims to turn fanaticism which has a negative meaning in society into something ordinary and common according to public opinion. Also touching upon the name AMK, the duo point out that although the letters stand for Açık Mert Korkusuz (Clear, Brave, Fearless) AMK also is an abbreviation for the curse Am.... K..... (F... It). Özsoy & Yıldız (2013) suggest that

this name aims to capture jargon used by lower classes in order to increase newspaper circulation.

2.7 Militarism in the Turkish Sports Media

Lakoff (1993) describes a metaphor as containing cross-domain mapping in the conceptual system to understand or think of one thing in terms of something else. Reading or listening to football commentary, it is easy to see that metaphor is frequently used...to describe the actions of individual players as well as the game itself and its changes” (Gunell, 2009, p.3). Militarist metaphors are a type of metaphor often used by the sports press (Kaya, 2002). Gökalp & Panagiotou (2008) point out that the representation of football with lexical choices unrelated to the game, in particular those including violence and militarism is prevalent in many countries. This section of the literature review will focus on militarism whilst the next section will focus on metaphors of physical fight. According to Kaya (2002) sport has similarities with military action because the aim of sporting competition is to win, which can be done by implementing defensive and offensive plans as well as strategies and tactics in a disciplined manner. Therefore it is easy for the sports media to use militarist terms of which some are used within the sport itself whilst making this usage appear valid. Certain scholars have touched upon the usage of militarist language in Turkish sport media (Gökalp & Panagiotou, 2008; Gökalp, 2004; Özsoy, 2011; Kaya 2002). According to Özsoy (2011) metaphors of war are common in headlines because of the need for short headlines comprising of two or three words, the desire to prevent monotony in headlines and the desire to present similar events that take place every day in a different and effective manner. The use of such language is seen as causing tension between fans and prejudice towards the opposition. Gökalp & Panagiotou (2008) provide examples for militarist language

used in the media representations of matches between the historically hostile nations of Greece and Turkey such as “Athenian torture 4-1” (15 November 2002 - Fanatik), “We’ve precipitated Greek defense” (22 September 1988 - Sabah), “The Great Attack” (8 September 2004 - Fotomaç) and “The heroes conquered Trapezounta” (5 August 2005 - Vima). However, such militarist language is not limited to the coverage of matches against teams from countries with historical hostilities against Turkey. According to Gökalp (2004) military metaphors as well as macho and chauvinist language became prevalent in the Turkish football press during the 1990s, reaching a critical level and becoming as powerful and destructive as hooliganism. “Europe is going to be bombed” (16 September 1992 - Fotomaç), “This team is a revenge battalion” (13 December 1994 - Fotomaç), “They are ready for battle!” (9 December 1992 - Fotomaç) and “National team bombarded!” (21 June 2000 - Hürriyet) are some examples provided for headlines that contain metaphors of war. Gökalp (2004) notes that such references are recurrent in the Turkish sport press. According to the findings of his study themes of conquest, siege, invasion and military occupation are central in the Turkish sports and mainstream press. “Turkish national identity, in these headlines, is above all militarized, thanks to the over lexicalization of images of war and warriors, while the notion of a nation under threat is also reproduced” (Gökalp, 2004, p. 10).

2.8 Violence in Turkish Sports Media

As indicated by Mil & Şanlı (2015) having to use the words sports and violence together is an unwanted situation whether the violence involves players, fans, directors or referees. Unfortunately they also go on to state that violence is still present today in sporting events inside and outside of Turkey. Perhaps, the most striking recent example of violence in Turkish football took place in the 2017-2018

Turkish Cup semi-final second-leg which featured Beşiktaş going head to head with Fenerbahçe. Beşiktaş manager Şenol Güneş required stitches after his head was split open by an object thrown from the stands and assistant coach Erdi Gülten was left bloodied after a corridor bust-up between players and staff (Gannon, 2018). Research carried out by Arıkan & Çelik (2007) with the aim of revealing the attitude of police regarding violence in Turkish football shows that the media were seen as being the most responsible (34.9 %) for this violence. With the headlines, page layout, language and wording they use, Mil & Şanlı (2015) describe Turkish sports newspapers as leading to violence by depicting matches as wars or fights for survival. The duo state that headlines used by the sports newspapers are often provocative and contain violence. When they examined the Beşiktaş - Galatasaray pre-game coverage in national and sports newspapers on the 22nd of September 2013 they stated that photographs depicting firm, angry, aggressive looks and body language were used as well as headlines that contained violent language and language evoking anarchism. In his study that investigates metaphors used in match reports of English national daily newspapers, Gunell (2009) also provides examples of metaphors of physical fight such as one team pummeling another, recovering from physical blows, one team wrestling the title from another, a team leaving themselves exposed, one team plunging a dagger into another's heart, teams fighting to the end, a player being unable to land a decisive blow, first blood going to one team etc... In addition to examining militarist language of Turkish sports newspapers before and after matches played against foreign opponents this study will also be examining metaphors of physical fight.

2.9 Nationalism & Turkey

Anderson (2004) famously defined the nation as an imagined community because even in the smallest of nations, members don't meet, know or even hear of most other members but nonetheless in their minds an image of communion exists. The imagined community has its limits though as boundaries of the nation determine who is in and who is out of the imagined community. "In a sense, constructing a national identity is a question of representing a particular 'uniqueness' or a certain biological, cultural or religious 'purity', as a necessary cement for the preservation of national unity and harmony, and its protection against internal or external enemies" (Gökay & Aybak, 2016, p. 107). According to Seippel (2017) national identity is a type of self-categorization in which we learn a range of stereotypic norms that we assign to "us" and "them". Therefore as described by Anderson (2004) nationalism is the practice of identifying with a nation state and viewing other nations as different in often negative ways.

Nationalism is not something that can easily be ignored in Turkey. Gökay & Aybak (2016) talk about nationalism in Turkey, stating Turkish youth grow up memorizing Atatürk's address to the youth that mentions the noble blood in their veins and states 'how happy is the one who says he is a Turk'. Not only far right but also social democratic parties speak about 'pure Turks' excluding Kurds and non-Muslims as well Muslim Arab refugees. All primary and secondary school students are taught Turkish history which provides an ethnic sense of nation. The TV series and cinema film *Kurtlar Vadisi* which depicts gun-toting nationalist mowing down their primarily Kurdish enemies is the highest rated TV series and a massive box office hit. Kazancı (2013) studied 34 Turkish newspapers from a randomly selected day in

2012. More than half of the newspapers examined (20 out of 34) used a Turkish flag, the map of Turkey or slogans that directly or indirectly remind the reader of Turkish homeland and national identity as part of their logos. In addition, most newspapers (27 out of 34) used red and white, the colours of the Turkish flags in their logos. At the end of her study Kazancı came to the conclusion that "...the newspapers sensationalize the news and reproduce nationalism through explicit ideological references, inferences, and specific contrasts" (Kazancı, 2013, p.45). Whether explicitly or implicitly Turkish media is seen as an instrument for flagging nationhood. Two out of the three sports newspapers examined in this study use red and white in their logos (Fanatik and Fotomaç). AMK's logo is the only one to not contain the colours red and white. Its logo comprises of the black letters AMK over a yellow background. Its slogan "Sports Newspaper" is positioned above the black letters. Fotomaç's logo has a black and green background with the word Fotomaç written in red and white. ('Foto' is written in white and 'maç' in red) The slogan "Turkey's top selling sports newspaper" is located under the newspaper's name. During the period of time that this study examined the newspapers Fanatik used two different logos. Both logos have the text Fanatik written in red over a white background. The first logo contains two separate slogans. The slogan "Real sports newspapers" is positioned above the newspaper's name. The second slogan "This country is all of ours" is positioned under a Turkish flag on the left of the newspapers' name. The second logo contains the slogan "Turkey's fanatic" under the logo and to the right of a Turkish flag.



Figure 1: Photograph of AMK Logo (2016)



Figure 2: Photograph of Fotomaç Logo (2015)



Figure 3: Photograph of Old Fanatik Logo (2017)



Figure 4: Photograph of New Fanatik Logo (n.d)

2.10 Nationalism in Turkish Sports Media

“The connection between the media sport and nationalism has proved to be a fertile area of study” (Gökalp & Panagiotou, 2008, p.87). A number of studies have noted that the link between nationalism and sport becomes especially apparent during international sporting events (Gökalp, 2004; Gökalp & Panagiotou, 2008; Gökulu, 2008). Through football, Seippel (2017) examines the prevalence of sports nationalism, how it varies between countries and how differences may depend on individual as well as national factors. Despite arriving at the conclusion that the general level of sports nationalism is high, Seippel also draws attention to differences in regions stating that for example, West European countries in general have low levels of sports nationalism when compared to other regions. Acknowledging that sports nationalism is present everywhere but in different guises, Seippel points out that sports nationalism is relatively low in prosperous, culturally globalized countries with strong democracies. “At the individual level, age, religion, income, sport participation, and sport attendance show a positive correlation with sports nationalism, whereas education has a negative correlation” (Seippel, 2017, p.43). For this study the author is specifically concerned with the situation in Turkey.

According to Talimciler (1999) football holds an important place in Turkish popular culture. This study will focus specifically on football because of the overwhelming attention it receives compared to other sports in the Turkish media. This overwhelming attention has been acknowledged by a number of scholars (Krawietz, 2014; Kazmacı, 2013; Kaplan & Akkaya, 2014; Çevikel, 2012; Cerrahoğlu, 2004). “The sport section of Turkish newspapers usually does not deserve this name, but should rather be called the soccer section” (Krawietz, 2014, p. 340). Only a few news

items on sports other than football can be found in Turkish sports newspapers (Kazmancı 2013). As pointed out by a number of scholars (Kaplan & Akkaya, 2014; Talimciler, 1999; Çevikel, 2012; Özsoy, 2011) the Turkish football news that dominates Turkish sports news heavily focuses on Turkish football's big four; Fenerbahçe, Galatasaray, Beşiktaş and Trabzonspor. According to Çevikel (2012) Fenerbahçe, Galatasaray and Beşiktaş, the teams with the most fans and the longest running rivalries comprised Turkish football's "big three", until a period where Trabzonspor won consecutive championships, gained a considerable amount of fans and became the fourth big team in Turkish football. Uzun (2004) indicates that Turkish sports newspapers have pages completely dedicated to the big four and that more than half of the newspapers are dedicated to these teams. Even when another Turkish team beats one of the big four, the media focuses on the big fours' failure, rather than the success of the other team (Talimciler 1999).

