

**When the Journalist Meet to the New Media: Some Reflections on
the Interactions between Journalist and New Media Driven
Journalism in Turkey**

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Abstract: This study is deal with the technological changes which is affected the news production and journalistic routines within the case of Turkey's online journalism experiences. New information and communication technologies are certainly paved the way of the new dynamics of the interaction between journalist and news production globally, and in this respect, some positive consequences such as establishment of new channels in which the hope for pluralism and democratic communication possibilities have emerged in the media sector. But, as a parallel of these on-going transformation processes, the main problems have been continued in the logic of new media ecology. In this regard, pluralisation in the media markets, media ownership diversity, digital divide and at the hearth of the knowledge society the greater disparity of the accessibility of the information sources is being triggered by the unsuitable law framework, freedom of expression and of course intensified ethical problems are continued in the new media driven journalism and as a result this, journalists working conditions has been affected worse. Therefore, it should be said that the changes in the technologies of news production do not simply adjust journalistic practices; they also modified what might be considered technologically specific forms of work. These new work forms are rooted in the affordances of novel technical capacities while also making claims about the journalistic nature of such work. In summary, the seeking an answer a question is ever more important and meaningful than before. Each mode in this study, it is argued that, points to different understandings of the relationship between journalistic work and technology and carries different implications about the changing nature of journalism in the digital age. The aim of the study is to explore the link of the journalist and the new media nexus. In this respect, the study is based on 22 in-depth interviews of online journalist and a survey which is based on the "Likert attitude analysis" (N: 126) in Turkey. The research is carried on March 26 2014 to June 26 2014 In addition to Likert attitude analysis and deep interview with journalist, the writer of this article have analysed Turkey's new media sector within the border of critical economy political approaches. Even if the analysis which is based on critical economy approaches, have been confinable to the new media sector in Turkey, it presented a real condition on Turkey's new media ecology. Especially the analysis is paved to way of the understanding of online journalist working practices. The findings of the study are determined that the online journalism is required of the diversity in free marketplace of the media sector.

Keywords: online journalism; Internet and new media; online journalistic outlets revenues share; ownership concentration

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1. Introduction¹

In the course of 1990's, media markets have been witnessed profound changes globally. When neo liberal policies were come into effect since 1990s, a new era has been implied a radical changes for the media sector and its integrated markets. At the global level; concentration of ownership, monopolization trends, insufficient media policies, miss-management of new media by government's policy, ineffective national media policies in the age of neo liberalism, restrictions on the freedom of information and expression are the samples of these ongoing transformations. But among these changes, perhaps the most important transition is experienced on journalism and journalistic routines. Despite the fact that, this "the most important transition process", is often seen the migration of the journalist and journalistic routines into the new media and new media driven journalism, the changes isn't restricted not only to this. In fact, this migration into the new media world also has been affected the nature and meaning of the news at least three and important aspects. Mark Deuze (1999, p. 373) points these aspects as a distinguished ways and these are: (1) the first way as regard to the internet's potential contribution to the democracy. In this respect, according to Deuze, internet has the potential to make journalist's role as the essential intermediary force in democracy "more or less superfluous". While this optimistic view is often based on the internet's technological capability offers the media professional a vast array of resources and sheer endless technological possibilities to work with. In addition to this, on the one hand journalist interaction with the new media especially likes Facebook and Twitter and the other social media practices are seen an important way to the interaction with the other sources of information and news. On the other hand as Sivek (2010, p. 158) have pointed out that the social media have been represented an opportunity for journalist and their organizations to connect with the audience in critical new ways especially reunite alienated readers and viewers with content and its creators who have been largely distanced in the past. Another important contribution for the analysis of the interaction of new media and journalist is stem from the internet's technological properties. In this respect (2) as Susan Currie Sivek (2010, p. 147) has pointed out this new dimension is convergence. According to her, "convergence" is stand for a new age of journalism. Because, "the journalist who today strive to adopt convergent and multimedia approaches to news are already being supplemented and will eventually

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be replaced by a new generation of journalist for whom convergence is the ways things have always been” (Sivek, 2010, p. 147). Because today’s media industries isn’t shaped by the division of technologically distinct silos, conversely today’s media industry increasingly characterized by convergent, fluid and interdependent “media ecosystem” (Deuze, 2007, p. 6), then the new journalist into a technological driven or to say that they into a logic of technology and new media ecosystem. Therefore; internet, for the purposes and aim of this presentation, has created its own journalism and journalistic routines so called (3) *digital* or *online* journalism. The new type or online journalism, as pointed on the introduction of this presentation, has been characterized by three dimensions: *Interactivity*, *Personalization* and *Convergence* (Deuze, 1999, p. 377). This new eco system and especially the introduction of the new logic of technology have created its own style at globally. As Amy Schmitz Weiss and Vanessa de Macedo Higgins Joyce (2009, p. 587) have pointed out; “the internet as a technological promise and a communication tool can be considered the place for McLuhan’s Global Village, where traditional ideas of time and space are reconsidered”. In this study this reconsidered evaluated in the Turkey’s experienced by a case study and the study seeking two but interrelated research question. As seen in the abstract the research question of this study are: The first question is; how do journalists discuss the emergence of these technologically specific forms in Turkey?

