Evaluating News In Press About Konya In Context Of City Image[*]

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ABSTRACT

Within the globalizing world, competition increased among cities and therefore they started to give more importance to be more differentiated ones among thousands of their competitors. In order to become a more livable place and appeal to more tourists, more investors, more students and more people, cities give importance for the improvement of their images with various activities. Together with social, economic, political and cultural activities, existence of city in cinemas, books or news contribute creating "city image" in peoples' minds. Every city has its own peculiarities and changing its neutral or negative image to a positive way will bring advantages to them in national and even in international arena.

Konya, which is located in central Anatolia, has been a cradle of civilization since very early times in human kind. It has the remains of the first settlements existed approximately 9.000 years ago. Moreover, it was the capital of Selcuk Empire before Ottoman period and also a very important city during Ottoman Empire. With this historical richness, the city has important structures and works of art from those periods. Moreover, the city is also very well-known in the world with one of the greatest philosopher, poet, theologian, and Sufi mystic Mevlana Jelaleddin Rumi, who lived most of his life in Konya. Every year nearly two million people from various cities and countries visit Mevlana Museum. With all these potentials, Turkish Ministry of Culture and Tourism chose Konya to be a branded city in its 2023 action plan.

For branding activities, understanding city image has a crucial role. Moreover, news about cities has a great potential on building a "city image" in minds. This study is aimed at interpreting Konya's image by categorizing Konya's news existed in three national newspapers, which has the highest circulation in Turkey. Content analysis method will be used in this study.

Keywords: city branding, city image, destination image, newspaper analysis, Konya

Konya İle İlgili Basında Yer Alan Haberlerin Kent İmajı Açısından Değerlendirilesi

ÖZET

Küreselleşmeyle birlikte kentler sadece bir ülkenin parçası olarak değil tüm küreye etki edebilen yerler olarak anılmaktadır. Bu nedenle şehirler daha fazla turist, daha fazla yatırımcı ve öğrenci çekebilmek, içinde yaşayanlar için de daha cazip bir yer olabilmek için rakipleriyle kıyasıya bir yarış içindedir. Kentlerde düzenlenen sosyo-kültürel ve sportif etkinliklerin yanı sıra, şehrin sinema, kitap ya da çeşitli haberlerde konu olması veya yer alması insanların zihinlerinde "kent imajının" oluşmasına katkıda bulunmaktadır. Şehirler bu mevcut imajlarındaki olumsuz veya nötr özellikleri olumluya çevirerek ulusal ve uluslararası arenada kendilerini avantajlı bir konuma getirmeyi hedeflemektedir.

Konya, insanlık tarihinin ilk zamanlarından bu yana pek çok medeniyete ev sahipliği yapmış bir Orta Anadolu kentidir. Konya'da yer alan Çatalhöyük, Milattan Önce 9.000 yılına ait tarihin ilk yerleşim kalıntılarına sahip önemli bir arkeolojik sit alanıdır. Selçuk İmparatorluğu'nun başkenti olan Konya aynı zamanda Osmanlı döneminde İmparatorluğun en önemli şehirlerinden biri olmuştur. Tarihte köklü ve önemli rol üstlenen kentte ev sahipliğini yaptığı medeniyetlere ait birçok önemli yapıt ve sanat eserleri bulunmaktadır. Bunların yanı sıra Konya büyük düşünür ve şair Mevlana Celaleddin-i Rumi'nin hayatının büyük bir bölümünü geçirdiği kent olarak bilinmektedir. Şehirde yer alan Mevlana Müzesi, her yıl dünyanın çeşitli yerlerinden yaklaşık iki milyon ziyaretçi tarafından ziyaret edilmektedir. Bütün bu potansiyelleri ile Konya, Kültür ve Turizm Bakanlığı'nın 2023 eylem planında bir markalaşacak kentler arasında gösterilmiştir.

Kentin mevcut imajını anlamak, markalaşma faaliyetleri için önemli bir başlangıç noktasıdır. Kentle ilgili yapılan haberler de kent imajının oluşmasında önemli bir rol oynar. Bu çalışmada, Konya ile ilgili Türkiye'nin en yüksek tirajlı üç ulusal gazetesinde yer

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alan haberler içerik analizi yöntemi ile incelenmiştir. Çalışma, Konya imajını basında yer alan haberlere göre değerlendirmeyi amaçlamaktadır.

Anahtar Kelimeler: marka kentler, kent imajı, destinasyon imajı, gazete analizi, Konya

1. Introduction:

Especially in the last decades, important transformations have been witnessed in cities with globalization. Increased transportation and telecommunication technologies made cities more accessible. With this transformation, competition between cities increased dramatically. As for becoming more preferable city for visitors, investors and residents, governors and municipalities started to give more and more importance to promote their cities and take measures to improve the existing image of the places on the target audience.

City image can be summarized as the perception, impression, beliefs, ideas and connotations about a place (Alhempud and Armstrong, 1996, p. 76-80 and Crompton 1979, p.18-23). Films, books, news and peoples' own experiences about a city are processed in minds and image of a city is formed (Sahin, 2010, p.42 and Asseal, 1984). The systematic of image formation is described by several researchers.