Talimciler (1999) doesn't pull any punches when describing Turkish sports media as producing, developing and pumping football fanaticism before later turning around to criticize it and describe it as terrible. Concerning football matches against non-Turkish opponents, Turkish sports media is described as using discourse that contains both nationalism and violence. By approaching everyone and everything with suspicion the values ascribed to what they would see as "us" are affirmed whilst the values ascribed to what they would see as "them" are denounced. Rivalries between different Turkish teams are ignored and every Turkish team playing against non-Turkish opposition is supported as "our" team. Suddenly, teams other than the big four that were mentioned earlier as being largely ignored are described as teams that will show "Turkish power to Europe". Sexist language is also sometimes used.

There have been a number of scholars who have further touched upon the relationship between sports media and nationalism in Turkey via football (Krawietz, 2014; Gökalp, 2004; Gökalp & Panagiotou, 2008). According to Kazancı (2013) in the sports pages of Turkish media, implicit nationalism is replaced by more direct, intense feeling arousing patriotic stance. Gökalp & Panagiotou (2008) examine the media representation of matches between Greek and Turkish club or national teams between 1988 and 2006, acknowledging that this is a significant case because of the historical hostility between the two countries. They find that the pre and post-match coverage of the matches they examine contains many references of the national and military histories of the countries. The often emotional press coverage in both countries is seen as reinforcing and consolidating nationalist discourse as both sides identify themselves as ‘we’ whilst stressing the otherness of the opposition. Spreading fear about the ‘other’ the newspapers from both countries generalize the acts of specific ultra-nationalist fanatic groups to the nations as a whole. Although tensions between the two countries did and do exist, the media is seen as fueling already existing biases and prejudices between the two countries.

Gökalp (2004) specifically examined the sports press in Turkey and how it constructed a nation whilst reinforcing a hegemonic perspective of national identity via the coverage of international football matches at club or national level from 1990 to 2002. After examining the two daily newspapers with the highest circulation at the time Sabah and Hürriyet as well the daily sports tabloids Fanatik and Fotomaç he sub-categorized discourse on Turkish national identity as ‘the representation of Turkishness as an essential marker for prowess and superiority’, ‘Turkish national identity and Europe as the other’, ‘turning the opponent into an enemy’ and ‘fanatic violent nationalism and xenophobia’. The nationalist discourse was seen to include

metaphors of war and violence, foul language as well as sexist, militarist and extreme nationalist phrases.

2.11 Football Referees & the Sports Media

According to the International Football Association Board (IFAB) some of the duties of a referee are to enforce the Laws of the Game, control the match together with other match officials, act as a timekeeper, supervise and/or indicate the restart of play, keep a record of the match and provide appropriate authorities with a match report, using the compulsory equipment of a whistle, watch, notebook, a red and a yellow card along with possible other permitted equipment (The FA, 2018). Referees are undoubtedly a big part of football and referee decisions can have major consequences as “...refereeing decisions can be pivotal for a team’s prospects of winning championships, qualifying for lucrative European competition or avoiding relegation” (Webb, 2016, p.208). Some scholarly work has paid attention to the relationship between the media and referees / refereeing decisions (Borel-Hänni, 2015; Webb, 2016; Webb, 2016). According to Webb (2016) although the nature and intensity of referee media coverage is questionable, there is no doubt that the attention referees receive has increased over time corresponding with the growth of different forms of media. In Turkey this attention is visible in post-game television programs such as A Spor’s Takım Oyunu and TRT Spor’s Stadyum where referee decisions are analyzed using match footage as well as on programs such as NTV’s Yüzde Yüz Futbol where match footage is not available. As Webb (2012) highlights technological developments led to greater scrutiny of referee performances and therefore increased the pressure on referees. Borel-Hänni (2015) goes one-step further stating that journalists are responsible for tarnishing the images of referees and worsening their working conditions as a result of solely profit-based employer

expectations. As indicated by Talimciler (1999) former Turkish referee Oğuz Sarvan expressed that the media leads to tense match atmospheres by giving room to the statements of club executives who try to exert pressure on referees.

2.12 Football Referees as Folk Devils

Being a referee isn't easy. As highlighted by Simmons (2006) referees routinely face dissent, abuse and aggression at all levels of the game from not only players but also coaches, parents and spectators. In an interesting manner, Webb (2016) applies certain aspects of Cohen's 1972 book 'Folk devils and moral panics: the creation of the mods and rockers' to football when talking about referees and the media. In certain ways and at certain times referees can be seen as 'folk devils', people portrayed in the media as outsiders subject to loosely organized but prevalent campaigns of hostility and opposition, enemies who embody the problem, soft targets who are easily denounced and hold little power despite evoking concern and outrage. "The referee is viewed as the enemy by football supporters, and often seen as 'the problem' when their team loses" (Webb, 2016, p.316). Borel-Hänni (2015) points out that referee's 90 minute performances get reduced to their mistakes as correct decisions are not discussed because they are not newsworthy whilst asking the question of whether or not such coverage is fair, balanced or responsible. When describing moral panics about folk devils created in the media by drawing on the work of Cohen, Webb (2016) states that there are three principal roles of the media. He goes on to list these three roles as setting the agenda by selecting events, occurrences and incidents they deem as newsworthy, transmitting images and breaking the silence by transmitting the claims of claim makers or the media themselves.

2.13 Agenda Setting and Framing Theories

McCombs & Shaw (1972) examined the issues that voters in Chapel Hill, North Carolina viewed as most important during the US presidential election taking place in 1968, finding that public affairs that were seen to be of the highest importance by the media were also seen to be of high importance by the public. McCombs (2005) states that this principal finding has since been replicated in hundreds of studies worldwide that focus on both election and non-election settings, a broad range of public issues and even online newspapers. According to the agenda setting theory “...elements prominent on the media agenda become prominent over time on the public agenda. The media not only can be successful in telling us what to think about, they also can be successful in telling us how to think about it” (McCombs, 2005, p. 546). McCombs (2005) describes Entman’s definition of framing as containing language complementary to the agenda setting theory.

To frame is to “...select some aspects of a perceived reality and make them more salient in a communicating text, in such a way as to promote a particular problem definition, causal interpretation, moral evaluation and/or treatment recommendation” (Entman, 1993, p. 52). According to Entman (1993) frames have at least four locations in the communication process which he lists as the communicator, text, receiver and culture. “Communicators make conscious or unconscious framing judgments in deciding what to say, guided by frames that organize their belief systems. The text contains frames, which are manifested 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. The frames that guide the receiver’s thinking and conclusion may or may not reflect the frames in the text and the framing intention of the communicator. The culture is...the

empirically demonstrable set of common frames exhibited in the discourse and thinking of most people in a social grouping” (Bentam, 1993, p. 52). In the case of this study, the communicators are the journalists that produce the cover pages of the sports dailies, the text is the content that makes up the cover pages and the receivers are the people who read the sports dailies. This study is concerned with the frames used on the cover pages of Turkish sports dailies by communicator journalists based on their conscious or unconscious framing judgments. There have been similar studies in which the framing of sports news has been examined. One example of such a study is Mercurio & Filak’s (2010) work that examined written descriptions of college level American football quarterbacks on the Sports Illustrated website. The duo’s work suggests that black quarterbacks were portrayed as very athletic but lacking in mental abilities whilst white quarterbacks were described as having a good mental capacities but lacking in athleticism. The authors state that the racial stereotypes used by journalists in the framing of news by certain word choices and emphases lead to specific frames by which we view these athletes making it difficult for individuals of both races to be seen for anything other than possessing the ascribed traits. Another example of a study in which the framing of sports news was examined is Kian, Anderson & Shipka’s (2015) study that examined the US media framing of basketball player Jason Collins after coming out as gay. They state that the journalists framed the event as a landmark for US sport and Collins was framed as a hero. “The few media members and athletes who criticized Collins or homosexuality were framed as antiquated outliers” (Kian, Anderson & Shipka, 2015, p.618).

2.14 Journalistic Ethics

“Ethics is the analysis, evaluation and promotion of what constitutes correct conduct and virtuous character in light of the best available principles” (Ward, 2009, p. 295). The type of ethics which this study is concerned with is journalist ethics. Ward (2009) describes journalistic ethics as an activity which aims to seek reasons to questions of how to act. Deuze (2005) states that journalists disagree about whether there should be a global code of ethical conduct however they do share a sense of being ethical which legitimizes their claim of being free and fair watchdogs of society. According to Harris (1998) there are three groups that benefit from journalistic ethics; the readers of the newspaper or magazine, the news sources and those who the journalists’ stories are about. This study is concerned with the effects of journalistic ethics on the readers of the Turkish sports dailies. The Turkish Journalists’ Association manifesto states that a journalist should defend peace, democracy, human rights, plurivocality and respect towards differences. He or she should defend the rights of everyone without discrimination based on nationality, race, sex, language, religion, class or beliefs. Journalists shouldn’t make publications which fuel hate and animosity between people, groups and nations as well as never attack the cultural values or beliefs of a nation or community. A journalist shouldn’t make publications that justify, incentivize or provoke violence. The responsibility journalists have towards the public should supersede all other responsibilities such as those towards employers or public authorities. Journalists have full responsibility for the information or news they make public (Türkiye Gazeteciler Cemiyeti, 2018).

Chapter 3

METHODOLOGY

Chapter 3 of this dissertation is the methodology section. The methodology section describes the research methods and methodology used whilst stating why these particular methods were selected. It also provides information regarding the type of sampling used and the reasoning behind this selection.

3.1 Quantitative Research Methodology

The two broad research methodologies in social and scientific research are the qualitative research methodology and the quantitative research methodology. The type of research carried out in this dissertation is quantitative research. In quantitative studies techniques that produce data in the form of numbers are used (Neuman, 2006). Measurement procedures are applied to collect numerical data in order to view the relationship between theory and research (Bryman, 2012).

