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# Promoting News Values on Newsprint Media: The Discursive Construction of Youth as Drug Addicts

***Beyza Eren\****

## Abstract

Newspapers, whether they are published on papers or on the Internet, provide news for readers. News are written in the purpose of conveying information of real life events. Yet, another purpose of the media workers is constructing and promoting news values. In other words, they endeavour to make their news texts more interesting and attractive. From this perspective, news values (negativity, timeliness, proximity, superlativeness, eliteness, impact, novelty, personalisation and consonance) are seen as values that exist in and are constructed through specific discourses (Bednarek and Caple, 2014). In this study, 80 news particularly on drugs from 8 different Turkish news portals which are published between the years of 2015 and 2018 are examined through a multimodal discourse analysis to find out how and which news values are constructed in drug news in relation to young people through a critical perspective. As a result, most of the drug addicts are represented as young people. More specifically, young drug addicts are the ones who are mostly reported on news. In news texts, these 'young' addicts are used to promote news values. Here, I discuss news texts which promote news values by representing young people as drug addicts and highlight 'drug issue' which is a serious social problem. These media practices create another social problem. People become open to conceive young people as drug users. This leads to negative connotations and understandings about young people in the society through their social cognition. Yet, it still plays a prominent role in the perception of the people that using drugs are normal, regular, and not surprising behaviour for youth.

**Keywords:** Youth, News Media, Drug Addicts, News Values, Multimodality, Critical Discourse Analysis.

\* A Undergraduate Student Beyza Eren, Hacettepe University, Faculty of Arts, Department of English Linguistics, beyza1@live.com



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İNCELEME / ARAŞTIRMA

# Yazılı Haber Medyasında Haber Değerlerinin Artırılması: Gençliğin Uyuşturucu Bağımlısı Olarak Söylemsel İnşası

***Beyza Eren\****

## Öz

Gazeteler, ister kağıda basılmış ister İnternet'te olsun, okuyucular için haber sağlamaktadırlar. Haberler gerçek hayat olaylarına dair bilginin iletilmesi amacı ile yazılırlar. Ancak medya çalışanlarının bir diğer amacı da haber değerlerinin inşası ve artırılmasıdır. Bir başka deyişle, haber metinlerinin daha ilginç ve çekici olmasına çaba gösterirler. Bu bakış açısıyla, haber değerleri (olumsuzluk, zamanlılık, üstünlük, elitlik, etki, özgünlük, kişileştirme ve uyum) belli söylemler içinde ve bu söylemler aracılığıyla inşa edilen değerler olarak görülmektedir (Bednarek ve Caple, 2014). Bu çalışmada, gençlerle bağlantılı uyuşturucu haberlerinde hangi haber değerlerinin ve bu haber değerlerinin nasıl olduğunun bulunması amacı ile eleştirel bir bakış açısı ile 2015 ve 2018 tarihleri arasında yayımlanan 8 farklı Türk haber portalından alınan özellikle uyuşturucu üzerine olan 80 haber çok kipli söylem çözümlemesi yapılarak incelenmektedir. Çalışmanın sonucunda, uyuşturucu bağımlıları genç insanlar olarak gösterilmektedir. Daha özelinde, haberlerde gösterilenler çoğunlukla genç uyuşturucu bağımlılarıdır. Haber metinlerinde bu 'genç' bağımlılar haber değerlerinin artırılması için kullanılmaktadır. Bu noktada, haber metinlerinin genç insanları uyuşturucu bağımlısı olarak gösterdiğini tartışmaktayım ve ciddi bir toplumsal sorun olan 'uyuşturucu sorununun' altını çizmekteyim. Bu medya pratikleri başka bir problemi daha oluşturmaktadır. İnsanlar genç insanları uyuşturucu bağımlısı olarak görmeye açık hale gelmektedir. Bu da toplumun bilgilendirilmesinde gençler hakkında olumsuz çağırışmaları ve anlayışları ortaya çıkarmaktadır. Böylelikle, insanların gençlik üzerine uyuşturucu kullanmanın normal ve düzenli olduğu ve şaşırtıcı bir davranış olmadığı algılarında rol oynamaktadır.

