



→ **Regular Research Paper – SS**

Analysis of Discourse Analysis with the Determination of, Worker Rights and Oriented News in National, Local and Social Media in the Context of Alternative Media and Governmental Communication

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Abstract

With the 21st century, the barriers to accessing information easily and in a healthy way were eliminated with the print media, radio, television and internet. It is a known fact that the flow of news and information reaches to the masses. On the other hand, it is known that in response to this possibility of expansion and access, the identification and production, interpretation and introduction of news and information will pose new challenges. On the one hand, the boundaries of the individual's fundamental rights expand with access to information, while on the other hand the quality of news and information and the professional principles of journalism are questioned in terms of human rights. Today, the accuracy of the information given by the news is discussed by all segments and another issue parallel to this discussion is that media institutions can ignore the impartiality of the media by making the news given in strict lines and that each media institution can give more space to the news consistent with its ideological character. In this study, the content analysis of news, information and documents about workers' rights and fundamental freedoms will be carried out between 1 April - 10 May 2019. In this context, five national and two local newspapers, as well as the analysis of the relation of the news media, which has been directly commented on or reported, to the demographic structure and ideological character of the media institution, and the effects of language and discourse forms used during this transmission will be emphasized. The study will be carried out using literature search and content analysis method. As a result, in this study, it is envisaged to scientifically reveal how alternative media is.

Keywords: Workers Rights, Alternative Media, Focused Journalism, National Local and Social Media





1. INTRODUCTION

Nowadays, the violations of impartiality which arose from the monopolization of media and press organizations and the fact that the profit policy has been prevented from informing the public with an accurate and impartial understanding have led to the rapid spread of citizen journalism day by day. Citizen journalism can be defined as informing the public accurately and consciously rather than earning an income in the light of news and information provided. Today, the course of the reader who wants to reach the right information is shifting day by day from mainstream media to alternative media and this shift leads to the expansion of citizen journalism. The discourse language of the news published in the newspapers of the mainstream media, which are known as mainstream media, varies considerably from each other. The news, photography, word selection, headline and news content used in the news made with the introduction of its ideological character generally coincide with the political identity and ideology of many newspapers and play an important role in transferring them to the masses. In every newspaper that has a wide audience, news is made assuming that the current audience is one and the whole with the ideology of the newspaper and discourses are realized in this context. In this study, the reflections of the fundamental rights and freedoms of the workers in the newspapers will be investigated. mainstream media newspapers, alternative media newspapers and social media platforms will provide information about the subject and the information given directly related to the subject, the manner of handling the events and discourses will be discussed and analyzed.

1) Mainstream Media, Alternative Media, Rights Journalizm

With the development of technology, the examples of new media and technology, which are quite common in the information age we are living in, have been discussed through alternative media discourses and the concept of alternative media has been defined. The emergence of the concept of alternative media in the world and Turkey and are given information about the general characteristics. Citizen journalism is discussed through examples of how neutral journalism can be spread to alternative media in the mainstream media.

1.1) Mainstream Media

The mainstream media is neither the extreme right nor the extreme left end, which is in the middle, just like the main stream of a river. It is politically important because in most cases it can reach the largest number. Therefore, it can be the best tool for politicians to convey their messages to the public. Mainstream media is the media with the greatest impact on followers. Mainstream media are known for being neutral. The mainstream media is a prevalent and dominant movement of thought shaped by the state or by the considerable capital holders, who manipulate large amounts of mass media and large numbers of people. It can be said that the





mainstream media serve the interests of powerful social groups and powers that control and finance itself. Moreover, these media, which propagate in their favor, address the important agendas and principles that the interestists want. After the process of monopolization and privatization, the main concern of the media, whose main concern is profit, has emerged as anti-democratic and monophonic media organizations. (Url 1)

