

Representation of Daily Life in SEKA Postası as a Business Newspaper in the Industrial Development Process

Mert GÜRER (<https://orcid.org/0000-0002-2940-2009>), Kocaeli University, Türkiye; mertgurur@gmail.com

Gürsoy DEĞİRMENCİOĞLU (<https://orcid.org/0000-0003-2200-3096>), Kocaeli University, Türkiye; gursoyd@gmail.com

Endüstriyel Kalkınma Sürecinde Bir İşletme Gazetesi Olan SEKA Postası'nda Gündelik Hayatın Temsili

Abstract

This study aims to investigate the role of SEKA Postası newspaper in promoting the sustainability of industrial development and shaping urban culture. The news published in SEKA Postası newspaper was examined quantitatively using the content analysis method. The results obtained in the study demonstrate that the newspaper effectively represents the social aspect of the industry, featuring a diverse range of news content, including sports, cinema, exhibitions, concerts, health, travel, marriage, and education. The results reveal that SEKA Postası, a business newspaper, undertook a compelling mission to develop the city's daily life.

Keywords : Industrialization, City Culture, Daily Life, Newspaper, SEKA Postası.

JEL Classification Codes : O1, D83, L82.

Öz

Bu çalışmada SEKA Postası gazetesinin, endüstriyel gelişim sürecinin sürdürülebilirliğinin sağlanmasında ve kent kültürünün oluşumundaki rolünün ortaya konulması amaçlanmaktadır. SEKA Postası gazetesinde yayımlanan haberler, içerik analizi yöntemi kullanılarak niceliksel olarak incelenmiştir. Çalışmada elde edilen sonuçlar, gazetenin spordan, sinemaya; sergiden, konsere; sağlıktan, geziye; evlilikten, eğitime farklı haber içerikleri ile sanayinin sosyal yönünü temsil ettiğini göstermektedir. Sonuçlar, işletme gazetesi olan SEKA Postası'nın kentin gündelik hayatının gelişmesinde etkin bir misyon üstlendiğini ortaya koymaktadır.

Anahtar Sözcükler : Endüstrileşme, Kent Kültürü, Gündelik Hayat, Gazete, SEKA Postası.

1. Introduction

Economic development and industrialisation are critical factors determining a city's cultural life. Industrialised cities play a pioneering role in laying the foundations of a city's cultural dynamics and establishing the economic infrastructure that will have a dominant impact on urban life. Thanks to its geographical location and hinterland, Kocaeli, one of the important industrial cities of Türkiye, is the centre of large industrial enterprises. The fact that the Türkiye Selüloz ve Kağıt Fabrikaları A.Ş. (SEKA), one of the first industrial organisations in the history of the Republic, and SEKA, as it was commonly known in later years, was established in this city confirms this strategic geographical position. In this sense, SEKA not only contributed to the economic development process of the town through paper production but also significantly contributed to the social and cultural development of Kocaeli and Izmit. SEKA pioneered significant changes in the socio-cultural structure of the city across various fields, including education through the Friends of Children Association, established by the institution's employees; sports with the Kağıtspor Club; and culture and arts, with the cinema-theatre hall and SEKA Cinema. In this context, mass media such as SEKA Postası newspaper, SEKA Magazine and SEKA Radio, which were published and printed within SEKA, ensured the representation and, in other words, the carrier of the city's cultural values.

SEKA Postası, which continued its publication life as a business newspaper for 27 years, was published as four pages every 15 days until the last years of its publication life. Political and economic developments in the country caused changes in the publication interval of SEKA Postası. Despite these developments, the newspaper managed to maintain its continuity of publication, with a total of 2,488 pages across 517 issues. SEKA Postası's publication planning, diversity of content and the fact that it was printed within an enterprise are important in ensuring the integration of industry and urban culture.

In the first part of the study, the adventure of Türkiye's industrial development process is discussed, followed by a historical examination of the importance of the city of Kocaeli, which has been home to various civilisations, and the role played by SEKA in the industrialisation process. In the last section, the role of the mass media operating within SEKA in the dissemination of the cultural values of the city is explained, and the news on sports, education, health, culture and arts and daily life in the printed copies of the newspaper SEKA Postası are examined quantitatively by content analysis method. It attempted to identify which news items published in the newspaper reflected the representation of urban culture and whether the social and political developments of the period, as well as the changes in the administrative structure of SEKA, influenced the content that revealed this representation process.

2. Türkiye's Industrial Development Process

The Industrial Revolution brought about the transition to mechanised production in many fields of the world's economic production process. Following this process, with the

acceleration of technological developments, initial investments, then production, and subsequently incomes began to increase worldwide. As a result, economic growth has become the primary process that determines the wealth and poverty of nations, especially after World War II (Bahar, 2005: 66-68; Pamuk, 2018: 1). With this revolution, steam engines and other new technologies were first introduced in Western Europe and North America, and then in different parts of the world (Pamuk, 2018: 5).

The Ottoman Empire, with an economic structure based on agriculture, handicrafts, and guild-style organisation, lagged behind Western countries because it was unable to carry out the transformations brought about by the Industrial Revolution (Bahar, 2005: 66-68). Türkiye's industrialisation progressed slowly in the 19th century, while productivity in industry and transport was on an upward trend (Pamuk, 2018: 5).