3.2 Quantitative Content Analysis

White & Marsh (2006) describe content analysis as a highly flexible, systematic and rigorous approach to analyzing documents that can be applied in qualitative, quantitative and sometimes mixed research frameworks. Quantitative content analysis looks at frequency, existence, intensity and the relative importance of data, therefore allowing statistical testing of hypotheses and generalizing results to broader populations (White & Marsh, 2006). “Quantitative content analysis can conform to the scientific method and produce reliable findings.” (Macnamara, 2005 p.5) The quantitative content analysis of this study will produce numeric data regarding

nationalism, militarist language and metaphors of physical fight in the Turkish sports media as well as numeric data regarding the coverage of referees. It will focus on the existence, frequency and intensity of certain discourse.

3.3 Purposive Sampling

The sampling used in this study is purposive sampling. For a researcher using purposive sampling, personal judgment is important because as Salkind (2009) points out, it is the researcher who selects the artifacts to be analyzed, based on what is more suitable for his or her study. Cases are selected with a specific purpose in mind (Neuman, 2006). “The logic and power of purposeful sampling lie in selecting information-rich cases for in-depth study. Information-rich cases are those from which one can learn a great deal about issues of central importance to the purpose of the inquiry...Studying information-rich cases yields insights and in-depth understanding” (Patton, 2015, p. 264). In this study the newspaper coverage of Turkish football teams playing against foreign opposition was examined because as highlighted in the literature review a number of scholars have underlined that the relationship between nationalism and sport becomes especially apparent during international sporting events (Gökalp, 2004; Gökalp & Panagiotou, 2008; Gökulu, 2008).

3.4 Research Questions

The research questions of the study are as follows:

On the cover pages of Fanatik, Fotomaç and AMK a day before or after Beşiktaş’s European matches in the 2016-2017 and 2017-2018 seasons:

RQ 1: *Which dominant news language has the Turkish sports press used in pre or post-match coverage of Beşiktaş’s European matches in the 2016-2017 and 2017-*

2018 seasons? (*Nationalist language, language including military metaphors, language including metaphors of physical fight*)

RQ 2: *What kind of news discourse has the Turkish sport press used in the post-match coverage of Beşiktaş's European matches in the 2016-2017 and 2017-2018 seasons after a victory, draw or defeat?*

RQ 3: *How were referees covered by the Turkish sports press after a Beşiktaş victory, draw or defeat in European matches during the 2016-2017 and 2017-2018 seasons? (Positive, negative, neutral)*

3.5 Development of Coding

In his study of Premier League match reports in different English newspapers Gunell (2009) aimed to find out what metaphors were used and what purposes they served. Amongst others, two types of metaphors Gunell came across were military metaphors and metaphors of physical fight. This study searches for militarist metaphors and metaphors of physical fight on the cover pages of Turkish sports newspapers before and after Beşiktaş's European matches. However, what Gunell's previously mentioned study lacked were clear cut definitions of what could be classified as militarist metaphors or metaphors of physical fight. For this study, with the aid of two expert academicians in the field of English from the Eastern Mediterranean University, the author identified four different types of military metaphors; **metaphors that define strategies of war** (attack, defense etc...), **metaphors that define actions that take place during war** (to massacre, to capture, to set fire etc...), **metaphors that define figures of war** (enemy, combatant etc...) and **metaphors that define outcomes of war** (defeat, victory etc...). Words that fit

any one of these categories were accepted as militarist metaphors. Regarding metaphors of physical fight three separate categories were identified; **metaphors that define strategies of physical fight** (attack, defense etc...), **metaphors that define actions that take place during physical fight** (to slap, to hit, to pound, to bring down etc...) and **metaphors that define or influence outcomes of physical fight** (to pull the plug, to rip apart, to bury in the ground etc...). A few words that did not fit into the categories established for militarist metaphors and metaphors of physical fight were placed in to the category ‘other’.

When it came to investigating nationalism on the said cover pages the author came-up with a number of different subcategories based on scholarly work on nationalism. As mentioned in the literature review section of this study, part of Anderson’s (2004) definition of nationalism is the practice of identifying with a nation state even though members don’t meet, know or even hear of most other members. Therefore headlines/sentences such as “National Struggle” and “For your country, for your flag, for the cup” were subcategorized as **portraying an image of communion and identifying with the nation state of Turkey**. This sort of headline/sentence automatically assumes that every Turkish citizen wants Beşiktaş to come out victorious, simply because it is a Turkish team playing against a foreign opponent. As pointed out by Seippel (2017) the construction of national identity requires stereotypic norms that we assign to “us” and “them”. Therefore when the sports newspapers used cultural symbols of different countries in a mocking manner (such as Sirtaki the popular dance of Greek origin, or famous Italian dishes pizza and pasta) the subcategory they were placed under is **using cultural symbols of other nations in a mocking manner**. According to Talimciler (1999) the Turkish sports media approaches everyone and everything with suspicion. Whether the suspicion is

valid or not headlines/sentences such as “Come on Eagles! This is not an ordinary match; it is of great importance. Let’s give an answer to Europe who is staging nefarious games against Turkey, on the pitch.” and “Turcophobe Scottish referee massacres Beşiktaş in Kiev” were placed in the third subcategory **presenting individuals and groups as disliking or being against Turkey**. The final subcategory was something touched upon by Gökalp & Panagiotou (2008), **negativity based on historical hostilities**. An example of this is the headline “We poured them into the sea”, a headline which alludes to the hostility between Greece and Turkey during the Turkish War of Independence.

Whilst examining the cover pages of the sports newspapers, the author came across situations where literal physical altercations were described. In such cases, words such as attack were not noted as they were not used as metaphors of physical fight but as descriptions of actual fights. The words attack, defence and hit were noted as both metaphors of physical fight and militarist language. Data from a few days could not be collected as newspaper cover pages didn’t mention the match because of publishing related timing issues. Whilst making note of nationalist language that falls into category A; portraying an image of communion and identifying with the nation state of Turkey, only cases where this was explicitly done were noted. Cases where this was implicitly done such as referring to Beşiktaş as “we” were not noted. Cases that explicitly refer to Turkey or the nation state were.

Regarding the language used in article headlines, headlines such as “Be Proud” and “Fantastic Point with a Fantastic Goal” were classified as headlines that include comment as they were not objective and included the opinions or comments of the journalist. Others may not be proud of the performance or may see the situation as

two points lost instead of a point gained in the group stage of the competition. Captions such as “The Champions are setting foot in the Champions League” were classified as descriptive headlines because they are comprised of fact rather than opinion. Beşiktaş were the reigning champions of the Turkish League and they were about to play their season’s first match in the Champions League. The headline “We need to show our strength” was classified as a headline including quotation because it was comprised of the words of Beşiktaş manager Şenol Güneş.

3.6 Data Collection Process

The coding sheet used to collect data from each newspaper cover page is present in the appendix. For each newspaper the coding sheet allowed the author to record the name of the newspaper, its publication date and headline. In addition nationalist language, metaphors of physical fight and military metaphors in both the headlines and news articles were recorded. As mentioned in the previous section, metaphors of physical fight and military metaphors that came-up during the data collection process were placed into different subcategories. Table 1 and Table 2 show which words were placed into which categories.

Table 1: Categorization of militarist metaphors

Military metaphors				
Metaphors that define strategies of war	Metaphors that define actions which take place during war	Metaphors that define participants in a war	Metaphors that define outcomes of war	Other
Attack	Hit	War hero	Defeat	War
Defence	Explode	Combatant	Victory	Castle
	Capture	Enemy		Weapon
	Shoot	Victim		Bazooka
	Rescue			War of independence
	Set fire to			Mission
	Offer resistance			
	Strike			
	Surrender			
	Massacre			
	Mission			
	Break resistance			
	Clash			
	Send a missile			
	Hunt			
	Destroy			
	Escape			
	Present arms			

Table 2: Categorization of metaphors of physical fight

Metaphors of physical fight			
Metaphors that define strategies of physical fight	Metaphors that define actions that take place during physical fight	Metaphors that define or influence outcomes of physical fight	Other
attack	Slap	Overwhelm	Come face to face
defence	Scratch	Slip through one's fingers	Settle accounts
	Hit	Crush	Struggle
	Pound	Wipe off the pitch	Clash
	Knock over	Bring to his knees	Show Strength
	Bring down	Pull the plug	Bam bam bam!
	Shake	Teach a lesson	
	Run away	Bury in the ground	
		Rip apart	
		Comeback	
		Give someone a hard time	
		To lower one's guard	

The coding sheet allowed the recording of language used in headlines as descriptive language, language including comment and language including quotation. Using the coding sheet, the author was able to record whether or not there was any mention of the referee on the cover pages and whether mentions were positive, negative or neutral. For each newspaper cover page the author also had to indicate whether the coverage was pre or post-match coverage. For post-match articles the match result was recorded as either a Beşiktaş victory, defeat or draw.

3.7 Intercoder Reliability

“Intercoder reliability...is a measure of the extent to which independent judges make the same coding decisions in evaluating the characteristics of messages” (Lombard et al, 2002, p. 587) in studies which use content analysis. To check the reliability of the coding sheet used to collect data from each newspaper a second researcher coded 15 newspaper cover pages (n=15). Cohen’s (1960) original formula was used to check the two researchers’ intercoder reliability. The formula for calculating kappa was: $k = (P_o - P_c) / (N - P_c)$. In this formula N is the total amount of judgments made by each coder. P_o is the observed proportion of agreement by coders. P_c is the proportion of agreement after discussion (proportion of agreement expected by chance). The coders agreed on 13 judgements and 2 judgments were agreed upon after discussion. Therefore $k = (13 - 2) / (15 - 2) = 0.84$. As expressed by Banerjee et al. (1999) values greater than 0.75 are accepted as representing excellent agreement beyond chance.

Chapter 4

DATA ANALYSIS

4.1 General Information

The articles examined on the cover pages of the three Turkish sports newspapers were pre or post-match coverage of Beşiktaş's matches in the UEFA Champions League and UEFA Europa League in the 2016-2017 season and the UEFA Champions League in the 2017-2018 season. The results of the said matches are shown in the tables below, which also indicate the dates they were played.