2. How is city image formed?

Baloğlu and McCleary (1999, p. 868-897) informed that destination image is formed by personal and stimulus factors. Personal factors cover both psychological (values, motivations, personalities) and social (age, education marital status) agents. Stimulus factors cover information sources and previous experiences. These information sources can be books, news, stories, films and other people's experiences about a certain place. Together with personal factors, all these stimulus factors influence our perceptual, cognitive, affective and global evaluations and place image is formed accordingly.
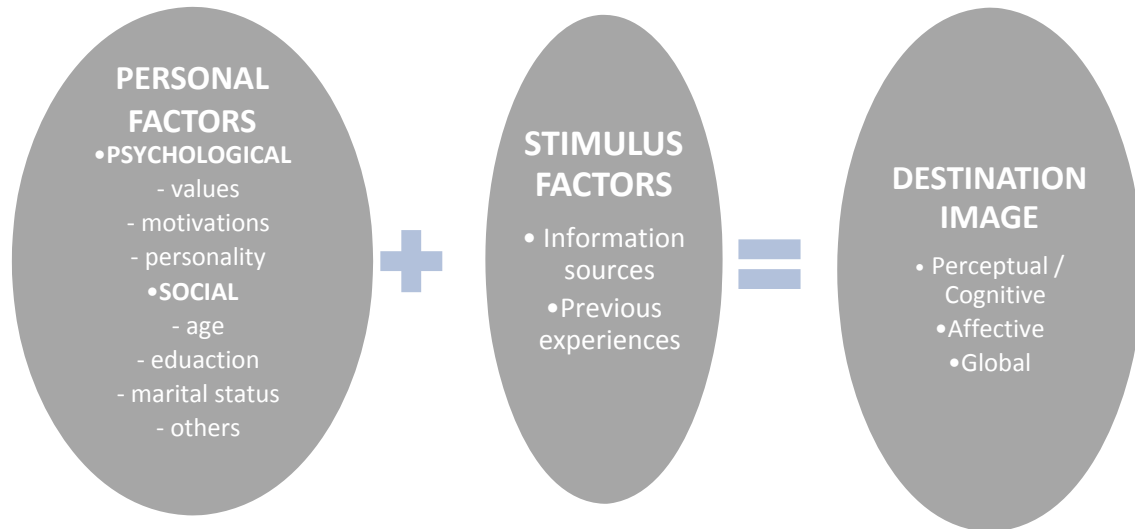

Fig. 1. General Framework of Destination Image Formation
(Baloğlu and McCleary, 1999)

Tasci and Gartner (2007, p. 413-425) classified the sources of destination image formation under three headings. They are supply side (destination), independent (autonomous) and demand-side (receivers). Supply side tries to improve positively the image of a destination by various promotional activities. Autonomous factors are functions of non-commercial information (word of mouth) sources and visits. It can be controlled by positive and clever media relations of city promoters. News (political, cultural, natural, etc), education materials, films and popular culture have great impact on autonomous agents because they reach enormous masses. Both supply-sided and independent factors create an image; however, the most realistic image can be formed after actual visit and experience of the demand side

(receivers). The demand-side's previous experiences, social position, cultural background, etc. affects the perception of a destination.

A city's features, which are coming from its roots from history, its political and economic structure, physical and natural characteristics, cultural and sports events which are organized, etc., shape the identity of a city. Even if people can't visit and experience these features of a place, they get information from various information sources which help them to create an image in their minds. This information could be obtained from books, newspapers, internet and from other people (Demir, 2006, p. 117-122).
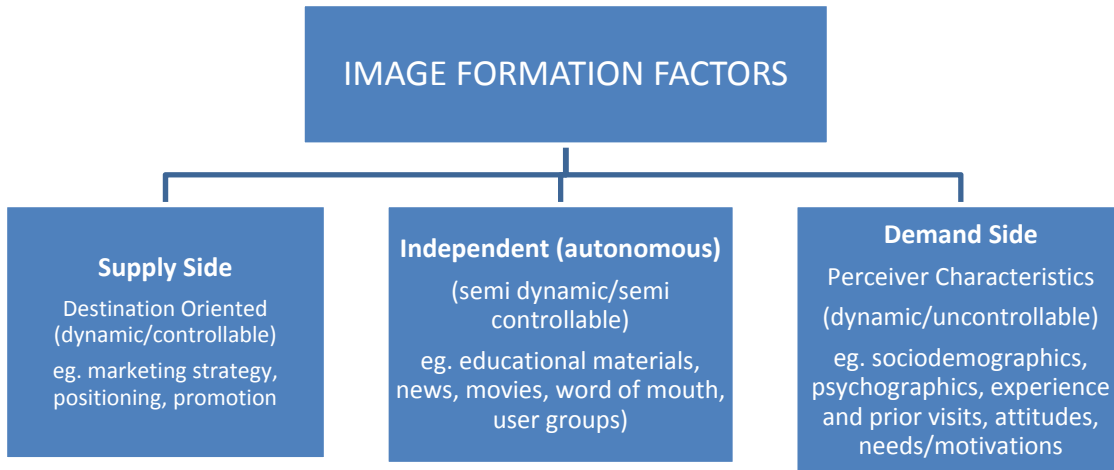
IMAGE FORMATION FACTORS		
Supply Side Destination Oriented (dynamic/controllable) eg. marketing strategy, positioning, promotion	**Independent (autonomous)** (semi dynamic/semi controllable) eg. educational materials, news, movies, word of mouth, user groups)	**Demand Side** Perceiver Characteristics (dynamic/uncontrollable) eg. sociodemographics, psychographics, experience and prior visits, attitudes, needs/motivations

Fig. 2. Image Formation Factors
(Taşçı and Gartner, 2007, p. 413-425).

