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**ATINER's Conference Paper Series**  
**MED2012-0374**

**Greek Image in the Turkish  
Printed Media**

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URL Conference Papers Series: [www.atiner.gr/papers.htm](http://www.atiner.gr/papers.htm)

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**ISSN 2241-2891**

23/11/2012

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President  
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This paper should be cited as follows:

**Büyükbaykal, G. and Mengü, M. (2012) “Greek Image in the Turkish Printed Media” Athens: ATINER'S Conference Paper Series, No: MED2012-0374.**

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### **Abstract**

In this study, the Greek image in the current news released in the Turkish printed about Greece, as one of our neighbors, will be studied with content analysis method. Hence, the news chosen randomly from *Cumhuriyet*, an opinion newspaper and *Milliyet*, a mass newspaper, for a one-month period (February 10 and March 10, 2011) will be analyzed with regard to news stories and actors. News actors are the individuals, institutions, countries and situations that help the consumption of the events and news stories by the audience easily. As well as the way the news are conveyed. In the respective newspapers, not only the kinds of news about Greece but also the way this news are released will be evaluated.

Our study will mainly be based on Van Dijk's discourse analysis method. Van Dijk points out that in news discourse, the micro structural aspects, such as word choice, syntax and the macro structural aspects including the framing of the events in topical order should be considered in an integrated structure; in addition, the micro elements cannot be analyzed by taking them out of this structure. In a micro-analysis pertaining to news discourse, discourse analyses are implemented through word choices, structures and the relations between them. In a macro analysis related to news discourse; on the other hand, headlines, spot headings, introduction the news, thematic and schematic structures of the news along with photographs are considered.

In our analysis carried out accordingly, both the position and importance of Greece in the globalizing world and its relations with Turkey in political and economic sense as a neighbor will be studied with regard to the contents of the news in the Turkish printed media as well as the messages conveyed to the readers.

**Key words:** news, discourse, content analysis, Greece, Turkish printed media.

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## **1. Introduction**

Generally speaking, the context, through which the information related to all negative and positive social changes is conveyed to the public by means of newspapers, magazines, radio and television is called news. The most important purpose of news is to satisfy the need of individuals to acquire knowledge.

News is one of the main sources about what people should consider real and important in the world. Bennett (2000: 31) asserts that as a way of understanding the world we live in, news cannot be thought different from societies and cultures; on the contrary, in social sense, it is one of the important indicators in the ways of forming relations in groups, and in cultural sense, the changes including the definitions and evaluations pertaining to our world.

"Media texts assume their power form words and the language used in produced/consumed texts are located in a definite situational context. Therefore, the common ground for all positioning practices is the system that enables thinking, namely language itself" (İnceoğlu&Çomak, 2009: 35). As language and discourse types are the domains where power/authority relations are produced and re-produced, word choices and sentence structures in the news in printed media, radio and television have great importance. Opinion formation and information acquisition about most of the events usually take place by means of the news in the respective media. There seems to be no other discourse shared by masses simultaneously so intensely; at least for the time being. Hence, with regard to perceiving the construction process of social, political, cultural and economic domination as well as the ideologies in the background, news is attributed great importance. "Apart from the agenda of the mass media, the speed, style and method of daily activities pertaining to news types are generally determined by news agencies with the exception of some local and special news" (Schneider & Raue, 2000:15).

### **1.1. Communicative Dimension of Globalization and the Concept of News**

Along with the globalization process, a great deal of social, cultural, commercial, economic and political exchanges among countries and people are exercised. In today's world, distances in geographical sense are gradually losing their importance and integrations in social, economic, political and cultural domains are exercised. Needless to say, all nations in the world want to be aware of what is going on not only in their societies, but also the other countries. Apart from the political, economic and cultural issues, the news about health and environment is transmitted to people through communication networks. "The use of globalization concept has been noticeably widespread in international communication" (Uluç, 2003:219).

"As a result of globalization, through which the world is getting smaller and fragmented, people unavoidably get involved in an intensive communication and interaction process" (Büyükbaykal, 2004:6).

The mass media has assumed an important function in the emergence of the globalization concept and act as a stimulus for the formation of globalization. Parallel to the developments in the field of communication, any events taking place anywhere in the world can be conveyed to everywhere in the world. Along with the globalization process, thanks to the communication networks that enable news and information transfer by equipping the world, the spread of news throughout the world has gained considerable acceleration.