Table 3: Beşiktaş's UEFA Champions League matches in the 2017-2018 season

Date	Fixture	Result
13/09/2017	Porto-Beşiktaş	1-3
26/09/2017	Beşiktaş-Leipzig FC	2-0
17/10/2017	Monaco- Beşiktaş	1-2
01/11/2017	Beşiktaş-Monaco	1-1
21/11/2017	Beşiktaş-Porto	1-1
06/12/2017	Leipzig FC-Beşiktaş	1-2
20/02/2018	Bayern Munich-Beşiktaş	5-0
14/03/2018	Beşiktaş-Bayern Munich	1-3

Table 4: Beşiktaş's UEFA Champions League matches in the 2016-2017 season

Date	Fixture	Result
13/09/2016	Benfica-Beşiktaş	1-1
28/09/2016	Beşiktaş-Dynamo Kiev	1-1
19/10/2016	Napoli-Beşiktaş	2-3
01/11/2016	Beşiktaş-Napoli	1-1
23/11/2016	Beşiktaş-Benfica	3-3
06/12/2016	Dynamo Kiev-Beşiktaş	6-0

Table 5: Beşiktaş's UEFA Europa League matches in the 2016-2017 season

Date	Fixture	Result
16/02/2017	Hapoel Beer-Sheva-Beşiktaş	1-3
23/02/2017	Beşiktaş- Hapoel Beer-Sheva	2-1
09/03/2017	Olympiacos-Beşiktaş	1-1
16/03/2017	Beşiktaş-Olympiacos	4-1
13/04/2017	Lyon-Beşiktaş	2-1
20/04/2017	Beşiktaş-Lyon	2-1 (6-7 on penalties)

Although Beşiktaş won the match against Lyon on the 20th of June 2017 as the score was 2-1 in their favor after normal and extra time, the match went to a penalty shoot-out because the first leg match finished 2-1 in favor of Lyon hence on aggregate the score was tied at 3-3. As Beşiktaş went on to lose 6-7 on penalties and get eliminated from the tournament, this was recorded as a Beşiktaş defeat.

Table 6: Number of cover pages analyzed for each newspaper

Name of newspaper	Frequency	Percent	Valid Percent	Cumulative Percent
Fanatik	38	32.8	32.8	32.8
Fotomaç	40	34.5	34.5	67.2
AMK	38	32.8	32.8	100.0
Total	116	100.0	100.0	

Although this study examined a total of 120 newspaper cover pages, the data analyzed only comes from 116 cover pages because as previously mentioned 4 cover pages did not contain any news about Beşiktaş's European matches as a result of publishing related timing issues. After these four cover pages were removed from the equation 40 Fotomaç cover pages were analyzed in addition to 38 cover pages from Fanatik and AMK each.

Table 7: Number of pre and post-match cover pages analyzed

Type of coverage	Frequency	Percent	Valid Percent	Cumulative Percent
Pre-match coverage	60	51.7	51.7	51.7
Post-match coverage	56	48.3	48.3	100.0
Total	116	100.0	100.0	

As a result of the four cover pages that weren't analyzed because of not featuring a relevant news article, 60 cover pages that contained pre-match coverage and 56 cover pages that contained post-match coverage were analyzed.

4.2 Newspaper Headlines

Table 8: Amount of descriptive language, language including comment and language including quotation used in headlines

Language used in headline		Count	Percentage
Descriptive language	Yes	3	2.6 %
Language including comment	Yes	111	95.7 %
Language including quotation	Yes	2	1.7 %
Total		116	100%

Headlines comprised of language which included comments were overwhelmingly dominant in the 116 relevant articles. 95.7% of the article headlines contained language which included comments, whilst only 2.6% contained descriptive language and 1.7% contained language which included quotations. (111 of the article headlines contained language which included comments, whilst only 3 contained descriptive language and 2 contained language which included quotations.

Table 9: Number of headlines which include nationalist language, metaphors of physical fight and militarist metaphors in each newspaper

Name of newspaper		Article Headline			Total
		Nationalist language	Militarist metaphors	Metaphors of physical fight	
Fanatik	Count	4	5	1	10
	% within Newspaper	40.0%	50.0%	10.0%	100 %
Fotomaç	Count	4	3	7	14
	% within Newspaper	28.6%	21.4%	50.0%	100 %
AMK	Count	3	4	5	12
	% within Newspaper	25.0%	33.3%	41.7%	100%

In the case of Fanatik 50% of the undesirable headlines were headlines that included militarist metaphors, 40% were headlines that included nationalist language and 10% were headlines that included metaphors of physical fight. In Fotomaç 50% of the undesirable headlines were headlines that included of metaphors of physical fight, 28.6 % included nationalist language and 21.4 % included militarist metaphors. In AMK 41.7 % of the undesirable headlines were headlines that included metaphors of physical fight, 33.3% included militarist metaphors and 25 % included nationalist language.

Table 10: Comparisons between newspapers of headlines which include nationalist language, metaphors of physical fight and militarist metaphors

Name of newspaper		Article Headline			Total
		Nationalist language	Militarist metaphors	Metaphors of physical fight	
Fanatik	Count	4	5	1	10
	%	36.4%	41.7%	7.7%	
Fotomaç	Count	4	3	7	14
	%	36.4%	25.0%	53.8%	
AMK	Count	3	4	5	12
	%	27.2%	33.3%	38.5%	
Total	Count	11	12	13	36
	%	100%	100%	100%	

The greatest frequency of headlines including nationalist language is to be found in Fanatik and Fotomaç (36.4% each) followed by AMK (27.2%). The greatest frequency of headlines including militarist metaphors is to be found in Fanatik (41.7%) followed by AMK (33.3%) and Fotomaç (25%). The greatest frequency of headlines including metaphors of physical fight is to be found in Fotomaç (53.8%) followed by AMK (38.5%) and Fanatik (7.7%).

Table 11: Total distribution between newspapers of headlines including nationalist language, military metaphors and metaphors of physical fight

Name of newspaper		Article Headline			Total
		Nationalist language	Militarist metaphors	Metaphors of physical fight	
Fanatik	Count	4	5	1	10
	% of Total				27.8%
Fotomaç	Count	4	3	7	14
	% of Total				38.9%
AMK	Count	3	4	5	12
	% of Total				33.3%
Total	Count	11	12	13	36
	% of Total				100.0%

The newspaper with the greatest incidents of headlines including nationalist language, military metaphors and metaphors of physical fight is Fotomaç (38.9%) followed by AMK (33.3%) with Fanatik bringing up the rear (27.8%).

Table 12: Amount of different types of nationalism in newspapers' headlines

Name of newspaper		Type of nationalism in headline			Total
		Portraying an image of communion and identifying with the nation state of Turkey	Using cultural symbols of other nations in a mocking manner	Portraying negativity based on historical hostilities	
Fanatik	Count	2	3	0	5
	% within Newspaper	40.0%	60.0%	.0%	
	% of Total	16.7%	25.0%	.0%	41.7%
Fotomaç	Count	1	2	1	4
	% within Newspaper	25.0%	50.0%	25.0%	
	% of Total	8.3%	16.7%	8.3%	33.3%
AMK	Count	1	2	0	3
	% within Newspaper	33.3%	66.7%	.0%	
	% of Total	8.3%	16.7%	.0%	25.0%
Total	Count	4	7	1	12
	% of Total	33.3%	58.4%	8.3%	100.0%

In the headlines of Fanatik the most common type of nationalism was the usage cultural symbols of other nations in a mocking manner (60%) followed by the portrayal of an image of communion and identifying with the nation state of Turkey (40%). In the headlines of Fotomaç, the most common type of nationalism was once again the usage cultural symbols of other nations in a mocking manner (50%) followed by the portrayal of an image of communion and identifying with the nation state of Turkey and the portrayal of negativity based on historical hostilities (25% each). In the headlines of AMK the most common type of nationalism was he usage cultural symbols of other nations in a mocking manner as well (66.7%), followed by

the portrayal of an image of communion and identifying with the nation state of Turkey (33.3%). Therefore, not surprisingly, the sum total of nationalist headlines in all papers shows that the most common type of nationalism is the usage cultural symbols of other nations in a mocking manner (58.4%), followed by the portrayal of an image of communion and identifying with the nation state of Turkey (33.3 %) and the portrayal of negativity based on historical hostilities (8.3%).The most nationalist headlines are found in Fanatik with 41. 7% of nationalist headlines to be found in all newspapers, followed by Fotomaç with 33.3% and AMK with 25%.

Table 13: Number of different types of military metaphors in newspapers' headlines

Name of newspaper		Types of Military Metaphors in Headline					Total
		Military metaphors that define strategies of war	Military metaphors that define actions which take place during war	Military metaphors that define participants in a war	Military metaphors that define outcomes of war	Other	
Fanatik	Count	1	2	0	0	2	5
	% within Newspaper	20.0%	40.0%	.0%	.0%	40.0%	
	% of Total	7.7%	15.4%	.0%	.0%	15.4%	38.5%
Fotomaç	Count	1	1	1	1	0	4
	% within Newspaper	25.0%	25.0%	25.0%	25.0%	.0%	
	% of Total	7.7%	7.7%	7.7%	7.7%	.0%	30.8%
AMK	Count	0	2	0	1	1	4
	% within Newspaper	.0%	50.0%	.0%	25.0%	25.0%	
	% of Total	.0%	15.4%	.0%	7.7%	7.7%	30.8%
Total	Count	2	5	1	2	3	13
	% of Total	15.4%	38.5%	7.7%	15.4%	23.1%	100.0%

In Fanatik the most common type of military metaphor used in headlines is that which defines actions that take place during war (40%) and other military metaphors (40%), followed by military metaphors that define strategies of war (20%). In Fotomaç military metaphors that define strategies of war, actions that take place during war, participants in a war and outcomes of a war each comprise 25% of the military metaphors found in the newspaper's headline. In AMK 50% of the military metaphors used in the headline are metaphors that define actions that take place during war, followed by metaphors that define outcomes of a war and other military metaphors with 25 % each. The sum total of military metaphors in all papers show

that the most common type of military metaphor in article headlines are those that define actions that take place during a war (38.5%), followed by other militarist metaphors (23.1%), metaphors that define strategies of war and outcomes of war (15.4 % each) and lastly metaphors that define participants in a war (7.7%). The most military metaphors are found in the headlines of Fanatik with 38.5% of militarist headlines in all newspapers, followed by Fotomaç and AMK with 30.8% each.