This century ushered in a distinct period for Ottoman society and its economic structure, one that differed from the previous one. During the 17th and 18th centuries, the traditional structures of Ottoman culture and the economy remained essentially unchanged. Between the 1820s and the outbreak of the First World War, the Ottoman Empire encountered the Western world's military, political, and economic power. In this context, the economy began to shift towards a new economic order characterised by capitalism (Pamuk, 2007: 191). In the Ottoman Empire, large-scale industrial enterprises were initiated by the state in the 1830s and 1840s to meet the needs of the army and the state, but these enterprises had to suspend their production after a short period. The second wave of capitalist industrial enterprises utilising imported technology started to develop in the 1880s (Pamuk, 2007: 225).

It is observed that the liberal policies pursued in the Ottoman Empire after the 1908 Revolution, which aimed to unite different ethnic elements within the concept of the Ottoman nation, began to be abandoned after the defeats in the Balkan Wars and that the Union and Progress government, which came to power, tried to create a Turkish bourgeoisie during the war years. In Pamuk's words, the aim was to create a self-sufficient economy through agriculture and industry. Ideas such as establishing national companies and national banks, as well as organising Muslim tradespeople and merchants, began to spread alongside the ideas of Turkish nationalism (1999: 185). From the Ottoman period to the 20th century, Türkiye inherited structures based on agriculture, open to foreign trade and, in this context, to foreign capital, as well as a strong centralised state and agricultural structures with a high concentration of small producers. Pamuk (1999: 198) states that these features constitute the distinctive character of Ottoman society and economy, as well as the specific dimensions of Ottoman heritage.

During the Republican period, the Turkish industry found the opportunity to reactivate with the contributions of Atatürk. Following the First Economic Congress in İzmir, which convened on 17 February 1923, institutions were established to support private entrepreneurs and outside capital and production. In this context, the Free Economy Policy started to be followed (Doğan, 2013: 212-213). Although the political regime in this period

preserved the capitalist property structure, it also maintained the understanding of the necessity of state intervention in economic life from the beginning. During this period, the issue of basing economic development on the power of the Turkish entrepreneurial class, which was formed with the state's contribution, became more clearly evident, especially at the Izmir Economic Congress (Tezel, 1982: 130-135).

During this period, several measures were implemented to develop the industry and encourage private-sector investment. 1925, the Bank of Industry and Maadin was established, and the Law on Incentive Industry was enacted in 1927. In addition to these, it was envisaged to ensure industrialisation through the private sector by making new arrangements regarding the tax exemption of the export expenses of the industries that would be oriented towards exports and the organisation of tradesmen and craftsmen (Bahar, 2005: 69; Kepenek, 1984: 44). Sümerbank and Etibank, which emerged in Türkiye in the 1930s, played an important role in implementing statist industrialisation programmes and developing public entrepreneurship. One of the important functions of Sümerbank was to implement the state's manufacturing industry investment programmes and operate the state factories that were established (Tokgöz, 2011: 302).

Regulations ensuring the implementation of the principle of statism in the economy began to be institutionalised. With the implementation of state-led planned industrialisation, the aim was to produce the country's basic industrial goods through public enterprises. Within the framework of the First Five-Year Industrial Plan, implemented between 1934 and 1938, the goal was to establish factories in six different industrial branches: chemistry, paper and cellulose, mining, textiles, ceramics, and iron and steel. The task of executing and coordinating the plan was assigned to Sümerbank. The establishment of textile and weaving factories in many Anatolian cities marked the beginning of a planned industrialisation period. Within the plan's scope, Kayseri Cloth Factory in 1935 and İzmit Paper Factory in 1936 were enthusiastically welcomed (Tokgöz, 2011: 78-81). In 1936, following the establishment of the İzmit First Paper Mill, the city also saw the opening of chlorine alkali, cellulose, newsprint, and cigarette paper mills. Türkiye's first paper mill, whose foundation was laid in İzmit in 1934, began production two years later and started operating under the name Sümerbank Selüloz Sanayii Müessesesi in 1939. It was renamed Türkiye Selüloz ve Kağıt Fabrikaları A.Ş. (SEKA) in 1955 (Doğan, 2013: 214-215).

Boratav (1993: 45) states that from 1930 to 1939, protectionism and statism were two determining features of economic policies. Describing these years as the first industrialisation period in terms of the results of the economic policies pursued, Boratav states that while the world economy was being dragged into a great depression, the Turkish economy closed to the outside world and entered into an attempt at national industrialisation by the state (Boratav, 1993: 90).

Following the Second World War, it was observed that the adoption of new technologies in agriculture led to significant productivity increases. With the migration of a portion of the agricultural workforce to cities, the number of people employed in the

industrial and service sectors has increased. The increase in productivity and production led to a rise in incomes, which in turn led to an increase in physical investments and equipping the population with more tools and equipment (Pamuk, 2018: 5). After the war, the Turkish economy differed from the classical capitalist development process in the sense that it became increasingly dependent on external sources. After this period, Türkiye was unable to integrate its resources into the global economy; it was able to carry out its accumulation process to a significant extent, relying heavily on external resources (Boratav, 1993: 147).

From the 1950s to the early 1960s, Türkiye once again adopted a liberal economic policy by making decisions to support private investors. In the first five years of these 10 years, it was observed that industrialisation was based on domestic consumption through the private sector and was dependent on agricultural activities. Within the scope of the First Five-Year Development Plan, it is evident that industry was allocated an important place alongside the farm sector, and industrial investments commenced (Bahar, 2005: 79; Doğan, 2013: 217). An industrial structure based on the import substitution of basic consumer goods, with its foundations laid in the 1930s, is one of Türkiye's leading industrial characteristics. This industrial structure, which is oriented towards processing domestic agricultural and mineral raw materials, did not change significantly by the 1960s (Şahin, 1998: 103).

