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TABLOID JOURNALISM IN THE CONTEXT OF SENSATIONALISM IN NEW MEDIA

YENİ MEDYADA SANSASYONELLİK BAĞLAMINDA MAGAZİN HABERCİLİĞİ

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ÖZET

Magazin haberciliği, mevcut söylem biçimleriyle güçlü bir etki uyandıran habercilik alanı olarak değerlendirilebilir. Nitekim bu habercilik alanında betimleyici ifadelerle ve drama öğeleriyle haber sunumu inşa edilmektedir. Sansasyonellik faktörü bu noktada devreye girmektedir ve magazin haberlerinin ilgi çekici ve merak uyandırıcı olması amacıyla hareket edilmektedir. Yeni medya alanında internet teknolojisinin olanakları dikkate alındığında, sansasyonel öğelerin haber sunum biçimlerinde daha fazla yer bulabileceği söylenebilir. Dolayısıyla bu çalışmada sansasyonelliğin internet medyasındaki magazin haberlerine nasıl yansıdığını ortaya çıkarmak hedeflenmektedir. Bu doğrultuda öncelikle kavramsal çerçeve oluşturulmaktadır ve daha sonra söylem analiziyle iki ayrı magazin haber sitesinin verileri incelenmektedir. Van Dijk'in eleştirel söylem analizi bu bağlamda çalışmanın yöntemi olarak belirlenmektedir. Tematik ve şematik yapı bağlamında uygulanan haber çözümlemelerinde altı ayrı kategori üzerinden sansasyonelliğin görünürlüğü tartışılmaktadır. Sonuç olarak magazin haberlerinin yeni medya alanında sansasyonel öğelerden etkin bir biçimde yararlandığı anlaşılmaktadır.

ABSTRACT

Tabloid journalism can be considered as a field of journalism that has a strong impact with its current forms of discourse. As a matter of fact, in this field of journalism, news is presented through descriptive expressions and drama elements. The sensationalism factor appears at this point, and it is aimed to make tabloid news interesting and intriguing. When the possibilities of internet technology in the field of new media are considered, it can be claimed that sensational elements can be included more in news presentation styles. Therefore, in this study, it was aimed to reveal how sensationalism is reflected in tabloid news in the internet media. Accordingly, first of all, a conceptual framework was created, and then the data of two different tabloid news sites were examined with discourse analysis. Van Dijk's critical discourse analysis is determined as the method of working in this context. In the news analyses conducted in the context of thematic and schematic structure, the visibility of sensationalism was discussed under six different categories. Consequently, it was found that tabloid news made use of sensational elements in the field of new media.

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INTRODUCTION

Journalism means approaching possible events from different perspectives and making an effort for helping the society understand these events better (Pavlik, 2013: 42). Firstly, preliminary research is carried out in the process of reporting any event, and the news is presented with regard to the correct data. This is how the process works in the internet media as well, and action is taken by considering before and after the news. Tabloid journalism, on the other hand, is based upon reflecting the events in a more striking and attractive way. Hence, sensational elements are used to make the news interesting on both television screens and newspaper pages. Tabloid sites on the internet also present news by making use of literary and visual elements.

Tabloid journalism, which is mostly visual and aims to surprise and entertain potential audiences simultaneously (Topçuoğlu, 1996: 96), often includes sensationalism, unlike other types of news. In tabloid journalism, in which news headlines such as “Shock News”, “Breaking News”, “You Won’t Believe Your Eyes”, etc. are included, it is aimed at sustaining attractiveness. Therefore, the orientation of both newspaper readers and internet users to tabloid news is ensured. Thus, today, many tabloid content websites come to the fore as an extension of printed newspapers. For this reason, the target audience, who follows the tabloid supplements of the printed newspapers, can now follow this news on the internet.

The transformation of journalism into new media also transforms tabloid journalism. One of the factors that does not change, however, is the inclusion of sensational content. Even, it can be claimed that sensational elements are used more often in internet media. Sensationalism can effectively continue through striking news headlines, intriguing news photos, and guiding news links. As a result, the focus of the present study was the reflections of the sensationalism factor on tabloid news in internet media. The purpose of this work is also to show how sensationalism can gain a foothold in tabloid journalism. Analyzing the content of the news to highlight sensationalism is important to the study. In this context, firstly, the concepts of tabloid journalism and sensationalism were explained. Then, the analysis of tabloid news was conducted in accordance with Van Dijk’s critical discourse analysis. During the data analysis, the findings obtained from the sample tabloid news sites were also evaluated. In the conclusion part of the study, the way tabloid news make use of sensational elements was discussed.