Table 14: Number of different types of metaphors of physical fight in newspapers' headlines

Name of newspaper		Types of Metaphors of Physical Fight in Headline				Total
		Metaphors of physical fight that define strategies	Metaphors of physical fight that define actions	Metaphors of physical fight that define or influence outcomes	Other	
Fanatik	Count	1	0	0	0	1
	% within Newspaper	100.0%	.0%	.0%	.0%	
	% of Total	7.7%	.0%	.0%	.0%	7.7%
Fotomaç	Count	1	3	2	1	7
	% within Newspaper	14.3%	42.9%	28.6%	14.3%	
	% of Total	7.7%	23.1%	15.4%	7.7%	53.8%
AMK	Count	0	2	1	2	5
	% within Newspaper	.0%	40.0%	20.0%	40.0%	
	% of Total	.0%	15.4%	7.7%	15.4%	38.5%
Total	Count	2	5	3	3	13
	% of Total	15.4%	38.5%	23.1%	23.1%	100.0 %

All metaphors of physical fight in Fanatik headlines are metaphors that define strategies of physical fight. The most common metaphor of physical fight in Fotomaç headlines are metaphors that define actions (42.9%) followed by metaphors that define or influence outcomes (28.6%), followed by other metaphors and metaphors that define strategies (14.3% each). In AMK headlines the most common type of metaphors of physical fight are metaphors that define actions and other metaphors (40% each), followed by metaphors that define or influence outcomes (20%). The sum of physical fight metaphors in all papers show that the most common type physical fight metaphor is that which define actions (38.5%), followed by metaphors

that define or influence outcomes and other metaphors (23.1% each) and lastly metaphors that define strategies (15.4 %). The most physical fight metaphors are found in the headlines of Fotomaç with 53.8 % of the physical fight metaphors in all newspapers, followed by AMK with 38.5% and Fanatik with 7.7 %.

4.3 Newspaper Articles

Table 15: Number of articles containing nationalist language in relation to type of articles

Nationalist language in the news article		Type of coverage		Total
		Pre-match coverage	Post-match coverage	
Yes	Count	14	9	23
	%within Type of coverage	23.3%	16.1%	19.8%
No	Count	46	47	93
	%within Type of coverage	76.7%	83.9%	80.2%
Total	Count	60	56	116
	%within Type of coverage	100.0%	100.0%	100.0%

Nationalist language was used in 23.3 % of the articles found on pre-match cover pages, and 16.1 % of the articles found on the post-match cover pages. In total, nationalist language was present in 19.8% of the cover page articles.

Table 16: Number of nationalist articles in relation to newspaper

Name of newspaper	Frequency	Percent	Cumulative Percent
Fanatik	8	34.8	34.8
Fotomaç	11	47.8	82.6
AMK	4	17.4	100.0
Total	23	100.0	

The most articles containing nationalism were present in Fotomaç. 47.8% of the nationalist articles from all three newspapers came from Fotomaç, followed by Fanatik with 34.8% and AMK with 17.4 %.

Table 17: Number of post-match articles containing nationalistic references

Nationalist language in post-match news articles		Match result			Total
		Besiktaş victory	Besiktaş defeat	Draw	
Yes	Count	5	3	1	9
	% within Nationalist language in the news article	55.6%	33.3%	11.1%	100.0%
No	Count	17	12	18	47
	% within Nationalist language in the news article	36.2%	25.5%	38.3%	100.0%
Total	Count	22	15	19	56
	% within Nationalist language in the news article	39.3%	26.8%	33.9%	100.0%

As mentioned earlier, nationalist language was used in 16.1 % of the articles found on the post-match cover pages. 55.6 % of these articles were after a Beşiktaş victory, 33.3% after a Beşiktaş defeat and 11.1 % after a draw. (Nationalist language was used 5 times after a Beşiktaş victory, 3 times after a Beşiktaş defeat and once after a draw.)

Table 18: Amount of different types of nationalism in newspaper articles

Name of newspaper		Types of Nationalism in Article					Total
		Portraying an image of communion and identifying with the nation state of Turkey	Using cultural symbols of other nations in a mocking manner	Presenting individuals and groups as disliking or being against Turkey	Portraying negativity based on historical hostilities	Other	
Fanatik	Count	7	2	0	0	0	9
	% within Newspaper	77.8%	22.2%	.0%	.0%	.0%	
Fotomaç	Count	7	2	2	0	1	12
	% within Newspaper	58.3%	16.7%	16.7%	.0%	8.3%	
AMK	Count	1	2	0	2	0	5
	% within Newspaper	20.0%	40.0%	.0%	40.0%	.0%	
Total	Count	15	6	2	2	1	26
	% total percentage	57.7%	23.1%	7.7%	7.7%	3.8%	

When the different types of nationalism that occur in articles are examined it is revealed that the most common type of nationalism in Fanatik and Fotomaç come from articles that portray an image of communion and identify with the nation state of Turkey. 77.8% of the nationalist articles in Fanatik and 58.3% of nationalist articles in Fotomaç fall into this category. In Fanatik the rest of the nationalist articles fall into the category of using cultural symbols of other nations in a mocking manner (22.2%). In Fotomaç, the second most common type of nationalist article are those that use cultural symbols of other nations in a mocking manner and those that present individuals and groups as disliking or being against Turkey (16.7 % each) followed by other types of nationalist articles (8.3%). In AMK the most common type of nationalism is found in articles that use cultural symbols of other nations in a

mocking manner and articles that portray negativity based on historical hostilities (40% each) followed by articles that portray an image of communion and identify with the nation state of Turkey (20%). Not surprisingly when we look at the total of all three newspapers the most common type of nationalism to be found was in articles that portray an image of communion and identify with the nation state of Turkey. 57.7 % of all nationalist articles fall into this category. This category is followed by articles that use cultural symbols of other nations in a mocking manner (23.1 %), articles that present individuals and groups as disliking or being against Turkey and articles that portray negativity based on historical hostilities (7.7 % each) and finally other nationalist articles (3.8%).

Table 19: Number of articles containing military metaphors in relation to newspaper

Militarist metaphors in the news article		Type of coverage		Total
		Pre-match coverage	Post-match coverage	
Yes	Count	47	46	93
	% within Type of coverage	78.3%	82.1%	80.2%
No	Count	13	10	23
	% within Type of coverage	21.7%	17.9%	19.8%
Total	Count	60	56	116
	% within Type of coverage	100.0%	100.0%	100.0%

Militarist metaphors were used in 78.3% of the articles found on pre-match cover pages and 82.1 % of the articles found on the post-match cover pages. In total, militarist metaphors were present in 80.2 % of the cover page articles.

Table 20: Number of articles containing military metaphors in relation to newspaper

Name of newspaper	Frequency	Percent	Cumulative Percent
Fanatik	31	33.3	33.3
Fotomaç	38	40.9	74.2
AMK	24	25.8	100.0
Total	93	100.0	

The most articles containing military metaphors were present in Fotomaç. 40.9 % of the articles containing military metaphors from all three newspapers came from Fotomaç, followed by Fanatik with 33.3% and AMK with 25.8 %.

Table 21: Number of articles containing militarist metaphors in relations to type of coverage

Militarist metaphors in post-match news articles		Match result			Total
		Besiktas victory	Besiktas defeat	Draw	
Yes	Count	20	12	14	46
	% within Militarist language in the news article	43.5%	26.1%	30.4%	100.0%
No	Count	2	3	5	10
	% within Militarist language in the news article	20.0%	30.0%	50.0%	100.0%
Total	Count	22	15	19	56
	% within Militarist language in the news article	39.3%	26.8%	33.9%	100.0%

As mentioned earlier, militarist metaphors were used in 82.1 % of the articles found on the post-match cover pages. 43.5 % of these articles were after a Beşiktaş victory, 26.1 % after a Beşiktaş defeat and 30.4 % after a draw. (Militarist metaphors were used 20 times after a Beşiktaş victory, 12 times after a Beşiktaş defeat and 14 times after a draw.)

Table 22: Number of different types of military metaphors in newspapers articles

Name of newspaper		Type of Military Metaphor in Articles					Total
		Military metaphor that defines strategies of war	Military metaphor that defines actions which take place during war	Military metaphor that defines participants in a war	Military metaphor that defines outcomes of war	Other	
Fanatik	Count % within Newspaper % total	5 11.9%	7 16.7%	3 7.1%	24 57.1%	3 7.1%	42 33.3 %
Fotomaç	Count % within Newspaper %total	5 9.3%	11 20.4%	2 3.7%	34 63.0%	2 3.7%	54 42.9 %
AMK	Count % within Newspaper % total	2 6.7%	3 10.0%	1 3.3%	23 76.7%	1 3.3%	30 23.8%
Total	Count %total percentage	12 9.5%	21 16.7%	6 4.8%	81 64.2%	6 4.8%	126 100%

When the different types of military metaphors that occur in articles are examined it is revealed that the most common type of military metaphor in all three newspapers is that which defines outcomes of war. 57.1 % of military metaphors in Fanatik, 63% of military metaphors in Fotomaç and 76.7% of military metaphors in AMK fall into this category. Hence, not surprisingly the most common type of military metaphor when metaphors from all cover pages are added together are those that define outcomes of war (64.2 %), followed by those that define actions which take place during war (16.7%), metaphors that define strategies of war (9.5%), metaphors that define participants in a war and other metaphors (4.8 % each). In Fanatik articles, the second most common type of military metaphor is that which defines actions which take place during war (16.7 %), followed by metaphors that define strategies of war (11.9%), metaphors that define participants in a war and other military metaphors (7.1% each). In Fotomaç articles, the second most common type of military metaphor is that which defines actions which take place during war (20.4%), followed by metaphors that define strategies of war (9.3%), metaphors that define participants in a war and other military metaphors (3.7% each). In AMK articles, the second most common type of military metaphor is that which defines actions which take place during war too (10 %), followed by metaphors that define strategies of war (6.7 %), metaphors that define participants in a war and other military metaphors (3.3% each). The most militarist metaphors are found in Fotomaç with 42.9% of the total militarist metaphors used in the articles of all three newspaper articles, followed by Fanatik with 33.3% and AMK with 23.8%.

Table 23: Number of articles containing metaphors of physical fight in relation to type of coverage

Metaphors of physical fight in the news article		Type of coverage		Total
		Pre-match coverage	Post-match coverage	
Yes	Count	26	39	65
	% within Type of coverage	43.3%	69.6%	56.0%
No	Count	34	17	51
	% within Type of coverage	56.7%	30.4%	44.0%
Total	Count	60	56	116
	% within Type of coverage	100.0%	100.0%	100.0%

Metaphors of physical fight were used in 43.3% of the articles found on pre-match cover pages and 69.6 % of the articles found on the post-match cover pages. In total, metaphors of physical fight were present in 56 % of the cover page articles.