Avraham (2000, p. 363-370) claims that city's portrayal in media is important because general public, decision makers on national level and place's residents are affected by those news. The impact is important because the investment decisions, migrations, city incomes, etc are all related with this appearance in media. Therefore, media image of cities needs to be researched because of its crucial role.

Avraham (2000, p. 363-370) states that governors especially concern the portrayal of their cities in media. They don't prefer their cities to be associated with crime, violence and social problems in newspapers; instead, they all want their cities in media with good news. There are four groups determining the appearance of city in media: city's characteristics, newspeople's decisions, social and political environment and city's public relation efforts. Avraham also argues that in every nation it is commonly observed that cities can be ignored by media unless they are covered negatively or vice versa. In fact it is very common to see negative news more often than positive ones in mass media.

Cultural, sportive and political activities, new investments, economical data, social issues, crime, etc usually catch media attention and with all news about these subjects, effect peoples' perception about certain destinations. In a study conducted in Konya, Gorkemli et al (2012, p. 150-171) asked 252 people where they get information about the city of Konya. When the group, who lived in Konya or who visited Konya before, excluded 57,5% of the visitors stated that they got information about the city of Konya from TV, internet, newspaper and journals.

There are various studies in the literature examining the contribution of cultural and sports activities into the city image. These studies mostly showed activities' economic contribution to the places due to increased number of visitors. Media news has positive impacts to make people aware about the events. With such activities, cities appear more frequently in media and it causes awareness of the place and the events. With this awareness, people either come to that destination where the events take place, or even if they don't come, their place image can be shaped. For example Ritchie (1991, p. 2), examined the data collected from 1986 to 1989 in 20 centers in United States and he showed that 1988 Calgary Winter

Olympic Games dramatically increased the awareness level of the city. Even if some people didn't go Calgary, their awareness increased about it. A similar result was obtained by Waitt (1999, p. 1005-1077) in a study investigating impacts of Sydney Olympics. The study showed that there were increased media attention, change in city macroform and increased investments before the games. Cultural activities, like international or national festivals, are opportunities to attract visitors and therefore, they also draw media attention that starts before beginning of the activities and lasts even some time after the events. For instance Edinburgh Festival, Cannes Film Festival and Nothing Hill Carnival are influential to form host city or country's image and they create a tendency to become a potential place of visit (Hall, 1992, p. 14).

Apart from appearing with cultural and sportive activities in mass media, cities can also appear in news with undesired events like natural disasters, crimes, wars and social and political problems. Those sort of negative news are also effective to create an image in minds. Some cities are associated with crime and some are associated with terror and conflicts because of the news appeared in mass media. Political problems may also affect the image of a city. In a study which investigated the change of China's image on people in the United States after Tiananmen Square conflict, it is showed that touristic image of China declined due to the conflicts (Gartner, 1992, p. 47-52).

A study, conducted by 165 national surveys over 20 years, divided news into nineteen categories (Table 1). It was observed that war/terrorism, bad weather and disaster news ranked at the top over the research period. Crime, health and politics news were seen as mid-level, and science/technology news ranked at low-level interest categories (Brainard, 2007). With the help of the findings obtained from this study we can think that crime news or disaster news may appear more frequently than science and technology news although there may be important scientific research. Some categories of news may attract more public attention; therefore the frequency of such news may high. However, to categorize a city as "crime city", a reader can compare the cities with violence news. In other words, if the percentage of crime news is higher than other news, it may not be enough to call a city a "crime city". On the other hand, if various scientific news about a certain city appears more frequently than other news categories, it may be enough to place a city as a "scientific city" in minds.

Table 1. 19 news Categories by Decade

19 News Categories by Decade			
% following "very closely"			
	1986-1989 %	1990-1999 %	2000-2006 %
War/Terrorism (US-Linked)	44	36	43
Bad Weather	42	40	40
Man-made Disasters	54	33	34
Natural disaster	61	38	37
Money	23	29	40
Crime and Social Violence	24	30	27
Health and Safety	--	25	29
Domestic Policy	30	23	26
Campaigns and Elections	25	20	24
Washington Politics	17	19	24
Political Scandals	22	20	19
Other Politics	--	18	26
Sports	25	20	19
War/Terrorism (Non-US)	26	15	27
Science and Technology	33	15	16
Foreign Policy (US)	18	17	22
Other Nations	25	16	16
Personalities and Entertainment	9	17	17
Celebrity Scandals	22	13	17

(http://www.cjr.org/behind_the_news/what_kind_of_news_do_people_re.php?page=all)

City image in national media may affect three groups: general public, national level decision makers and inhabitants. With this image, decisions of tourism, migration, investments, transferring or establishing business can be determined and self-image of residents can be shaped (Avraham, 2000:363-364).