1. Tabloid Journalism

Tabloid journalism emerges as a new field of journalism with its original structure, and it begins to symbolize its own character, especially in the post-World War II period (Dhir, 2019: 7). This field of journalism, which first came out in England and then spread in the USA and other European countries, develops a journalistic understanding for the public (Bal, 2010: 123). Tabloid journalism, which can present information and entertainment together, also builds a new news discourse with the factors of sensationalism and popularity (Connell, 1998: 14).

Tabloid journalism is a type of journalism that stands out to help the target audience have a good time and distract from stress. This type of journalism, which is usually presented with visual content, reflects the lives of celebrities who constitute the agenda of the tabloid in this direction. Therefore, tabloid news is conveyed through visuals both in traditional media and on social media platforms such as Instagram (Çetinkaya, 2020: 128).

Tabloid journalism, which also relieves people's sense of curiosity, gives place to many details about the lives of celebrities in this context. As a matter of fact, the eating and drinking habits, clothing preferences, private lives, social activities, and business lives of celebrities are the subject of tabloid news. While these topics are covered in tabloid news, visual presentations are preferred rather than literary content, and in a sense, the function of "celebrity journalism" is fulfilled (Şahin, 2019: 8).

Being vulnerable to manipulation and creating a problem of reliability in this context, tabloid journalism can also create an agenda with its sensational content. Even if the public may be misled by the content presented, the interest of the media and the audiences in tabloid journalism continues (Popovic and Popovic, 2014: 17). Therefore, sacrificing information for entertainment and accuracy for sensation, and exploiting the target audience is considered usual for tabloid journalism (Turner, 1999: 63). Tabloid journalism, which follows current affairs and is busy with sensational statements, also focuses on the way the news is presented, not the subject (Sparks, 1988: 209).

On the other hand, the answers to the questions of who, what, when, and where are generally sought in tabloid journalism. However, the questions of how and why are ignored (Ergül, 2000: 131). This approach brings the sensationalism of the news forward. Thus, the before and after of events are not considered, and it is aimed to set the agenda. In addition, the target audience's interest in tabloid news is tried to be kept alive. As a result, attractiveness of tabloid journalism is maintained by using less news text and more visuals (Çetinkaya, 2020: 104).

Standing out with its popular content in the media field, tabloid journalism steers the advertising market into this field, as it is interesting with sensational approaches. In this framework, it is aimed to

create a mass effect through advertisements that market products and services (Murdock, 1992). As a matter of fact, tabloid journalism, which goes toward the world of society and entertainment and acts with both speculation and information about private life (Dağtaş, 2006: 102), is getting stronger with the advertising market.

Tabloid journalism also provides the promotion of individuals and institutions since the people and institutions becoming a current issue via the tabloid news gain visibility. Furthermore, the actors and singers who are out of the agenda come to the fore back thanks to the tabloid news. Thus, these people have new business opportunities such as concerts, roles and advertisements. Therefore, tabloid journalism plays an important role for both celebrities and people wanting to be famous. This stems from the fact that tabloid journalism is an area of appearance and recognition (Şahin, 2019: 9).

Famous artists and footballers are considered as subjects of the news in tabloid journalism, which has a comprehensive content as a subject. In this context, love lives, fashion preferences, and entertainment styles of celebrities become newsworthy. Additionally, many subjects such as astrology, recipe, society gossip, holiday places, and new places find their place in tabloid journalism (Akgün, 2011: 69). Tabloid journalism, which is called the yellow press because it concentrates on visual content and offers a colorful scene (Yüksel and Gürcan, 2001: 8), always keeps the sense of curiosity alive with the subjects it covers.

Tabloid journalism, which focuses on sensational and dramatic aspects of events as a way of presentation, provides news flow with a simple narrative technique (Guzel, 2007: 83). For instance, in natural disaster events, tabloid news reflects the feelings and thoughts of those who were harmed by the disaster while current news deals with the issue of disaster itself. This approach, which leads to an emotional reaction, provides a basis for the evaluation of tabloid news as anti-rationalist as a result of sensational developments (Connell, 1998: 17).

As a result, there is a tabloid journalism which is built on attracting the attention of the audience and supports the news content with real or fictional photographs in this context (Soygüder, 2003: 71). Not only news photos, but also video content is important for magazine news on television and the internet. News photos, on the other hand, are generally found in tabloid news in newspapers and magazines.

Alya Şahin makes the following assessments about tabloid journalism which draws attention with its diversity in the field of journalism and its structure open to speculation (Şahin, 2019: 10):

“Concepts such as tab, yellow press, tabloid, false, scandal, paparazzi, mass journalism are used in tabloid journalism. It is important to keep the excitement at the top and attract attention in tabloid journalism. For this reason, tabloid news is created with discourses which focus on emotions of the audience or the reader and are suitable for the public language. The sensations on the newspaper pages which means the news with high excitement, and the scandals which are defined as highly influencing, embarrassing or humiliating events are very important for yellow journalism. The reporters and photographers who are constantly in search of this type of news in order to achieve high circulation by attracting people’s attention are called paparazzi. False news, which is fictional and false content in tabloid news, can also occupy the agenda.”