Attempts to answer this question the writer need another question which is strong relation with the first one. In this respect the question is; when new work forms are seen as contributing to the practices of journalism and when are they seen as threatening it? This article argues that such work is discussed in three distinct ways: (1) Continuity / Discontinuity aspects of the new media driven journalism in terms of the traditional journalism practices and as exemplars of continuity; (2) as threats to be subordinated; and (3) as new possibilities for journalistic reinvention in the Turkey’s online media experiences.

2. Methods of the Study

In order to answered to this questions, the writer attempts that the distinguished two aspects of the online and traditional journalism’s role in terms of the continuity and discontinuity in the field of journalism. Although upper than 30 million daily internet users, and in this respect has great opportunities for the creation of new content and journalistic styles it seems that continuity for traditional journalism and journalistic routines in the online “media eco system”. For understanding online

media ecosystem in Turkey, the general overview and analysis of the Turkey's internet infrastructure such as user potential and usage practices is very important for this research. On the other hand, during this study (from March. 26. 2014 to June. 26. 2014) for the purposes of the study, the research has employs in-depth interview with 22 online journalists in Turkey and to implement a survey which is based on Likert attitude scale for understanding a journalists self-reflexivity and the perception of online journalism. Likert attitude analysis is very useful for the purposes of this research. Because this research techniques in the social sciences has got open ended question and provided active participation both of the research's two side (researcher and interviewed). Likewise all attitude-scale, Likert attitude analysis also assumes that the strength / intensity is linear, an example on a continuum range from "strongly agree" to "strongly disagree" and makes the assumption that attitudes can be measured¹.

In this study, Likert attitude scale is used for the invigorated to the in-depth interviews and through this analysis journalist's self-reflexivity and how the perceived the online journalism are gathering. On the other hand, in-depth interviews which is carried on during the research is employed other research techniques in the study. In-depth interviews conducted on 22 young journalists (whose ages range from 25 to 35) who are works as corresponded in national media groups in Turkey and the journalist group have been immersed in the creation and constant use of social media (twitter, facebook, linkedin and other social media sites such as blogs).

Therefore these journalists are accustomed to the "immediate" and "unfiltered" nature of social media (Sivek, 2010:157). As they more familiar social media and new communication technologies they will expect that these type of interaction (between journalist and new media) in both their personal and professional career. According to Sivek (2010, p. 147) young journalist who entered profession characterized by convergence and temporary employment will try to maximize experiment to obtain status for them, perhaps this experience is more than their news organization. Therefore, young journalists have been more experienced for the new media mediation than their predecessors. But these interactions have been different points. For instance as Nikki Usher's (2010, p. 913) interpretation, this interaction sometimes means a "goodbye for journalism". Whatever interpretations said that, whether the end of journalism or at the brink of new era for journalist, it

¹ Accessed at: <http://www.m.simplypsychology.org/likert-scale.html>.

seen apparently that a transition for journalist and journalistic routines with the new media mediation.

In this study this transition process is being talked with the online and traditional journalists in Turkey. In-depth interviews are realized for talking this on-going transition with the journalist. During the interviews the participants were asked to discuss general conditions of Turkey's media landscape, especially unemployment of the sector and the future of journalism, and general problems regarding the field of journalism, their perception of journalism and self-reflection practices as a journalist and of course how they saw the future of the industry. The aim of this in-depth interview is to provide an insight on a journalist and journalism in Turkey in general and in particular the attitudes, opinions and behaviours of journalist and the interaction to new media and journalist.

For the purposes of this presentation in-depth interview and a survey is based on the Likert attitude analysis, to say that, is very useful. It is not only providing a method for systematic knowledge on the journalist and new media interaction but also deep and meaningful analysis for this interaction and future development. On the other hand, journalist and new media interaction must be conceptualized within the media system. Despite the fact that, social and technological forces are pushing the journalism into the different news making process and interaction dynamics, the journalism and journalistic routines are working continuously within the media systems. Especially principal and the practices of the universal service using, openness and accountability, ethics, democratic communication order, freedom of the expression in the markets, diversity and in this respect not only content but also ownership diversity in the media markets are an important tools for the determinants of media systems and of course they are provide a meaningful inquires for the future of journalism. News producing and journalistic routines are inquiries in terms of these assessments new media was seen more of a threat than an opportunity. In comparison with traditional journalism, the new media and news production in new media mediation are provide an important tools for the news media and to say that internet also provides convenient access to the wider range of international news outlets (Chan, Lee and Pan; 206:926). But to say that an analysis of the macro structure which is determinant for the journalism, such as ownership structure of the media outlets, digital divide and penetration rates, some ethical and unintended journalism problems which is consist of a macro story for journalism is revelation of the other side of the story. In this regard we must see continuous problems in the new media world.