Table 24: Amount of articles containing metaphors of physical fight in relation to newspaper

Name of newspaper	Frequency	Percent	Cumulative Percent
Fanatik	25	38.5	38.5
Fotomaç	27	41.5	80.0
AMK	13	20.0	100.0
Total	65	100.0	

The most articles containing metaphors of physical fight were present in Fotomaç. 41.5 % of the articles containing metaphors of physical fight from all three newspapers came from Fotomaç, followed by Fanatik with 38.5% and AMK with 20 %.

Table 25: Number of post-match articles containing metaphors of physical fight in relation to match result

Metaphors of physical fight in post-match news articles	Match results			Total
	Beşiktaş victory	Beşiktaş defeat	Draw	
Yes Count % within Metaphors of physical fight in the article	18 46.2%	8 20.5%	13 33.3%	39 100.0 %
No Count % within Metaphors of physical fight in the article	4 23.5%	7 41.2 %	6 35.3%	17 100.0 %
Total Count % within Metaphors of physical fight in the article	22 39.3%	15 26.8%	19 33.9%	56 100.0 %

As mentioned earlier, metaphors of physical fight were used in 69.6 % of the articles found on the post-match cover pages. 46.2 % of these articles were after a Beşiktaş victory, 20.5 % after a Beşiktaş defeat and 33.3 % after a draw. (Metaphors of physical fight were used 18 times after a Beşiktaş victory, 8 times after a Beşiktaş defeat and 13 times after a draw.)

Table 26: Number of different types of metaphors of physical fight in newspapers articles

Name of newspaper		Types of Metaphors of Physical Fight in Articles				Total
		Metaphor of physical fight that defines strategies	Metaphor of physical fight that defines actions	Metaphor of physical fight that defines or influences outcomes	Other	
Fanatik	Count % within Newspaper %total	6 21.4%	11 39.3%	7 25.0%	4 14.3%	28 33.3 %
Fotomaç	Count % within Newspaper %total	5 12.5%	12 30.0%	15 37.5%	8 20.0%	40 47.6 %
AMK	Count % within Newspaper %total	2 12.5%	5 31.3%	4 25.0%	5 31.3%	16 19 %
Total	Count %total percentage	13 15.5%	28 33.3%	26 31%	17 20.2%	84 100%

The most common type of metaphor of physical fight found in articles when metaphors from all cover pages are added together are those that define actions (33.3%), followed by those that define or influence outcomes (31%), followed by other metaphors (20.2%) and metaphors that define strategies (15.5%). The most metaphors of physical fight are found in Fotomaç articles with 47.6% of the metaphors of physical fight from articles of all newspapers, followed by Fanatik with 33.3% and AMK with 19%.

In Fanatik articles the most common type of metaphor of physical fight is that which defines actions (39.3 %), followed by metaphors that define or influence outcomes (25 %), metaphors that define strategies (21.4 %) and other metaphors of physical fight (14.3 %). In Fotomaç articles, the most common type of metaphor of physical fight is that which defines or influences actions (37.5 %), followed by metaphors that define actions (30%), other metaphors of physical fight (20%) and metaphors that define strategies (12.5%). In AMK articles, the most common type of metaphors of physical fight are those that define actions and other metaphors of physical fight (31.3% each), followed by metaphors that define or influence outcomes (25%) and metaphors that define strategies (12.5%).

Table 27: Referee descriptions on newspaper cover pages

Language used to describe referee	Frequency	Percent	Valid Percent	Cumulative Percent
Negative	8	6.9	6.9	6.9
Neutral	58	50.0	50.0	56.9
No mention	50	43.1	43.1	100.0
Total	116	100.0	100.0	

On the 116 cover pages examined referees were mentioned in 56.9% of the relevant articles. 6.9% of the cover page articles described the referee in a negative manner whilst 50% were neutral. There were no positive mentions of referees.

Table 28: Number of negative referee descriptions according to match result

Match result		Language used to describe referee
		Negative
Besiktas victory	Count	3
	% within Language used to describe referee	37.5%
Besiktas defeat	Count	3
	% within Language used to describe referee	37.5%
Draw	Count	2
	% within Language used to describe referee	25.0%
Total	Count	8
	% within Language used to describe referee	100.0%

In the pre-match coverage where mention was made of referees this took place in a manner in which the referee was only identified by name. 100% of the negative referee mentions took place in post-match coverage. 37.5 % of these negative mentions took place after a Beşiktaş victory, 25% took place after a draw and another 37.5% took place after a Beşiktaş defeat. The negative mentions of referees are as follows:

- 1) On the 14th of September 2016 cover page of Fanatik after Beşiktaş's 1-1 draw with Benfica the referee was described as not awarding Beşiktaş's blatant penalty.
- 2) On the 20th of October 2016 cover page of Fotomaç after Beşiktaş's 2-1 victory against Napoli the referee's two penalty decisions were described as made-up and comical. Russian referee Sergey Karasev was also described as coming to the rescue of Napoli.

- 3) On the 20th of October 2016 cover page of AMK after Beşiktaş's 2-1 victory against Napoli Karasev was once again accused of making-up the penalties. The news article included a small picture of the referee with the text "Russian referee drove us crazy" positioned directly underneath.
- 4) On the 20th of October 2016 cover page of Fanatik after Beşiktaş's 2-1 victory against Napoli the referee's penalty decision was described as harsh.
- 5) On the 24th of November 2016 cover page of AMK after Beşiktaş's 3-3 draw with Benfica the referee was described as hurting Beşiktaş with his highly controversial decision of disallowing their striker Aboubakar's goal.
- 6) On the 7th of December 2016 cover page of AMK after Beşiktaş's 6-0 defeat to Dynamo Kiev the refereeing was described as scandalous. The article which was accompanied by a photograph of the referee showing a red card and Beşiktaş players looking shocked described the penalty decision as a catastrophe. The article stated that Beşiktaş was undefeated in the group but didn't take into consideration the Scottish referee Craig Thompson. The article describes Thompson's scandalous whistle as stopping Beşiktaş and finishing the match by awarding a penalty and sending off Beşiktaş player Andreas Beck.
- 7) On the 7th of December 2016 cover page of Fanatik after Beşiktaş's 6-0 defeat to Dynamo Kiev the photograph accompanying the article was of the referee showing a red card and the Beşiktaş players looking shocked. The title of the article read "This is a picture of a massacre" and the article stated that

Beşiktaş's opponent was neither the extreme cold or Dynamo Kiev but the referee of scandalous matches Craig Thompson who was accused of stealing dreams with his penalty and red card decisions.

- 8) On the 7th of December 2016 cover page of Fotomaç after Beşiktaş's 6-0 defeat to Dynamo Kiev the photograph accompanying the article was of only Craig Thompson and the article's title read "Devil". The referee was described as a Turk hating Scottish referee who massacred Beşiktaş in Kiev. Thompson was accused of not only inventing a penalty but also sending off Andreas Beck. The article went on to describe Thompson as the leading actor in Beşiktaş's defeat.

Chapter 5

CONCLUSION

This study investigated nationalism, militarist metaphors, metaphors of physical fight and the coverage of referees on 116 cover pages of Turkish sports newspapers before and after Beşiktaş played in European competitions during the 2016-2017 and 2017-2018 seasons. The conclusion chapter of the study discusses its findings within the scope of the previously stated three research questions. In addition, it reveals how the research findings relate to previous academic work by comparing the findings with scholarly work listed in the literature review section of the study, indicates the study's strength and limitations, provides suggestions for possible future research and Turkish sports newspapers.

5.1 Consolidation of Work

RQ 1: *Which dominant news language has the Turkish sports press used in pre or post-match coverage of Beşiktaş's European matches in the 2016-2017 and 2017-2018 seasons? (Nationalist language, language including military metaphors, language including metaphors of physical fight)*

The results of the study indicate that nationalist language is more common in pre-match articles than it is in post-match articles. This could be explained by a type of agenda setting which aims to get the nation to stand-together in support of a Turkish team before the match is played and by the fact that Beşiktaş didn't win all of its matches. If Beşiktaş did win all of their matches, the results of the study suggest that

the amount of post-match articles containing nationalism would be higher because less than half of the articles contain nationalism after a Beşiktaş draw or defeat. Militarist metaphors and metaphors of physical fight are more common in post-match articles. Perhaps this is the case because they are used more to explain what has gone on during the match and therefore they are used less in pre-match coverage because the match has yet to be played. Militarist language is more common than nationalism on both pre and post-match cover pages just as militarist metaphors are more common than metaphors of physical fight.

RQ 2: *What kind of news discourse has the Turkish sport press used in the post-match coverage of Beşiktaş's European matches in the 2016-2017 and 2017-2018 seasons after a victory, draw or defeat?*

The results of the study indicate that on post-match cover pages, articles including nationalism are at a higher percentage after Beşiktaş victories than they are after Beşiktaş defeats or draws. The same thing can be said for articles including militarist metaphors and articles including metaphors of physical fight. The fact that more than half of the articles on the cover pages a day after Beşiktaş victories contain some form of nationalism suggests that journalists use frames that try to evoke national pride as a result of the Turkish team's victory against foreign opposition. Militarist metaphors and metaphors of physical fight also appear to be used more often when it is the Turkish team which is victorious in the metaphorical battleground or fight. Perhaps this too could be tied in to the previously mentioned frame of national pride as these metaphors are used in greater quantity in order to describe Turkish strength and prowess which can be done more effectively after a victory.

RQ 3: *How were referees covered by the Turkish sports press after a Beşiktaş victory, draw or defeat in European matches during the 2016-2017 and 2017-2018 seasons? (Positive, negative, neutral)*

The third and final research question was concerned with how referees were covered by the Turkish sports press after a Beşiktaş victory, draw or defeat in European matches during the 2016-2017 and 2017-2018 seasons. The results of the study indicate that there are no positive mentions of referees on the 116 cover pages examined and that negative mentions occur at the same percentage after a Beşiktaş victory and defeat.

