

MAGAZINE MEDIA AND TABLOIDIZATION ADVENTURE OF MEDIA IN TURKEY

Assoc. Prof. Mihalis Kuyucu

Istanbul University

ABSTRACT

Magazine is the most frequently used type of publishing by dominant forces who want to exercise influence over large masses. The tabloids are the most commonly used distraction in developing liberal societies as a tool for thinking about the issues that develop in favor of popular culture rather than thinking of serious things. The magazine press, which plays an active role in the suppression of media, the development of perception management in societies and increasing the function of popular culture, is a common propaganda method used in dysentery of society. In Turkey, tabloid press improved in the 1960s and 1980s, when the liberal economic policies gained intensity. However, this development was not experienced in qualitative sense while experienced quantitative sense. The tabloid journalism previously made with the understanding of intellectual journalism left its place to a new type of tabloid journalism especially after 1980s in which private life, gossip and sexuality were used, and in which yellow journalism was in the forefront. In this study, the development of magazine media in Turkey was examined with a historical perspective.

Keywords: Magazine, Media, Turkey, Press.

INTRODUCTION

Having a very important place in today's publishing concept, the tabloids can appeal to large audiences in both written and visual media with the demand it receives in society. The magazine concept emerged in the United States and Europe in parallel with the development of sensational journalism, tabloid and boulevard journalism. After the announcement of Constitutionalism in Turkey, the magazine also found its place in the publishing.

After the announcement of the Republic, the magazine concept developed based on culture and art basis in the written press. After 1950 with the transition to multi-party-political life in Turkey and the resulting social mobility, journalism evolved more on the popular cultural axis. With this period, the development of Turkish cinema also contributed to the power of tabloid press. The development of the magazine in Turkey accelerated after 1980. As a result of censoring and

political platform created by the September 12 Coup regime, many press businesses tabloidized their contents. After 1980, abolition of the subsidy given to press enterprises increased the costs of newspapers and magazines and brought the phenomenon of circulation to the fore. Circulation-oriented newspaper publishing has led to the publication of magazine-weighted news publishing. In this period, the newspapers chose to offer a sensational perspective instead of presenting the tabloid phenomenon with an intellectual perspective in contrast to the 1950s. The tabloid press directed to the method of influencing large masses using yellow journalism and sexuality by diverting from an intellectual perspective to a sensational perspective.

1. CONCEPT OF TABLOID JOURNALISM

Defined as the type of publishing that aims to provide information while entertaining, tabloids are followed by readers to have a good time, to linger and to get rid of the troubles of everyday life (Dağtaş, 2006:101). The word, tabloid, is derived from Arabic work, "mahazin". In Arabic, the word "mahazin" is the plural of the word "mahsen" that means a place where goods are stored. The use of this concept as a publication in which much different information is found is based on the meaning contained in definition of the word. This term was originally used with its intended meaning in "Gentlemen's Magazine" published by Edward Case in 1731 (Belge, 1997:373).

The tabloid is a concept used in the press to define the content differentiation (more of the visual material, increased pornography, increasing the intensity of gender and private life, etc.) (Topçuoğlu, 1996:94). The magazine in written and visual media is one of the types of journalism widely adopted and used in today's publishing concept. In many countries, including Turkey, the examples of tabloid journalism are frequently encountered. The main reason behind this popularity is that tabloids can easily appeal to people from every educational level (Tokgöz, 2003: 357).

Magazine press is also referred to as "boulevard", "tabloid", "yellow press", "color press" and "painted press"; concepts such as "colorful news", "painted news", "sensational news" also refer to tabloid news. In the written press, tabloids show themselves in five areas. These include newspaper's showcase page, as well as other news on almost every page of the newspaper, secondly the pages of the tabloids spared for tabloid section, thirdly in newspaper attachments, fourthly in the tabloid newspapers, and finally in magazines completely consisting of tabloids (Soyguder, 2003:78).