1.2) Alternative Media

Social groups that cannot be represented in the globalizing media environment are the current that emerges with the mainstream organizational structures and contents in order to be heard in opposition to the mainstream media. By alternative media we mean not only new communication technologies and new mass media, but also a stance against traditional. Alternative Media, Alternative Press means that the information is alternative and the perspective is alternative. Alternative media, in the sense of accurate and reliable journalism, presents news that are not written or explained by the visual and written media. It can be defined as a media channel that includes the local news of the country and may be opposed to the media channels when necessary. The philosophical basis of alternative media is concerned with the positioning of the dominant ideological structure of the global order, the dominant codes of commercial journalism of traditional media. While traditional media prioritize commercial concerns, commercial concerns for alternative media are insignificant. (Url 2) Alternative media in its broadest sense The news can be defined as the medium where the news is seen and represented. (Url 1) The impact of the monopolization tendency in the media area and some other reasons may prevent the media from fulfilling the social role attributed to it. The media can thus be representative of certain views, particularly the interests of the boss. As such, 'Alternative Media' emerges as a reaction to the shortcomings and inadequacies of the widespread media coverage. In addition to alternative media, some other concepts can be used. These are 'medya opposition media, community media, independent media, counter-media, new media, radical media ((Özer, 2015: 9-11). BİA is an example of an alternative local media organization and journalism. The BİA, which is stated to have emerged as a result of the meeting of the needs of the local media with the non-governmental organizations, organizes a horizontal solidarity network between the local radio / newspapers on the basis of news and program production / sharing. In this sense, a local media initiative and local media think that such initiatives can only stand on their feet with alternative organization projects (Alankuş, 2005: 19).

1.3) Rights Reporting

Rights reporting can be seen as a trend that underlines and requires specific initiatives to change the way journalists view the news and the violation of rights, in order to eliminate unreasonable rights violations, marginalization and discriminatory discourse. Journalism requires more than just 'right yansit reflection of what is happening at the scene, and a sensitive view of human rights and freedoms and language needs to be established. Rights reporting does not aim for such neutrality





even if there is an objectivity in its idealized form, furthering the notion that the media cannot be impartial. Media, aside from impartiality, should be biased in order to make the voices of those who cannot be heard in the media and who are not visible. In other words, positive discrimination should be made in the media. (AKT. Baştürk Akça E. 2008) The concept of rights reporting refers to two things. The first is the monitoring of the human rights violations by the media, making news, and thus contributing to the protection and improvement and democratization. In other words, it is desirable that the media work with the organizations working in this field on human rights violations to prevent violations. The second one takes the first one step further and expresses the idea that the media will be a follower of rights violations and that the rights violations made by the media itself will be eliminated. The way to prevent rights violations by the media itself is to question and transform the dominant news practices and standard rules (Url3).

2) Reflection of Workers' News to the Media (April 1 - May 10, 2019)

In this section, the reflections of the workers' news on the national, local and digital media will be emphasized and analyzes will be made. Reflections of workers' news on every media organism may change and reveal the ideological stance of the media. As a result of the researches, the content of the news examined and the way they are handled can enable us to reach this conclusion in terms of discourse.

2.1) Reflection of Workers' News in Media in National Print Media

In this section, where the reflections of workers' news to the national print media will be examined, research is conducted through five national newspapers. The findings of the research are analyzed and shared.

2.1.1) Sabah Newspaper

As a result of the analysis of the Sabah newspaper within the determined dates, 18 reports on the fundamental rights and freedoms of the workers were found. These reports were served to readers through the recently announced economic change reform package and were based on the benefits of the foreseen changes to workers under the reform package. The newspaper's workers' news coverage was generally made to cover 4/2 of the page and was mostly published with photographs collected from government statements and a small number of workers' photographs. The newspaper also made several allegations about the municipalities that passed to the opposition wing following the local elections. On average, between eight and ten news stories included the activities of layi

ng off workers in the municipalities of the opposition parties, and reports that directly concern the daily working conditions and living conditions of seven to nine workers. While softening the language of discourse in workers' side news, it hardened the discourse in its alleged news through opposition parties and took care to use political words by making the headlines of the news more prominent. The news of the Sabah newspaper on the workers made the point of view of the events in





general and political discourses remarkable. Sabah newspaper continues its publication policy with a government biased discourse.

April 12, 2019

Title: 'Interruption by Profit Protection by Compensation'

The severance pay fund will be evaluated in the work council in May. Deduction rates will be determined according to employee earnings. Accumulated severance payments will continue.