In addition to the research questions stated above, the results of the quantitative content analysis suggest that the headlines of Turkish sports newspapers overwhelmingly include comment, in pre and post-match coverage of Turkish football teams' European matches. In terms of the usage of undesirable language (nationalism, militarist metaphors and metaphors of physical fight) some newspapers seem to be more problematic than others. The most nationalist articles are present in Fotomaç as are the most articles including militarist metaphors and metaphors of physical fight. The most headlines including militarist metaphors also come from Fotomaç. In terms of most nationalist headlines we see that Fotomaç and Fanatik are tied. The most militarist metaphors in headlines are present in Fanatik.

5.2 Relationship with Previous Research

The findings of this study support Gunell's (2009) assertion that metaphors are frequently used in written football commentary as militarist metaphors are used in over 80% of newspaper articles examined and metaphors of physical fight are used in

more than 56%. Özsoy (2011) previously stated that metaphors of war are common in headlines of Turkish sports newspapers because of the need for short headlines comprising of two or three words, the desire to prevent monotony in headlines and the desire to present similar events that take place every day in a different and effective manner. Although the results of this study suggest that militarist metaphors appear in less than half of the newspaper headlines the fact that over 95% of the headlines include comment rather than quotation or descriptive language supports Özsoy's statement that journalists want to prevent monotony in headlines and present similar events in a different manner. It would appear that headlines including comment allow matches to be presented in a different, more eye-catching and glamorized manner than simply descriptive headlines that would include only facts. By using headlines including comment, a more complex narrative and different frames can be applied to matches rather than a frame which simply describes two teams trying to score goals and obtain a victory. Although militarist metaphors are not extremely common in the newspaper headlines they are often used within articles. Kaya (2002) describes militarist metaphors as a type of metaphor often used by the Turkish sports press. According to Gökcalp (2004) militarist metaphors became prevalent in the Turkish football press during the 1990s. The results of this study indicate they are still prevalent today. These findings appear to support Kaya's (2002) argument that it is easy for the sports media to use militarist terms including some which are used within the sport itself because of the similarities between sporting competition and military action. Talimciler's (1999) description of the Turkish sports media which indicates that discourse containing both nationalism and violence is used in the coverage football matches of Turkish teams against non-Turkish opponents is also supported by the findings of this study.

According to Webb (2016) referees are viewed as the enemy and the problem by supporters after their team is defeated. By revealing that there was the same number of negative referee mentions after a Beşiktaş victory and defeat, somewhat surprisingly this study suggests that referees can be framed as a problem by the Turkish sports media even after a Turkish team has won. As there are zero positive mentions of referees or their correct decisions on the cover pages examined, frames that show referees in a positive light do not seem to be used by the newspapers which ties into Borel-Hänni's (2015) assertion that such frames are not seen as newsworthy. As suggested by Webb (2016) after a decision deemed to be incorrect which negatively affects a Turkish team is made by a referee the Turkish sports media appear to carry-out agenda setting which portrays the referee as a folk devil. Tragically this framing is made obvious on one of the newspaper cover pages where the title reads 'Devil' in reference to the referee. However, when the negative coverage of referees is examined questions once again emerge regarding nationalism on the cover pages of the Turkish sports newspapers as there is no criticism of any referee for making a mistake to the detriment of Beşiktaş's oppositions. However, this cannot be seen as conclusive evidence of nationalism because although it is unlikely that there were no refereeing mistakes made to the detriment of Beşiktaş's oppositions it is not impossible. In addition, there is no clear cut definition of what a mistake is as the correctness of refereeing decisions is quite often subjective and even experts may not agree with each other regarding whether or not a decision is correct or not.

5.3 Strengths and Limitations

This part of the conclusion looks at strengths and limitations of the study. Because quantitative research was carried out, the author could only examine nationalist

language, militarist metaphors and metaphors of physical fight on the cover pages of Turkish sports newspapers within limitations of the numeric form. Lincoln and Guba's Evaluative Criteria suggests the trustworthiness of research can be increased by triangulation (Shenton, 2004). The fact that triangulation wasn't carried out can be noted as a limitation of the study as when triangulation is carried out "...the boundaries of both methodological approaches are transcended....the triangulation of different approaches makes it possible to capture different aspects of the research issue" (Flick, 2004, p.180). Therefore, supplementing the quantitative research on nationalism, militarist metaphors and metaphors of physical fight with qualitative methods could have led to a more in depth understanding about their usage on the cover pages of Turkish sports newspapers.

Another limitation of the study is that the same number of pre and post-match cover pages were not examined because of timing related publishing issues. For the same reason, there were slight differences in the amount cover pages examined for each newspaper. Finally, because Beşiktaş's win, lose and draw ratio was not identical the same amount of post-match cover pages were not examined for all results.

5.4 Possible Future Research

Although this research is partly concerned with the coverage of referees on the cover pages of Turkish sports newspapers the number of references other than those which simply state who will be refereeing an upcoming match are not very many. Research solely focused on the coverage of referees could look at a larger number of cover pages in order for more examples of news items which mention referees to be examined.

Although the author believes the study provides valuable insight about nationalism, militarist metaphors and metaphors of physical fight in Turkish sports newspapers, further research could investigate articles other than those on the cover pages in order to paint a more complete picture about the characteristics of the newspapers. Interviews with journalists could add insight into certain framing decisions and the usage of nationalist language, militarist metaphors and metaphors of physical fight.

The final suggestion for further research is a study which measures audience attitudes regarding the trends highlighted in this research. Such a study would reveal whether the frames used by the Turkish sports journalists (the communicators) are the same frames used by the readers of the paper (the receivers) regarding nationalism, metaphors of physical fight, militarist metaphors and referees.

5.5 Suggestions for Turkish Sports Newspapers

As stated in the literature review section of this study, The Turkish Journalists' Association (2018) indicates that journalists' responsibility towards the public is greater than any other responsibility including that towards their employers. In addition, their manifesto states journalist shouldn't make publications that justify, incentivize or provoke violence. As stated earlier, the findings of the study indicate that military metaphors are present in 80% of the newspaper articles examined and that metaphors of physical fight are present in more than 56%. Mil & Şanlı (2015) argue that Turkish sports newspapers lead to violence as a result of depicting matches as wars or fights for survival. As metaphors of physical fight and militarist metaphors are both present in over half of the articles examined, this study supports Mil & Şanlı's (2015) argument that matches are depicted as wars or fights for survival. The author would suggest that Turkish sports journalist behave in a more

responsible manner and question the high use of such metaphors as they can be viewed as justifying, incentivizing or provoking violence between players, fans and other figures in football. Journalists must question whether journalistic ethics should be sacrificed in order to attract more readers and whether the current environment in Turkey described by Akser & Baybars-Hawks (2012) as an environment where stories have become more sensationalists as well as garnered towards provoking interest and excitement is an environment which is in the best interest of the public or their employers.

REFERENCES

- Akser, M., & Baybars - Hawks, B. (2012). Media and democracy in Turkey: Toward a model of neoliberal media autocracy. *Middle East Journal of Culture and Communication*, 5(3), pp. 302-321.
- Arıkan, Y., & Çelik, O. (2007). Futbolda şiddet ve polis. *Polis Bilimleri Dergisi*, 9(1-4), pp. 109-132.
- Anderson, B. (2004). *Imagined Communities: Reflections on the Origin and Spread of Nationalism*. London: Verso.
- Banerjee M, Capozzoli M, McSweeney L, et al. (1999). Beyond kappa: a review of interrater agreement measures. *The Canadian Journal of Statistics* 27(1): pp. 3–23.
- Beşiktaş (2017). Club [Online] Retrieved from: <http://www.bjk.com.tr/en/cms/hakkinda/1/>
- Borel-Hänni, F. (2015). Information through a lens: Media and journalists' social responsibility towards French football referees. *European Journal for Sport and Society*, 12(4), pp. 397-419.
- Bryman, A. (2012). *Social Research Methods*. (4th ed.) Oxford university press.
- Cerrahoğlu, N. (2004). Türkiye'de Spor Gazeteciliği İmajı. *İletişim*, pp. 21-42

Çevikel, T. (2012). Türkiye Spor Medyasında İçerik Çeşitliliği: Günlük Gazeteler ve Futbol Blogları Arası Bir Karşılaştırma. *Akdeniz İletişim*, (18), pp. 110-122

Christensen, C. (2007). Concentration of ownership, the fall of unions and government legislation in Turkey. *Global Media and Communication*, 3(2), pp.179-199.

Cohen J (1960). A coefficient of agreement for nominal scales. *Educational and Psychological Measurement*, 20(1): pp. 37–46.

Cohen, S. (1972). *Folk devils and moral panics*. New York: Routledge.

Demirtaştan, M. (2017, September 11). UEFA Şampiyonlar Ligi'nde Türk takımları. Retrieved from: <http://aa.com.tr/tr/dunyadan-spor/uefa-sampiyonlar-liginde-turk-takimlari/906329>

Deuze, M. (2005). What is journalism? Professional identity and ideology of journalists reconsidered. *Journalism*, 6(4), pp. 442-464.

Doğan, M. D. (2017). *Bir Halk Yaratması Olarak Futbol Tezahüratları: Beşiktaş Örneği* (master's thesis), İstanbul University, İstanbul, Turkey.

ESM (n.d.). All About ESM [Online] Retrieved from: <http://www.eusm.eu/>

Entman, R. (1993). Framing: toward clarification of a fractured paradigm, *Journal of Communication*, 43(4), pp. 51-58.

- Flick, U (2004). Triangulation in Qualitative Research In Flick, U., von Kardoff, E., & Steinke, I. (Eds.), *A companion to qualitative research*. (pp.178-183). Thousand Oaks, CA: Sage.
- Gannon, T. (2018, April 20). It's Brawl Over Fenerbahce vs Besiktas abandoned as manager Senol Gunes has head split open by object thrown from stands. *The Sun*, Retrieved from: <https://www.thesun.co.uk/sport/football/6096557/fenerbahce-vs-besiktas-manager-senol-gunes-struck-head/>
- Gökalp, E. (2004). Beware the Turks are coming! Reproducing Turkish nationalism(s) through the press coverage of football games. *RAMSES Series on Europe and the Mediterranean, Working Paper 7/06* (October 2006)
- Gökalp, E., & Panagiotou, N. (2008). Peace or Conflict? Turkish and Greek Press Discourse on Football Matches. *Communication in Peace/Conflict in Communication*, pp. 87-94
- Gökay, B., & Aybak, T. (2016). Identity, Race and Nationalism in Turkey— Introduction to the Special Issue. *Journal of Balkan and Near Eastern Studies*, pp. 107-110
- Gökulu, G. (2008). Futbol Haberlerinin Sunumunda Şiddet, Fanatizm ve Milliyetçilik. *Toplum ve Demokrasi*, 2(3), pp. 147-164.
- Gunell, F. (2009). First Blood Went to Arsenal: A Study of Metaphor in English Football Commentary.