The narrative structure of tabloid news is generally very understandable and straight forward. News assessed in the scope of the tabloids consists of topics of sweet/colorful news. The diversity of news combined under the umbrella of tabloid is very high. Many topics are addressed under the title of the magazine ranging from the gossip about society to the life of

artists, from scandals to venue promotions, from celebrities' love escapes to the fashion cycles etc. It is very difficult to find news material with serious content in tabloid news (Tokgöz, 2003: 357).

The tabloids, which prioritize celebrities of the world of society and entertainment, have an understanding of journalism not only based on gossip and speculation, but also focusing on celebrities' private lives (Dağtaş, 2006:102).

Tabloid (colorful) news is a personal property, which is largely different from other news. The author of the colorful news finds the opportunity to express his own ideas in his news. This author also refers to personal comments necessarily in his news. The basis of this type of news is that it is actually based on a simple narrative of the truth and its submission. In this aspect, colorful news is based on facts, and it is not literary (Tokgöz, 2003: 362).

2. HISTORICAL ORIGINS OF TABLOIDIZATION

The concept of "tabloidization" is the direct result of commercialized media with pressure from advertisers who want to reach large audiences. This concept emerged about a century ago when newspapers began adding chapters that featured sports and entertainment, drawings and extraordinary events, which appeal to wider audiences. This process led to the creation of tabloid newspapers, which produced almost all the news and information, keeping in mind their "merchantability". Origin of the term "tabloid" is based on a pharmaceutical term used for pill-shaped condensed forms of drugs. The effect of this drug tabloid and the ease of swallowing led to easy passage of this concept to media. In the first half of the twentieth century, this term was introduced in London for newspapers with sizes that would allow them to be easily read on trains or buses. However, the term "tabloidization" is a completely new word. The screening team of the Merriam Webster dictionary discovered the first uses of this word in the American Dictionary in 1991. Since then, the term has leaped into other countries to make its a career. One of the shortest definitions of "tabloidization" was made by Marvin Kalb, the director of the Harvard University Shorenstein Press Politics and Public Affairs Center. According to Kalb, "tabloidization" means "lowering the value of real news and gaining value in sexuality, scandal and infotainment". The UK portion of the debate is spared to the press in general, it is less dense in Germany and generally limited to television (Esser, 1999:291).

The historical roots of the magazine concept transforming into such form of discourse should be searched in the early 19th century. One of the most important developments of this period was the dominant decisive role of industrial capitalism on the social/cultural structure. In this period, a type of literature emerged which forms the foundations of tabloid rhetoric within the mass society structure formed by mass production and mass consumption logic in conjunction with the technology developed depending on the industrial revolution. Shallow, simple and popular

subjects were given weight in worlds of individuals from mass society who were isolated and who acted with emotions rather than mind and logic, and a mass production and consumption emerged in the field of literature. Together with this new period, authors who had undertaken the mission to become the voice of society until the 18th century would become authors of individuals with “self” while discussing problems and conflicts that differ from previous generations. In this type of emotional literature, while similar lives of individuals and their average tastes are addressed, texts are often placed on popular values. After the acceptance of this type of literature, a new understanding of journalism emerged directed towards masses (Ergül, 2000:52-53).

Tabloid journalism, which was first tried in England and later spread to the United States and other European countries, developed together with the widespread understanding of public journalism. As in opinion journalism after the 1830s, tabloid journalism was also an application of public newspapers towards the public. The first of the aims of public journalism is to discuss the subjects that interest people, and the other is to sell newspapers cheaply. These two expressed objectives are actually consistent with each other. Several ways were tried to find topics that interest audiences in order to lead the reader to newspapers, but also to sell cheap newspapers to ensure that the reader purchased the newspaper. In this way, steps were taken with regard to mass journalism. Two American journalists, considered to be the architect of this new type of journalism, were James Gordon Bennett and Joseph Pulitzer (Tokgöz, 2003: 358).