At this point, the mass media determines news policies in accordance with such a structure. In addition, ever growing press corporations and developing technology also makes this communication policy suitable. Today, newspapers have offices in many countries and TV companies can hook up by satellite to any places in the world. Consequently, horizons of the audience are largely broadened as they can receive lots of information from many different sources.

“The earth, which is supposed to have turned to a global village through this process is, in fact, getting centralized and any cultural, political and economic developments in any points in the world may easily affect the others. It is observed that the mass media determines news policies in accordance with these changes. On the other hand, as the respective structure is generated along with the interested of the developed countries, it is hard to say that all countries benefit equally from the centralization of the world with respect to communication. It is an obvious fact that prominent news agencies have a notable dominance over national news corporations and also the circulation of the news. Thus, global culture is getting more influential over individuals” (Mengü, 2003: 8).

Gatekeepers pick out the pieces of news according to determined standards from the cluster of information produced by the global news system. Two approaches pertaining to analyze world news arrive at such a conclusion: the map of the media has a narrow perspective and ethnographic biases (Stevenson, 2000). In other words, the countries, with which there are economic, political and cultural ties, are attributed more importance in news.

With the stimulus of communication and computer technologies, social relations and events are getting developed; hence, the repercussions of an event that take place anywhere in the world can be felt in other places as well. Parallel to the developments in the field of communications, it is observed that the concept of news circulation is gaining importance. Reaching the masses in the world and thus playing an important and active role in international communication, news agencies considerably meet the requirements of both audio-visual and printed media for news, knowledge and images.

While news discourse is formed around information, which is supposed to be the most important element, those remaining out of it are either neglected or relegated to the background. In addition to the time and space allocated for news, sentence structures, stresses, verbs, adverbs and adjectives are all ideological choices (Özerkan, 2002: 67).

News transfer is the most important function of the mass media, which usually forms new and common bases for opinions on behalf of culture and society. Individuals can have an eye out for what is going on around them by means of

the media organizations. Thus, the most important function of news is conspicuously to inform people.

## **1.2. Van Dijk's News Text Analysis**

Being a Dutch linguist conducting studies mainly on critical discourse analysis, "Van Dijk particularly emphasizes that as a result of being a 'social and political attitude,' Critical Discourse Analysis is not a research method, but a discipline. This academic activity that is called 'Discourse Studies' in general, but specifically 'Critical Discourse Analysis' by Van Dijk, does not seem to have an intrinsic method. Discourse analysis uses different methods that are employed in linguistics, psychology and social sciences" (Inceoglu & Comak, 2009: 30).

According to Van Dijk, news production is not a direct result of events objectively or subjectively, but a form of discourse process. Since the events are rarely conveyed directly by reporters, the process, pertaining to the news structure generally takes place as the re-production of the discourses obtained from different sources. Apart from the process related to the news production and perception, the basic communicative functions of news are also influential on the structure of news. Accentuation of certain topics in texts shapes the denotation process of the conveyed messages by the readers (Van Dijk, 1988: 30).

According to Van Dijk:

- Social and political beliefs or knowledge about what is going on in the world is mostly related to daily events.
- Reporters, readers and news analysts are primarily related to the meaning of news.

Van Dijk considers his study as a whole

- As a result of the transformation of the same events to various news texts with the use of different words, social and ideological effects arise.
- Along with discourse analysis, meanings, ideas and ideologies are brought to light.
- According to Van Dijk, the knowledge represented in the memory is simply a mental structure enabling to comprehension of texts. Representation of knowledge in mind comprises not only the meanings represented in texts, but also the details related to texts. With regard to this specific mental model called context model, the position of discourse based on communication and interaction is arranged by establishing the relation of discourse with social status and structure (Mora, 2007).

Considering the news analyses categorized within micro and macro structures, Teun Van Dijk points out thematic and schematic structures. In thematic analysis, headlines, spots and introductions are taken into consideration. Headlines and introductions function as summaries as well. In schematic analysis; on the other hand, the information about a news story and the handling of the main event are studied. Such an analysis may also include the context and background information (situation). In the same way, news



sources and the verbal reactions of the parties in respective event are studied as well.

Micro structures; on the other hand, are formed by syntactic configurations. In an analysis referring to micro structures, the relationship among sentences and phrases are studied. Being long or short, simple or complex, sentences give clues about news. Word choice is also important. The words chosen give an idea about the ideology of a newspaper. In addition to the photographs used in news, some other elements of news rhetoric, implemented to increase credibility, such as graphics, figures and statistics display the ideological structure of news as well.