2. Tabloid Journalism in the Field of New Media

With the development of internet journalism, the effect of tabloid news on internet pages is increasing. Tabloid journalism is gradually developing in the field of new media for enabling user tendency towards internet news and increasing the click rate (Kuyucu, 2015: 592). The fact that sensational news gets a faster reaction on the internet makes tabloid journalism effective. Accordingly, tabloid journalism is considered as one of the most important types of internet journalism (Ayhan and Demir, 2020: 1576).

The widespread effect of social media also contributes to the development of tabloid journalism. The fact that the tabloid pages are followed a lot, especially on the Instagram platform, highlights this contribution. Even many reporters who make tabloid journalism continue their professional life through their social media accounts. Since the leading names of the tabloid world can follow these social media accounts, the interaction network gets stronger. Thus, social media interaction is provided among celebrities and journalists (Şahin, 2019: 33).

Tabloid journalism, which draws attention and has wide repercussions in line with sensational developments on newspaper and television (Dhir, 2019: 7), is enhanced with the support of social media in the internet environment. Being able to redirect to tabloid news sites with links in social media accounts also facilitates access to corporate tabloid pages. Thus, the phenomenon of tabloid journalism, which increases advertising revenues and creates a profit-oriented journalism approach, stands out (Popovic and Popovic, 2014: 17).

One of the most suitable genres for internet journalism, tabloid journalism, manages to be a strong part of this field with its interesting news headlines and use of engaging visuals. As a mission has been developed in line with the click rates in the internet media, tabloid journalism is considered as an important field in this context. Even if they are not fully compatible with the content of the news, sensational headlines make the visibility of tabloid journalism permanent on the internet (Ayhan and Demir, 2020: 1577).

Although tabloid news is not the first part of the main event fiction, people's tendency towards tabloid events creates changes in the order of importance of the news. This situation creates a target audience profile that moves away from social realities and tend towards tabloid events (Uzel, 2008: 43). This approach, which makes tabloid journalism more popular than current news, is developing more rapidly in the internet media.

Tabloid journalism, which helps speculative news and news styles gain visibility in the media field (Çaplı, 2002: 92), is gaining prevalence in the new media field through viral news sites. In the field of new media, which has a potential target audience, the sustainability of journalism is ensured by the click-through rates (Bastos, 2016). Interesting developments, on the other hand, are kept on the agenda and tabloid journalism is carried out in this direction.

3. Journalism and Sensationalism

Sensationalism is supporting the news with drama in the field of media, and the way of presentation is fictionalized in this context. The narrated stories affect the society, and it is ensured that the news is made important by highlighting the sensational elements. The approach of sensational news can be maintained by processing the elements of comment and ideology (Udeze and Uzuegbunam, 2013: 71). The sensationalism factor, which takes the target audience away from social realities and popularizes news such as tabloid, develops new journalism practices with the elements of music and drama.

In the historical context, sensationalism begins with the stories people tell each other. Since sexism and conflicts of opinion are discussed in these stories, a sensational narrative style is developed with interesting descriptions (Stephens, 2007). The sensationalism factor in the news; however, is constructed in the context of events such as violence, crime, accident, and fire (Adams, 1978: 692). By dramatizing these news, traditional and new media tools manage to carry the sensationalism of the news further over time.

As a matter of fact, masses that are addicted to sensational news and become customers of paparazzi content are formed. As the movement network of sensational news expands in the context of digital technologies, yellow journalism and tabloid journalism develop accordingly. Sensational journalism that reaches the target audience with conspiracy theories, speculative content, and suspicious events are highlighted through this. The manipulation process also increases with this journalism approach, (Khan et al, 2016: 172).

The sensational approach which makes the news exciting and dramatic has been studied in the media field for about a century. This approach also grows upon gossip and unusual stories. As the increase of the audience interest results in the orientation of the advertising companies, the sensational news continues rapidly. Sensational news, which brings the feelings of fear, adrenaline and excitement to the extreme, have widespread media coverage (Frye, 2005: 13).

Sensational news is preferred in order to increase the sales of newspapers and magazines, ratings, and click rates. This preference also activates the yellow journalism practice. An approach that distorts the news, exaggerates, makes it scandalous, and excites the public is developed through this practice. Thus, a sensationalism factor pervading all aspects of the news and making articles of journalists attractive begins to be processed (Dhir, 2019: 13).

Indeed, journalists tend to focus more on dramatic elements in their news content to attract attention. The opinion that sensationalism will add color to the news and be attractive to people is gaining popularity (Grabe et al, 2003: 391). In addition, media outlets pave the way for news sensationalism in order to survive and to continue to attract attention, and they develop this approach as a new journalistic action (Ngange and Elempia, 2019: 3).

