

Global Media Researches
from East to West

Edited by

Mihalis Kuyucu

Istanbul Aydın University, Turkey

Athens Institute for Education and Research

2014

Global Media Researches
from East to West

Edited by

Mihalis Kuyucu

Istanbul Aydın University, Turkey

ATINER 2014

**Global Media Researches
from East to West**

First Published in Athens, Greece by the
Athens Institute for Education and Research.

ISBN: 978-618-5065-23-2

All rights reserved. No part of this publication may be reproduced, stored, retrieved
system, or transmitted, in any form or by any means, without the written permission of
the publisher, nor we otherwise circulated in any form of binding or cover.

Printed and bound in Athens, Greece by ATINER

8 Valaoritou Street, Kolonaki

10671 Athens, Greece

www.atiner.gr

©Copyright 2013 by the Athens Institute for Education and Research.

The individual essays remain the intellectual properties of the contributors.

Table of Contents

An Introduction to Global Media Researches <i>Mihalıs Kuyucu</i>		i
Part I: Journalism and Mass Media Studies		
1.	Implications of the ‘Arab Spring’ on Turkish Media: Newspapers Columns <i>Banu Dađtař</i>	3
2.	Information or Promotion? Medication Coverage in the Israeli Press <i>Anat Klin and Yovav Eshet</i>	17
3.	Influence of the Blogosphere on Media Agenda: The Case of Swiss French Journalists Covering International Events <i>Katarina Stanoevska-Slabeva, Vittoria Sacco and Yoann Schenker</i>	31
4.	The Press, the 2002 Miss World Protests in Nigeria and Counter-discourses of Globalization <i>Vitalis Torwel</i>	47
5.	Quest for Identity: Representation of Ottoman Images in the Turkish Mass Media <i>Bahar Senem evik-Ersaydı</i>	61
6.	Henriksen and Flora (1999) Revisited – A Literature Review <i>Gabriella Sandstıg</i>	73
Part II: Focus on Media Business		
7.	Covert Consolidation? Media Ownership in the U.S. <i>Danilo Yanıch</i>	95
8.	Challenges and Complexities of Media Regulation: A Comparative Study of Media Practices in Emerging Democracies <i>Ufuoma Akpojivi and Modestus Fosu</i>	107
9.	Marketing of Radio Stations: A Research about How Radio Stations Market Themselves in Turkey <i>Mihalıs Kuyucu</i>	119
10.	An Evaluation of the Effectiveness of Sports Sponsorship among Football Fans in Egypt <i>Labiba Abdel-Naby Ibrahim</i>	141
11.	General Strike through the Social Media Looking Glass: November 14th Strike Coverage by Spanish Mass Media Profiles in Facebook <i>Jesús Dıaz del Campo and Francisco Segado Boj</i>	155
12.	Juvenile Offenders’ Audience Preferences <i>Blerina Gjerazi</i>	169
13.	Filming the Memory that Remains <i>Jeanne E. Clark</i>	179

Part III: Education		
14.	Teaching Media Ethics in Egypt: Reality and Prospects <i>Mona M. Farag</i>	191
15.	"The Final Countdown" Apply Dis(ease)Ability: Teaching Methodology and Innovative Media Education in Function Solution/communication with Disability <i>Raffaella Conversano and Gaetano Manzulli</i>	203
16.	Intercultural Communication and Modern Media Education <i>Alevtina A. Kolosova and Natalia V. Poplavskaya</i>	215
17.	Peer Reviewed Journals and the Challenges of Open Access: A Portuguese Case Study <i>Anabela Gradim</i>	225
18.	The Progress of the Multi-Theoretical Scheme of Uses and Gratifications and the Experience on the Model of "Values of Media Gratification" <i>Raquel Marques Carriço Ferreira</i>	241