With the increase in the need for foreign exchange to increase production and to provide external financing for the necessary investments and with the rise in oil prices, there was a problem in the balance of payments in Türkiye towards the end of the 1970s and the government of the period took the 24 January Decisions on 24 January 1980 to support and encourage the industry. With these decisions, it is evident that the import substitution policy, one of the industrialisation strategies implemented for many years, was abandoned. Instead, an industrialisation policy in which exports are at the forefront has started to be implemented. In the 57 years from 1923, when the Republic of Türkiye was proclaimed, to 1980, when the 24 January Decisions were taken, it was aimed to follow an economic policy aiming to reduce external dependence by implementing an import substitution industrialisation policy; however, although this strategy initiated an industrialisation movement, the desired level could not be reached (Bahar, 2005: 86-87; Doğan, 2013: 218).

Pamuk (2018: 7-8), in his book on Türkiye's 200-year economic history, states that the economic policies implemented have shown significant changes from period to period. Emphasising that in the 19th century, the open economy model was abandoned and replaced by a protectionist industrialisation strategy in the first half of the 20th century and after World War II, Pamuk states that after 1980, this model was replaced by neoliberal policies and the process of opening the economy to the outside world.

From the Ottoman Empire to the Republican period and beyond, Türkiye's industrial and economic development process has been shaped by the steps taken under the conjuncture. The Ottoman state, which lagged behind the Industrial Revolution's production model, experienced a period of economic decline. In the period when the 2nd Constitutional Monarchy was proclaimed, although some steps were taken to encourage domestic industry,

they were insufficient. In the Republican period, an economic model consisting of private entrepreneurs with state support was tried to be established. In particular, the adoption of legal regulation to encourage industry in 1927 and the opening of many factories, especially in the paper and pulp industry, within the scope of planned industrialisation policies, helped leave behind the troubled period of the world economic depression in 1929. In this context, not only the economic decisions taken but also the mass media are of great importance in the economic development process, industrialisation and the development of urban culture. The newspaper SEKA Postası and the radio station SEKA Radio of the enterprise, which was the first paper mill of the Republican era and was later renamed Türkiye Selüloz ve Kağıt Fabrikaları A.Ş. (SEKA) in 1955, have long represented and promoted İzmit urban culture. In this study, after presenting the importance of mass media in shaping urban culture within a general framework, the role of SEKA in industrial development and the emergence of urban culture is examined by analysing the content presented in these two communication tools.

3. Development of Kocaeli Urban Culture and SEKA Postası Newspaper

Helle defines urbanisation and industrial society as follows: "Whereas before industrialisation, the individual was integrated into a system of order imposed on him from the outside, in today's industrial society, the efficiency of integration is gradually being transferred from outside the system to the inside of the individual, provided, of course, that the social maturity of the individual is sufficient for this to happen." (1996: 74).

The history of Kocaeli dates back to Astakoz, the oldest known settlement in the region, which the Phrygians established in the 12th century BC. Today, İzmit takes its place from the city known as Nikomedia in the Kingdom of Bithynia (262 BC). The town, under Byzantine control during the Roman Empire, lost its importance due to natural disasters. In the 11th century, while Nikomedia was under the control of the Seljuks, it was again included in the Byzantine sovereignty with the Crusades. This demonstrates that the İzmit region has been a geographical area that has attracted various societies throughout history. The city came under Ottoman rule during the reign of Orhan Gazi and later faced British and Greek occupation during World War I. The town was liberated from enemy occupation on June 28, 1921, and gained the status of a province in 1924 (Çalık, 2007: 885; Kocaeli İl Kültür ve Turizm Müdürlüğü, 2023; Oral, 2007; Öztüre, 1981; Ulugün, 2020).

When examining the history of the local press in Kocaeli, it is evident that the first printing house in the city was established in 1860 to print books required by the monastery in Akmeşe. Following this printing house, the first lithographic printing house in İzmit was established during the First World War. Until 1915-1916, there was no Turkish printing house in İzmit, and three people printed the first newspaper in Kocaeli on a stone printing machine (Kocaeli Yıllık, 1973: 139). After the War of Independence, the newspaper suspended publication during the Greek occupation and resumed publication weekly as the official newspaper of Kocaeli until 1933.

In the following years, respectively; "Türkyolu newspaper in 1921, Hürfikir in 1923, Körfez newspaper in 1938, which was the first newspaper printed with a typesetting machine in İzmit, Genç Düşünceler newspaper, Marmara newspaper in 1939, Yeşil İzmit in 1943, Hürsöz newspaper in 1948, Yavuz İzmit and Yaman İzmit newspapers published by İhsan Yazman in 1950 and 1951, Bizimşehir newspaper in 1951, 27 Mayıs newspaper and Zafer newspaper in 1960, Demokrat Kocaeli in 1950, Büyük Dava newspaper in the 1950s, Azim in 1950, İstiklâl in 1961, Kocaeli Adalet in 1970, Hedef newspaper in 1962, Seka Post in 1954, Doğuş in 1960, Körfez Newspaper in the 1960s, although the exact publication date is unknown, Sesim magazine, Işık newspaper, Yeni Yarımca, Karamürsel Post and Chamber of Commerce and Industry Newspaper were published in 1967." (Kocaeli Yıllık, 1973: 139).