The sensational journalism approach also highlights the phenomenon of tabloidization. With tabloidization, tabloid discourse and sensationalism have started to be used more (Taylan and Ünal, 2017: 32). Tabloid news strengthens sensationalism by using interesting headlines and fictionalized stories. This ostentatious approach can be a reason for preference for journalists (Wang and Cohen, 2009).

Sensational journalism, which is both an ethical and a theoretical issue, distracts the attention of the media from other important developments. Therefore, a mass appearance that focuses more on scandalous developments by abstracting from real news such as politics, economy and social life is emerging (Udeze and Uzuegbunam, 2013: 72). The news discourse styles of the media are also

determinant in sensational news. Hence, the language used and the point of view on the news determine the size of sensationalism (Scholten, 1996: 14).

In this context, the tabloids identify the news with the sensationalism approach because tabloid journalism that appeals to emotions, highlights visual elements and includes scandalous developments, prefers a sensational understanding that attracts the attention of the masses (Ekin, 2010: 125). However, a journalism approach that succumbs to sensational developments in general and puts speculations ahead of real news (Franklin, 1997: 4) is preferred.

4. Methodology

Sensationalism and tabloid journalism were emphasized in the research process. Tabloid news sites in the internet media were studied within this context. In this process, Van Dijk's critical discourse analysis was employed as a method. Discourse analysis was implemented because of the fact that news analyzes made via this method create a general judgement (Karaduman, 2017: 31). The data obtained in the research conducted with the macro structure analysis were analyzed thematically and schematically. Thus, titles, content and photographs used in the news were also examined. Apart from these, presentation format, news sources and background/context information were discussed. With thematic and schematic analyzes (Van Dijk, 2003), the main elements of discourse analysis in news analysis, the appearance of sensationalism in tabloid news was tried to be revealed.

4.1. Purpose and Problem

Sensationalism is an approach that makes news interesting. Since this approach tabloidizes the news through various elements, the tabloid news was directly analyzed in the current study. In fact, it was aimed to reveal how sensationalism is reflected in the context of tabloid news sites that stand out in the internet media. As the problem of the research, the extent of the effect of sensationalism on tabloid news was sought. Accordingly, the tabloid sites determined as sample were scrutinized and the answer to the problem was discussed in the conclusion part of the study.

4.2. Population and Sample

Since the research process was based on new media, the tabloid sites on the internet platform constituted the population of the research. As a sample, the criterion sampling model was used. In this context, the data of the Alexa institution, which has been performing data analysis of the internet regularly since 1996, was taken as a criterion. Finally, "hurriyet.com.tr" and "sabah.com.tr", which are among the top 10 most followed news sites in Turkey according to the data updated in 2021, were

determined as the sample of the study (Alexa, 2021). The reason why two news sites were chosen as the sample was that both of them convey tabloid news to the users separately. The tabloid sites named *Hürriyet Kelebek* and *Sabah Günaydın* were analyzed in this sense.

4.3. Data Collection Process

News analysis was carried out between February 15, 2022 - March 15, 2022 for the tabloid sites examined through discourse analysis in the study. The purpose of determining this date range was to ensure that the study is up-to-date. Therefore, all the news included in *Hürriyet Kelebek* and *Sabah Günaydın* tabloid sites were scrutinized in a 1-month period. In this context, 10 sensational news stories out of 527 news stories on the *Hürriyet Kelebek* website were analyzed. Likewise, 10 sensational news stories out of 642 news stories on the *Sabah Günaydın* website were analyzed.

5. Data Analysis

While analyzing the data in the research process of the study, the macro structure analysis of discourse analysis was performed. In this context, news analysis was carried out within the framework of thematic and schematic structure. First of all, the sensational news headlines featured in the magazine websites *Hürriyet Kelebek* and *Sabah Günaydın* were analyzed.

5.1. Tabloid News Headlines

The sensational headlines in the news which were analyzed based on the date range of February 15, 2022 - March 15, 2022 were included in the table below. First of all, the data on the websites of *Hürriyet Kelebek* and *Sabah Günaydın* were shared respectively.

Table 1. News Headlines in *Hürriyet Kelebek* (*Hürriyet Kelebek*, 2022)

News Number	News Dates	News Headlines in <i>Hürriyet Kelebek</i>
1	24.02.2022	Muazzez Ersoy's Comment Will Provoke Her Colleagues!
2	26.02.2022	March Will Bring Action!
3	10.03.2022	You Stole from My Son!
4	11.03.2022	The Most Powerful Women of the Series!
5	12.03.2022	Cemre (Heat) Fell to Concert Halls!
6	12.03.2022	Interesting Testament of the Famous Actor!
7	13.03.2022	Ebru Yaşar Carries Wealth Around Her Neck!