Discourse analysis pertains to content. In the same way, content defines the concrete conditions and situations that discourse produces meanings. Therefore, it is quite clear that a discussion over ideology, language and discourse, which is devoid of material conditions, is practically impossible. The reflections of political, economic and power/authority relations in texts are intended to reveal the ways that these relations are structured in language and discourse. Discourse analysis considers language as a way of signification and accepts that meaning is structured in discourse. While explaining the ways that the existing relations are structured in discourse, the starting point is the criticism of the relations (İnal, 1996: 81, 96).

According to Inal, in the empirical studies he conducted over news discourse, Van Dijk stressed the lack of information in news texts with respect to background and content. Such a deficiency results in not only omitting of the uniqueness the news event but also typifying it. The points that are left missing in news are read with the help of this typification (Inal, 1996: 99). Acceptance of the typification produced during the advancement of a text through sentence and paragraph units, how events are structured in news, how the influence of the sources and ideological practices are reflected in the news is in fact an obligation to appropriate the given relations.

### **1.3. Turkish-Greek Relations in History**

As a consequence of its geopolitical position, the Balkans has always been an arena of fierce struggles for assuming control throughout history. Needless to say, in such a territory of vital importance, two countries, namely Greece and Turkey have considerable weight. The Megali Idea Policy pursued by Greece has inevitably led to several problems between the two countries since Greece declared its independence in 1830. As defined by Venizelos, Megali Idea is to establish a Greece extending two continents and reaching five seas as well as to re-create the Byzantian-Greek Empire along with Great Greece, which will stand on both Asia and Europe.

Megali Idea means 'Great Idea' or 'Great Ideal' in Greek. When Megali Idea was propounded, it was used to suggest the establishment of an 'Independent Greece', in other words 'Great Greece', 'Greek Empire', 'Byzantian Empire' and a 'Greek cultural empire' based on Greek origin" (Kalelioğlu, 2008: 108).

While the territory in which both countries occupy necessitate them to live together and have close relations as a result of their economic structures, political regimes and their needs for national defence, it, in fact, consists of serious contention. The Lausanne Treaty (July 24, 1923) commenced a new period in Greek-Turkish relations.

"In the 1930s, the facts that Mussolini in Italy and Hitler in Germany began to pursue fascist policies, Italy attempted to enlarge its dominance in the Mediterranean region and Bulgaria assumed a revisionist attitude can be considered as the significant factors that brought Greece and Turkey closer. Having realized the drastic changes in political conjuncture, Atatürk and Venizelos brought the controversies between their countries to an end quicker than expected...On January 12, 1934, Venizelos nominated Atatürk for Nobel Peace prize as a result of his contribution to the world peace. Venizelos's courtesy is surely an indicator of intimate relations between the respective countries" (Değerli, 2006: 257).

Quick spread of the Second World War and the invasion of Greece inevitably annulled all the treaties. Thus, the relations between the two countries ceased. However, it was not difficult to restore the Greek-Turkish relations after the war: following the membership of Greece and Turkey to NATO in 1952, the intimacy between them was reinforced with mutual visits. Mutual cancellation of visas in 1952 led to a surge of tourists from Greece. During the period between 1955-1960, the relations overshadowed by the Cyprus issue was seriously damaged due to the political problems not only in the international system, but also Greece and Turkey.

The military operation in 1974 marked the beginning of a new period. The problem over the island which was *de facto* divided into two parts seems to have been solved. Be that as it may, the Cyprus issue has still been dwelling in the agenda of the international politics since a plausible solution to the respective problem has not been found yet. The relations between 1975-1980, in which the Aegean problem had a determining role, began to soften with the attempts of the USA.

The main issues affecting the relations between Greece and Turkey are as follows: Turkey's location in the extension area of Greece, decades-old Aegean and Cyprus problems, the existence of Turkey in the region along with its gradual development, Greece's regarding Turkey as the most serious threat and the problems of the Muslim minority in the West Thrace.