3. Research and Finding of the Study

3.1. Turkey’s New Media Market Structure and Penetration Rates: Is Online Journalism Possible in the Age of Media Conglomerates

With are more than 30 million users and the relatively high penetration rates Turkey’s new media infrastructure is seen a hopeful areas for the future online journalism and journalistic outlets. But, in the real condition of the media markets is far away from this hopeful picture. Hence; Turkey’s new media infrastructure, like almost western liberal counterparts is plagued for monopolization and concentration of ownership. Therefore, the question in the above (*is online journalism possible in the age of media conglomerates and in the condition of ownership concentration*) is very important starting point for the understanding of online journalism and future journalist generation.

Table 1. Turkey’s New Media Infrastructure, Users and Penetration Rates

Country	Population	Internet Users	Penetration Rates (%)	Rank in the Europe (%)
Turkey	79.749.461	36.455.000	45.7	7.0

Source: <http://www.internetworldstats.com>

In terms of overall internet usage statistics in Europe, Turkey is seen a moderate but has got an expansion possibility. According to the recent statistic by internet world stats (the top 10 internet countries in Europe in 2012), Turkey is the fifth countries among the European Union member and candidate countries.

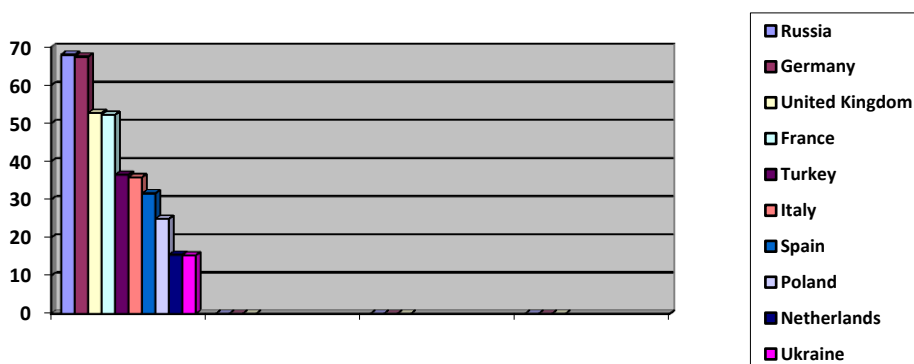


Figure 1. Top 10 Internet Countries in Europe

Source: <http://www.internetworldstats.com>

As shown in the figure 1, although the fifth countries and also an expansion capabilities of the new media markets Turkey, like the almost all the western liberal countries has been plagued commercialized media markets and intensified ownership concentration.

Table 2. Media Conglomerates in Turkey and Their Internet Investment in the Period of 2000-2014

Media Groups	Internet Companies	Portal
Doğan	Doğan Online	http://www.e-kolay.net
Çukurova	Superonline	http://www.superonline.com
Turkuaz	Turkport	http://www.turkport.com
Sancak	Webbee	http://www.webbee.com
Doğuş	İxir	http://www.ixir.com
İhlas	Ihlas-net	http://www.ihlas.net

There are also independence online journals and news sites in Turkey. Although they are independent and have got editorial authority but they have got weak financial sources and poor organizational capabilities.

Table 3. Some Samples of Online Journals and News Sites in Turkey¹

Online Journals and News Sites (This Journals and News Sites are independent from Media Conglomerates in Turkey)	URL Address
Bianet	http://www.bianet.org
Digi Media	http://www.digimedya.com
E Haber	http://www.ehaber.net
Haber 1	http://www.haber1.com
Haber 3	http://www.haber3.com
Haber A	http://www.habera.com
Haber Analiz	http://www.haberaliz.com
Haber Gazete	http://www.habergazete.com
Haber Metre	http://www.habermetre.com
Haber Türkiye	http://www.haberturkiye.com
Haber Vitrini	http://www.habervitrini.com
Haber X	http://www.haberx.com
Havadis	http://www.havadis.com
İ Medya	http://www.imedya.com
İnternet Haber	http://www.internethaber.com
Net 1 TV	http://www.net1tv.com
Net Gazete	http://www.netgazete.com
Net Haber	http://www.nethaber.com

¹ The information in the table 3 is gathered from the Google search engine.

Objektif Haber	http://www.objektifhaber.com
Olay Haber	http://www.olayhaber.com
Press Turk	http://www.pressturk.com
Sansürsüz	http://www.sansursuz.com

Hence only five companies / players has dominated all over the net notably internet service providing. These companies in which they dominated of the Turkey’s new media landscape are shown in table 2.