When positive and negative impacts of media are taken into consideration, analyzing city news in media may help us to understand the image it may create. Thus, we can notice how and how often the city is appeared in media or how those can make an impact on the image of the city. In the meantime, there can be a negative image through this way and then an idea may exist for taking measures in order to improve the existing image.

3. Evaluating news in press about Konya

In this part, firstly, Konya will be introduced briefly and then the aim, scope and method of the study will be explained. After that, the findings of the research will be analyzed.

3.1. City of Konya:

Konya is one of the ancient settlements of human kind. Catalhoyuk, which is located a few kilometers away from Konya, is known as one of the first settlements in the world. The ruins of Catalhoyuk, remained from 7.000 B.C., attracts archeologists. Since that period, Konya became very important city of many civilizations (Hittites, Persians, Roman Empire, Seljuks and Ottomans) and because of this reason; there are many historical artifacts like madrases, mosques, tombs and caravansaries from different periods of time. Konya, is also very famous with Mevlana Jalaleddin Rumi, great philosopher and poet. Rumi, who is very well known in the world with his poems and philosophy of love and tolerance, lived most of his life in Konya. Whirling dervishes' ceremonies, which draw great attention, are held in the city every year in order to commemorate Rumi. In 2007, UNESCO announced the year as "Mevlana Year" and also he was selected as the most famous/ poet in the United States in the same year. Rumi, the founder of Mevlevi Sufi order is buried in Konya and his museum is visited by millions of visitors coming from all over the world every year. Besides its historical and cultural importance, Konya is a province which stands for its kitchen cuisine.

Governors try to promote Konya in national and international arena; therefore, together with 14 other cities in Turkey, Turkish Ministry of Culture and Tourism selected Konya to be a branded city in its action plan for 2023 (http://www.sp.gov.tr/documents /Turizm_Strateji_2023.pdf). In a study which analyzed statistical data of Konya to understand its capacity to be a branded city, Gorkemli (2012, p. 89-96) showed that according to population, urban population, employment and unemployment rates, educational and health data, industrial structure, export-import rates, innovation and research capacity, museums and security statistics, Konya is above the Turkish average and in most of them it's among the top ten cities in the country. However the study showed that the existing transportation and accommodation facilities should be improved since they are not enough to serve the city in periods when special events take place.

3.2. Aim, scope, methodology:

The aim of this study was to reveal Konya's presence in three most circulated national newspapers in Turkey and understand how Konya is perceived in the country. All news having the term "Konya" in three national newspapers were analyzed and interpreted in one-month period. In the date of research, top three newspapers having the highest circulation rate in Turkey were: Zaman, Posta and Hurriyet (http://www.gazeteciler.com/ gazete-tirajlari.html). These three newspapers are also the most widely found newspapers in all over Turkey.

Web archives of the newspapers were searched between the dates March 30, 2013 and April 30, 2013. Content analysis method was used to analyze news in this study and the news about Konya was categorized under main headings and then sub headings were formed. Content analysis is defined as "*summarizing quantitative analysis of messages that relies on the scientific method and is not limited as to the types of variables that may be measured or the context in which the messages are created or presented*" (Neuendorf, 2002, p. 10). It is often used in analyzing mass media. It allows us to collect information from newspapers and change it into quantitative way under certain categories (Neale 2009, p. 78-81).

In this research, the word "Konya" was scanned in web archives and all news which contains the word "Konya" were included in the study. Even if the news was not directly related with Konya, it was included in the study because the details in the news might have an impact to create an image on readers' minds. For this reason, if a very famous person was from Konya and it was indicated in news, or if it was indicated in the news that specialty of an artists' works were especially on Konya's tiles, then these news were added in the study. Similarly, in national university entrance exams results, if a student from Konya was among top three scored students, then this news were also included in the study. Because with these news, people can infer that: "Konya has several famous people", "Konya has tiles" or "There are successful students in Konya" and these inferences may influence Konya's picture in minds.

During the date of research, there was no national level study under this subject; therefore, no comparison with other cities was done.

3.3. Findings of the study:

The news were analyzed in three newspapers and total number of news, in which Konya was existed, were illustrated in the table and pie chart below (Table 2). During the research period, Hürriyet had 154, Zaman had 137 and Posta had 47 news.

Table 2. Number of News about Konya

	HÜRRİYET		POSTA		ZAMAN	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Number of News	154	45,6	47	13,9	137	40,5

The news were analyzed in three newspapers and ten main categories were determined (Table 3). It was observed that the word "Konya" mostly existed in the sports news during the research period with a percentage of 33,1 in Hürriyet. Crime/accident news followed sports news with 16,2%. Posta used the term "Konya" mostly in crime/accident news (48,9%). In the newspaper Zaman, 25,5% of the news on Konya were about activities held in the city. Crime and accident news followed activity news with 24,1%. In three newspapers, if we exclude sports and crime news, which are high level interest news all over the world, activity and political news in Konya observed more frequently.