In 1999 an agreement on struggle against terrorism was reached, which gave way to current co-operation. The earthquakes in the Marmara region and Athens that occurred the same year evidently helped enhance the solidarity between two countries. Furthermore, world-famous composer Mikis Theodorakis gave concerts to raise funds for the survivors with Maria Franduri and Zülfü Livaneli, with whom he has also founded the Turkish-Greek Friendship Committee. In addition to all these, the NATO manoeuvre performed by the Turkish and Greek troops in Greece in 2000 convincingly indicated that even a military co-operation could be achieved.

Considering the relations between these two countries the picture is quite clear: "atrocities nourished with strong perceptions of threat and the foreign policies structured during this process has posed formidable obstacles to the development of sustainable solutions in spite of some sporadic improvements...If high-level co-operation council could manage to turn high threat perception to the perception of collaboration and friendship based on neighbourhood, prudent steps would be taken to solve the seemingly complex bilateral problems" (Çakmak, 2010).

The point that has to be taken into consideration to settle the controversies in the relations between Greece and Turkey is that finding solutions to problems within the system of international relations would be possible only if a method in which the rights and interests of the parts were well-balanced could be introduced. After 16 years, the visit of Turkish prime minister to Athens in 2004 as well as the visit of the Greek prime minister to Turkey in 2008 after 49 years have undoubtedly given way to significant progresses.

Compared to the other European countries, Greece has a greater importance to Turkey as there are many historical, geographical and cultural aspects in common between them. As Atatürk rightly stated, "the countries sharing same geography are unavoidably enslaved to that geography. If the countries in such conditions manage to live consistently and peacefully, put an end to political tensions and allocate the money for the development and welfare of their countries as well as people instead of pandering to such crises, the life will certainly be better for both nations and the region" Besides, it should be totally out of question for neighbouring countries to put each other into difficult positions. When attempts of solidarity displayed by the publics of both societies are also shared by their media, surmounting the obstacles in front of the co-operation based on confidence will be far easier" (Bayramoğlu, 2006: 181-182).

On the whole, current dialogue between Greece and Turkey should be continued while even being strengthened. However, the future of the dialogue pertaining to the solution of problems between two countries will be determined by the approaches of goodwill. In Zygmunt Bauman's terms in economic, political and cultural senses, in an ever globalizing world where 'everybody depends on each other,' both countries inevitably require the development of bilateral relations.

## **2. Purpose and Method**

In this study, the Greek image in the news about Greece in the Turkish printed media has been studied with content analysis method. Thus, the news in two Turkish newspapers, namely *Milliyet*, as a mainstream newspaper, and *Cumhuriyet*, as an opinion newspaper have been analyzed with respect to news topics and actors for a randomly selected one-month period (February 10 – March 10, 2011). News actors are the persons, institutions, countries and places that enable the news topics to be consumed easily by the receivers, that

is to say, the readers or the audience. In the newspapers within the scope of this study, in addition to the types of news about Greece, the presentation of the news has also been evaluated. According to Van Dijk, news production is not a direct consequence of the events objectively or subjectively, but a form of discourse process.

Our research has been carried out by making use of some basic principles in Van Dijk's discourse analysis method. According to Van Dijk, micro structural aspects in news discourse, such as word choices and syntax as well as the macro structural aspects including the framing of the events in topical sequences should be considered as a whole. Therefore, micro structural elements cannot be analyzed simply by extracting them from this configuration. In micro-analysis pertaining to news discourse, sentence structures and the relations among them are focused on. In the macro-analysis; on the other hand, headlines, news spots, introductions to the news, an addition to thematic and schematic structures as well as photographs are considered.

In our analysis, both the position and importance of Greece along with its relationship with Turkey has been studied with regard to the contents of the news in the Turkish printed media.

### 3. Findings and Discussion

With regard to the scope of this study, one of the definitions of 'image' is the opinion people have of a person, organization, product etc., or the way a person, organization etc. seems to be to the public. Similarly, it might also be a word, phrase, or picture that describes an idea. As indicated at the outset of this paper, the Greek image in the Turkish printed media has been analyzed in two Turkish newspapers chosen as examples.

In the first stage of the study, the ratio of the news types have been determined in order to find out the weighty topics about Greece.