(This table is quoted from official website of Internet and Communication Technologies Authority. The table is contain 2013, Quarter Second Data)

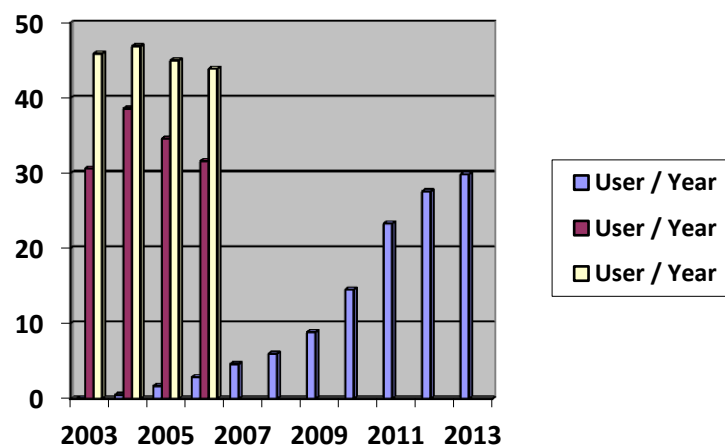


Figure 2: Broadband Internet Penetration and Internet Subscribers in Turkey

Source: <http://www.icta.gov.tr>: 29

In terms of technological infrastructure, internet users in Turkey have been divided into six categories. But the most useful technology is xDSL. This technology is based on broadband capacity. In the near future, Turkey’s internet capacities has expanded and digital technologies is developed into the fibre optic and other technological inventions. In terms of technological infrastructure Turkey internet users is showed that in Table 2.

Table 4. In terms of Technological Infrastructure Percentage of the Distribution of Internet Users in Turkey

Technological Infrastructure	2012 (Quarter 2 Data)	2013 (Quarter 1 Data)	2013 (Quarter 2 Data)	Quarterly Growth Rate (from 2013 Quarter 1 to 2013 Quarter 2)	Annual Growth Rate (from 2012 Quarter 2 to 2013 Quarter 2)
xDSL	6.632.661	6.678.907	6.644.571	-0.5	0.2
Mobile Internet From Computer	1.582.984	1.727.861	1.746.814	1.1	10.3
Mobile Internet from Mobile Handset	15.908.739	19.041.609	20.038.053	5.2	26.0
Cable Internet	485.531	501.201	491.582	-1.9	1.3
Fiber Internet	499.668	741.665	880.871	16.1	88.3
Other	140.299	137.366	126.884	-7.7	-9.6
Total	25.219.882	28.826.669	29.908.985	3.7	18.6

Source: <http://www.icta.gov.tr>: 30

According to table 4, the internet user numbers are continuously ascending but in parallel this raised is not followed by the new media sector especially internet service provider companies. As seen in table 5, Turkey's internet service providers are high degree of ownership concentration in this market and even they showed that intensified monopolization trends. Hence a company (TTNET) almost dominated the whole market by themselves. This company is the publicly owned prior to the privatization process. Other internet service provider is integrated the media conglomerates especially vertical and horizontal ownership concentration in the media markets in Turkey. But this trend is not unique for Turkey. Conversely, almost all western liberal democracies nowadays under the threat of monopolization and the new media market have been dominated by a few actors. In table 3, major internet service provider and their market share is showed.

Table 5. Internet Service Providers and Their Market Share in Turkey

Internet Service Provider Name	Market Share (%)
TTNET	80.62
Superonline	10.14
Dogan Television Digital	4.49
Milenicom	1.51
Vodafone Net	1.48
Turk Net	0.96
Metronet	0.47
İş Net	0.06
Eser	0.05
Him Net	0.04
Other	0.18

Source: <http://www.icta.gov.tr>: 29

An attempt to the rethinking of online journalism is not evaluated as independently from the on-going conditions of media market and especially media systems in which the online journalist working under this structure. On the other hand, as noted above, another restriction is stem from traditional news media that immigrated into to new media environment. Whether immigration into the new media world or digital natives a large part of online journalism is originated from the traditional news medium. Some writers like, Daniel Lipinski and Gregory Nedderiep has interpreted this “fusion” as a way of new method for seeking coverage from the old media. As Daniel Lipinski and Gregory Neddenriep (2004, p. 7) have states; “the internet is often viewed as a replacement of the old modes of communication, a tool used by news seekers, including public officials, to bypass traditional news media. However the authors show that the arrival of this new media has not caused officials to forsake journalists and abandon traditional media. Instead, they are utilizing the Web as a new method for seeking coverage from the old media”. In face of the online journalism the main question is stem from the media revenues. According to recent studies on the online journalism’s revenues Pew Centre’s studies have determined that the online revenues for most of the news media are still a small fraction of the income from traditional print or broadcast media. But, as Paul Grabowicz (2014, p. 1) has assumed that, “financial viability for newspapers and most of the magazines, at least for now, requires retaining as many existing print readers as possible. Yet, the trends are clear: People, especially young, are turning to the internet for more and more of their news and developing an effective digital strategy is essential for long-term survival. According to Pew Centre’s studies, this trend is sum up in the figure 2.