- Harris, N. G. E. (1998). Codes of Conduct for Journalists In Belsey, A. & Chadwick, R. (Eds) *Ethical Issues in Journalism and the Media* (pp. 62-77). Routledge: London
- Kaplan, Y., & Akkaya, C. (2014). Spor Kültürü ve Türkiye'de Spor. *International Journal of Science Culture and Sport (IntJSCS)*, 2(6), pp. 114-119.
- Kaya, A. Y. (2002). Spor Basınında Dil Kullanımı. *Selçuk Üniversitesi İletişim Fakültesi Akademik Dergisi*, 2(2), pp. 142-149.
- Kazancı, H. (2013). *Banal nationalism in the Turkish press - 2012* (master's thesis). İstanbul Bilgi University, İstanbul, Turkey.
- Kian, E. M., Anderson, E., & Shipka, D. (2015). 'I am happy to start the conversation': Examining sport media framing of Jason Collins' coming out and playing in the NBA. *Sexualities*, 18(5-6), pp. 618-640.
- Koç, U., Özen-Aytemur, J., & Erdemir, E. (2016). Powerful Actor and Hesitant Institutionalization: The State in the History of Turkish Football. *The International Journal of the History of Sport*, 33(16), pp. 1904-1920.
- Krawietz, B. (2014). Sport and Nationalism in the Republic of Turkey. *The International Journal of the History of Sport*, 31(3), pp. 336-346.
- Lakoff, G. (1993). The Contemporary Theory of Metaphor. In Ortony, A. (1993) *Metaphor and Thought*. Cambridge: Cambridge University Press

- Lombard, M., Snyder-Duch, J., & Bracken, C. C. (2002). Content analysis in mass communication: Assessment and reporting of intercoder reliability. *Human Communication Research*, 28(4), pp. 587-604.
- Macnamara, J. R. (2005). Media content analysis: Its uses, benefits and best practice methodology. *Asia Pacific Public Relations Journal*, 6(1), 1
- McCombs, M. (2005). A look at agenda-setting: Past, present and future. *Journalism Studies*, 6(4), pp. 543-557.
- McCombs, M. E., & Shaw, D. L. (1972). The agenda-setting function of mass media. *Public Opinion Quarterly*, 36(2), pp. 176-187.
- Mercurio, E., & Filak, V. F. (2010). Roughing the passer: The framing of black and white quarterbacks prior to the NFL draft. *The Howard Journal of Communications*, 21(1), pp. 56-71.
- Mil, H. İ., & Şanlı, S. (2015). Sporda Şiddet Ve Medya Etkisi: Bir Maçın Analizi. *Elektronik Sosyal Bilimler Dergisi*, 14 (55), pp. 231-247
- Neuman, W. L. (2006). *Social Research Methods: Qualitative and Quantitative Approaches* (6th ed). Boston: Pearson Education, Inc
- Özsoy, S. (2011). Spor gazetelerinin başlıklarında militarist ve şiddet içerikli metaforlar. *Gümüşhane Üniversitesi İletişim Fakültesi Elektronik Dergisi*, 1(1), pp.88-114

Özsoy, S., & Yıldız, K. (2013). Türkiye'deki spor basınında nefret söylemi. *International Journal of Social Science Research*, 2(2), pp. 46-60.

Patton, M. Q. (2015). *Qualitative Research & Evaluation Methods: Integrating Theory and Practice* (4th ed.). Thousand Oaks, CA: Sage.

Premier League (2018). Europa League Explained [Online] Retrieved from: <https://www.premierleague.com/uefa-europa-league-explained>

Reporters Without Borders (2016). Journalism engulfed by the purge [Online] Retrieved from: <https://rsf.org/en/turkey>

Salkind, N. J. (2009). *Exploring Research*. (7th ed.) New York: Pearson

Schokkaert, J., & Swinnen, J. (2016). Uncertainty of Outcome Is Higher in the Champions League Than in the European Cup. *Journal of Sports Economics*, 17(2), pp. 115-147.

Seippel, Ø. (2017). Sports and Nationalism in a Globalized World. *International Journal of Sociology*, 47(1), pp. 43-61.

Shenton, A. K. (2004). Strategies for ensuring trustworthiness in qualitative research projects. *Education for Information*, 22(2), pp. 63-75

Simmons, P. (2006). Tackling abuse of officials: Attitudes and communication skills of experienced football referees. *ANZCA, "Empowerment, Creativity and Innovation: Challenging Media and Communication in the 21st Century.*

Talimciler, A. (1999, January). Türkiye Futbol Medyası. *Birikim Dergisi*. Retrieved from: <http://www.birikimdergisi.com/birikim-yazi/5335/turkiye-futbol-medyasi#.WhcVS0qWbIU>

Tepeköylü, İ. (2016). Türkiye’de Futbol, Taraftar Olgusu Ve Beşiktaş Çarşı Grubu. *Akademik Bakış Uluslararası Hakemli Sosyal Bilimler Dergisi*, (56), pp. 380-390.

The FA (2018). Law 5: The Referee [Online] Retrieved from: <http://www.thefa.com/football-rules-governance/lawsandrules/laws/football-11-11/law-5---the-referee>

Türkiye Gazeteciler Cemiyeti (2018). Türkiye Gazetecilik Hak ve Sorumluluk Bildirgesi [Online] Retrieved from: <https://www.tgc.org.tr/bildirgeler/turkiye-gazetecilik-hak-ve-sorumluluk-bildirgesi.html>

UEFA (2018). Champions League History [Online] Retrieved from: <https://www.uefa.com/uefachampionsleague/history/index.html#/>

UEFA (2018). Europa League History [Online] Retrieved from: <http://www.uefa.com/uefaeuropaleague/history/index.html#/>

- Uzun, R. (2004). Türkiye’de Spor Basınının Etik Anlayışı. *İletişim*. (19), pp. 3-19.
- Ward, S. J. (2009). Journalism Ethics. *The Handbook of Journalism Studies*, pp. 295-309.
- Webb, T. (2016). ‘Knight of the Whistle’: WP Harper and the Impact of the Media on an Association Football Referee. *The International Journal of the History of Sport*, 33(3), pp. 306-324.
- Webb, T. (2016). Referees and the media: a difficult relationship but an unavoidable necessity. *Soccer & Society*, pp. 205-221
- White, M. D., & Marsh, E. E. (2006). Content analysis: A flexible methodology. *Library Trends*, 55(1), pp. 22-45.
- Zambom-Ferraresi, F., García-Cebrián, L. I., Lera-López, F., & Iráizoz, B. (2017). Performance evaluation in the UEFA Champions League. *Journal of Sports Economics*, 18(5), pp. 448-470.

APPENDIX

Coding Sheet for Turkish Sports Newspaper Content Analysis

1. Name of newspaper: 1= *Fanatik*; 2= *Fotomaç*; 3= *AMK*

2. Publication date of newspaper:

3. Headline of related news article:

Language used in the headline:

4. Nationalist language: 1= Yes; 2= No

(A) *Portraying an image of communion and identifying with the nation state of Turkey.* 1= Yes; 2= No

(B) *Using cultural symbols of other nations in a mocking manner* 1= Yes; 2= No

(C) *Presenting individuals and groups as disliking or being against Turkey.*

1= Yes; 2= No

(D) *Negativity drawing on historical hostilities* 1= Yes; 2= No

(E) *Other:* 1= Yes; 2= No if yes

5. Militarist metaphors: 1= Yes; 2= No

(A) *Metaphors that define strategies of war* 1= Yes; 2= No

(B) *Metaphors that define actions that take place during war* 1= Yes; 2= No

(C) *Metaphors that define figures of war* 1= Yes; 2= No

(D) *Metaphors that define outcomes of war* 1= Yes; 2= No

(E) *Other* 1= Yes; 2= No if yes

6. Metaphors of physical fight: 1= Yes; 2= No

(A) *Metaphors that define strategies of physical fight* 1= Yes; 2= No

(B) *Metaphors that define actions that take place during physical fight*

1= Yes; 2= No

(C) *Metaphors that define or influence outcomes of physical fight* 1= Yes; 2= No

(D) *Other* 1= Yes; 2= No if yes

7. Descriptive language: 1= Yes; 2= No

8. Language including comment: 1= Yes; 2= No

9. Language including quotation: 1= Yes; 2= No

10. Other: 1= Yes; 2= No if yes

Language used in news article:

11. Nationalist language: 1= Yes; 2= No

(A) Portraying an image of communion and identifying with the nation state of Turkey. 1= Yes; 2= No

(B) Using cultural symbols of other nations in a mocking manner 1= Yes; 2= No

(C) Presenting individuals and groups as disliking or being against Turkey.

1= Yes; 2= No

(D) Negativity drawing on historical hostilities 1= Yes; 2= No

(E) Other: 1= Yes; 2= No if yes

12. Militarist language: 1= Yes; 2= No

(A) Metaphors that define strategies of war 1= Yes; 2= No

(B) Metaphors that define actions that take place during war 1= Yes; 2= No

(C) Metaphors that define figures of war 1= Yes; 2= No

(D) Metaphors that define outcomes of war 1= Yes; 2= No

(E) Other 1= Yes; 2= No if yes

13. Metaphors of physical fight 1= Yes; 2= No

(A) Metaphors that define strategies of physical fight 1= Yes; 2= No

(B) Metaphors that define actions that take place during physical fight

1= Yes; 2= No

(C) Metaphors that define or influence outcomes of physical fight 1= Yes; 2= No

(D) Other 1= Yes; 2= No if yes

14. Is there any mention of the referee: 1= Yes; 2= No

15. Language used to describe referee: 1= Positive; 2= Negative; 3= Neutral;

4=No mention

16. Type of coverage: 1= Pre-match coverage; 2=Post-match coverage

17. Match result: 1= Beşiktaş victory; 2= Beşiktaş defeat; 3= Draw; 4=Pre-Match Coverage