**Anahtar Kelimeler:** Gençlik, Haber Medyası, Uyuşturucu Bağımlısı, Haber Değerleri, Çok Kiplilik, Eleştirel Söylem Çözümlemesi.

\* Yüksek lisans Öğrencisi, Hacettepe Üniversitesi, Sanat Fakültesi, İngiliz Dili Bilimi Bölümü, beyza1@live.com

## Introduction

This study basically focuses on discourse analysis of media text and discursive construction of the news values and youth in news media. Discourse is defined as a part of complex social events by van Dijk (1997). According to van Dijk, discourse has three main dimensions: language use, the communication of ideas (in relation to ‘the cognition’), and interaction in social context. This explanation clearly shows that discourse cannot be thought without society and social relationships (Kökpınar Kaya, 2016; 2017). A very well-known explanation of discourse accepts it as a social practice (Fairclough and Wodak, 1997; Kress, 1990; Wodak, 1995; 1996; Wodak et al., 1999; Tischer et al., 2000).

Discourses are shaped by prior discourses and discourses shapes the possibilities for future discourses (Johnstone, 2002, p. 9). Here, ‘media discourse’ has a highly critical significance because of its constructive impact upon the discourses in a society. According to Althusser (1971), ideological forms serve to the reproduction and maintenance of the existing system which grounds on the power relations. Çiler Dursun (2014) explains the relations between media, power, ideology and discourse, as well. Media reproduces the dominant ideology descriptions in ideological processes and news is a very strategic textual discourse for the construction and the representation of the reality (Dursun, 2014). Each discourse of media texts, which has gained the trust of society, has various constructive influences on social cognition. The existence, construction and reconstruction of social cognition highly prove the influence of media.

This study is related to the construction of discourses via news media. News are written with the aim of reporting events happened around and have newsworthiness. However, due to the economic value, news workers also aim to construct news values. The news values are described by Monika Bednarek and Helen Caple in 2014 as negativity, timeliness, proximity, superlativeness, eliteness, impact, novelty, personalisation and consonance. They are seen as values that exist in and are constructed through specific discourses (Bednarek and Caple, 2014). These discourses which construct news values are multimodal (verbal, visual...) in their nature when media is considered.

Ideological side of news values have been researched by various researchers. Fowler (1991, pp. 13-15) stresses that news values are culturally and socially constructed rather than natural. One of the other researchers who stresses ideological nature of news values is Allan Bell (1991). According to Bell, they are not neutral, but reflect ideologies and priorities held in society. In another perspective, Bednarek and Caple (2012a, 2012b) who defined newsworthiness from a different standpoint, researched news values as elements construed in and through discourses. These studies provide a new framework for the study of media discourse: ‘discursive’ constructivist approach to news values.

The discursive construction of news values has not broadly been studied in the perspective of CDA (Bednarek and Caple, 2014). Studies conducted on the concept of newsworthiness will contribute to the understanding of discourse and its mutual relationship between society, ideology and power. This study aims to fill the gap with analysing how news values constructed through multimodal discourses in news on drugs in Turkish news portals. It tries to gain a new understanding about media's influence on the social cognition of Turkish society through the concept of newsworthiness that Bednarek and Caple (2014) proposed. Thus, the study will serve to the newsprint media discourse in a short extent and to CDA in a broader.

## **Data and Methodology**

In this study, I aim to fulfil the gap in studies on the discursive construction of news values that Bednarek and Caple (2014) refer as to be limited in the perspective of CDA. I examine how news values are constructed in Turkish newsprint media within a critical perspective. Specifically, I endeavour to achieve a multimodal discourse analysis to find out how and which news values are constructed in drug news in relation to young people. I also discuss the constructive influence of specific media texts on the social cognition of Turkish people towards youth.