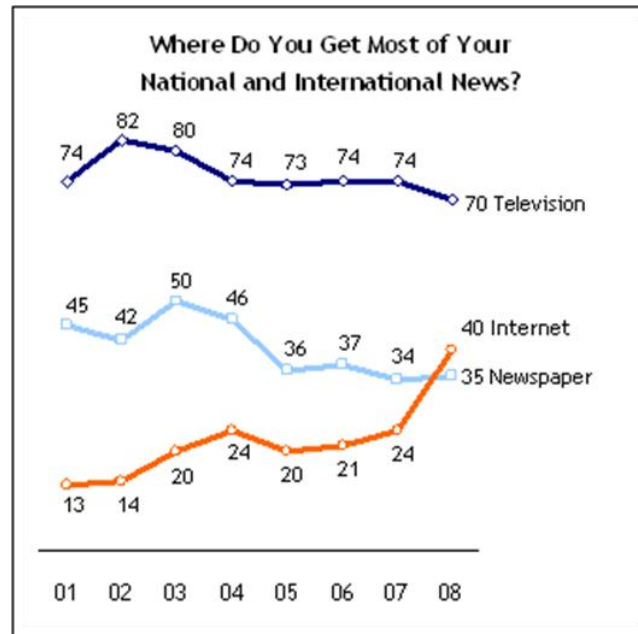


Figure 2. Where the People Gets the News.

(Pew Center, 2014:5)

The viewing or clicking rate is being showed in the table 2. According the Pew Centre Study, social media is becoming as a continuously risen news reading platform. In the near past, the research is carried on the 2013 second quarter, internet and especially social media is risen the 40 per cent, another say, this is consist of the third of the two of all the news reading rates. But, even if the new medium which is the become the new way of the news reading tools, the important problem is emerged from to say like the old media ecology. Although online journalist outlets has been stand for the new way to the reaches the news, the important problem is emerged from the revenues especially the share of the advertisement revenues with the traditional news media. In this respect, a dilemma is very pervasive. Hence against risen journalistic outlets, the revenues are lessening. For example in Turkey, after the two economic crises (November 2000 and follows this February 2001) advertisement revenues is stabled that approximately 2.5 billion dollars per year, the sharing of this budget is very problematic. In table 3 has showed that the Turkey's advertisement revenues and sharing trends among the media outlets.

Table 6. Internet Advertisement Revenues in Turkey 2012 First Quarter Data

Classified of Internet Advertisement's	Million Dollars
Display Advertisement Budget	169.10
Screening or Clicking Advertisement Budget	131.87
Video on Demand	15.69
Generated by the Sponsors	13.05
Revenues Sharing Advertisement	8.49
Web Search's Advertisement	196.53
Advertisement on Word Based	135.57
Advertisement on Screening Based	60.96
Mobile Advertisement	14.94
Mobile Video Screening Advertisement	4.45
Mobile SMS or MMS Advertisement	10.49
Online Advertisement Page	32.74
Other	3.46
E-Mail Trafficking	1.93
In-Game Advertisement	1.53
Total Internet Advertisement Budget in Turkey (2012 First Quarter)	416.77

Source: <http://www.iab.org.tr>

Having newly established and developing marketing techniques in Turkey, internet marketing and advertisement a vital importance for the online journalist and journalistic outlets. But to say that online journalism is shared this revenue with the traditional mass media in Turkey, because the traditional mass media outlets have migrated into a new media realm. Whether migration into the new media world / ecology or born in the digital world the mass media have shared the same revenues like all over the western world. But to say that new media has led to new opportunities for the generated an advertisement revenue is based on the nature of the new world (interactivity, synchronization, a-synchronization and so on). Therefore the new media ecology has a chance for both traditional and digital born outlets. This study until this chapter was discussed the economy politics of the new media as a case of Turkey. But the most important questions are not answered yet. These questions, in the first look, are seen simple but present a vital importance for the now and future online journalist generation. As raised in the abstract the questions are: How do journalists discuss the emergence of these technologically specific forms in Turkey? When new work forms are seen as contributing to the practices of journalism and when are they seen as threatening it?

3.2. Re-Viewing the Two Faces of the Janus: Became an Online Journalist in the Highly Concentrated Media World

In his ground-breaking study, Mark Deuze (2003, p. 207) states that the new digital interactive media climate has also provoked the shift in the definition of news from a focus on editorial content to connectivity with the audience. Therefore the researchers, who deal with the technological transformation on the news production, in general have faces the Janus's two faces. The blurring boundaries between journalist and citizens and in this respect the new journalism practices arise keenly from citizen's involvement to the news making process and finally emerged a new form of journalism (civic journalism) is based on the internet's technological facilities are points to the new era of the journalism and journalistic practices. But, as Seungahn Nah and Deborah S Chung (2012, pp. 726-727) have states that internet facilities creates the blurred boundaries between professional and citizen journalism and "online news sites can function as an open terrain to the possibilities and potential of whether professional and citizen journalists can contribute to the public sphere necessary for a healthy democracy. That is, while both types of journalists compete and collaborate for news production and consumption, citizen journalists can supplement the roles of professional journalists (e.g. Gillmor, 2009) or function as sources of non-traditional and alternative journalism (e.g. Deuze, 2009; Kenix, 2009; Lowery, 2009), sharing traditional journalistic roles and even creating newly emerging roles". Therefore to say that, these emerging journalistic roles of citizen journalists vis-a-vis the traditional roles of professional journalists can influence media credibility and perceived role conceptions by news audiences and vice versa.