8	13.03.2022	I Had Never Believed in the Relationship!
9	14.03.2022	One Day Everyone Will Have a Taste of This Junkyard!
10	14.03.2022	Panic in Survivor!

When the news headlines in Table 1 are examined, it can be understood that each headline carries sensationalism. Considering the intriguing and exciting nature of sensational news headlines, it is seen that all headlines in the table are like this. For example, the headline numbered 1 was presented with a curious expression in terms of the target audience. Therefore, it is inevitable to click on the link to access the content of the news. Although the headline and the news content do not overlap in some cases, the important thing is that the tabloid news is interesting. For this reason, sensational news headlines are preferred. The news headline numbered 2 made the content of the subject unclear. Thus, the curiosity factor comes into play here as well. That in what sense the March period mentioned in the news will bring movement also reveals an exciting situation. There is also uncertainty in the news headlines numbered 3, 6, and 8. It can be stated that internet users who see the title and image of the news and wonder about its content cannot remain indifferent to such news headlines. Possibly, other news headlines in the table will also create a sensational effect because all news headlines attract audiences' attention with their interesting and engaging formats.

Table 2. News Headlines in Sabah Günaydın (Sabah Günaydın, 2022)

News Number	News Dates	News Headlines in Sabah Günaydın
1	19.02.2022	Özge Yağız Delivered the Bad News!
2	26.02.2022	He Lost His Heart to an Actress Again!
3	01.03.2022	Not Popcorn, Serkan Kaya's Promotional Gift!
4	05.03.2022	Influencers and Hackers are in Jail!
5	07.03.2022	Love Documented!
6	08.03.2022	Nobody Could Believe in Necati Şaşmaz's Fortune!
7	09.03.2022	Enjoyment Fight!
8	10.03.2022	Best Friends Become Enemies!
9	11.03.2022	50-Year-Old İclal Aydın Loses Excess Weight Every Day!
10	12.03.2022	Alişan is Now Torn Between Two Women!

In Table 2; however, it is seen that sensational news headlines were presented with a different approach. Although the factor of curiosity and excitement is included in these headlines, it is understood that misleading sensational headlines are included, too. For instance, news headlines numbered 1, 4, and

9 threw a curve for the target audience. As a matter of fact, the news headline numbered 1 misled individuals by using the discourse of “Bad News”, because the situation mentioned in the news was that Özge Yağız is not thinking of marriage now. However, the fact that this situation was reported as bad news in the headline brings many negative scenarios to mind. For this reason, individuals can be curious about the event and look at the news content. This approach can be considered as a sensational and misleading form of presentation. A similar presentation style draws attention in the news headline numbered 4. Although the main subject of this news is a movie promotion, the headline created a very different and sensational appearance. In the news numbered 9, it is understood that İclal Aydın is losing weight due to an illness day by day. However, looking at the news content, we understood that this actress has lost weight for her role in the series. Therefore, it was found that the tabloid website called *Sabah Günaydın* carried the sensational news headlines to a different dimension by choosing misleading discourses. Other news headlines, on the other hand, are engaging and have sensationalism that can attract the attention of individuals.

5.2. Tabloid News Photos

In discourse analysis, it is important to analyze news photos in the context of thematic structure. Since sensationalism was emphasized in the study, photographic analyzes were highlighted accordingly. For instance, the photograph of the news numbered 4 selected from the *Hürriyet Kelebek* tabloid site was presented below. Within the context of this news photo and the news titled “The Most Powerful Women in TV Series”, individuals may get curious about the news content. In addition, the issue of who other strong women is may also attract their attention. Thus, it is possible to claim that the news photo can create a sensational effect. It is also possible that the news content will include details of the subject and new photos. Therefore, the integrity of the news is ensured with the other photos in the content. As a result, the sensationalism of the news is built with the factors of interest, excitement and curiosity.



Photo 1. The Photograph Taken from the News Numbered 4 in Hürriyet Kelebek

Another news photograph below shows sensational elements, too. Indeed, it can be stated that this photograph is engaging on its own. As a matter of fact, there are 4 separate photographs on the image, and they are interesting in terms of the content of the news. Therefore, this photograph reflects a sensational look with a sense of excitement and adrenaline. It can be expressed that it also constitutes an effective example in terms of the sensationalism of tabloid journalism.



Photo 2. The Photograph Taken from the News Numbered 10 in Hürriyet Kelebek

The news numbered 8 of the *Sabah Günaydın*, which was among the tabloid sites analyzed, illustrates another sensational news photograph. The use of the discourse - “Friends Become Enemies” in the headline of the news, followed by the news photograph in Photo 3, increases the degree of sensationalism because it is possible to wonder which friend of the artist in the news photo below is his enemy. Thus, by looking at the content of the news, the reality of the event is tried to be understood through both texts and visuals. It is also noteworthy that the event was not reported on a single news page, and users were forced to switch to other pages with the numbering technique. In this way, it was aimed to get more clicks on the website. It can be stated that this approach is preferred more in sensational news content.