Along with the development of the local press in Kocaeli, the SEKA factory, founded on 14 August 1934 in İzmit, produced 3,959 tonnes of paper and cardboard when it began production in 1936, contributing to the publication of local newspapers printed on local paper, as part of the discourse of the First Turkish Paper. SEKA is one of the important symbols of modern paper production in Türkiye during industrialisation. From its establishment until 27 January 2005, when the decision was made to close the plant, SEKA was one of the enterprises that played a significant role in Türkiye's industrial production (Aydm et al., 2002; Balkı, 2012: 65; Oral, 2007).

In addition to being an industrial enterprise, SEKA has also made social contributions to urbanisation. The Friends of Children Association, founded by SEKA employees, contributed to the education of young children, while the aid campaigns organised contributed to developing social awareness. The Company established the Kağıtspor Club to promote sports culture, which operates in various branches, including football, wrestling, sailing, and basketball. In addition, investments were made in fields, courts, swimming pools, and social gathering areas to support sports infrastructure (Balkı, 2010, 2012; Dölen, 2015; Kocabaşoğlu et al., 1996; Sarıoğlu, 2013).

The cinema-theatre hall, which SEKA operated for its employees, constituted one of the places that contributed to the city's cultural life. The SEKA Cinema, which served the city's people over the years, featured important period films. The well-known theatre troupes of the period that visited Kocaeli performed their shows in the multifunctional SEKA Cinema Hall, located within SEKA. Exhibitions, meetings of political figures with the public, and conferences held in these halls instilled a love of art in Kocaeli and contributed to the city's political life (Balkı, 2001; Bayar, 2002). Since its foundation, SEKA has offered services that prioritise cultural activities.

Industrial establishments constitute a socioeconomic means of transmission between the past and the present. Beyond producing an identity for the urban phenomenon, social memory and consciousness emerge as unique through industrial establishments (Çalık, 2007: 886). With the establishment of SEKA, the flow of daily life in the social structure changed, innovations began to emerge in the working practices of the workers, and communities came together in different places and socialised. From kindergartens to

cinemas, sports events to family gatherings, SEKA ensured the integration of the city and industry, as well as the integration of the town and its workers. This way, SEKA built an educated, culturally socialised, and active working-class culture in Kocaeli.

SEKA Postası was printed at the SEKA Printing House, which was established in 1944. The newspaper began its printing journey with old printing machines acquired from the Sublime Porte. During this process, a 1907 model machine was utilised, which frequently malfunctioned and did not print cleanly (Balkı, 2010: 133). Social activities at SEKA increased after 1955. According to Kocabaşoğlu et al. (1996: 211), one important step taken in this regard was the launch of a four-page, tabloid-sized periodical called SEKA Postası, published every 15 days on the first anniversary of SEKA's founding. The success of the newspaper, which is the eyes and ears of the people of İzmit and its window to the outside world, has been reported by local newspapers such as *Işık*, *Hürsöz*, *Türkyolu-Bizimşehir*, *Kocaeli*, *Yeni Yarımca*, *Doğuş* and publications such as *Sesim Magazine* and *Kocaeli National Education Bulletin* (Sarioğlu, 2013: 17). The newspaper, which started its publishing life with the slogan It does not talk about politics, it is a professional and business newspaper, was published on four pages (six pages in some copies) in five columns, measuring 41x57.5 cm. SEKA Postası, whose price was 1 cent and 6-7 thousand copies were printed. It included business and papermaking news, as well as culture, art, and social events on its pages (Şimşek, 2007: 149).

Launched on 21 June 1956 with the encouragement of Enver Atafırat, the General Manager of SEKA at the time, SEKA Postası, which was a business newspaper, was taken care of by Cevdet Yakup Baykal for a while, with Nihat Önür as its managing editor, and in the following years the newspaper became identified with the name of Naci Girginsoy. Under Girginsoy's management, SEKA Postası went beyond being a business newspaper providing news from the paper mills and included technical information, production reports, circulars and regulations, as well as all kinds of artistic, cultural and sporting events in the city (Sarioğlu, 2013: 8). Girginsoy was one of Kocaeli's important writers, whose columns were published in the local press. Girginsoy also wrote novels, stories, and essays, as well as articles for theatre and cinema, which appeared in various magazines (Balkı, 2010: 124).

Balkı (2010) describes Naci Girginsoy, the chief writer and editor-in-chief of the newspaper, as writing all the articles, conducting interviews, editing the pages, working as a photojournalist and running after clichés. Balkı states that Girginsoy was identified with the newspaper and that his adventure continued for 26 years. Naci Girginsoy wrote the news on art, cinema, theatre, literature, and sports for SEKA Postası. The newspaper, which had been published for approximately 28 years, was closed down in 1984 and replaced by SEKA Magazine, a colourful and higher-quality publication in terms of printing (Balkı, 2010: 123). In addition to industrial investments, the enterprise has implemented various activities and projects that touch the socio-cultural lives of its employees and stakeholders in the city. In 1998, the SEKA plant was privatised and transferred to the Kocaeli Metropolitan Municipality in 2005, after which it began operating as a social recreational area (Balkı, 2010, 2012; Kocabaşoğlu et al., 1996; Sarioğlu, 2013).

4. Methodology

Firstly, Türkiye's industrial development process is discussed, and the role of mass media in industrialisation and the formation of Kocaeli's urban culture is historically constructed through a literature review. In the previous section, the significance of SEKA Postası newspaper as a mass medium in reflecting urban culture is revealed, and information is provided about other communication tools, such as SEKA Magazine and SEKA Radio, which the institution also publishes. Within the scope of the study, the news content in the SEKA Postası newspaper, which has been published for 27 years, was examined using the quantitative content analysis method. The news content in the printed copies of the newspaper was physically counted and identified, and the data obtained were compiled into tables. In this context, the numerical data received from the news contents were examined to answer the research questions developed in the study.