News, a page of the newspaper has been covered in a way that is covered with images and detailed explanations are given. The opinions of business people were also heard from time to time in the news. It is seen that the content of the news and the message to be given overlap with each other.

April 20, 2019

Title: 'First Executive Persecution'

The CHP, which gave the message that everyone will embrace before the election, began to persecute workers and officers in municipalities from 1 April. With blackmail, threats and mobbing, more than 10,000 people were forcibly resigned from their union.

In addition to the information purpose of the audience, the headline and content of the news were requested to give political message to the audience. The points emphasized in the content of the news and the words used indicate that it is desirable to analyze the political preferences of the voter. While the photograph used in the news is to fill half the page, the news size is such that it covers 4/3 of the page.

April 25, 2019

Title: 'Workers Massacre from CHP'

As soon as the CHP municipalities sit down on the couch, the worker has an eye on his bread. From Bolu to Adana, from Antalya to Edirne, layoffs and deportations started in many provinces.

The information contained in the report includes political discourses and claims are made through preferred municipalities in local elections. The title used in the news is open to discussion, it was thrown in bold type and a large photograph of the workers was used.

April 30, 2019

Title: 'Again CHP Municipality Again Workers Massacre'





7 workers, including women on maternity leave, were dismissed in the CHP municipalities in İzmir. Then 700 workers left the job in the municipality of Cigli.

The report was made in an accusatory language that directly criticized the main opposition party and stated that there had been irregularities against the workers. The rhetoric was made to show how voter preferences met at party level. The news cover half of the page and the image related to the title was used.

2.1.2) Sözcü Newspaper

Between April 1 and May 10, 2019, Sözcü newspaper published 26 news items that directly or indirectly concern workers. The average 15 to 20 news items published by Sözcü newspaper during this period consist of headlines and content proportional to the basic rights of workers. The newspaper is known for having a dissident identity in the society and pays attention to publish news that emphasize this identity. The information and the headings used in the news reports include expert opinions that are alleged to have made injustices against the workers on certain issues and managerial sense, and to make these claims valid, and with the determinations made, word choices that are open to discussion emerge. The size of the workers' news items published in the newspaper was arranged to cover 4/3 of the page and attention was paid to providing them in the economic news section. The photographs used in the news were workers' photographs, and the photo size was proportional to the news. In the newspaper Sözcü, the Government of Zaman has tried to give critical news and the policy of publication has been pursued in favor of the laborer. In this newspaper, in some points, such as the Sabah newspaper, the events of the dismissal of municipal workers were mentioned, but the news was served to the readers through the ruling municipalities.

May 2, 2019

Title: '100 Thousand Workers Put Seniority'

Türk-İş gave a touch message to my seniority in the square of May 1st. President Atalay promised to touch workers up to the point of seniority.

In this report, the broadcasting policy that was tried to appear in favor of the workers was driven. The explanations and photo frames given did not escape the attention that the newspaper was intended to show the audience that the newspaper was on the same side as the workers' sector in terms of severance pay. It is directly related to the message that the newspaper has an opposing identity.

May 4, 2019

Title: 'Municipality of AKP Sacked 400 Workers'

Balikesir Mayor Yücel Yılmaz dismissed 400 workers. The layoffs learned of this situation with a message from their mobile phone.





Critical messages are given through political discourses. In the news that the workers were dismissed in the municipality under the auspices of the government, an opposing stance was exhibited and photographs were tried to be shown to show that the workers were victimized.

May 5, 2019

Title: Sözleşme Collective Bargaining Crisis in Refineries '

In Tüpraş, a critical bend was entered into collective bargaining and labor actions. If there is no compromise from the mediator process by Petrol-İs, it was warned that production at the refineries may stop.

In this news, an example of the negativities in the working conditions of the workers in our country, which is wanted to be emphasized continuously and systematically, is given. The news, which was intended to exhibit an attitude in favor of the workers, was served in the economy section, covering 4/3 of the page and equipped with facility photographs. Although it does not include language-based discourse in the news, it can be interpreted as an attitude in favor of workers.