#### Ratio of the types of news on Greece in *Milliyet* and *Cumhuriyet*

News topics	Newspapers	
	<i>Milliyet</i>	<i>Cumhuriyet</i>
Economy	36	45
Politics (foreign affairs)	11	15
Culture / arts	-	-
Actuality (trivia)	15	5
Sports	34	30
Health	4	-
Environment	-	5

Considering the agenda during the period randomly chosen for this study, economy appears to be the most prominent topic in both newspapers. It is quite evident that as an opinion newspaper, *Cumhuriyet* has given more weight to the respective issue. Another equally important issue is evidently sports

particularly in *Milliyet*. Although the ratio of sports news in *Cumhuriyet* is relatively lower with regard to *Milliyet*, it is still in the second place. Sports is followed by the news on actuality in *Milliyet*. As it will be explained in detail, this type of news is usually related to misdemeanours, accidents and trivia. Being a mainstream newspaper, *Milliyet* has given more space to actuality. Contrary to *Milliyet*, politics has been given the third place in *Cumhuriyet* regarding the ratio of news types.

Another analysis has been done with respect to the relative frequency of news actors or sources in both newspapers.

### Relative frequency of the news actors

News types	<i>Milliyet</i>	<i>Cumhuriyet</i>
Political	Greek Minister of Foreign Affairs	Prime Minister of Greece
	A Greek MP (New Democracy Party)	Greek Ministry of Aegean and Maritime Commerce
	Greek Prime Minister	A famous Greek businessman
	Greek Government	
Economy	two Greek private companies	Greek enterprise and maritime companies
	Greece (as a country)	Greece (as a country)
	Greek government ("Athens")	Greek government ("Athens")
	Prime Minister of Greece	Prime Minister of Greece
	A Greek real estate agency	A Greek real estate company
		Greek Newspapers - <i>Eleftheros Tipos</i> / <i>Kosmos tu Ependiti, Tipos tis Kiryakis</i>
		News Agency of Greece (ANA)
		Greek Press
Actuality	Greece (as a country)	Greece (as a country)
	Greek authorities - Greek Coast Guard	
	Athens (as a city)	
	Greek citizens	
Sports	A Greek football team (PAOK)	Greece International Agency
	A Greek basketball team (Olympiakos)	President of International Mediterranean Games Committee
		A famous basketball player of Olympiakos (Theodoros Papaloukas)
		Greek and Turkish swimmers

The most frequently repeated or referred news actors in political news is the Greek Government in *Milliyet*, and it is the Prime Minister of Greece in

*Cumhuriyet*. As for the news on economy, "Greece" (as a country) and "Athens" (as the Greek Government) is the most frequently repeated news actors in both newspapers. Making generalizations by using inanimate objects in such a way serves not only to have an objective outlook on Greece, but also prevent any probable disturbances that might arise with the use of certain persons or institutions. Similar approach is observed in the references to certain Greek newspapers, namely *Elefteros Tipos*, *Kosmos tu Ependiti*, *Tipos tis Kiryakis* as well as News Agency of Greece (ANA) as news sources. Thus, for the sake of maintaining an objective approach, the news on economy which has mainly a negative content is given through direct quotations from the news sources. That is way, it would not be wrong to say that the texts are rather "tight". The same mild manner is shown in the news on actuality as well. Greece is generally referred as a place where events occurred rather than the directly involved or aggrieved party.

Needless to say, sports is the most colourful and exciting issue in both newspapers. During the period chosen for this study, one of the famous Greek basketball teams, *Olympiakos* is undoubtedly the most prominent news actor in sports news.

In the following section, some examples for the news will be given by following the frequency of the above mentioned news types.

To begin with, the most significant issue in the news on economy is the crisis and the inevitable consequences of it leading to a serious upheaval. Thus, righteous indignation of the Greek government authorities as well as their strong reaction towards the demands of the IMF Troika for privatisation is expressed with such a headline:

"We are not for sale" (*Cumhuriyet*, February 13, 2011, p. 13)

Likewise, the reaction of the Greek authorities and the media is highlighted with direct quotations:

"Unacceptable" (Spokesman of the Greek Government)

"For sale for 500 billion" (*Elefterotipiya*)

"Bosses have gone off their nuts" (*Ta Nea*)

"For Sale - Greece, A Good Bargain" (*Elefteros Tipos*)

In another piece of news, referring to a Greek real estate agency, it is mentioned that 598 rocky islets in Greece are for sale with such a headline:

"Islet for sale from Athens" (*Cumhuriyet*, February 16, 2011, p. 10)

This information is supported with a direct quotation from *Elefteros Tipos*:

"Papandreu is putting 'for sale' signs on 598 islets" (ibid.)

It should be noted that comments of the Prime Minister of Greece over the respective issue is also given with direct quotation emphasizing that "Greece is not selling its soil." (ibid.)