The cheap mass newspapers, which appeared just a short time before the telegram, used to make news of irrelevant subjects. The newspapers, such as Benjamin Day’s New York Sun and James Bennett’s New York Herald, moved away from the tradition of political thought and daily commercial information in their news, and they used to fill their pages mostly with news related to crime and sexual sensationalism. These humanitarian stories of cheap newspapers had an extraordinary nature; effect of them lied in their quality of being beyond time rather than their currentness (Postman, 2004:79)

Again, the Pulitzer also added a new dimension to journalism while seeking sensational news. Now, various battles, adventures, government news were presented in the form of news by those adopted the Pulitzer and its journalistic understanding. With the participation of W. Randolp Hearst to the Pulitzer, the sensational journalistic current that extremely involved sensation gained considerable momentum. This current, which is mentioned as “yellow journalism” in the history of journalism, involved a variety of shapes, cartoons, funny types, pictures, photographs, large points and enriched with colors in accordance with the newly developed printing technology. Considering page contents, outstanding dramatic works were distorted by making them cheap melodramas (Tokgöz, 2003:359, 360).

Although the yellow journalism concept was finished in the 20th century, sensational journalistic current has become a thoroughly built-in phenomenon. Upon the intense interest for sensational news, the most often fabricated news with wide titles and indecent pictures were presented to readers in an excited, twisted way. During the First World War, when the sensational journalism reached its climax, the murder news with sensational and indecent pictures filled the pages of newspapers especially in the United States. Such that tabloid newspapers in the United States left interesting traces in journalistic history by giving the images of naked dancer posing in a tub full of champagne and a woman who was executed in the electric chair. Since the ongoing periods to this day, the interest in tabloid news has increased gradually, and new tabloids have continued to emerge. "The beginning of actuality magazines, the radio and the introduction of television placed the understanding of providing the subjects that attract attention of human beings, in a meaningful framework" (Tokgöz, 2003:360).

It is apparent that tabloid journalism aimed at reaching more people since the beginning with its aim to confuse and entertain rather than to inform. It can be said that the concern of circulation increases, and therefore more ad-taking considerations led to the prominence of entertainment in newspaper content in the history of journalism. "However, political/societal conditions in which a newspaper exists can be as effective as the minimum circulation anxiety" (Topçuoğlu, 1996:96).

3. MAGAZINE PRESS AND FEATURES

With its literal meaning, the tabloids evoke expressions such as stealing money, distraction, suspension of one thing, dismissal and insertion into another area (Bayraktaroğlu and Uğur, 2011: 8). The magazine concept is derived from Arabic as a linguistic origin. The word passed from Arabic to French through its meaning as shop. The word is described as a place where many products are sold. In terms of its root, the concept refers to a publication containing many different information (Büyükbaykal and Büyükbaykal, 2007:52).

Tabloid journalism is regarded as a type of journalism that is in the function of entertaining while reporting. In comparison with opinion newspapers, tabloids appeal to wider audiences (Tokgöz, 1981:138). Defined as the type of publishing that aims to provide information while entertaining in a wider perspective, tabloids are followed by readers to have a good time, to linger and to get rid of the troubles of everyday life (Dağtaş, 2006:101). From this point of view, it can be said that the tabloid press is more of a daily life escape and consumed for fun.

The main purpose of news in the tabloid media is undoubtedly to attract the reader's attention. This leads to the presentation of the news with short, colorful photos. It is emphasized that no concepts, characters and problems should be given attention more than a few minutes. The purpose of the tabloid media is to help people spend a lot of time rather than informing them

(Uzel, 2008: 43). WH- question rules, which must be observed in other news, are sometimes neglected in tabloid news, and only interesting and important points of the events are presented. Therefore, people who read the news of the tabloids feel excitement of news and get the chance to get rid of stress of daily life.

As in other journalism fields, tabloid journalism has certain functions as well. Türkoğlu (2002) interpreted the function of tabloid press in twentieth century as follows:

“Society regards tabloid as a branch to hold on within chaos of life. Because elections, politics, terror, war constitute the problems related to unknown future. Thus, society watches the self-reliant and mind-keeping tabloid press. Worked all day, tired, individuals want to relax when they come home in the evening. For the tabloids and for the public, the tabloid figures are temporary bases. Tabloid is a language that creates pleasant emotions in people, but right now, the tabloids are in disturbing state, disrespectful to people’s privacy. We cannot blame the media as a scapegoat, and we cannot accuse the public of the low cultural level. The problem is that the public does not feel safe. As the welfare of society increases, the value of these stories will fall.”