May 10, 2019

Title: 'İşkur Hiding the Unemployed'

With the unemployment rate approaching 15%, the unemployment wage applications broke a record and the employer found the remedy to hide the figures.

In the news, there is a criticism against both the central authority and İŞKUR, the institution of the state, over the unemployment figures existing throughout the country. In accordance with the alleged events, the photographic frame was included and an accusatory style of discourse was adopted. The size of the news covers the quarter of the page.

2.1.3) Hürriyet Newspaper

As a result of the research conducted on the Hürriyet newspaper between April 1 and May 10, 2019, 11 news items were found that directly or indirectly concern the workers. These reports were generally made through the new reform package announced by the Ministry of Treasury and Finance. Hürriyet is known as a non-dissident but non-opposing newspaper and publishes in accordance with these principles. In the news, critical and political words were avoided and more informative discourses were realized. The news about the workers were generally presented to the readers by covering headings with 4/3 of the page and prominent medium size fonts. The photos used in the news were chosen in proportion to the size of the news and generally small-scale photos were put.





April 12, 2019

Title: 'At least 5 Years in Seniority Şart

In the fund system to be established in the new severance payment, the condition of staying in the system for at least 5 years will be sought.

Haber has been featured in the economy section of the newspaper. The hood is made clear with thick and colored points. The photo used in the news is given below the content and the photo frame shown by the hands calculating as a rectangle is used. The size of the news covers 4/3 of the page.

April 13, 2019

Title: Gelecek Parties will meet for seniority'

Treasury and Finance Minister Berat Albayrak will gather the relevant parties to get their opinions on the new severance pay system and clarify the details.

The headline used in the news was thrown in thin points. Discourse language is soft and directly informative. The title was thrown under the photograph used in the news and the content of the news was passed. The image used above the title is selected from the photographs taken by the business people. News size is such that it covers 4/3 of the page.

April 16, 2019

Title: 'Unemployment Rate 14.7% in January'

The unemployment rate rose to 14.7% in January, the highest level since March 2009.

News size covers 4/1 of the page. The 'Unemployment Rate' of the headline was made more pronounced and thicker than the 14.7% in January, which is the continuation of the altinda Unemployment Rate '. In the content of the news, which is underlined in which sectors the unemployment rate shows the most is given in the economy section of the Page and on the right.

May 1, 2019

Title: '14 out of 100 workers are unionized'

Of the total 13.4 million workers, 1.8 million are members of the union. There are a total of 182 trade unions representing workers and 6 confederations to which they belong.

News covers 4/3 of the page and the headline used is bolded in bold font. It was emphasized that the rate of laborers working in the news was not commensurate





with the unionization rate and there was an implicit criticism. The report shows a medium-sized photo frame of workers. At the same time, the news content is used in the table in which the unionization rate according to the branches is specified.

2.1.4) Akşam Newspaper

In the survey conducted on the evening newspaper between April 1 and May 10, 2019, it was concluded that a total of 15 news items were directly or indirectly related to the workers. While the general information of these news was informative, it was rarely reported on political discourse. The workers' news coverage covers an average of 4/3 of the given page. Evening newspaper is an implicitly non-dissident newspaper that supports government policies. Workers' news is generally included in the economy sections of the newspaper.

April 12, 2019

Title: 'Everyone's Compensated Rights Will Be Protected Kor

Severance pay fund, according to the calendar will be applied to those who work as of 2020 progresses. receive compensation for employees less than a year.

The news is in the economy section of the newspaper. The hood was laid in bold and prominent points. At the core of the report, the positive aspects of severance pay subject to changes in the new reform package were tried to be shown to the readers. The photograph appears just below the title and as a square where female workers are taken. News 5 items are explained and served to cover 4/3 of the page.

April 23, 2019

Title: 'Most Child Labor in Agriculture Sector'

According to the ILO report, there are 152 million child workers worldwide, of which 73 million are in hazardous work. Agriculture is the sector with the highest rate of child workers in 70.9%.

The news was given to cover 4/2 of the page and a photo frame was used in which the girls were displayed. The cap is thick and distinctly discarded in large points. It is noted that criticism is implicit in the news in terms of discourse.