Moreover, it is also brought up that a Greek Real Estate Agency will make the sale of luxurious villas and mansions on Rhodes and Mikonos in CNR Eurasia Real Estate and Investment Fair:

"Good Bargains (Villas) are on sale in the fair (*Cumhuriyet*, February 17, 2011, p. 10)

The same topic is referred with regard to the comments of the above mentioned Greek real estate agency. With its gorgeous villas and dazzling beauty Greece is offering innumerable opportunities to investors:

"The villas on Greek islands will seek for customers in Turkey" (*Milliyet*, February 15, 2011, p. 11)

However, it is also mentioned that even the valleys are for sale, which might be interpreted as an indication the drastic financial situation in Greece. It is mentioned that Greek embassies are bankrupt and even have a difficulty to pay not only the wages of the employees, but also the bills for electricity and internet.

The most striking example for the news about the economic crisis in Greece is about the Greek embassies abroad that have fallen into abject misery:

"Greek embassies are up to their ears in debt" (*Milliyet*, February 21)

Noteworthy, all this information is conveyed with direct quotations from a Greek newspaper, *Thema*. Therefore, a pretty good care seems to be taken to maintain objectivity.

In the following days, it can be noticed that the economic situation is getting more drastic in Greece as a result of the grave consequences of the austerity measures:

"The bills in Greece are by instalments" (*Cumhuriyet*, February 20, 2011, p. 12)

Of note, this news is given with direct quotation from Greek News Agency (ANA) particularly with verbs used in passive voice (i.e. "stated" and "announced")

Another short piece of news about the consequences of the economic crisis can also be mentioned:

"Small and middle-scale businesses with 100,000 capacity have closed down during last 13 months." (*Cumhuriyet*, February 23, 2011, p. 12)

Furthermore, the social upheaval caused by the austerity measures in Greece is given with the account of a Turkish reporter:

"Life has stopped in Greece; bitter clashes with the police occurred" (*Cumhuriyet*, February 24, 2011)

Being the burning issue on the agenda, the consequences of the economic crisis is given in *Milliyet* in such a way:

"Greece 'sank' (reached rock bottom), Egypt were shaken; Turkey has remained as the only star of tourism" (*Milliyet*, February 11, 2011, p. 9)

Metaphorically, Turkey is alluded to "the best product available on the shelves" as the other countries in the area are "drastically stricken" by the economic crisis. In fact Turkey is not directly displayed as a country which has its eye on the main chance; however, has unavoidably been a profiteer.

Of note, being a maritime nation whose history goes back to the ancient times, Greece is usually referred with naval metaphors. Apart from the example given above, regarding the riots in Athens, the use of "Greek fire" draws attention as a reference to an incendiary weapon used by Byzantine Empire. The Byzantines typically used it in naval battles to increase the effect as it could continue burning even under water. The news about the chaos is given with the following headline:

"Athens is aflame; they burnt a policeman" (*Milliyet*, February 24, 2011, p. 1, 10)

After having reported that employees in both state and private sectors went out on a 24-hour general strike, it was also pointed out that there happened to be a suspension in health, education and transportation services. The slogans used in the demonstrations against the cuts in welfare spending are given with direct quotations, such as "we're not going to pay the bill of the crisis," and "unemployed youth, fee-paying education and medication are just an illegal depravity." It is also mentioned that scuffles broke out when the police tried to move the demonstrators with tear gas. The reaction of the police against the demonstrators is expressed with active voice. To put simply, there is not a syntactic attempt to hide the police as the doer of the action. As seen in the previous news, this account on the social turmoil in Greece is concluded with the information that 10 general strikes have been staged during last 13 months.

As noticed in the statement of Greek Minister of Development and Social Solidarity, troika is culpable for the economic problems in Greece: "Troika is chronically introvert." This news is given with the following headline: "Greece demanded from the review of the credit." (*Cumhuriyet*, March 7, 2011, p. 12).

Related to the economic problems, Greece is also referred with school terms: "Being given a low grade (mark) has made Greece angry" (*Cumhuriyet*, March 8, 2011, p. 13)

The decision of Moody's that evaluating the debt of Greece "highly speculative is considered to be a totally unjust decision.