It is acknowledged that tabloid journalism was first tried in Britain and developed by the emergence of public journalism throughout the United States and Europe. Public journalism, which was a practice developed after 1830, has basically two objectives: to handle topics that interest people and sell cheap newspapers (Tokgöz, 1981: 139). After the First World War, sensational journalism experienced its most popular period. In this process, the news of uncensored illustrated murders was found on the pages of newspapers in both Europe and the United States. During this period, the newspapers did not even hesitate to print a picture of the killer woman who was executed in an electric chair and a naked belly dancer sitting in the bath tub filled with champagne to increase their circulation (Tokgöz, 1981: 140). This period pioneered the development of the popular journalism concept around the world. The first successful example of popular newspapers was the New York Sun newspaper, which both included the small news and produced news. This development, which also marked contemporary journalism, was led by two American journalists, James Gordon Bennett and Joseph Pulitzer, who were aiming to give sensational news. Even reporting news of his own marriage, Bennett included the news of the street murders and gossips of high society. A sensational journalistic current gained momentum with journalists such as Joseph Pulitzer and William R. Hearst who tended towards sensational news just like Bennett (Alemdar and Erdoğan, 1994:5–25).

Newspapers publishing mainly tabloid news were called boulevard newspaper in Europe. This name was given since they were sold in the afternoon by laying on boulevard. In the United States, magazine newspapers were called as tabloids. The most important feature of these

newspapers was that they were in the same size as the first English newspapers in addition to reporting sensational news (Tokgöz, 1981:140)

3.1. Features of Tabloid Journalism

One of the most prominent reasons for tabloid news becoming popular is that it reaches reader from every segment of the community and from every educational level. In the tabloid news, the priority is usually given to celebrities and the rich called high society, their private lives are taken into focus, and news that lacks serious content is delivered to readers (Akgün, 2011: 69). Tabloid journalism is presented in different formats in the written press.

Table 1: Presentation Forms of Tabloid Journalism in Printed Press

Next to other news nearly in all pages of the newspaper including the main page,
In pages of newspapers allocated to tabloid news in relevant sections,
In newspaper attachments.
In tabloid newspapers,
In tabloid magazines completely made of tabloid news.

Source: Soygüder, 2003

The news in the tabloids is usually written in the form of “colored news” and discussed more personally than other reports. A person who writes the colored news gains the opportunity to express his own ideas and can reveal a positive or negative reaction to the situation (Tokgöz, 1981: 141). It is possible to say that the news sources of tabloid journalism are wider than other news sources. News sources that are used while collecting news can be listed under the following headings (MEB, 2007:13):

Table 2: News Sources in Tabloid Journalism

Famous people	Personal websites of the famous people	Web sites
workers of places where celebrities visit regularly	Press advisors and managers of celebrities	News agencies
Production companies	News coming to the institution	Press bulletins
Journalists' news sources	Publications of other press organs	News coming from subscribed news agencies
Large hotels	Large entertainment venues	Foreign publications
Tabloid magazines	People on street	Social media

Source: Soygüder, 2003a

There are three main descriptions that should be found in the tabloid news: trio of movement, human and place. It is motion imagery that makes the writing strong. In order for readers to have ideas about the environment where the news occurs, it is necessary to have enough depiction of the venue. In comparison to other reports, the magazine news in which more names and adjectives are used consists of four sections including title, entry, development and conclusion (Uzel, 2008: 44). People who are subject to the magazine press are examined in 3 groups (Soygüder, 2003a: 214–216).

Table 3: Classification of People Subject to Tabloid Media

Celebrities (public figures): Those known by the public such as public workers, politicians, authors, artists, sports people, leading figures of the business work. They are the people who are needed to be known by the public by certain reasons
Regular people: Those are not among public figures. Only know for related to certain events.
Rear wall girls: people (generally women) who are placed in rear pages or third pages of tabloid newspapers and subjected to make-up news appealing to visuality.