The data of the present study includes ten news particularly on drug use from each 8 different Turkish news portals (AKŞAM, CUMHURİYET, HABER TÜRK, HÜRRİYET, MİLLİYET, SABAH, SÖZCÜ, YENİ AKİT). That is, 80 news in total are examined in the study which depends on a multimodal discourse analysis. The number of the texts has been limited to ten for each newspaper in order to have more comprehensive and eligible data. In news texts examined in the study has been numbered and selected randomly.

These news portals are online version of some newspapers in Turkey. The web sites of the news portals are 'www.akşam.com.tr', 'www.cumhuriyet.com.tr', 'www.habertürk.com.tr', 'www.hürriyet.com.tr', 'www.milliyet.com.tr', 'www.sabah.com.tr', 'www.sözcü.com.tr', 'www.yeniakit.com.tr'. These news portals which have different ideologies and world view are specifically selected to give place to different voices about drug use. Two newspapers, Cumhuriyet and Sözcü have anti-governmental discourses whereas Sabah and Yeni Akit have highly pro-governmental perspectives. The others seem to have populist discourses. The newspapers have been chosen in terms of their numbers of visit. Akşam, Haber Türk, Hürriyet, Milliyet, Sabah, Sözcü and Yeni Akit are listed in the most visited web pages of Turkey according to ComScore and alexa.com. Cumhuriyet is purposefully selected for its representing a specific ideological point of view.

The time span of the data is limited to 3 years since more news texts mean less eligibility. In order to control the amount of data, the news texts on drugs and drug use between the years of 2015 and 2018 have been explored.

The study targets to find out how and which news values are constructed in news on drugs and drug use in relation to young people through a critical perspective. To this end, in each news portals the word 'drug (uyuşturucu)' has been searched, all the news texts have been specified with numbers and then 10 news are randomly selected. Then, the titles, texts, photographs and videos of the selected news are analysed through multimodal discourse analysis which requires an interpretative perspective. The analysis has a critical perspective and achieved through the notions of Bednarek and Caple (2014) and Theo van Leeuwen (1996; 2015).

### **Monica Bednarek and News Values**

News values are generally defined as the prominence a news story is given by a media product. In the Journalism literature, news values are defined as properties of events or stories that are applied by news workers in order to select events or stories as news or to choose the structure and order of reporting (Bednarek and Caple, 2014).

News values have not been analysed much in a critical perspective. In other words, they have not been studied by linguists who deal with Critical Discourse Analysis. Bednarek and Caple (2014) provide valuable insight into the importance of news values in CDA and a constructivist approach to these values through their study. Together with some other scholars Bednarek and Caple (2014) propose that language can be seen as expressing, indicating, emphasising or highlighting news values (Bell, 1991; Bednarek, 2006), or news values can be regarded as becoming embedded in language (Cotter, 2001, p. 67). According to them, a study on news values (negativity, timeliness, proximity, superlativeness, eliteness, impact, novelty, personalisation and consonance) may give us a chance to focus on the discursive construction of news values and its possible effects on the social cognition of the society. This is the main rationale of this study.

There are 9 news values and their briefly definition and key devices (Bednarek and Caple, 2014). They are explained one by one below.

Negativity is about 'the negative aspects of an event'. If negative aspects of the news are given via negative evaluative language, then news value, negativity emerges. Negative language use may include language expressing the speaker's/writer's negative opinion/disapproval such as 'this is bad', 'terrible news', 'a tragedy'. Reference to negative emotions that are generally considered as negative experiences such as 'distracted',

'flurried manner', 'breaking our hearts', 'shock', 'disappointment' may be used as negative evaluative devices. Negative lexis describing actors/happenings that would be considered negative by the social mainstream can be employed as well. For example 'damaged', 'killed', 'deaths', 'blood trails', 'crime', 'destruction', 'confusion', 'offence', etc.