The content analysis method is a research technique that enables the systematic realisation of communication content within the framework of predetermined categories. These contents, such as newspaper articles, television news, movies, radio programs, and cinema films, can vary. In other words, it is possible to examine all kinds of textual, visual and audio content and documents using this method. Among social science research methods, content analysis has emerged as a method for examining the content of mass media (Geray, 2014: 135). The method was initially characterised as an empirical method aimed at objectively and systematically describing the content of texts subject to communication. However, with the development of this methodology over time, it has also begun to be used to examine the content of social scientific data (Alver, 2003: 241).

According to Berger (1996: 104), content analysis is one of the research techniques that involve measuring, in other words, counting, the number of certain things in specific forms of communication, such as cartoons, situation comedies, and news. The basic assumption of content analysis is based on the research of messages and the illumination of communication to the people who receive these messages. As a sociological analysis method, Berger (1996: 106) argues that this analysis technique reflects the social perspectives the mass media reveals. According to Riffe, content analysis remains an important tool for researchers who more directly investigate how cognitive processes and effects at the individual level are related to message characteristics (2005: 9).

According to Geray (2014: 135), who defines content analysis as one of the research techniques that enable the systematic realisation of communication content within the framework of predetermined categories, the content in question can consist of newspaper news or articles, as well as television news, films, radio programs and movies. This analysis technique can analyse all kinds of textual, visual and auditory content and documents. Content analysis has emerged as a method used in social science research for analysing "mass media" content. In his book *Content Analysis*, Klaus Krippendorff describes content analysis as follows: first, content analysis is an empirically established method, exploratory in terms of procedure, and predictive or indirect (2004: 17). There are several field studies

in which content analysis method is used on newspaper news; Nejdet Atabek's "Gazete Haberlerinde Etik Standartların Yükseltmesinde Okur Temsilcisinin Rolü" (2013), Ali Murat Vural, Hatun Boztepe Taşkiran et al. "Risk İletişiminde Geleneksel Medya: Gazete Haberlerinin Deprem Felaketleri Örnekleminde Analizi" (2022) and "Türkiye'de İklim Haberciliği: Kuraklık Haberleri Üzerine Bir İçerik Analizi" (2023) by Özge Cengiz can be cited as examples. Since the main research topic of the study involves testing research questions developed using the content analysis method, considering similar studies in this context reveals empirical research methods that contribute to the original value.

The quantitative content analysis technique is widely used to analyse written texts. In this context, in the categorisation stage, the repetition frequency of words and concepts in the text content is determined. Open coding is more commonly used since the content on the visible surface of the text is coded. For example, the frequency of a word or concept in the text is evaluated and noted. In open coding, the searched word either exists or does not exist. Therefore, it is stated that the reliability of this method is relatively high (Neuman, 2017). In the coding process, the researcher plans how to divide the data to be analysed into meaningful wholes (Yıldırım & Şimşek, 2000). According to Silverman (2018), labelling the words, sentences and paragraphs determined while coding in content analysis is seen as one of the practical ways.

4.1. Aim and Importance of the Study

With its geographical location and production capacity, Kocaeli is one of the important industrial cities in Türkiye. SEKA, one of the first industrial enterprises established in İzmit during the industrialisation process of the Republic's history, has assumed a role that has further strengthened the city's potential. SEKA contributed to the paper production process and played an important role in reflecting various social, economic, cultural, and daily life developments within the institution and in the city to its people. Mass media plays a crucial role in preserving and disseminating urban culture to the public. The study hypothesises that the newspaper Seka Post contributed to the formation of urban culture in the industrial development process. In this context, the study aims to investigate the institution's contribution to the formation of urban culture in the industrial development process through the newspaper SEKA Postası, which was published by the institution and printed in its printing facilities. The following research questions were developed in the study in which the news contents related to urban culture in SEKA Postası newspaper were examined:

- Which news items in SEKA Postası newspaper were prominent in reflecting the urban culture?
- Did the social and political developments of the period and the changes in the administrative structure of the enterprise lead to differentiation in the news content represented in SEKA Postası newspaper?
- As a business newspaper, does SEKA Postası incorporate the thematic subject distinctions typical of mass newspapers into its news content?

4.2. Scope and Limitations of the Study

Within the scope of the study, 2,488 pages of news content from 484 printed copies of Seka Postası newspaper were examined over 27 years, from June 21, 1956, to January 1, 1983. In all printed copies of Seka Postası newspaper, which are bound in the Kocaeli Metropolitan Municipality SEKA Paper Museum Documentation Center archive, news on sports, education, health, culture, and arts, as well as daily life topics related to urban culture, were quantitatively examined. İzmit Paper and Cardboard Factory is recognised as one of the pioneers of the city's social and cultural life. The factory, where activities such as cinema, various sports branches, theatre, artistic courses, and conferences were held, also served as a school and cultural centre (Balkı, 2010: 142; Şenyurt, 2010). Sarıoğlu (2013) stated that the newspaper was a versatile and satisfying publication organ and added that it covered the following topics: state dignitaries visiting SEKA, commemorative meetings, holidays, news on trade unionism, fire drills, collective bargaining agreements, decisions taken, developments in the country and the world, poems, essays, articles, travel articles, interviews, sports events, films, theatre performances, exhibitions, concerts, ceremonies, SEKA camp, SEKA Children' Friends Association activities, kindergarten, bazaars, circumcision weddings, marriage news, health column, helpful information, some technical inventions, news about İzmit, fair news, new books, cartoons, humour, jokes and developments in daily life are among the topics covered in the pages of the newspaper. In addition to the codes identified through the literature review, the study incorporated themes that were also identified during the review process. Based on the deductive research approach, the topics were identified through a review of written sources in Seka Postası newspaper and testimonies from the period. In the literature review conducted within the scope of this study, a total of 60 variables were identified under five main headings that represent urban culture. In this context, 19 variables under the title of sports, five variables under the title of education, three variables under the title of health, 16 variables under the title of culture and arts and 17 variables under the title of daily life were collected and included in the study. The fact that in-house news, columns, and visual materials were not included in the study constitutes a limitation.