The news topics covering the tabloid press are very diverse. The lives, loves, fashion insights of the singers, actors, players who are followed by the interest of society, a variety of topics such as society gossip, astrology, recipes, popular entertainment venues are included in the topics used in tabloid journalism (Akgün, 2011: 69).

In tabloid journalism, photos and images are of great importance. Therefore, news is supported with edited photos when there are no photos to support the story. In some cases, archival photographs or images are used in preparation of such news (Soygüder, 2003b: 70–71).

Repeat is very important in tabloid journalism. Tabloid news are reiterated, and human emotions are exploited. The news is called “scandal” in cases where sensational stories are intensely provided. The aim is to attract attention of viewers to the news and to keep their attention continuously (Tokgöz, 1994:149).

Tabloid journalism is a kind of journalistic type that is most criticized today. The negative criticism of this issue is gathered around facts including dissociation of the journalistic profession, deprivation of society and violation of privacy of private life.

While some people criticize the tabloids for being produced with tabloidized content, others argue that tabloids encourage people to watch television, especially young people and audiences who have previously been away from the screen. In the preparation of these reports, it is emphasized that the values of the poor and poorly educated people are taken into consideration, who are known as consumers of magazines or magazines. This situation is also defined as a

direct revolt against for distinguished news value concepts that have prevailed in the media so far (Çaplı, 2002:101).

It is also argued that the tabloid press aims to disseminate consumption culture in societies. The relationship between television-published magazines and consumption culture has been a subject of various studies. Ergül (2000:138) indicated that so much news was transformed into the tabloid format in television, and magazine elements included in such programs were enjoyed by the wide community.

According to Dağtas (2006:257), the news and photos in magazine attachments convey consumption expedites and lifestyles of a particular segment to readers. These news and photos are presented to viewers as contents that offer a certain lifestyle for consumption.

The researchers who approach tabloid news positively argue that tabloid news reduce social tension, take individuals of the modern society away from troubles of everyday life, give humans hope for future and make life more bearable for these people (Soygüder, 2003b: 62).

4. DEVELOPMENT OF TABLOID PRESS IN TURKEY

Before the Republic, tabloid entered the press firstly through magazines. The first magazine published in this context was Illustrated Book which was issued under the leadership of F. Sabri Duran and U. Esat in 1908 (Topuz, 2003:389). One of the publications that was popular during this period was Şehbal Mecmuası (*Şehbal Periodical*). With both the quality of its print, photographs and its contents, Şehbal Periodical filled a significant gap between 1908–1914 (Prator, 1997: 55-65). Sedat Simavi, the most active journalist of the Istanbul Press, published many magazines with tabloid and humor contents from 1916 to 1919. These remarkable periodicals include: The humor magazine “Hande”, published between 1916 and 1917; “Diken” published in 59 issues from October 30, 1918 to July 1, 1919 and in which Simavi contributed with his drawing cartoons and which was remarkable for its colorful covers; finally, women’s magazines called “İnci,” “Yeni İnci” and “Hanım”, each of which was published only in one issue. Other notable magazines of the period include “Grand Magazine” illustrated tabloid magazine published by Zekeriya Sertel, Refik Halit Karay’s humor magazine called “Aydede” and Mehmet Rauf’s women's magazines called “Ornament” (Duran, 1998:151).

After the announcement of the Republic, the private lives of the people’s loved ones were in the printed press until the beginning of the 1950s. In this period, the tabloid press became one of the biggest supporters of the innovations in the social sphere (Büyükbaykal and Büyükbaykal, 2007: 53).

The first magazine published in the Republican period is “İnci Dergisi” published by Sedat Simavi. Another magazine magazine, which started broadcasting in 1924, was a magazine called

“Illustrated Moon”. The magazine demonstrated a magazine concept aimed at raising the cultural level of the people. In the journal, as a female writer, the writings of Sabiha Sertel were published and the economic, social, cultural distortions of the Sultanate were discussed in a lean language that the public could understand (Arberkli, 2011: 101).