Photo 3. The Photograph Taken from the News Numbered 8 in Sabah Günaydın

Finally, it was seen in the content of Visual 4 that sensationalism was dominant in this news as well. As a matter of fact, the discourse - “Alişan is Now Torn Between Two Women!” was used in the news headline of the current photograph shared below. Therefore, the choice of the photograph below in the context of this news headline raises the question of who the other woman is. Thus, the news becomes more interesting with this photo and is presented to internet users by complementing it with sensational elements.



Photo 4. The Photograph Taken from the News Numbered 10 in Sabah Günaydın

5.3. Tabloid News Entries

In Van Dijk’s critical discourse analysis, news entries were also examined in the context of news analysis. The compatibility of the news entries with the news headline and the presentation style within the framework of the thematic structure are the issues to be emphasized in this sense. It is a matter of curiosity how news entries are conveyed in tabloid news with sensational content. It is possible to study the news entries within the context of the sensational news determined as the sample. For instance, the

headline of the news numbered 8 presented on the tabloid website *Hürriyet Kelebek* in Table 1 is vague and intriguing. Therefore, news entries are expected to eliminate this ambiguity. The sense of curiosity was satisfied by explaining who was actually mentioned in the news entry. However, it was found that the news writing rules as a form of presentation were not followed adequately. In fact, the following expressions were used in the news entry:

“Every week, Hande Erçel and Kerem Bürsin seem to be falling apart piece by piece. Erçel made the last move and stopped following Bürsin on Instagram. What do you think about the state of this relationship’s not ending?”

On the other hand, in the news numbered 6 of the tabloid site *Sabah Günaydın* in Table 2, the news entry was seen a repetition because there was an approach that maintained sensationalism and directed internet users to news photos instead of explaining the news headline. It was observed that the following discourse was preferred in the news entry in question:

“Hearing the fortune of Necati Şaşmaz, nobody could believe it! Necati Şaşmaz’s countless wealth is astonishing!”

It was seen in the news numbered 2 of the tabloid site *Sabah Günaydın* that the news entry was more descriptive because the ambiguity in the news headline was revealed, and the curiosity of the tabloid news followers was satisfied. Thus, the sensational news headline was explained. The relevant news entry is as follows:

“It was claimed that the actress Serenay Sarıkaya, who had been attacked by an obsessive fan and had had a nightmare, reconciled with the operator Umut Evirgen after what she had gone through. However, they turned out to be bogus beef, and Umut Evirgen fell in love with Nur Fettahoğlu, who is also an actress. Nur Fettahoğlu announced her love with social media posts!”

5.4. Tabloid News Presentations

In discourse analysis, there is schematic structure analysis besides the thematic structure. This technique, applied in news analysis, shows how news presentations are constructed. In this context, the use of a subjective or objective news language was questioned. While highlighting the sensationalism factor in the magazine news, the kind of news discourse included is important. For instance, the following statements were included in the presentation of news numbered 7, which was shared on the tabloid website called *Hürriyet Kelebek* (also in in Table 1):

“Ebru Yaşar, having broken her kneecap two months ago and undergone an operation, gave her first concert at Yeni Gazino after she regained her health. The necklace that the artist wore that night drew attention. According to the rumors, the value of the Bulgari brand sparkling necklace is 1 million liras.”

It can be seen that the aforementioned expressions in the news content were actually conveyed in an objective language. However, the preference of this news discourse, which consisted of sensations and whose source was unclear, was a decisive example for the presentation of tabloid news. The use of a news language shared by the tabloid writers at second hand was also striking.

The following expressions were preferred in the presentation of the news numbered 5 shared in Table 2 and on the tabloid site *Sabah Günaydın*.

“The beautiful actress Aslı Enver, who had been in love with Murat Boz for many years and returned from the threshold of marriage, has been on the agenda for a while with her private life. Enver, who has come to the fore with the allegation that he is in love with businessperson Önder Öztarhan, keeps her relationship a secret.”

In the presentation of this news, the main plot was described; however, a subjective language was preferred as news discourse and a news text was created with a descriptive approach. Therefore, a news presentation in which assertive expressions and a biased discourse were used was preferred.

5.5. Tabloid News Sources

Another step of schematic structure analysis within the context of macro data is news sources. In order to determine to what extent news sources were included in tabloid journalism, the sensational news determined as a sample were examined. Accordingly, whether the news was taken from a primary or secondary source was revealed. In addition, it was questioned whether the content of the news source was unclear.