Table 3. Main Categories of the News

	HÜRRİYET		POSTA		ZAMAN		TOTAL	
	Freq.	%	Freq.	%	Freq.	%	Freq.	%
History/Culture	7	4,5%	1	2,1	12	8,8	20	5,9
Sports	51	**33,1**	4	8,5	11	8,0	66	**19,5**
Politics	13	8,4	6	12,8	13	9,5	32	**9,5**
Crime/Accident	25	**16,2**	23	**48,9**	33	**24,1**	81	**23,9**
Health	8	5,2	3	6,4	1	0,7	12	3,6
Transportation	7	4,5	-	-	5	3,6	12	3,6
Economics	10	6,5	-	-	4	2,9	14	4,1
Activities	14	9,1	6	12,8	35	**25,5**	55	**16,3**
Education	7	4,5	1	2,1	6	4,4	14	4,1
Others	12	7,8	3	6,4	17	12,4	32	**9,5**
Total	154	100,0	47	100,0	137	100,0	338	100
TOTAL NEWS: 338	45,6%		13,9%		40,5%			

History /Culture news were categorized under two headings: Historical Values and Publicity of Konya. It was seen that historical/cultural news on Konya were mostly existed in the newspaper Zaman, where news on Mevlevi order, Selcuk Architecture and Impressions on Konya formed the majority of the news under this category. Hürriyet had more news (28,5%) on Konya's cuisine compared with the other news. Posta had only one news under this category and it was about Konya's cuisine. Among twenty news in all newspapers under Historical/Cultural category, it was seen that Mevlevi order and Konya's cuisine news were the prominent ones. Categories and subheadings under historical/cultural news were demonstrated in Table 4.

Table 4. Historical/Cultural News about Konya

		HÜRRİYET		POSTA		ZAMAN		TOTAL	
		Freq.	%	Freq.	%	Freq.	%	Freq.	%
Historical Values	History	1	14,3	-	-	1	8,3	2	10
	Mevlevi Order	1	14,3	-	-	2	16,7	3	15
	Konya's Tile	1	14,3	-	-	1	8,3	2	10
	Selcuk Architecture	-	-	-	-	2	16,7	2	10
	Historical Value of Konya	-	-	-	-	1	8,3	1	5
Publicity of Konya	Novel on Konya	1	14,3	-	-	-	-	1	5
	Natural Beauty/Life	1	14,3	-	-	1	8,3	2	10
	Impressions on City	-	-	-	-	2	16,8	2	10
	Publicity of Konya in Ankara	-	-	-	-	1	8,3	1	5
	Proposal of Konya Days	-	-	-	-	1	8,3	1	5
	Konya's cuisine	2	28,5	1	100	-	-	3	15
TOTAL		7	100	1	100	12	100	20	100
TOTAL NEWS : 20		35%		5%		60%			

Table 5 shows the details of sports news related with Konya. As it is seen in table, Hürriyet had the biggest share (77,3%) in the news on sports in Konya compared with Zaman and Posta. Football is very popular in Turkey and Konya's football team (Konyaspor) plays in the first football league. Therefore the scores of matches of Konyaspor existed in football news. Although cycling is not a very popular sport in Turkey, it is popular in Konya since it is a plain city. In Hürriyet 56,9 of Konya's sport news was related with football and 19,6 of them were related with cycling (success of Koya's riders). Zaman has the second highest share in sports news and it gave more news on cycling (54,5) and 27,3% to football. Posta had only 4 sports news related with Konya and three of them were cycling news and one of them were football news. When totally evaluated, football was the most popular subject (50%); however cycling followed football with 28,8% share.

Table 5. Sports News on Konya

		HÜRRİYET		POSTA		ZAMAN		TOTAL	
		Freq.	%	Freq.	%	Freq.	%	Freq.	%
Sports	Cycling	10	19,6	3	75	6	54,5	19	28,8
	Football	29	56,9	1	25	3	27,3	33	50
	Other Sports	12	23,5	-	-	2	18,2	14	21,2
TOTAL		51	100	4	100	11	100	66	100
TOTAL NEWS : 66		77,3%		6,0%		16,7%			

News about politics were divided into three main categories, namely: about parliament, national policies in Konya and Local Policies in Konya (Table 6). Hürriyet and Zaman had the same share (40,6%) in political news. In both newspapers, statement of Konya's parliament member took the first place among the other news. Hürriyet gave 38,5 share and Zaman gave 46,1 share to those news. Wiseman group, which were set to help solving Turkish-Kurdish issues, took 307% share in Hürriyet's news. Zaman gave the same share of wiseman group activities (15,4%) for each of the following news: government supports and pilot applications in Konya. Posta's distribution of political news showed that statement of Konya's parliament member and resignation from a political party news shared the first place with a percentage of 33,3%. When all the news in all the newspapers examined together, parliament members' statements and wiseman group activities had the highest share with 40,6% and 21,9% respectively.