Another magazine published by Sedat Simavi was a magazine called “Yedigün”. Between 1932 and 1950, the magazine published in 36 pages became the most important broadcaster in Turkish after the letter revolution. The magazine reduced the number of pages to twenty due to the shortage of paper in 1940s. In the journal, special emphasis was given on the family articles. “Home Doctor” included practical information, a wide range of readers were found thanks to interactivity with readers with reader letters and subject selections (Arberkli, 2011: 101).

“Yedigün” became one of the best-selling magazines during that period. Circulation of the magazine, which included a lot of photo magazines, articles on literature, memories, novel furnishing and interviews, reached 54 thousand and continued broadcasting until 1950 (Duran: 1998:191).

In tabloid magazines published in Turkey until 1945, education and information were the main purpose. After the adoption of the Marshall Plan, which was implemented in 1948 and after the DP’s accession to power, American life-form in Turkey began to dominate (Ekin, 2010: 128). After 1950, while the tabloid media was fed from political scandals, the cinema sector began to receive more attention. In addition, the emergence of the Istanbul society as a consequence of the changing social life style led to laying foundations of the tabloid press with the form we understand today (Büyükbaykal and Büyükbaykal, 2007: 53). Magazines related to films and singers were published in the 1950s and later years when cinema production became widespread. The special lives of celebrities became the storyline of sensational events, and it was aimed to sell these magazines more. New items added to the tabloid press during this period, which lasted until the 80s, can be summarized as procreation of opportunism and entrepreneurship, losing gradually the importance of culture-art subjects, the proliferation of only entertaining content, the propaganda of anti-communism brought by the Cold War, reporting sexual issues by eluding social values and evaluation, and development of the habit of reporting private lives of collective icons irresponsibly (Oktay, 2002: 91).

Illustrated Life, which was issued by Sevket Rado in 1952 and printed using photogravure printing technique for the first time, captured a high level in terms of form and content. This magazine gave emphasis on women’s issues such as magazines published earlier (Arberkli, 2011: 103).

In parallel with the economic developments that emerged throughout the country in the 1960s, night life in large cities began to stir. Especially, farmers from small settlements of Anatolia have

colored the night life of large cities for entertainment purposes after the sale of their products. The most important development in this period was the start of publication of *Günaydın* newspaper in 1968 that gave weight to a language to be understood by the public more (Büyükbaykal and Büyükbaykal, 2007: 53). *Günaydın* newspaper achieved a large circulation explosion with its large images and titles together with short and concise news usage. When contents of tabloid news in the Turkish press are examined, it can be seen that a serious change began in the tabloid news especially between 1950 and 1970. It can be seen that published theater, music, cinema, summer, interview, discussion, criticism and assessments decreased over time. In papers of this period, opinion journalism was replaced by the tabloid news produced with the aim of sales (Ekin, 2010: 128). In the 1970s, “*Gün*” (1972) published by Veb and “*Kelebek*” attachment of *Hürriyet* newspaper (September 10, 1972) were added to tabloid press.

After 1980, Turkey entered into a new political and economic structure. This change also showed its direct effects on the media system. Different capital groups’ entrance to the media area and dissemination of private radios and TVs resulted in the diversity of the media and becoming an industry in terms of quality, number and page forms (Konyar, 2002: 191). Printed press, which started to act dependent on non-press capital, also benefited from technology in creating large media plazas to attract the reader’s attention and expand its target. Printed press was also led to change in the context of dimensions reached by the technology. The press, which became a sector bearing the concern of more readers, was directed towards tabloids and sensational journalism from opinion journalism (Cereci, 1992:35).

Prior to 1980, the development tendency foreseen in opinion and mass journalism left its place to tabloidization and boulevard journalism after 1980. Newspapers focused on tabloids instead of making political news due to pressures increasing on the press following September 12, 1980 military coup. After the coup, both the society and the press became apolitical in response to excessive politization prior to 1980 (Özgen, 2004: 469).