Timelessness reveals 'the relevance of an event in terms of time'. It promotes news values by referring specific linguistic devices such as 'recent', 'ongoing'. As it is understood, news workers may employ explicit reference to the present, the recent past, the near future or the season. Some specific examples are yesterday's flash flooding', 'currently', 'finally', 'in a short span of time'. Yet, it is possible to refer to the specific time through the use of verb tense and aspect.

Proximity deals with 'the geographical or cultural nearness of an event'. This means reference to place in terms of mentions of locations or communities, often local/national, nearness of familiarity to the audience such as 'İstanbul', 'Çankaya'. This can be achieved through specific lexis beside proper names and deictics. Another way is to have reference to the nation/community of the audience. This may refer to inclusive first-person plural pronouns ('inclusive' meaning 'we' = the audience's community, e.g. nation, city, region).

Superlativeness is about 'the maximised or intensified aspects of an event'. The events can be shown more interesting and attractive through quantifiers which are the various parts of speech with quantifying function, emphasising the amount, scale, size, etc. Some examples can be given as 'kilograms of', 'a great amount of drugs'. Superlativeness can be performed via intensifiers as well. Intensifiers may include maximisers, amplifiers, emphasisers, etc.. Their function is to scale upwards, to amplify or focus on high degree, force, etc. such as 'A young severely injured'. Moreover, superlativeness can be achieved via intensified lexis which refers to non-core vocabulary items that include intensification as part of their meaning, via repetition, comparative and superlative adjectives, comparative clauses, metaphors and similes that intensify or quantify.

Eliteness uses 'the high status of individuals, organisations or nations involved in an event'. Labels and assessments that show someone/something is significant/ important such as 'pop star', high-status role labels and institutional names and description of status can be employed in promoting the news value through eliteness such as 'first aid team', 'police department', narcotic branch office'.

Impact deals with 'the significance of an event in terms of its effects/consequences'. In order to perform this, evaluative language relating to the impact of an event and descriptions of significant/relevant consequences are employed.

Novelty offers ‘the new and/or unexpected aspects of an event’. Here, indications of newness and unexpectedness as well as comparison with other events are the usual devices as in the example: ‘the first Narcotic Branch Office operation of 2018’. In addition to them, reference to surprise/expectations and happenings that would be considered unusual is another strategy in promoting novelty such as ‘Nobody can believe his/her eyes’.

Personalisation focuses on ‘the personal or human face of an event, including eyewitness reports’. Some of the linguistic devices that promote personalisation are reference to emotions, quotes from ‘ordinary’ people and reference to ‘ordinary’ individuals.

Consonance is about ‘the stereotypical aspects of an event; adherence to expectations’. Evaluative language indicating expectedness, comparison with other events, conventionalised metaphors which are used again and again by the news media to refer to events, associations that play on stereotypes such as orange for referring to the Dutch, story structure which indicates specific roles such as ‘hero’ are some of the linguistic devices for consonance.

### **Theo van Leeuwen’s multimodal discourse analysis**

Theo van Leeuwen is a critical discourse analyst and a social semiotician. He is known as the founder of the multimodal analysis. His analysis is on various semiotic resources. He studies not only the language of the source but also the visual design and media. In his proposal of multimodal analysis, van Leeuwen underlines the importance of the fonts, photographs, sizes and the colours of the newspaper page. By depending on his ideas, the present study considers that analysing only the verbal aspects of news texts is not enough to answer how news values are constructed. News values are promoted through multimodal resources (language use, size of titles, colour of titles, photographs, videos...). For this reason an analysis of news values must be performed in multimodal terms. By doing so, an overall analysis of the news between the interfaces of verbal and non-verbal devices becomes possible. For instance, there are 2 different discursive ways to construct Negativity:

(1) ‘...çocukların telaşlı tavırlarından şüphelenen polis...’