Table 6. Political News

		HÜRRİYET		POSTA		ZAMAN		TOTAL	
		Freq.	%	Freq.	%	Freq.	%	Freq.	%
Parliament	Statement of Parliament Member of Konya	5	**38,5**	2	**33,3**	6	**46,1**	13	40,6
	Number of Parliament Members	1	7,7	-	-	1	7,7	2	6,3
	Resignation from a political party	-	-	2	**33,3**	-	-	2	6,3
National Policies in Konya	Wiseman group activities	4	**30,7**	1	16,7	2	15,4	7	21,9
Local Policies in Konya	Government support	2	15,4	1	16,7	2	15,4	5	15,6
	Pilot applications in Konya (on health)	1	7,7	-	-	2	15,4	3	9,3
TOTAL		13	100	6	100	13	100	32	100
TOTAL NEWS: 32		40,6%		18,8%		40,6%			

Crime news can be observed very often in every city because such news are accepted as high-level interest news. Totally 81 crime news in Konya were detected in selected newspapers and categorized in three main groups. They were monetary, violence and other crimes (terror, narcotic, traffic accident, child employment). It was seen that monetary crime news had the highest rate in overall crime news in three newspapers. Zaman, Hürriyet and Posta gave theft/extortion/fraud news with the highest rate: Zaman 51,5%, Hürriyet 36% and Posta 39,1%. Traffic accident (16,1%) and beating/shooting (11,1%) news were also among the most common crime news in all newspapers (Table 7).

Table 7. Crime News

		HÜRRİYET		POSTA		ZAMAN		TOTAL	
		Freq.	%	Freq.	%	Freq.	%	Freq.	%
Monetary	Theft/extortion/fraud	9	**36**	9	**39,1**	17	**51,5**	35	43,2
	Forgery	2	8	1	4,4	1	3,0	4	4,9
	Smuggling	-	-	-	-	2	6,1	2	2,5
	Gang	1	4	-	-	2	6,1	3	3,7
Violence	Murder	2	8	3	13,0	2	6,1	7	8,6
	Beating/shooting	1	4	4	**17,4**	4	**12,1**	9	**11,1**
	Violence against women	3	12	-	-	-	-	3	3,7
Others	Terror	1	4	1	4,4	-	-	2	2,5
	Narcotic	-	-	2	8,7	-	-	2	2,5
	Traffic accident	6	**24**	3	13,0	4	**12,1**	13	16,1
	Child Employment	-	-	-	-	1	3,0	1	1,2
TOTAL		25	100	23	100	33	100	81	100
TOTAL NEWS: 81		30,9%		28,4%		40,7%			

Health news were examined under three categories: news about treatment, developments on health and others. Hürriyet gave more news about Konya on health with a share of 66,7%. Posta and Zaman followed Hürriyet with 25% and 8,3% shares, respectively. Hürriyet's health news were mainly about investments on health and treatment success. In Posta, doctor's statement and treatment success were seen more frequently. Only one news in Zaman was about doctor's statements. When totally evaluated, treatment success, investments and doctor's statements were the news more frequently observed (Table 8).

Table 8. Health News

		HÜRRİYET		POSTA		ZAMAN		TOTAL	
		Freq.	%	Freq.	%	Freq.	%	Freq.	%
Treatment	Treatment success	2	**25**	1	33,3	-	-	3	25
	Treatment failure	1	12,5	-	-	-	-	1	8,3
	Organ Donation	1	12,5	-	-	-	-	1	8,3
Developments	Investment	3	**37,5**	-	-	-	-	3	25
	Innovation	1	12,5	-	-	-	-	1	8,4
Other	Doctor's statements	-	-	2	66,7	1	100	3	25
TOTAL		**8**	**100**	**3**	**100**	**1**	**100**	**12**	**100**
TOTAL NEWS: 12		**66,7%**		**25%**		**8,3%**			

Transportation news were observed in Hürriyet and Zaman and majority of those news were about increased accessibility of Konya by high-speed train and highway. Totally, high-speed train and highway construction were the prominent news of this category (Table 9).

Table 9. Transportation News

		HÜRRİYET		POSTA		ZAMAN		TOTAL	
		Freq.	%	Freq.	%	Freq.	%	Freq.	%
Accessibility	High Speed Train	5	**71,4**	-	-	2	40	**7**	**58,3**
	New flights to Konya	1	14,3	-	-	-	-	1	8,3
	Highway construction	-	-	-	-	3	**60**	3	**25**
Others	Complaint for traffic punishments	1	14,3	-	-	-	-	1	8,3
TOTAL		**7**	**100**	-	-	**5**	**100**	**12**	**100**
TOTAL NEWS: 12		**58,3%**		**0%**		**41,7%**			

News on economics about Konya were discussed in Hürriyet and Zaman. Hürriyet gave news mainly on introduction to a new specific production in Konya (40%). It also had news on industrial development, new industrial project, new industrial innovation, industrial cooperation, new factory and entrepreneurs. 50% of Zaman's news were about natural resources of Konya. New specific production and industrial innovation were the other news in Zaman under this category. Totally, new specific production news, new industrial innovation and natural resources were seen as more frequent news under this category. (Table 10).