Newspapers published after 1980 directed to the news that focused on entertainment and avoided commenting and questioning the system to gain readers’ interest. One of the most tangible examples of this development was the start of publication of the “*Tan Newspaper*”. In the majority of newspapers that were published in this period and obtained high circulation, sexuality was transformed into pornography by the paparazzi, and the rumors of sex that people could not be unrelated to were presented to readers with colorful photographs (Ekin, 2010: 130).

Private capital televisions, which started broadcasting in the 1990s, made the tabloid media reach a wider audience. There was a significant increase in magazine programs published during this period. The tabloid programs, in which private lives of football players, singers and even politicians as subjects, transformed the tabloid press to tabloid media. The magazine, which had

remained in newspapers and magazines, was visualized after the 1990s with private-capital television channels and moved to television. During the TRT period, the tabloid press, having limited only to newspapers and magazines, was moved to tabloid television with the increase of private-capital TV channels.

Programs such as “Televole”, “Sunday Enjoyment”, “Flying Bird” received high ratings. This process reached the main news bulletin of mainstream television channel by publishing tabloid news under the title of actual news.

Televole programs started with the publishing of magazine news at the end of sports programs published in the early years of commercial broadcasting. Following the interest in such news which initially formed a small part of the sports programs, the independent magazine programs created by such news began to be produced. In these programs, private lives and love relations of famous footballers, athletes, and then increasingly those of podium, cinema and television celebrities began to be brought to the screen. These programs, also called Paparazzi, can be considered as tabloid-weighted sequel programs of real-life stories. While lives of people who take the lead role in the entertainment industry such as model, singer, entertainer and footballers were presented in these magazine programs, this news was tried to be transferred to viewers together with the consumption culture. In 2014, at least one magazine program was broadcast on almost all television channels.

Table 4: Magazine Programs Published in Television Channels in 2014

Program	TV Channel
Cumartesi Sürprizi	Show TV
Pazar Sürprizi	Show TV
Show Dünyası	Show TV
Dizi TV	ATV
Zahide ile Yetiş Hayata	ATV
Magazin D	Kanal D
İyi Şeyler	TRT 1
En Güzel Bölüm	Star TV
Söylemezsem Olmaz	Beyaz TV
Medyatik	Beyaz TV

The magazine is included in contents of almost all newspapers in today’s printed press. While the newspapers include contents published by their tabloid departments, they also publish tabloid attachments in different brands. Hürriyet newspaper’s “Kelebek”, Sabah newspaper’s “Sabah’la Günaydın”, Milliyet newspaper’s “Cadde” and Vatan newspaper’s “Makaron” attachments are given as a separate magazine attachment on weekdays. Apart from attachments given by the daily newspapers, magazines such as Âlem, Hafta Sonu, Hello, Şamdan Plus, Diva and Ses are published with weekly or monthly periods. The circulation of these magazines varies between 3

and 5 thousand units on average. In September 2014, the highest-circulation tabloid magazine was the Hello magazine with 4,300 pieces of circulation.

The tabloid press found another medium with the development of Internet media in the 2000s. The tabloid press was moved from paper to Internet sites. Many popular magazines such as Magazinci.com, Ucankus.com, Gecce.com, Magazinkolik.com and Sacitaslan.com started to make tabloid journalism through the Internet. Thus, the tabloid press, which started in printed media through newspapers and magazines, entered into other media such as television and Internet and led to the emergence of a tabloid press with a remarkable power in Turkey.

5. MEDIA AND TABLOIDIZATION

Tabloid press was born from an intermediate category such as entertaining while informing, and together with the tabloidization of news, it has become the most weighted program category in the media. According to Güldemir and Geçin (2003), when holdings entered the media in the 90s, these institutions chose to refrain from media's responsibility to inform and guide the public; newspapers that benefited from common news pools emerged. According to media professionals, tabloidization of news is to put a personal property of a story in its center, not the opinion or explanations about political issues—for example, if the individual is a politician. Magazines or human-centered publications are everywhere; like the boulevard newspapers in the West. But over time, the process has led to transformation of all the media into format of the magazine programs, even the most stringent format of the news programs. As an example of tabloidization of news, it was shown that news mentioned about Kemal Derviş's shorts he wore more than his statements about economics. The tendency to monitor the news to wider audiences and get a higher rating is part of a more holistic network of relationships that advertiser purchases the viewer, as Ergül pointed out:

“Television is not a product program; product is viewers and the consumer of the product is also advertisers. Advertiser does not buy the news program. He buys the audience. The value of any news program is measured according to whether it increases efficiency; therefore, the best news programs are the most viewed by the audience... Journalists work for businessmen and they are laid off by businessmen” (Ergül, 2005, p. 119).