May 8, 2019

Title: 'İŞKUR Will Find 1.1 Million People İş

By the end of the year, only 1 million 102 thousand people will be employed as a result of the installations to be made for the private sector through İŞKUR.

The news was placed in a small box in the lower right corner of the page. In the news, a photo of a group of citizens gathered visually in front of İŞKUR was used and





was placed on the title. The news was presented to the audience covering 4/1 of the page.

2.1.5) Türkiye Newspaper

In a study conducted in Turkey over the newspaper April 1-May 10, 2019 date, a total of 2 workers took place in the news. It was noted that the newspaper's words were chosen as words in which government policies were positively welcomed and care was taken to ensure that the news coverage supported such discourses. The news of the workers were generally served to cover 4/2 of the page.

April 29, 2019

Title: Workers Employees Decrease while Retirees Increase '

The report pointed out that the year-to-year retirement rate increased throughout the country and was arranged to cover 4/2 of the page. The discourse language of the news was used to provide soft and direct information. The photo used in the news is medium-sized and proportional to the news. The News Headline is in bold and distinctive fonts.

May 1, 2019

Title: Massacre of Workers in Saadet Municipality '

In the report, as other pro-government and anti-government newspapers did, an accusation was made through the opposition municipalities and the claim that the workers were victimized. The news headline was given in large and bold fonts and critical discourses were made. It was put as a photo frame in which the visual workers used in the news were taken.

2.2) Reflection of Worker News in the Media in the Local Print Media (with the case of Çanakkale)

In this section, where the reflections of the workers' news to the local written press will be examined, research is conducted on 3 of the local newspapers in Çanakkale. The findings of the research are analyzed and shared.

2.2.1) Çanakkale Gündem Newspaper

The newspaper is one of the 9 local newspapers in the province of Çanakkale. The daily newspaper publishes news with a non-biased discourse and presents it to its readers. The newspaper published a total of 9 workers' news stories from 1 April to 10 May. The news is generally served to cover 4/2 of the pages they are given.

April 15, 2019

Title: 'Unemployment Rate Increased'





In the news, it was emphasized that the unemployment rate increased exponentially over the years and the headlines were put in bold points. The news covers 4/3 of the page. It is a photographic frame that the visual workers used in the news are drawn to while working.

April 30, 2019

Title: Mayis May 1 Worker's Day '

The report uses a language of workers' discourse and the fight against unemployment is also mentioned. Covering 4/3 of the page, the news includes photographs of the workers who were entertained during the feast.

2.2.2) Çanakkale Olay Newspaper

A total of 4 news items were published in the Olay newspaper between April 1 and May 10, 2019, directly or indirectly related to workers. The newspaper is known for having an opposing stance in the society, and when the headlines thrown with the content of the news are examined, it is seen that this stance is exhibited. In the daily newspaper, it is seen that the headlines for the news sometimes reach critical dimensions as discourse and sometimes it is seen that the news is made with a stable line.

April 15, 2019

Title: They stare at the workers' severance pay '

There was an implicit criticism of the new reform package announced by the Treasury and Finance Minister. Disk Çanakkale branch president's words were used in the news and the photograph of the speaker was used visually. The news is given in a size that covers 4/3 of the page.

May 2, 2019

Title: 'May 1 was celebrated in Çanakkale Böyle

In the news, the photos of the laborers and the banners opened in Çanakkale during the feast of May 1 workers and laborers were included. A total of 9 photo frames were included in the article, 'May 1' in the title was presented in bold and distinctive fonts, while the rest was served to readers in thin fonts. News covers 4/4 of the page.

2.2.3) Burasi Çanakkale Newspaper

As a result of the researches conducted between 1 April and 10 May 2019 in Çanakkale newspaper, a total of 7 workers' news were found. In the daily newspaper, the news usually covers 4/2 of the pages they are given and is served in the form of surmount.





May 2, 2019

Title: Tad Festival Taste May 1 '

The news is served to cover 4/2 of the page. In the news, a frame was used from the photographs obtained from the May Day celebrations in Çanakkale. The first part of the title is used in thin points and the last part is used in white with thick and prominent points. The news content included developments in the celebrations.