List of Contributors

- Ufuoma Akpojivi**, *Postdoctoral Fellow, North West University, South Africa*
- Francisco Segado Boj**, *Lecturer, Universidad Internacional de la Rioja, Spain*
- Jesús Díaz del Campo**, *Associate Professor, Universidad Internacional de la Rioja, Spain*
- Bahar Senem Çevik-Ersaydı**, *Assistant Professor, Ankara University, Turkey*
- Jeanne E. Clark**, *Associate Professor of Rhetoric, Willamette University, USA*
- Raffaella Conversano**, *Specialized teaching and Media Educator, I.C. "A. Moro", Carosino (TA), Italy*
- Banu Dağtaş**, *Associate Professor, Anadolu University, Turkey*
- Yovav Eshet**, *Lecturer, University of Haifa, Israel*
- Mona M. Farag**, *Lecturer, Broadcasting Department, Faculty of Mass Communication, Cairo University, Egypt*
- Raquel Marques Carriço Ferreira**, *Professor, Federal University of Sergipe, UFS, Brazil*
- Modestus Fosu**, *PhD Candidate, University of Leeds, UK*
- Blerina Gjerazi**, *Head of Reporting and Statistics Department, General Directorate of Prisons/Ministry of Justice, Albania*
- Anabela Gradim**, *Professor and Researcher, University of Beira Interior, Portugal*
- Labiba Abdel-Naby Ibrahim**, *Lecturer, Faculty of Arts, Mass Communication Department, Helwan University, Egypt*
- Anat Klin**, *Lecturer, Western Galilee Academic College, Political Science & Communication Department & Researcher, University of Haifa, School of Public Health, Israel*
- Alevtina A. Kolosova**, *Associate Professor, Mass Communication Department, Peoples' Friendship University of Russia, Russia*
- Mihalis Kuyucu**, *Assistant Professor, Faculty of Communications, İstanbul Aydın University, Turkey*
- Gaetano Manzulli**, *Director of Department of Computer Science, ITI "Pacinotti", Taranto, Italy*
- Natalia V. Poplavskaya**, *Lecturer, Mass Communication Department, Peoples' Friendship University of Russia, Russia*
- Vittoria Sacco**, *PhD Candidate, Academy of Journalism and Media, University of Neuchâtel, Switzerland*
- Gabriella Sandstig**, *Senior Lecturer, University of Gothenburg, Sweden*
- Yoann Schenker**, *Journalist, l'Agefi, Switzerland*
- Katarina Stanoevska-Slabeva**, *Associate Professor, Institute for Media and Communication Management, University of St. Gallen, Switzerland*
- Vitalis Torwel**, *Lecturer, Benue State University, Nigeria*
- Danilo Yanich**, *Associate Professor, School of Public Policy & Administration, Center for Community Research & Service, University of Delaware, USA*

An Introduction to Global Media Researches

Mihalis Kuyucu, İstanbul Aydın University, Turkey

As long as communication technologies improve, we are stepping in a period the world gets smaller. While people had been communicating through smoke signals of fire in ancient times, they now communicate through smartphones in their hands. Homing pigeons carrying letters have now left their places to Tweets of little pigeon on Twitter.

Communication has never been such fast through its history. This speed caused the distances to become closer as well. I'm sure that Titanic, which was considered as "unsinkable" by everyone, would not sink if she faced that disaster today. Because developing technology has now accelerated the communication and the fast communication has put a message desired to be sent from one corner of the world to another one "click" away. Now, everything is a "click" away. Approaching to a "click" away from Morse alphabet, distances between two sides of the world have become closer. While Mac Luhan was saying that the world would become a global village, he was imagining today. Today, thanks to developments in communication technologies, the world has become a global village. Distances got shorter in this global village and everyone had the opportunity to be able to communicate with each other. As world becomes a global village today, technology is forcing the limits for universe to become a global village. Someday, we will be able to communicate with the other creatures living in the universe thanks to communication technologies. The universe which is expanding into infinity will become a global world someday. Our global village will remain as a color in that infinite universe.

Despite the definition, global village, look like a threat to localness, it shouldn't be considered as a threat. Because, just as the organs in a human organism form the whole body, all the local tastes in the world color the world as the organs of this entirety. Today, it's impossible to think of a monochromic world, a world created by a single color wouldn't be global anymore. Media could create a global media combining all the local colors just as the rainbow forms a global color circle.

Talking about globalization, we should talk about colors formed by the cluster creating that global wholeness not about a globally dominant power running the world. Global media researches give place to only eighteen colors out of thousands of colors in this globalizing village. We called this work "global media researches" because we included the local researches of researchers and academicians from different places of the world. We called it

“From East to West” because we included every color from Israel, Egypt, Turkey to USA, Brasil, namely, from east to west of the world.

The book includes the researches collected under three different topics. In the first chapter, journalism and mass media researches, in second, local media cases that could be references for global media enterprises were included. Third chapter was reserved for media education. Today, the responsibility of media in raising healthy generations is pretty high. Media directs the communities like a divinity and can cause the communities to become robots. In media with such a great mission, the importance of education is also the result of that high responsibility.