5. Findings and Discussion

In the study, the data obtained according to the variables under five main headings were tabulated by the year of publication of the SEKA Postası newspaper. This framework tries to reveal the extent to which SEKA Postası, as a business newspaper, covers events in socio-cultural life.

Table: 1
“Sports” Themed News Content Published in Seka Postası Newspaper (1956-1982)

Year of Publication	Number of Publications	Football	Basketball	Wrestling	Boxing	Sail	General	Volleyball	Cycling	Pitcher / Shooting	Swimming	Shovel	Gymnastics	Tennis	Athletics	Horse Racing	Table Tennis	Chess	Fencing	Rally
1956	12	12		1	6	4						3								
1957	24	13	3	5	11	3		3					2	1						
1958	24	38	2	11	2	5	5			1					1					
1959	23	35	7	22		2	1													
1960	19	43		12		1	4	2		1										
1961	14	15	13	5	8	5	2	2				1								
1962	22	25	11	17	5	8	10	1	1	1	2			2						
1963	23	34	12	1	2		6	1	2	1	1			2						
1964	23	45	6	4	2		4	1		1	2		1							
1965	19	47	2	4	3	1	2		3	3		1					1			
1966	23	59	5	5	2	3	1	1	3	1										
1967	22	42	4		3				1						1					
1968	23	39	4		3	3	1	5	1											
1969	24	26	7		8	3	2													
1970	24	25	7	6	11	3	1	3								1				
1971	22	7	7		6			3					1		1	1				
1972	23	14	6		2				1	1										1
1973	14	13	3		1	1		1												
1974	22	8	8		1	1			3		2								1	
1975	18	15	5					1			1									
1976	19	10	10														1			
1977	14	10			1			4												
1978	10	7	4		1															
1979	9	5	1		1		1													
1980	8	7	2		1			1										1		
1981	5	5	2		4			2				1			1					
1982	1	3	1																	
Total	484	602	132	93	84	43	40	31	15	10	8	5	5	5	4	2	2	1	1	1

When the 19 variables determined through the sports theme within the scope of the study are examined, it is evident that football constitutes the most frequently covered news content, with 602 news items. On the other hand, chess, fencing and rally were covered only once each. In addition to team sports such as football, basketball, and volleyball, the newspaper also featured news items on individual sports, including wrestling, boxing, cycling, swimming, and rowing. It is noteworthy that SEKA Postası, which was published from 1956 to 1982, featured sports such as fencing, rally, shooting, cycling, tennis, and athletics, which may have been considered relatively unknown to the public, given the socio-economic context in Türkiye. Upon reviewing the period during which the examined news items were published, it becomes apparent that the newspaper featured news from various sports branches between 1956 and 1966. During the period of SEKA Postası's publication from 1975 to 1982, it is noteworthy that the number of news items related to the subject decreased, and the focus shifted to football news. It can be stated that the reason for this transformation lies in the decrease in the number of newspaper publications and the reduction in the activities in sports branches in particular. In addition, in parallel with Kocaeli's geographical location, unique content from the sailing, rowing and swimming branches of Kağıtspor, which operates within the SEKA enterprise, also found a place on the pages.

Table: 2
“Education” Themed News Content Published in Seka Postası Newspaper (1956-1982)

Year of Publication	Number of Publications	Course	Seminar	Nursery	General	Apprentice
1956	12			5		
1957	24		1	4		
1958	24	3		2		
1959	23	3		3		
1960	19	2		2		
1961	14	1		1		
1962	22	3				
1963	23	12	4	2		
1964	23	6	2	1		
1965	19	6	4	1		
1966	23	2	2	1		
1967	22	2	8	1		
1968	23	4	11			
1969	24	8	9			
1970	24	5	5		2	
1971	22	2	3			
1972	23	8	10	1		
1973	14	2	7	1		
1974	22	8	6			2
1975	18	4	1			
1976	19	3	2	3		
1977	14	3	4			
1978	10		1			
1979	9	2	1			
1980	8			1		
1981	5	1	2			
1982	1					
Total	484	90	83	29	2	2

Within the scope of the study, when the five variables determined through the education theme in Table 2 are examined, the course comprises shared news content consisting of 90 news items. On the other hand, only two news items are under the apprentice title. Since SEKA Postası is a business newspaper, its importance to in-service training and personnel development is evident from the news items on courses and seminars. In this framework, the importance the enterprise attributes to education policy over the 27 years examined is apparent from the periodic coverage of news items on the subject. In addition to being an industrial enterprise, the examination process also revealed information about the nursery established under the SEKA Children’s Friends Association, one of its contributions to urban life, and the activities of this nursery for both employees and the city. When the years in which news on education was published are examined, it is observed that there was an increase in the number of news articles on the subject between 1963 and 1973, indicating the intensity of in-house training processes in SEKA. However, from 1978 to the end of the newspaper’s publishing life, the number of news items related to education decreased. At the same time, the existing news items were limited to only one or two. This transformation process is an indicator of the policies followed by the enterprise regarding its activities, but it can also be evaluated as a sign of a noticeable decrease in the space allocated to education in the newspaper's content.