With the advent of the internet and new media ecology which is based on the mainly internet and other related technologies is of course created a new journalism practices but this new development is sometimes paved to way of unintended consequences especially the professional journalist who think journalism as a profession. For example, during this research, Turkey's journalist, especially workings in the mainstream television channels and newspapers, are think the citizen journalism as a undermined of the media credibility. In this respect Nah and Chung's study is call for the rethinking of the media credibility. Because in their study Nah and Chung (2012, p. 714) have determined that; "while media credibility was positively related to the role conceptions of professional journalist only, social trust was positively associated with the role conceptions of both professional and

citizen journalist”. In this study, Nah and Chung’s determination is especially important for the Turkey’s mainstream television channels and newspaper workers.

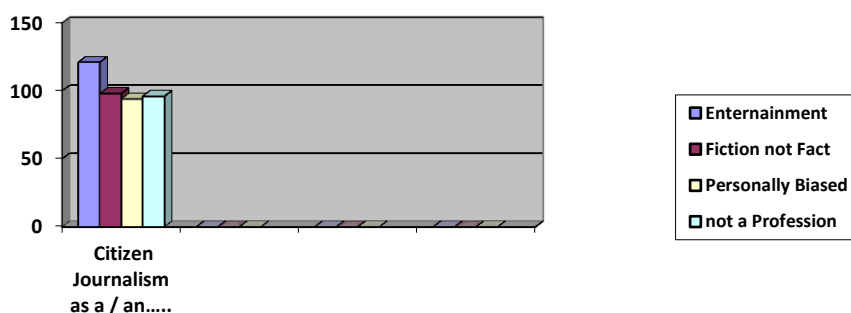


Figure 3. How to Professional Journalist Perceived Citizen Journalism in Turkey

(This data has gathered in March – June 2014 period. N: 126)

In Figure 3’s findings is point to professional journalists have got the prejudice to citizen journalism. Even if the new form of the journalism (citizen journalism) signed to the healthy democracy. But it is not a surprised, at least, for the communication researchers. As in takes place as the near study of the Roomy Fröhlich, Oliver Quiring and Sven Engerser’s (2012, p. 1041) research. The researchers who are the carried on their research in the Germany, and the studies scope is distinguished by the participatory journalism from the traditional journalism practices and at the end of their study, the researchers (2012:1055) determined that for their research in this word: “*our respondents rather tend to entertainment journalism even though one has to consider that here the comparison with professional offline and online journalists*”.

This statement is been transformation to a meaningful “judgment”, especially when the new media and new media driven journalism has been the subject of critical analysis. Because the close relationship is between internet and public sphere, or extending, democracy is paved the way of the media’s function as a plurality but the real conditions of the online journalism is far away this statement. Therefore, in the certain cases online journalism is weak and do not carry a hope for meaningful democracy. Nonetheless, according to the traditional journalism, online journalism and online journalist take for granted an independent and libertarian voices of the public sphere. As Ammy Schmitz Weiss and Vanessa de Macedo Higgins Joyce (2009, p. 526) have states that, “*technology is not the sole determinant of these*

transformations. The cultural and social implications of this new technology are as much influencing forces as they are influenced by it”.

For instance a Turkish online journalist has pointed out online journalism and of course the new technology is trying to do two related things. For him, on the one hand the audience will actively participate in the process of the construction of the news and on the other hand the new technology is bring to them in the real information and in this respect, the new technology enhanced with multimedia and converting the online sites into a town square, a place where the community talk to itself, suggesting to themselves and of course this two process is occurred without interferences (or little interferences) by the journalists. As another online journalist have pointed out; *“Current technology has enabled the audience to respond and has facilitate the active constructor of the meanings and messages. The new technology is providing to the audience to being an active participants in the communication process”*. Therefore, advocates of online journalism have identified the role for journalist as enlisting audience participation by providing platforms for audience expression and citizen connectivity. For instance, Kopper (quoted from Weiss and Joyce, 2009, p. 527) states that the interactive aspect of the internet is to allow people to participate in public discourse, within beneficial consequences to the state of democracy. As thinking on the public sphere theory, Habermas stated that the participation of citizens in debates where political decision and consensus are formed and this would be essential for democracy, restraining authoritative power. In this respect the new media ecology by mediation of the internet can evaluated provided a venue for the interactive aspects of the public sphere. Having offered to citizens a platform and important tools for exchanging opinion and information, online journalism would also provide these citizens with the information needed to make political decisions and offering a dual purpose in the maintenance of democracy. Therefore todays journalist is not only a news reporter, but also and synchronization to this, need to become a moderator and synthesizer of the public debate. In fact, the online journalist’s this role has to be approved by the traditional journalist, at least in Turkey.