Table 10. News on Economics

		HÜRRİYET		POSTA		ZAMAN		TOTAL	
		Freq.	%	Freq.	%	Freq.	%	Freq.	%
Developments	Industrial development	1	10	-	-	-	-	1	7,1
	Introduction to new specific production	4	**40**	-	-	1	25	5	**35,7**
	New industrial project	1	10	-	-	-	-	1	7,1
	New industrial innovation	1	10	-	-	1	25	2	14,4
	Industrial cooperation	1	10	-	-	-	-	1	7,1
	New factory	1	10	-	-	-	-	1	7,1
Others	Natural Resources	-	-	-	-	2	**50**	2	14,4
	Entrepreneurs	1	10	-	-	-	-	1	7,1
TOTAL		**10**	**100**	-	-	**4**	**100**	**14**	**100**
TOTAL NEWS: 14		**71,4%**		**0%**		**28,6%**			

Activities were one of the most encountered news categories in all newspapers under study. Especially Zaman gave the highest number of news in this category with a share of 63%. Hürriyet and Posta had the shares 25,5% and 10,9% respectively. Exhibitions, protests, commemorations, entertainments, bureaucrat's activities and new facilities were determined as the main news headings. In Zaman, commemorations and entertainment activities take the highest number. Particularly, commemoration of Mevlana and exhibition/fair organizations had the most observed news under the heading "activities". Majority of Hürriyet's news were on entertainment under this category. Sports festival, travel, construction of new facilities, opening ceremonies and social responsibility projects were among the prominent news

subheadings in Hürriyet's activity news. In Posta, protest news in Konya were given more frequently when compared with other subheadings in the same newspaper. When all the newspapers under the study examined, it was seen that exhibition, travel, commemoration of Mevlana and construction news were seen more frequently (Table 11).

Table 11. Activities

		HÜRRİYET		POSTA		ZAMAN		TOTAL	
		Freq.	%	Freq.	%	Freq.	%	Freq.	%
Exhibition, fairs and conferences	Health congress	1	7,1	2	33,3	-	-	3	5,5
	Shipping congress	1	7,1	-	-	-	-	1	1,8
	Exhibition/fair	1	7,1	-	-	5	**14,3**	6	**10,9**
	Conference	-	-	-	-	1	2,9	1	1,8
Protests	Protest on violence against women	-	-	2	33,3	-	-	2	3,6
	Protest to employer	-	-	1	16,7	-	-	1	1,8
Commemorations	Commemoration of former president Ozal	-	-	-	-	3	8,5	3	5,5
	Commemoration of Mevlana	-	-	-	-	4	**11,4**	4	**7,3**
	Commemoration of Prophet Mohammad	-	-	-	-	3	8,6	3	5,5
Entertainment	Concert	-	-	-	-	1	2,9	1	1,8
	Theater	-	-	-	-	1	2,9	1	1,8
	Sports Festival	2	14,3	-	-	-	-	2	3,6
	Festival celebration	1	7,1	-	-	1	2,9	2	3,6
	Travel	2	14,3	1	16,7	3	8,5	6	**10,9**
	Quiz program	-	-	-	-	3	8,5	3	5,5
	Poem days	-	-	-	-	1	2,9	1	1,8
Bureucrats' activities	Visit of bureaucrats to konya	-	-	-	-	3	8,5	3	5,5
	Meeting of D-8	-	-	-	-	2	5,7	2	3,6
New facilities	Construction of fair and congress areas, sports center and science center	2	14,3	-	-	2	5,7	4	**7,3**
	Inauguration (opening ceremony)	2	14,3	-	-	-	-	2	3,6
Others	Social Responsibility Projects	2	14,4	-	-	1	2,9	3	5,5
	Konya's publicity days	-	-	-	-	1	2,9	1	1,8
TOTAL		**14**	**100**	**6**	**100**	**35**	**100**	**55**	**100**
TOTAL NEWS: 55		**25,5%**		**10,9%**		**63,6%**			

Table 12 summarized news about education in selected newspapers. Again, Hurriyet and Zaman had the highest share under this category with 50% and 42% respectively. When totally examined, new university establishment in Konya had the highest frequency (35,7%). National student placement exam results followed the new university establishment news with a share of 28,6% (Table 12).

Table 12. Education

		HÜRRİYET		POSTA		ZAMAN		TOTAL	
		Freq.	%	Freq.	%	Freq.	%	Freq.	%
Success in Education	Success of a school	-	-	-	-	1	16,7	1	7,1
	National Student Placement Exam Results	1	14,3	1	100	2	33,3	4	**28,6**
Others	Project of students	1	14,3	-	-	2	33,3	3	21,5
	New university establishment in Konya	4	57,1	-	-	1	16,7	5	**35,7**
	Meeting on Higher Education	1	14,3	-	-	-	-	1	7,1
TOTAL		**7**	**100**	**1**		**6**	**100**	**14**	**100**
TOTAL NEWS: 14		**50%**		**7,1%**		**42,9%**			

News categorized under "others" heading were namely weather, magazine, citizenship of a famous person, fire, suicide and mayor's assignment news. Majority of them were weather and magazine news, each of them had a share of 31,3%. Citizenship of famous person news followed these news with 25% share (Table 13).