In this book named ‘Global Media Researches’, we presented local approaches to global subjects. In the book where every single medium from radio to social media, from cinema to television is given place, eighteen different articles are included. Sub titles and articles in the book, “Global Media Researches”, which can be a source for media researches performing global media researches are sorted as follows:

Part I: Journalism and Mass Media Studies

This part of the book includes some journalism researches as well as mass media researches. Social media is the most important part of globalization. Now with social media everyone is more free and has the right to be more global. So people now are able to express their feelings globally. ‘Arab Spring’ is a good example to this. We all know how social media acted globally during the ‘Arab Spring’ The first article came from Turkey. Banu Dağtaş made a research for the implications of the ‘Arab Spring’ on Turkish media. She made a semantic analysis of different local newspapers. Newspaper that were selected near and opposite the government of Turkey.

The second article came from Israel. Anat Klin questioned unethical texts given in Israel press on medication. One question that comes for globalization is the way of looking everything commercial. There are things that can’t be seen commercial and health is one of these. Making promotion of medication as information for commercial needs is a global problem.

Sacco from Switzerland emphasizes that new generations of journalists are willing to establish opportunities for blogs to be integrated into mainstream media routines. The article gives a case from Swiss French journalists covering international events.

Torwel expressed the discourses of globalization with the 2002 MissWorld Protests in Nigeria. Torwel conducted a study using critical discourse analysis, found that the articulation of the reasons for the protests in the Nigerian press was a construction of counter-hegemony to the dominant globalization discourses. By giving voice to the protesters, the Nigerian press contributed to discourses on globalization from a non-Western perspective and provided insight into some of the practical and cultural issues involved in the process of

globalization, which are not accounted for adequately by “abstract or totalizing narratives.

Ottoman Empire was the old global power of the world, not to many years, about 500 years before. This global empire knew well how to use the cultural colors for identity. Bahar Senem Çevik – Ersaydı from Turkey made a research for the representation of Ottoman images in the Turkish mass media. She used the global TV serial “Muhteşem Yüzyıl” which was on air in more than 20 countries as an analyze tool.

Sandstig from Sweden made a research on third-person effects (TPE) and the behavioral consequences on children.

Part II:: Focus on Media Business

This part gives local cases for the media business and focusing on how to go global from local. In the first article of this part Yanich from USA made a research on the media ownership in the U.S. . The article examined the effects of shared service agreements on the content of news.

Fosu and Akpojivi examined how media regulation impact on common media practices of Ghana and Nigeria. They questioned whether media in emerging democracies of Ghana and Nigeria can work within their professional ethics.

The book has also a research for radio. The paper ‘Marketing of radio stations: A research about how radio stations market themselves in Turkey’ gives a literature review of how radios make marketing in a competitive market. The article gives some cases of Turkey radio market and illustrates the marketing efforts of Turkish radio companies.

Football is one of the most popular entertainment tools of the world. It has create a global economy and a global way of entertainment. Abdel and Ibrahim made an evaluation of the effectiveness of sports sponsorship among Football Fans in Egyp.

Facebook is the biggest global social media platform in the world. This platform created a global communication and combined world into a network. Campo and Boj from Spain made a research on the general strike through the social media looking glass. The November 14th strike coverage by Spanish media profiles in Facebook.

Gjerazi from Albania made a research for the juvenile offenders as audience and their preferences. The article expressed the characteristics of the juvenile offenders’ audience and their psychographic and life style characteristics.

In the end of this part the book gave a research from cinema. Clark from USA examined the film of Elie Suleiman called as ‘The time that remains: Chronicle of a present absentee’. He examined how the film attempts to communicate a complex Palestinian story, constructing and deconstructing the social memory of a controversial time and place. Presence and absence are played against each other in the formation of a narrative of identity.

Part III: Education

In this part of the book we gave special attention to media education and researches done in that field. The first article is from Egypt. Farag expressed the reality and prospects for teaching media ethics in Egypt.

Conversano and Manzulli from Italy contributed to the book with his research called as "The Final Countdown":Apply Dis(ease)Ability: Teaching Methodology and innovative Media Education in function solution/communication with disability".

Kolosova and Poplavskaya from Russia expressed the intercultural communication and modern media education. They underlined to the development of basic components of intercultural communication such as intercultural competence and cultural intelligence. Gradim worked on the peer reviewed journals and the challenges of open access from Portuguese view. The final article of the book came from Brazil. Ferreira used the grounded theory for 'expectation value of the gratifications' for media gratification.

Mihalis Kuyucu
michael@michaelshow.net
www.michaelkuyucu.com