*‘police who is doubtful of kids’ flurried manner...’*

(Sabah)

In this example, Negativity is constructed through verbal elements. The use of the linguistic components ‘flurried manner’ refers to negative emotions and promotes negativity. This is a linguistic example for the construction of negativity.

(2)

## Uyuşturucu bağımlısı genç kız ortalığı birbirine kattı

**Adana**'da uyuşturucu aldığı ileri sürülen genç kız çevredeki iş yerlerine zarar vermek isteyince polis tarafından kelepçelendi ancak polise de zorluk çıkartıp kendini yerden yere attı.

İHA | Yaşam Haberleri

Giriş Tarihi: 12.9.2018 09:59 Güncelleme Tarihi: 12.9.2018 10:11



Polis ekipleri, olay yerine sağlık ekibi çağırıldı. Polis bir süre sonra olay yerine gelen sağlık ekiplerine genç kıza teslim etmek için kelepçesini çıkardı. Ancak genç kız sağlık ekipleriyle de gitmek

(Sabah)

This photograph is in the middle of the news text. At the moment of the photograph is taken, the 'young' girl 'scream' and tries to 'run away'. Via such a scene, readers feel the negative emotions and develop opinions because of the influence of the photograph. This is a multimodal example of the construction of negativity.

Negative aspects of events are carried to the news through a photograph or language use and often result in the normalisation of the negativity. Grounded on the notions and methodological imprints given above, the present study offers an analysis on the construction of news values in Turkish newsprint media as well as social understanding towards drugs and drug use in young population.



## The Analysis of News Texts about Drugs/Drug Use

In the purpose of finding out how news values are constructed through multimodal discourses in news on drugs in Turkish news portals, 80 news on drugs are analysed. Through this analysis, a multimodal discourse analysis is to find out how and which news values are constructed in drug news in relation to young people has been performed. I observed that various different multimodal resources are used to construct news values but some of them are commonly used in newsprint media by news portals.

### Negativity

Negativity is highly promoted through discourses expressing the news worker's negative opinion. This can be achieved through various devices both in verbal and non-verbal forms (videos and photographs) which exists in a great majority of news on drugs. An example for the verbal representation is given below:

(3) '...gencin kalabalığın arasına daldığı dehşet görüntüleri...'

*'...horrible images of the young who ploughed into the crowd...'*

(Cumhuriyet)

When a news text on drugs can only mention about the information of a specific drug use and briefly its story, this sentence of a news text may include various information. With only half of a sentence we are informed about age of the drug user which is an unnecessary detail to create an awareness of drug. The use of the word '*horrible*' and '*ploughed into the crowd*' promotes the negative aspect of the news event.

Negativity generally constructed through the representation of young people. Each negative behaviour of a young addict is emphasised in detail and usually is supported by photographs. Additionally, if there is a young person taken part in the reported event, it may be stressed in the news text as in Extract 3 or it may be given in the title as in Extract 4:

(4) 'İstanbul'da bonzai içen gencin içler acısı hali'

*'Heartbreaking appearance of the young using bonsai in İstanbul'*

(Yeni Akit)

The negative emotions of the news writers are reported on the news texts as in the expression '*heartbreaking appearance*'. Here, we can see the negative stance and opinions of the news worker and these negativity is promoted in news texts. Thereby, readers are get used to read about the negative aspects of the drug stories. A drug story may become usual and drug use may be normalised.

In the data, some common linguistic expressions found to be used in the construction of negativity in news on drugs are damage, worried, shock, terrible, heartbreaking, and offensive.

### **Timeliness**

Timeliness is commonly constructed through explicit time references. There is a specific language use that mostly used in the title:

(5) 'Son dakika...'

*'Breaking news...'* (a last minute development)

(Sabah)

This expression keeps the news alive. When people read the title, they feel the drug story is happening right now so it is assumed as something easily experience at any time closer to the reading activity. Such a use results in the instant interest of readers towards the news. In other words, the news become more attractive to readers.