For instance, TRT Music television channel was shown as the source of the news numbered 1 on the tabloid website *Hürriyet Kelebek* and shared in Table 1. This news did not include a tabloid reporter and was directly shared. In the news numbered 2, the source was clearly indicated by giving the name of the news writer. In the news numbered 3, the source of the news was not given and the discussions on the social media accounts were news. In the news numbered 4, the tabloid writer stood out as the source of the news. In the news numbered 5, the news source was unclear and had a general news content. In the news numbered 6 and 7, it was seen that the news was made and shared by the columnists. In the

news numbered 8, interviews were included. However, the person who created the news remained unclear. In the news numbered 9, the movie was promoted and the source was still unclear. Finally, in the news numbered 10, the source was not clear, and the contents obtained from television screens were directly shared.

When the news numbered 1, 2, 4, 5, 6, 9, and 10 in the tabloid site “Sabah Günaydın” and shared in Table 2 were examined, it was found that the sources of all these news were unclear. Therefore, there was a content that was full of news photos and no source information was presented. In the news numbered 3, 7, and 8 of the same tabloid news sites, the source was clear and unequivocal. In this news, the information of the tabloid writers was given, and uncertainty regarding the source was eliminated. As a result, when both tabloid sites were examined, it was concluded that there was no consistency in the context of news sources. For this reason, it can be claimed that sensational tabloid journalism does not give sufficient importance to news sources. This may cause us to question the reliability of the news. The reality of the news is controversial since the news was received from social media and consisted of sensations.

5.6. Tabloid News Background and Context Information

Within the context of discourse analysis, the background and context information of the tabloid news was examined in the study. At this stage of the schematic structure analysis, sample news from the tabloid websites *Hürriyet Kelebek* and *Sabah Günaydın* were scrutinized. The fact that a subjective language can be used, and comments can be added to the news in sensational tabloid journalism shows that the background and context can take place in this type of news.

As a matter of fact, background and context information includes comments and evaluations in the news content within the framework of the macro structure of discourse analysis (Özer, 2001: 83). In addition, it provides an opportunity to evaluate the news by establishing a cause-effect relationship. Therefore, the news numbered 3, 6, and 8 in the tabloid website *Hürriyet Kelebek* and shared in Table 1 include background and context information. In other news, the cause-effect relationship could not be established sufficiently.

An important part of the news presented in Table 2 on the tabloid site *Sabah Günaydın* was commentary and evaluation. Therefore, background and context information were clearer in this news. In the news numbered 1, 2, 7, 8, and 10, a cause-effect relationship was established.

“Necati Kocabay was working as a producer and vice chairman of the board of directors at the production company of his friend Murat Cemcir. Kocabay resigned by sending an e-mail to Cemcir on March 1. However, Cemcir asked Kocabay to sign a contract through a mediator stating that they mutually agreed upon leaving the job. Since Kocabay resigned, he refused the contract, arguing that his necessary rights should be paid to him. Then he applied to the Istanbul Labor Court and filed a lawsuit against Cemcir's company. Declaring that he had been working in the company since 2016, Kocabay requested that his salary, severance and notice pay be given to him.”

For instance, the news content numbered 8 above provides background and context information in line with the cause-effect relationship. Since the comments and evaluations were made by the tabloid reporters, the background and context information in general was completed. The social aspect and effects of the tabloid news are also mentioned by the magazine writers. Therefore, background and context information, which cannot be fully provided in many news types, finds more place in tabloid news.

CONCLUSION

The transformation of the field of journalism with the digital technology factor transforms thought journalism. Therefore, it is seen that the tendency towards tabloid discourse and sensational journalism has increased in the press sector (Cereci, 1992: 35). This situation, which was experienced in the last quarter of the 20th century and became prominent due to circulation concerns, carries tabloid journalism even further with the help of internet journalism as a colorful internet media is formed by the combination of literary and visual elements. It is understood that sensational factors are preferred in order to present attractive news in this environment.

Communication through technological media; it has become mass communication among individuals. As a result, everyone is aware of what is happening at one end of the world (Öztay and Öztay, 2021: 601). The new media space is also an efficient means of accelerating this process. The rapid and effective reach of the news in the field of new media also affects the forms of news discourse. In this context, it is considered that tabloid journalism prefers a news discourse that creates a sensational effect. In fact, presenting news headlines as interesting and engaging creates excitement in the target audience. In addition, the fact that the news photographs give clues about the news content keeps the interest in tabloid news alive. Thus, it can be reported that a tabloid journalism including sensational items has been created.

The data obtained as a result of the discourse analysis performed for this study indicated that there is a factor of sensationalism in tabloid journalism on the internet. Analyzes made in 6 different categories with thematic and schematic analyzes in the context of macro structure revealed the impact of sensationalism in tabloid news. Since the internet media was at the center of the study, sensational elements were mostly reflected through news headlines and news photographs. Additionally, the presence of news videos in the internet media highlighted the drama factor in this sense. Therefore, the tabloid content was conveyed in a more sensational way with fictionalized background music.