Table 13. Others

		HÜRRİYET		POSTA		ZAMAN		TOTAL	
		Freq.	%	Freq.	%	Freq.	%	Freq.	%
Others	Weather	2	16,7	-	-	8	47,1	10	31,3
	Citizenship	4	33,3	-	-	4	23,5	8	25
	Magazine	5	41,7	2	66,7	3	17,6	10	31,3
	Fire	1	8,3	-	-	1	5,9	2	6,2
	Suicide	-	-	1	33,3	-	-	1	3,1
	Mayor became UN Local Governments co-chair	-	-	-	-	1	5,9	1	3,1
TOTAL		12	100	3	100	17	100	32	100
TOTAL NEWS: 32		37,5%		9,4%		53,1%			

4. Conclusion:

Due to dramatic transformation in transportation and communication facilities, cities became more accessible with their goods and services. Therefore their image gained more importance in order to become more preferable cities. Baloglu and McCleary (1999) reported that personal factors like values, personality, age, sex, education, etc. and stimulus factors like previous experiences and information sources play important role in image formation. Within this context, it can be said that books, news, stories and films have a great influence potential on people's perceptual, cognitive, affective and global evaluations and place image is formed accordingly. Newspapers are the tool for helping to shape an image of a city. City's cultural, sportive and political activities, new investments, economical data, social issues, crime, etc usually catch media attention and effect peoples' perception about certain destinations. Although several types of news like crime, terrorism, violence and sports attract more public attention, each news has great potential to form a picture about a destination in minds.

This study searched presence of Konya, a historical city of Turkey, in newspapers to understand the city's image which is obtained from news. Three most circulated newspapers namely Zaman, Posta and Hürriyet were analyzed within one month period and quantity and nature of the news were identified. Content analysis method was used and each news in which "Konya" is mentioned was selected and categorized under main and sub headings.

Total number of news containing term Konya was 338 and 45,6% of them were in Hürriyet, 40,5% of them were in Zaman and 13,9% of them were in Posta. When the news were categorized under ten main headings (namely history/culture, sports, politics, crime, health, transportation, economics, activities, education and others), and when all the newspapers were taken into consideration, it was seen that crime and sports news took the first place in frequency with 23,9% and 19,5% respectively. It was not surprise to see that result because it is widely known that crime and sports news has been favorite subjects for newspapers because they attract more attention as discussed in the sections above. If we put sports ad crime one side, activity (16,3%) and political (9,5%) news were seen more frequently when compared with other main categories. News related with Konya's history and culture had a share of 5,9% among all news. Economical and educational news had 4,1% share and finally health and transportation news had the lowest share, which was 3,6% each.

Crime and sports news are generally accepted as the most popular news subjects in newspapers. When crime news were analyzed, it was seen that traffic accident and beating/shooting news were the most common crime news in all newspapers under study. Sport, which was another popular news category, showed that Konya mostly existed in news on football and cycling. Although it is not very popular in the country, success of cycling in Konya was the prominent result of the study.

Following crime and sports news, it was seen that the category of "activities" had the highest share among all newspapers under the study. Under this category, most of the news were on entertainments

(concerts, theatres, trips, etc), fairs and commemorations. News on construction of new congress/fair areas were also commonly observed ones.

"Historical and Cultural" category was followed crime and sports news in terms of frequency. Among twenty news in all newspapers under Historical/Cultural category, it was seen that Mevlevi order and Konya's cuisine were the most frequent news. Political news can be included in medium frequency level category. In political news, Konya's parliament members' activities were found more frequently. Additionally wiseman group activities which was formed to solve Turkish-Kurdish issues had more share when compared with other news under political news category.

Economics, education, health and transportation news were the lowest frequency level news categories. News on economics, which had 4,1% share among all categories, mainly included economical developments. Highest rate in this category was introduction to new specific production (35,7%) and new industrial innovation (14,4%). Natural resources was also introduced with a share of 14,4%. Education news were mainly about establishment of new university (35,7%) and success of Konya in national university placement exam (29,6%). Treatment success, health investments in Konya and doctors' statements were the most popular news under health category. Transportation news was among the lowest share rate news with 3,6% and it was mainly about increased accessibility of Konya. 58,3% of the news in all newspapers were about high-speed train services.

Under the "others" heading, news on weather, magazine, citizenship of a famous person, fire, suicide and mayor's assignment were included. The share of this category was 9,1% among all news and the biggest share under this category were weather and magazine news with a share of 31,3% each. Citizenship of famous person news followed these news (25%).

This study shows that Konya is not existed in news with only one dimension; instead, it appeared in variety of subjects in the research period. The study also gives a brief idea about Konya's presence in top three most circulated newspapers in Turkey and it may help to understand the picture of the city in peoples' minds connected with news in press. However, for further studies, period of the study can be expanded to the whole year to include annual and seasonal attractions that can influence perception of the city. Moreover, to have a more accurate picture in the frame of newspapers, the study can be expanded to other cities in the country to allow us make comparisons.

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