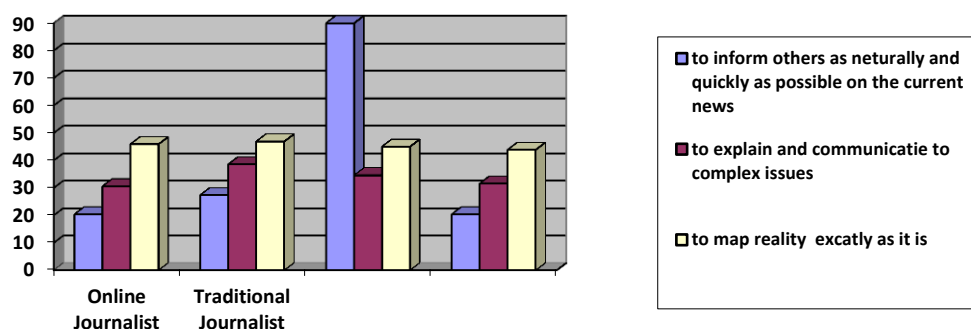


Figure 4. How to Online Journalist Role is Perceived as a Moderator and Synthesizer of the Public Debate by Traditional Journalists

In Figure 4 shows, online journalism has an important advantage for the moderator and synthesizer of the public debate at least 3 angles. But, in many studies shown that online journalism in traditional media institutions tends to retain gatekeeping control over news making, despite opening up somewhat to the audience (for rethinking of the online journalist role in the news making and detailed discussions on this topic see also the Igor Vobic and Ana Milojevic's research, 2013, pp. 5-8). Therefore to say that online journalist are seen continue to the role of disseminator. With regard to the online journalists role in the new making process the other studies have point that the online journalism is not only the disseminator role but also seen the source of the quick, neutral and accurate information production. Yet, we are remembered that this role is based on the power shift in the new media ecology. In converse with the traditional news making process, the online journalist and their audiences have got some advantages and therefore power is moving away from journalists as gatekeepers of information towards the audience who are assuming a more active role as assemblers, editors and even creators of their own news. Nonetheless, as Vobic and Milojevic (2013, p. 7) have points that online journalists feel inadequate because their news making rests mostly on already published information and interpretation of information available online, downsizing their relevance in political life to "second-hand" journalists. In Turkey this is especially true for the online journalists. Because unlike the traditional colleagues, online journalist have got some disadvantages for gathering, assembling and producing the news items throughout their work shifts to respond to the assumed needs as Jay Rosen (2012, p. 14) have pointed out, "people formerly known their as the audience". With regard to this problem, online journalist in some cases to cope with the demands for immediacy and the

requirement to continuously make news, online journalists hardly ever provide original content. Instead they “copy-paste” content from agencies or “monitor” other media and “mimic” their news. As Vobic and Milojevic (2013, p. 5) have explain that, due to the constant time constraints, online journalists hardly ever leave their desks and newsrooms, developing almost an inferiority complex to the imagined “true” journalists that is reflected in phrases such as “mouse monkeys” or more politely “desktop” journalism. In Turkey, in certain conditions traditional journalists are seen online colleagues as a newcomers and less experienced journalist. This trend is of course paved the way of the rivalry between them. But, in generally, online journalistic routines predominantly have belonging to the same group than to say that it creates a new culture and generated specific values in the news room which is based on convergence in the new making process.

Despite the trends of newsroom convergence and cross-media production, self-understanding among journalists from formerly distinct departments is increasingly a major problem at least both the culture of journalism and the future generations of the journalist. For instance, as Mark Deuze (2009, p. 85) have pointed out that the “demise of the reporter” and the rise of “new kinds of workers”, with less social protection and fewer labour rights, who can be more accurately labelled news producers than journalist. In contrast with the online media institutions, traditional media institution research has identified an ever-greater division between “privileged professionals” who enjoy greater job security and career development in print or broadcast and “a periphery of semi-affiliated professionals” in subcontracted arrangements, often working in online departments.

In this respect, to must be told there are some similarities and differentiated dimensions in the Turkey’s and the European Union’s online journalism experiences. Deniz Bayraktar’s study explains the similarities and differences between Turkey’s and European Union’s member states online journalist are as bellow.