Preferring a sensational presentation format may create a misleading appearance for the target audience in some cases. In the analysis process of the study, this situation was encountered while analyzing the sample news headlines of the tabloid site called *Sabah Günaydın*. As a matter of fact, there were inconsistent data between headline and content of the news. The existence of an approach that arouses curiosity in the target audience by giving striking headlines but includes a different news text than it appears in the news content can cause trouble in terms of reliability.

A similar approach drew attention in news sources. Reporting of uncertain source data or information obtained from social media was frequently observed in tabloid news. Such news was also encountered during the analysis process. However, trying to create a striking effect by placing a sensational news headline and news photo in quoted news can also be discussed in the context of journalism ethics. It is possible to claim that this approach is more common especially in internet media because there is a structure that can be manipulated, and a media appearance in which even tabloid gossip is reported draws attention.

The use of sensationalism in order to obtain more click rate and to be visible, and the transformation of news discourse in line with this purpose can also be discussed. In this study, the reflection of sensationalism on tabloid news in the internet media was discussed. Therefore, it was revealed that tabloid journalism benefits from the factor of sensationalism with its interesting, engaging and exciting news presentations.

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EXTENDED ABSTRACT

Tabloid journalism is a type of journalism that stands out to help the target audience have a good time and distract from stress. This type of journalism, which is usually presented with visual content, reflects the lives of celebrities who constitute the agenda of the tabloid in this direction. Therefore, tabloid news is conveyed through visuals both in traditional media and on social media platforms such as Instagram. Tabloid journalism, which also relieves people's sense of curiosity, gives place to many details about the lives of celebrities in this context. As a matter of fact, the eating and drinking habits,

clothing preferences, private lives, social activities, and business lives of celebrities are the subject of tabloid news. While these topics are covered in tabloid news, visual presentations are preferred rather than literary content, and in a sense, the function of “celebrity journalism” is fulfilled.

Sensationalism and tabloid journalism were emphasized in the research process. Tabloid news sites in the internet media were studied within this context. In this process, Van Dijk’s critical discourse analysis was employed as a method. Discourse analysis was implemented because of the fact that news analyzes made via this method create a general judgement. The data obtained in the research conducted with the macro structure analysis were analyzed thematically and schematically. Thus, titles, content and photographs used in the news were also examined. Apart from these, presentation format, news sources and background/context information were discussed. With thematic and schematic analyzes, the main elements of discourse analysis in news analysis, the appearance of sensationalism in tabloid news was tried to be revealed.

Since the research process was based on new media, the tabloid sites on the internet platform constituted the population of the research. As a sample, the criterion sampling model was used. In this context, the data of the Alexa institution, which has been performing data analysis of the internet regularly since 1996, was taken as a criterion. Finally, “hurriyet.com.tr” and “sabah.com.tr”, which are among the top 10 most followed news sites in Turkey according to the data updated in 2021, were determined as the sample of the study. The reason why two news sites were chosen as the sample was that both of them convey tabloid news to the users separately. The tabloid sites named *Hürriyet Kelebek* and *Sabah Günaydın* were analyzed in this sense.

News analysis was carried out between February 15, 2022 - March 15, 2022 for the tabloid sites examined through discourse analysis in the study. The purpose of determining this date range was to ensure that the study is up-to-date. Therefore, all the news included in *Hürriyet Kelebek* and *Sabah Günaydın* tabloid sites were scrutinized in a 1-month period. In this context, 10 sensational news stories out of 527 news stories on the *Hürriyet Kelebek* website were analyzed. Likewise, 10 sensational news stories out of 642 news stories on the *Sabah Günaydın* website were analyzed.

The rapid and effective reach of the news in the field of new media also affects the forms of news discourse. In this context, it is considered that tabloid journalism prefers a news discourse that creates a sensational effect. In fact, presenting news headlines as interesting and engaging creates excitement in the target audience. In addition, the fact that the news photographs give clues about the news content keeps the interest in tabloid news alive. Thus, it can be reported that a tabloid journalism including

sensational items has been created. The data obtained as a result of the discourse analysis performed for this study indicated that there is a factor of sensationalism in tabloid journalism on the internet. Analyzes made in 6 different categories with thematic and schematic analyzes in the context of macro structure revealed the impact of sensationalism in tabloid news.

Preferring a sensational presentation format may create a misleading appearance for the target audience in some cases. In the analysis process of the study, this situation was encountered while analyzing the sample news headlines of the tabloid site called *Sabah Günaydın*. As a matter of fact, there were inconsistent data between headline and content of the news. The existence of an approach that arouses curiosity in the target audience by giving striking headlines but includes a different news text than it appears in the news content can cause trouble in terms of reliability. A similar approach drew attention in news sources. Reporting of uncertain source data or information obtained from social media was frequently observed in tabloid news.