May 10, 2019

Title: Se Employment Mobilization '

The news headline was bolded and bolded and cuffed. Immediately below the headline, the pose of the Çanakkale governor and his deputies was published. News covers 4/2 of the page.

2.3) Workers News on Digital and Social Media

Between 1 April 2019 and 10 May 2019, between 150 and 350 workers' rights per day on Twitter, Instagram and Facebook social media platforms were shared and directly related to workers' rights. The news was often shared in favor of the laborers and quickly consumed in social networks. A news that is shared on Twitter is consumed in average 17 hours and disappears. Facebook and Twitter appear to be the most intense platforms where workers' news is made, and instagram shares are less frequent than the other two platforms. Facebook is the most intense platform where workers are organized together. In this research, it was found that the workers could organize in an organized way by opening their own pages and groups.

2.3.1) Workers News on Twitter

On Twitter, an average of 30 daily news is produced from the five most active accounts on employee news. In some of these accounts, news is made in favor of workers, while in others, news is handled with an objective perspective. İka Sendika.org olarak is the most daily sharing account. The number of followers is over 325,000 and 100 to 120 shares are made on average within 24 hours. 80% of these shares are worker-centered news. The account shows an opposing attitude and realizes its discourses within the framework of this attitude. This account receives between five and ten retweets per news on average. Immediately after this account, Haber Worker News olarak appears as the most shared account. The average number of followers is 30 to 40 shares per day. This account receives between zero and one retweet per news. 50% of the shares made from the account appear as worker-centered news.

2.3.2) Workers News on Facebook

On Facebook, there are an average of seven daily news-sharing on three pages with the most interaction on employee news. Some pages have more than 10 shares per





day, while others are less than 10. Employee news on Facebook is generally in favor of workers and is made for information purposes. The paylaş 4-D Public Workers 'page appears as the most shared page on Facebook. From this page an average of 20 to 30 posts are made daily. It is observed that the current page is frequently followed throughout Facebook and it is observed that comments are continuously made under the posts. Sayfa Public Workers News olarak is another page on Facebook that shares directly related to workers' news. The page has an average of 20,000 followers and is shared between 10 and 14 daily.

2.3.3) Workers News on Instagram

On Facebook, the average of 10 to 15 news posts are made daily on the two pages that operate on worker news and receive the most interaction. 'Public Bulletin' appears as the most shared account in Instagram. Daily 10 to 15 news are shared from this account. The account is used for information purposes and receives between 250 and 500 likes. The page, which has 89,000 followers, handles the news impartially. Following this page, ikinci Mem Recruitment of Civil Servants 'account appears as the second Account that receives the most interaction. Seven to ten shares are made daily from this account. The shares can receive between 50 and 100 likes on average. The page has 33,000 followers and handles the news in an unbiased way.

3. RESULT AND ASSESSMENT

The rights of workers and laborers in our country have often been the subject of debate. The employer makes cost calculations and the workers struggle for life. The dispute is usually based on many sub-reasons under this roof. In recent years, it has become easier for them to act in an organized way as social media platforms, in which workers can make their voices grow, have become almost impossible to keep confidential from frequent work accidents and the public has been informed about these events quickly. Workers' news coverage is covered extensively in national, local and digital media. Some of the newspapers examined in the national print media exhibited world views. In general, newspapers in the national print media attempting to deal with the workers' news from an objective perspective have also made political discourses at certain points. In the local print media, attention has been paid to being impartial towards the employee news, and an editorial policy has been pursued in favor of the workers. While the local print media presented the news more superficially, the national print media presented the Arguments directly related to the issue, highlighting in-depth and expert opinions. It has played an active role in the organization of digital media workers. It is foreseen that the news in social media is aimed at protecting the fundamental rights and freedoms of the workers and improving the working conditions at the highest level. It is seen that specific sharing is mostly done on these platforms. As a result, it is controversial how the media appearing as alternative media share news and information but are effective in terms of the target audience they can reach. At the same time, it is still a matter of discussion that the national and local media are interested in the issue but how much they are interested. On the other hand, in order for the alternative media to play a more effective role, they need to increase the number of subscribers or followers in order to reach out to the wider masses as they need traditional media.





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