Table: 3
“Health” Themed News Content Published in Seka Postası Newspaper (1956-1982)

Year of Publication	Number of Publications	Vaccine	Health	Disease
1956	12			
1957	24			
1958	24			1
1959	23			
1960	19			3
1961	14			
1962	22			
1963	23	4	3	1
1964	23	3	3	3
1965	19	1	3	
1966	23			
1967	22			
1968	23			
1969	24			
1970	24	1		
1971	22	1	1	
1972	23	1		
1973	14	1		
1974	22			
1975	18			
1976	19			
1977	14			
1978	10			
1979	9			
1980	8			
1981	5			
1982	1			
Total	484	12	10	8

Within the scope of the study, when the three variables determined through the health theme in Table 3 are examined, vaccination is the shared news content, comprising 12 news items. On the other hand, it is observed that only eight news items were covered under the title of disease in the newspaper. During the period when SEKA Postası was published, it was noted that the newspaper featured news items aimed at raising awareness and reminding readers about vaccines used in the treatment of various diseases, particularly tuberculosis, within the context of global and Turkish social public health. Health-themed news items were less common in the newspaper than the headings of sports and daily life. Upon examining the data in the table, it is evident that the newspaper featured health-themed news only between 1963 and 1965 and again between 1970 and 1973, during its 27-year publishing life. Notably, the organisation did not give sufficient importance to news items on the theme of health compared to news items on sports, arts or daily life, and very little space was allocated to news items on the subject.

Table: 4
“Culture and Arts” Themed News Content Published in Seka Postası Newspaper (1956-1982)

Year of Publication	Number of Publications	Theatre	Cinema	Fair / Pavilion / Stand	Exhibition	Concert	Folklore	Film	Radio	Conference	Fashion Show	Book	Music	Interview	Ballet
1956	12		3	2											
1957	24		10	2		1	4								
1958	24				1	4									
1959	23	3	6		1	3				2					
1960	19	14	4			1							1		
1961	14	8	1		4	4					1				
1962	22	19	10	3	3	6				1	1				
1963	23	34	13	2	2	6									
1964	23	31	11	3		2	2		1	1			1		
1965	19	16	4	3	2		1	2	8					1	
1966	23	12	11	6	4	2		2		1					1
1967	22	9	8	1	2			1							
1968	23	9	2	1	1		2	2		1					
1969	24	4	5	2	4	2	1	2		2		2			
1970	24	12	8	1	6		1								
1971	22	13	6	8	1	2	1	1			2				
1972	23	10	7	6	6	2	1								
1973	14	3	2	2	4	3									
1974	22	7	4	5	3		2								
1975	18	4	1	2	1	1					1				
1976	19	2	3	4	2										
1977	14	1	2	6			2								
1978	10	2	1	1											
1979	9	7		1	2	1	1				1				
1980	8	2	2	1	2	2	1								
1981	5	3	2	1	1	2									
1982	1	1	1												
Total	484	226	127	63	52	44	19	10	9	8	6	2	2	1	1

When the 16 variables determined through the culture and arts theme included in the scope of the study are examined, theatre constitutes the shared news content with 226 news items. On the other hand, it is noted that only one news item was covered under the titles interview and 'ballet'. Activities such as theatre, cinema, fairs, exhibitions, and concerts are the most prominent cultural events in the city. Due to Kocaeli's proximity to Istanbul, many private theatre companies performed their plays on the SEKA stage. It is noteworthy that SEKA Cinema, which brought popular films of the period to the city's people, mainly since the early 1960s, emerged as one of the city's socialising venues. When examining the news content on “culture and arts,” it is evident that the intellectual follow-up of the news is conducted before and after the events. In addition, the newspaper also features news on fashion shows held at the SEKA plant, reflecting the fashion culture, as well as news on SEKA Radio, which has an educational mission. There were also news reports on SEKA's regular participation in the country's fair events and its representation of the city in this context. When the contents of the news items between the years of publication of the examined news items are discussed, it is observed that the news items related to theatre and cinema activities took the lead between 1962 and 1972. In this context, the number of news items covering all branches of art is noteworthy. However, from 1979 until the publication's end, the number of news items decreased, and the number of available news items was

limited to 10 or 12 per issue. The reason for this decrease in the number of news items is that SEKA did not give sufficient importance to content related to art activities towards the end of its publishing life due to the social and political developments of the period.

Table: 5
“Daily Life” Themed News Content Published in Seka Postası Newspaper (1956-1982)