Media professionals explained the reasons of tabloidization in the media as “the impact of globalization”, “the repressed interest and curiosity of closed communities in the media to be blown out”; “people's need to discharge”, “viewers' interest in private life” and “rating and circulation concern”. A participant explained this situation as “There are rules in the media, now the internal news beats the foreign story. At work, a woman beats a man. The tabloids beat politics. People always prefer magazines to politics... Sports beat the economy.” When we add the statement that “blood [death and violence] and sex sells”, the basic contrast between social

responsibility and rating will be revealed in the media. The issue of controlling the media at the rate of rating and decisiveness of capital comes into question. That is because one of the most important factors making media's ethical codes fragile is profit motivation. A research conducted on Media Professionals and Media's Family Perception has revealed that various branches of the press suffer from the low level of television channels, and they think that television channels should be supervised most due to their impact power.

CONCLUSION

Tabloid magazine concept becoming widespread in the 19th century began to influence the Turkish press after Constitutional Monarchy. Until the 1950s, the tabloid media developed based on culture and art.

Changes in the economic and social structure after 1950, the phenomenon of migration from village to city, the emergence of cinema and casino cultures led to an increase in demand for tabloid magazine. Changes in popular culture and the proliferation of liberal economic policies also led to the widespread publication of the tabloid media. Tabloid journalism showed a faster development in censored political environment experienced after September 12, 1980 military coup. The developments in political life after 1980s influenced news contents, and the political news was replaced by depoliticized contents and tabloid news prepared in offices. During this period, the press turned to current and entertaining news and alienated from the opinion journalism. This period is also called as "tabloidization" period in the Turkish press. Competition emerged with private capital television channels, which increased in the 1990s, resulted in an increase in the number of productions that appeal to the general masses such as tabloid program. In this period, a TV program called *Televole*, which offered cross-sections of celebrities' lives from art and sports, led to the beginning of the period called "Televole Culture" in the Turkish media. In this period, the magazine was not only observed in printed press, but actively encountered in all fields of the media.

The tabloid press undergone a change together with the increase in Turkey's liberal economic policy practices. This change revealed itself in topics such as transition from intellectual journalism to spot journalism, from text-to-editorial publishing to visual content. While the tabloid publishing also included cultural journalism in 1964, it became a gossip reporter in the form of "who did what, who was who" with the visuals in the forefront within fifty years. The tabloid press, which used to offer more foreign-sourced content in 1964, almost allocated its entire content to local sources today with the development of popular culture in Turkey. Magazines prepared with richer visual aspects replaced the magazines that used to come to forefront with detailed news and rich contents. This change in the tabloid press in fifty years simplified tabloid magazines and made their contents unvalued. This change has transformed

tabloid magazines from publications to be read and maintained into consumable materials to be viewed, watched and discarded. Tabloid magazines, which became a fast-consumed medium, have contributed to depreciation of the “magazine” sector. Nowadays, “magazine publishing”, which is a dying sector in the economic context, has been especially simplified with this process. With the development of the tabloid phenomenon in the popular culture, the tabloid press has become a popular cultural medium. This change in the tabloid media is only part of the change in the transition to economic understanding in which Turkey’s social state economy is dominated by the free market conditions in which aggressive liberal policies are applied. In the sixty-year period of liberalization in Turkey, issues such as being rich in short time – saving the day – materialism – sexuality and female exploitation have been popularized as an extension of the popular culture. The tabloid press has also made the promotion of this way of life, or in other words, a metaphor that supports this kind of lifestyle. The change in the sixty years of this medium is a mirror of the social change experienced in Turkey, while it gives important clues about the direction in this sense in the following years.

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