### **Proximity**

News workers are stressed the place of the story in every news text. Not only the city names also the streets, squares and even some places commonly known (mosque, school, market etc.) are given. One other point about proximity, the place of the story is always mentioned more than one time in the news texts. Here some examples of the construction of proximity:

(6) 'Bağcılar'da bonzai vahşeti

İstanbul Bağcılar'da bonzai adlı uyuşturucu maddeyi kullanan genç... Bağcılar Kirazlı Mahallesi'nde... Bağcılar'da...'

*'Bonsai Ferocity in Bağcılar'*

*In Istanbul Bağcılar... The young who uses the drug namely bonsai... In Bağcılar Kirazlı Street... In Bağcılar...'*

(Hürriyet)

In this example, 'Bağcılar' a familiar district of İstanbul is successively mentioned. The geographical nearness of the event is emphasised; in this way the value, proximity is constructed. Another example is:

(7) 'Tuzla'da polis....

... Tuzla İlçe Emniyet Müdürlüğü... Tuzla Aydıntepe Mahallesi Edebali Caddesi'nde bir daire...'

*'In Tuzla police...'*

*...District Police Department of Tuzla... a flat in Tuzla Aydıntepe Street Edabali District*

(Hürriyet)

In this example, not only the information about city but also information about the street and even the specific distinct of the news story is given. This detailed information promotes proximity.

### **Superlativeness**

Quantifiers are devices mostly used to promote superlativeness. Some commonly used quantifiers to construct superlativeness in the data are 'enormous amount', 'many', 'kilograms of drug'. An example is:

(8) 'İstanbul'da binlerce uyuşturucu hap...'

*'In Istanbul thousands of pills of drug...'*

(Milliyet)

This is the title of a news texts from Milliyet. Stating 'thousands of pills of drug' instead of the exact amount or just saying 'drug' maximises the amount. The use of such quantifiers, as in the given example, constructs superlativeness.

One of the other way to promote superlativeness is the use of intensifiers. In the data, the commonly used intensifiers are found as in the expressions 'in detail' and 'badly'. These intensifiers are used to make the story more attractive. For instance, a linguistic expression which represents 'a drug investigation in detail' is more convincing than an expression referring to investigation alone can be more attractive for audience.

### **Eliteness**

Eliteness is the most constructed news value in news on drugs which I analysed and it is constructed in every news text. The descriptions of the status of the drug addict in the news story is one of the ways to promote eliteness as in Extract 9.

(9) 'Lüks villaya baskın'

*'Bust to luxurious villa'*

(Milliyet)

This is the title of the news. In this title, there is no information about reason of the bust. However, the status of the house is stressed via the use of the expressions 'luxurious' and 'villa'. As it is known, a villa is a large and luxurious house. The use of the 'luxurious' here serves both to a superlativeness effect and also a representation of the economic status of ones dealing with drugs. In this title, eliteness is promoted through the description of the drug user's economic status.

Resources to construct eliteness are mostly about high status role labels or institutional identity. 'Police' expression or a photo of a police / police department are extremely used. In a news texts we can see a police reference for many times. After 'police' the most commonly used name of an institution is health care: first aid, doctor, hospital, 112 (emergency number). There is a similar example for the construction of eliteness through a photograph of state's security forces are given in Extract 10:

(10)



### YÜKLÜ MİKTARDA UYUŞTURUCU

Aramalarda; yüklü miktarda uyuşturucu madde, tabanca ve av tüfeği ile tabancalara ait çok sayıda mermi ve boş kovan ele geçirildi.

(Sabah)

In this photograph Gendarmerie Station Command and gendarmies promote Eliteness.

### Novelty

Linguistic resources referring to surprise/expectations, indicating of newness and unexpectedness are the ways most used to construct novelty which is promoted usually in news on drugs. For example:

(11) 'Bir genç... 'flakka' isimli uyuşturucunun etkisine maruz kaldığı ilk kez görüntüledi.'