Table 7. Differences between Online Journalism Practices in Turkey and the European Union

Turkey	European Union
Mostly lack ability of making news independent from mainstream actuality	Better at defining its own actuality
Establishment culture is not that strong	Culture within organizations are stronger, employees are more attached
Short history and less experience	Longer history and more experiences
Most of the reporters are working in part time format	Most the reporters are full time employees
Lack of fiscal resources	Rich in terms of fiscal resources

Source: Bayraktar, 2011:6

Table 8. Similarities between Turkey and European Union Online Journalism Practices

- | |
|---|
| <ul style="list-style-type: none"> • Most of the organizations in both have financial support fees from similar Non-Governmental Organizations. • Principles of alternative online broadcasting are stated clearly in both with global perspectives. • Hate crime and lack of perfectness in controlling the feedbacks are common problem. • Income sources and financial stability of both practices are in danger because of being unable to pay the cost in existing form of online publication. |
|---|

Source: Bayraktar, 2011:7

Commenting on the institutional status and self-deprecation of online journalists, as García (2008, p. 73 quoted from Vobic and Milojevic, 2013, p. 6) has noted that they regard themselves as “half stupid” and “minor brothers” of print journalists. But, as Adrienne Russell’s (2011, p. 2) has interpreted; “networked journalism is about more than journalist using a digitally equipped public as a kind of new hyper/source. It is also about a shift in the balance of power between news provider and news consumers”. Therefore, the main differences is between online and traditional journalist is not only using a digital devices for certain levels but also and more importantly establishment a new culture and a new media ecology. Therefore online journalism is a strong voice for the future is better than today.

4. Discussion and Conclusion

In generally research in social sciences and especially field research in the journalism area have been some constraints. In this presentation, as in the other

research in this area the most important constraints is the journalism's culture which is dependent predominantly the macro levels of the countries journalism culture. Besides the dominant journalism culture which is shaped by the countries macro conditions, the individual journalist's perception and self-reflection is very important elements in this respect. In fact, during the research of this study the most striking difference between traditional and online (or new media driven) journalists is the self-concept or self-reflection of the journalistic role and function. Besides, the focus groups especially online journalist group in the research regard themselves to a lesser extent as neutral mediators or mediators which are important indicators for journalistic professionalism. Moreover, the most important subjective criteria for the topic selection, besides personal interest or concerns, is seen a more important than journalistic criteria like relevance or actuality. In this respect may be surprisingly, the focus groups in the study seen from the professionalism and journalistic culture are not substantially differences from the professionalism culture. Therefore the news values and the news criteria is nearly the same for the journalist regardless of where he / she are working. It seems only a close relationship among the respondents in this research. Moreover, creativity, ideas and fun are seems the most important motivations for taking part in both media formats however online journalists are to be fond of this elements. But, the most important difference is the journalist intention whether actively want to take part in public communication or not.

During the study, researcher seen that the traditional journalists are keen to intervene of the public sphere's agenda especially political agenda of the public than online journalist. But they seem often fail to satisfy their needs. The journalisms important motivation such as became a famous or the intention of the pioneer person for the public affairs is seems divided into the online journalist in this research. However, signaling only plays a minor role: The respondents of the study seems not to see their engagement as a stepping stone for a journalistic career but they want to fill niches that traditional journalism does not or cannot serve (for ideal reasons). Apart from these differences, this study has also identified similarities of online and traditional / professional journalist. At first glance, especially looking at the qualifications and expertise of the study's respondents (among 126 traditional and 22 online journalists) do not lack journalistic experience, as one-third already has experience in traditional journalism, 8 per cent work as full-time journalists and another 11 per cent work in the broader media field. Furthermore, the majority of respondents may identify with a typical

description of journalistic tasks ('gathering information, selecting and publishing the most important information and only additionally giving one's own interpretation and opinion'). However, John Hartley's assumption (2000, p. 42) on the internet everybody is a potential journalist ('everyone is a journalist') and the point that we are on the way towards an 'editorial staff society' (Neuberger, 2004, p. 2 quoted from Frohlich, Quiring, and Engerster, 2012, p. 1060) seems to be a bit too extreme. When looking at the results of this study, it would also be argued that slight exaggeration to reduce journalism to the pure process of publishing and to ignore traditional journalism's specific benefits and skills of gathering, mediating and interpreting news. Indeed, the online journalism is seen a fabulous hopes for the new media and the democratic communication possibilities. Although online journalism complements or enlivens traditional journalism, it cannot replace the benefits of traditional professional journalism. However, online journalism fills the niches that traditional media cannot fill because of market pressure, ownership concentration and of course profitability issues. In this respect this study has suggest that online journalism's contributes to a diversity of opinions and topics and can give an important stimulus to traditional journalism regarding authenticity, equality, and audience orientation. In case of catastrophes, natural disasters or tragic accidents, citizens are often on site before professional journalists. The integration and collaboration with the audience increases trust and reader loyalty towards traditional mainstream media, especially in times of audience emancipation. Collecting reader feedback and important information about the needs, preferences and expectations of the audience is also important to create more market-oriented media products – especially while facing economic threats. To say that the traditional journalists have to realize that readers will be more interested in Participating and evaluating the media. Traditional journalist will find themselves more and more in a mediating role, managing content produced by participatory journalists – at least in certain beats. The increasing importance of online journalism should therefore not be seen as a risk but as an opportunity for traditional media.

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