Degradation of Greece by Moody's is given in a similar way in *Milliyet*:

"A three-digit grade shock to Greece"

Still another consequence of the economic crisis is that Greece was denied the chance of hosting the Mediterranean games due to failing to discharge its obligations. Therefore, Turkey automatically leaps at this opportunity:

"2013 Mediterranean Games goes to Mersin" (*Milliyet*, February 24, 2011, p. 10)



The news on economy is not only related to negative events, of course. For instance, according to the Greek Press, Turkish entrepreneurs are willing to invest in Greece particularly in food and textile sectors:

"Investors are testing the Turkish-Greek friendship." (*Cumhuriyet*, March 1, 2011, p. 20)

Similarly, interest of the Greek investors in Turkish maritime sector as well as a suggested business offer can also be seen:

"Proposition from Greece for IDO (Istanbul Sea Buses Company)" (*Milliyet*, February 10, 2011, p. 13)

As for sports, the basketball game between a Turkish (Fenerbahçe-Ülker) and a Greek team (Olympiakos) is extensively covered in the printed media during the scope of this study. The failure of the Turkish team is expressed with a state of unhappiness and not seeing hopes come true:

"Disappointment at the basket\*" (*Cumhuriyet*, February 25, 2011, p. 18)

The most important aspect of in this news is probably the altercations between the spectators of the two teams. It is stated that an indecent hand movement made by a player of Olympiakos towards the Turkish fans caused a tumult in the hall.

Just one day later, the reaction of the respective basketball player is explained as a righteous indignation at an utter provocation from the Turkish spectators holding placards saying "Fatih Sultan Mehmet (Mehmet the Conqueror) 1453 and wearing T-shirts on which "Istanbul since 1453" was printed:

"The secret of Papaloukas is the placard"

The same news is given in a more detailed way in *Milliyet* with an account of how the respective basketball player committed an immoral act by pointing the middle finger of his hand at the spectators who were wearing T-shirts saying "Istanbul since 1453" and swearing:

"It was 1453-Istanbul that made Papaloukas furious" (*Milliyet*, February 27, 2011, p. 31)

Even if the Turkish team has lost the basketball game in the end, which is considered to be a "life and death match," better performance of Olympiakos is appreciated. The failure is referred as "submission to Olympiakos"

"Open ticket to Valencia" (*Milliyet*, February 25, 2011, p. 29).

Probably the best example for this appreciation can be seen in the complimentary comments of the star player of Olympiakos (Vassilis Spanoulis) in a special interview with a Turkish reporter. Through direct quotations, it is mentioned that Spanoulis sees the Turkish team as a favourite and generally speaking, Turkish basketball is on the great rise:

"Fenerbahçe Ülker is a candidate for final four" (*Milliyet*, February 24, 2011, p. 32)

The event is mentioned as a "secret" because when it first occurred, the reaction of that basketball player could not be understood. It is quite obvious

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\* referring to an open net fixed to a metal ring high up off the ground

that both the name of the above mentioned Ottoman sultan and the date were used intentionally to indicate the end of the Byzantine Empire. In this news, the explanation or rather self-defence of Papaloukas is given with a direct quotation clarifying why he worked himself out in a frenzy.

The same appreciative attitude is displayed by the Turkish media as well. In the news with the headline "the night of fate at the basket," Olympiakos is called "the giant of Greece."

The use of verb "host" is particularly used for the game that is going to be played in Istanbul.

All in all, it could be suggested that although a humorous approach is assumed regarding this issue, Greece is not ridiculed.

Although it may be rather difficult to categorize the news as they sometimes overlap with respect to the topics they cover, it seems the best approach to analyse similar news in both newspapers.

Regarding politics, the only negative news might be regarded as the one about the attempt of a Greek businessman to establish a new TV station (Pontus TV) that will broadcast from satellite. Apart from the suspicion that this station may pursue a potentially separatist broadcasting policy in "Asia Minor," the most irksome point in this news is the fact that a former Greek intelligence officer who was in charge of bringing the head of a Kurdish terrorist organization to Kenya has been appointed as the head of this channel. There is also a reference to the alleged deportation of Anatolian Greeks in 1923 and the father of the respective businessman was one of them.

As for the political news in *Milliyet*, the need for a new paradigm in Turkish-Greek relations is pointed out through the declaration of the Turkish Minister of Foreign Affairs. Moreover, as a never ending story, there is unavoidably an allusion to the number of sorties of the Greek and Turkish aircraft:

"Greeks made sorties six times more" (*Milliyet*, March 10, 2011, p.1)

"Greek aircraft made 12.000 sorties" (cont. p. 10)

As far as the news on actuality is concerned, there are usually indirect references to Athens and Greece. In such news, Greek citizens are sometimes victims in an accident or suspects for stealing a yacht supposed to be used in emigrant traffic.