*'A young... is photographed for the first time exposing to effects of an drug namely 'flakka''*

(Sözcü)

Shortly after indicating that the drug addict is a young, the news worker emphasizes this situation happens for 'the first time'. Such a linguistic expression indicates that this is a rare occasion. Emphasising the rare emergence is a sign of novelty promoted in the construction of youth as drug addicts.

### Personalisation:

Personalisation is almost every time promoted through visual resources in the data as in the example:

(12)

## Uyuşturucu bağımlısı genç kız ortalığı birbirine kattı

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(Sabah)

When you look at the photograph at first sight, you possibly see the woman on the foreground. The woman is a reference of an ordinary individual. Any woman can be that woman. This means that at any time we walk on the sidewalk, there can be a drug addict behind us. This results in a kind of empathy and the normalisation process of the drug use.

## Discussion and Conclusion

The present study targeted to examine how news values are constructed in Turkish newsprint media with a critical perspective. The analysis revealed that all news portals promote news values through almost the same multimodal resources. This can refer that ideological differences do not directly effect on the way to write the news stories. Especially, eliteness is commonly constructed through referring the high status of 'police' by all news portals. Then, proximity, superlativeness and negativity are mostly constructed. All of these constructions are usually mediated through language use. However if there is a photograph in the news text, there is always a news value there.

According to Bednarek and Caple (2014), news values are need to be studied in a constructivist approach by critical linguists. Moreover, this endeavour should be on a specific topic, event or news actor to establish how news values are constructed as newsworthy (Bednarek and Caple, 2014). This study appeals to this gap and necessities and fulfil them by focusing on the specific topic drug use. Besides, it gives examples for newsworthiness and the construction of news values from Turkish context.

The question which the present study stresses has a similar approach to Bednarek and Caple (2014); Why is the construction of news values in news on drugs matter? It is important because whichever news value is promoted, 'youth' is stressed in drug news. If the drug addict is a young person, there is a reference to her/his being young. This can be performed through a linguistic expression or a photograph. Moreover, in the data it is observed that the word 'young' is the most frequent word used in the title. This means the news do not fundamentally show the drug issue which needs to solve in Turkey rather it highlights 'young people' as drug addicts in Turkey. Thus, the representation of 'youth' is shaped by media texts and news. This moulds our social cognition, therefore our perception, understanding and attitudes towards young people.

Drug addiction is a serious social problem in modern societies. Aiming at constructing news values that are mentioned before, newsprint media serves the normalisation of this process. In other words, by using expressions to promote news values they make the news more attractive and this results in an attention to drugs and drug use but not an awareness. That is, when negativity, novelty and superlativeness are promoted often and repeated in news text on drugs, the problem turns to something that is not unexpected and fearful anymore for readers. When proximity, personalisation and timeliness are often promoted, readers think that they can encounter someone who is a drug addict

anywhere and anytime as a usual encounter. As people read the news texts (or watch news) that pullulate with news values, their fear of the unknown disappears. All these are the influences of media's power of discursive construction.

Instead of creating awareness towards drug issue, thereby they cause another social problem as well as not solving the main problem. Since these news values are often promoted by means of emphasizing being young, when people who live in Turkey conceive a drug addict, they directly think that he/she is possible a young person. They think 'being drug addict as a young person is normal' so there is nothing to surprise about the drug news. In another perspective, the social cognition which has negative connotations about young people due to promoting of news values, create new negative discourses about young people. People get used to conceive young people as drug addicts. This leads to a prejudice about young people in the social cognition of the society.

In short, the critical perspective of the present study is embodied in the idea that the construction of news values do not help to solve the drug problem. Furthermore, such a journalism creates both a perception that drug use is normal and negative understandings about youth. Due to this populist approach, drug use as a serious social problem of Turkey is internalized and normalized in the eyes of the public.

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