"Hired boat got lost on the way (to Bodrum)" (*Milliyet*, February 27, 2011, p. 3)

In the same way, a yacht stolen in Muğla (SW Turkey) and found in Greece is just another example for such news:

"Stolen from Muğla, appeared in Greece – will be given back for 10.000 Euros!" (*Milliyet*, February 12, 2011, p. 4)

As an indication of the goodwill of Greece, it is pointed out that two Turkish captains were set free. Nevertheless, the boat will be given back on condition that the owners pay 10.000 Euros for the expenses.

Still another example is about a Greek tanker sailing under Greek colours, which was seized by pirates in the Oman Sea.

“Giant tanker was sized” (*Cumhuriyet*, February 10, 2011, p. 10)

On the other hand, in the news about Paralympics (Special Olympics) organized in Greece, not only a humanitarian approach is displayed, but also an invitation for such a good cause is made to Turkey:

“Volunteers wanted for Paralympics”

Likewise, the news about a bus that fell into a roadside ditch causing the death of 5 passengers, four of whom were Greeks can be given as an example:

“Terror of black ice” (*Milliyet*, February 26, 2011, pp. 1, 3)

This accident is mentioned along with another accident in *Milliyet*. However, the names as well as the ages of the Greek citizens who lost their lives in the bus accident are given in detail:

“Two accidents in the country: nine casualties” (*Cumhuriyet*, February 26, 2011, p. 3)

In the news about the severe consequences of thermal plants and gold mines in the coastal part of the Aegean region, the citizens on the island of Mytelene are referred as “neighbours” suffering from the same disturbance:

“Gold mining has disturbed the neighbours too - The citizens of Mytelene are on the way to ECHR” (European Court of Human Rights). (*Cumhuriyet*, February 13, 2011, p. 22)

Another news item related to the protection of environment is about meeting of 21 Greek swimmer from the Island of Simi and 25 Turkish swimmers from Datça in the sea in order to draw attention to the protection of seas. This co-operation is reflected with such a headline:

“Let the seas always remain blue” (*Cumhuriyet*, March 6, 2011, p. 3)

#### **4. Conclusion**

As indicated at the outset, this paper has made an effort to analyze the news about Greece in the Turkish printed media.

The news in both newspapers is predominantly related to the grave consequences of the economic crisis in Greece. Hence, the most negative news on Greece is unavoidably related to the economic crisis.

As Turkey also suffers from the domination as well as sanctions of the IMF bitterly, the economic problems that Greece encounters are given quite extensively. Therefore, a kind of sympathy is aroused through the printed media.

Although the tone used in the Turkish printed media sometimes gets humorous regarding particularly the problems that Greece has been suffering from due to the economic crisis, it never appears to be derisive. All in all, it can be inferred that the Turkish media assumes a cautious attitude even while referring to negative issues about Greece.

In most of the news on actuality, Greece is referred just indirectly; in other words, not as a directly involved or aggrieved party, but as an indirectly related side.

Turkish printed media tends to give news about Greece on economy and politics through some historic references and metaphors. Considering all the news within the scope of this study, it can be stated that an objective attitude is maintained with direct quotations from news sources

The most positive attitude towards Greece is evidently seen in the field of sports. More specifically, in spite of intense rivalry and even undesirable conflicts during games and matches, sports seems to be providing a firm ground that inspires an ardent hope for better co-operation and intimacy in the future. To put simply, co-operation between Greece and Turkey seems unavoidable and necessary; so to speak, a necessary evil.

Being inseparable issues, the news on economy and politics frequently seem to overlap with regard to Greek-Turkish relations. It should also be noted that there is not an overt negative attitude against Greece in either newspaper; in addition, both newspapers display an objective approach. All in all, it is possible to infer that in both newspapers, Greece is presented as a crucial and indispensable neighbour that should be co-operated within any possible fields. Limited though it may seem, within the context of this study, it would not be wrong to infer that through the Greek image depicted, the Turkish printed media assumes a supportive stance, regarding the strategically significant Turkish-Greek relations. In this sense, the media in both countries may play an active role in formation of as intimate friendship through good and neighbourly relations.

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