Year of Publication	Number of Publications	Death	Birth	Wedding / Marriage	Engagement	Event	Family Meeting	Circumcision	Prom	Meeting	İftar	Congress	Mevlut	Kermes	Band
1956	12	8	9	9	2				1			1			
1957	24	10	26	2	1	1		3	1						
1958	24	10	35	8	5	1	4	2							
1959	23	10	41	7	2		2	2							
1960	19	6	28	6	2	1	2	3	1						
1961	14	8	21	11	4	1	2	2	2						
1962	22	13	36	17	3	6	6	4	1						
1963	23	14	41	9	4	4	4	2	1	1		4			
1964	23	10	47	14	4	1	1	1	1						
1965	19	8	36	12	3	3	3	2		1					
1966	23	22	27	23	6	6	4	1							
1967	22	17	15	6	5		3	2					2		1
1968	23	17	18	8	6		2	2	3				3		
1969	24	27	13	18	8		2	1	2				3		
1970	24	49	18	21	7	14	6	1	5		2	2	1	2	
1971	22	44	12	14	15	12	3	2	2			5	1		
1972	23	37	10	20	12	26	3	3	2		1				
1973	14	28	9	10	6	10	4		1		2			1	
1974	22	25	19	25	22	8	1				1			1	
1975	18	30	16	10	11	8	2		3		2				
1976	19	47	15	20	8	13	4		1		2				
1977	14	44		17	7	14	2		1	6	1			3	
1978	10	49	24	17	7	8			2	6					
1979	9	51	33	20	6	7	2	1	2	2					
1980	8	24	13	9	5	6	1		1	1					
1981	5	26	14	19	4	2	3			2				1	
1982	1	5	2	3	1	3								1	
Total	484	639	578	355	166	155	66	34	33	19	12	12	10	9	1

When the 17 variables related to the theme of daily life within the scope of the study are examined, death and decease constitute the most common news item, with 639 news items. On the other hand, only one news item was covered under the band title. It has been determined that death-death news about employees, first-degree relatives of employees and critical public figures are reported and shared in the newspaper with the logic of internal information. In addition, to share the employees' happiness within the organisation, news about their newborn children was covered as much as death-death news. As a business newspaper, SEKA Postası, in its role as an indicator of corporate awareness, has been found to include news on weddings, engagements, and circumcisions, which aim to strengthen social ties. Additionally, it is observed that events such as family meetings, bazaars, iftar, and mevlit, which are organised as social activities within the organisation and bring together the families of employees, are also covered in the newspaper. When the news items on daily life in the table are examined, it is evident that the content on the themes of sports, education, health, and arts was concentrated between 1966 and 1979. In the news items, in-

house personnel were covered as the subject. At the same time, upon examining the data, it was found that the preferred news topic in terms of diversity was 'daily life'. Except for 1956, the first year the newspaper was founded, and 1982, when the last issue was published, it is noteworthy that news items based on daily life have appeared in the newspaper every year.

6. Conclusion

As an institution that has grown over the years within the framework of Türkiye's industrialisation process, the SEKA paper enterprise has not only been an industrial enterprise but also assumed an active role in the urbanisation process of the period, taking various socio-cultural steps since the 1950s. Within this framework, the newspaper SEKA Postası, which serves as the starting point of the research, has established itself as an important stakeholder in Kocaeli city culture, comparable to the contribution of a product to the development of an industry. The presence of the enterprise in socio-cultural life was not limited to the SEKA Postası newspaper but became more widespread through SEKA Radio, the SEKA Children's Friends Association, Kağıtspor, and SEKA Magazine.

The research questions developed within the study's scope were tested by examining the data on news content in the SEKA Postası newspaper, which was compiled into tables for analysis. In this context, the study primarily aimed to answer the first research question, which was developed to determine which news items in the SEKA Postası newspaper are emphasised in reflecting urban culture. When the data obtained from sports, daily life, culture, and arts-themed topics in the newspaper were evaluated, it was observed that activities related to urban culture were carried out, and the sustainability of socialisation was ensured through these activities. In particular, 602 news items focused on football, 555 on weddings, marriages, engagements, and circumcisions, and 449 on theatre, cinema, exhibitions, and concerts were presented to readers as indicators of social cohesion. In the newspaper, 29 news items on nursery services were identified, indicating the social benefit of the enterprise. It was determined that these items aimed to announce innovative steps towards developing social life, alongside a total of 193 news items on balls, fashion shows, and events.

When the distribution of topics related to the themes of Sports, Education, Health, Culture-Arts, and Daily Life in the SEKA Postası newspaper is evaluated by year, it is observed that they are similar to the news content. It is noteworthy that from the beginning of the 1960s until 1973, news about education, health, culture, and the arts was featured prominently in the newspaper, while sports news content, primarily related to various branches, occupied a larger portion of the newspaper from its inception until the mid-1960s. From the second half of the 1960s to the 1980s, it can be observed that developments related to daily life occupied a larger portion of the newspaper's pages. On the other hand, from the late 1970s until 1982, when SEKA Postası ceased publication, there was a significant decrease in news content representing all these themes due to the limited number of newspapers published and the social and political developments of the period.

When the research question developed within the scope of the study, whether the social and political developments of the period and the changes in the administrative structure of the enterprise caused a differentiation in the news content represented in SEKA Postası newspaper is evaluated, it is determined that the publication planning and news content of the newspaper changed within the framework of both economic and political events during the 27 years of periodic publication. During the May 27, 1960 military intervention, SEKA Postası was not published from October 1960 until March 1961. Additionally, it has been observed that during periods when the enterprise managers changed, there were corresponding changes in the news content, the page design of the newspaper, and the content and size of the logo and visual materials. It has been observed that various news about the production reports and activities of Çaycuma, Aksu, and Dalaman enterprises, which started operations after SEKA, were widely covered in the pages of SEKA Postası, aiming to increase awareness of industrialisation within the enterprise.

When the last research question of the study about whether SEKA Postası, as a business newspaper, includes thematic subject distinctions in the news content of mass newspapers is evaluated, it is seen that SEKA Postası includes examples such as photo-news, column and travel column, as well as trying to implement the innovative editorial content approach emerging in the mass media. In addition, innovations in newspaper publishing were identified in the scanning study conducted on the printed copies, including the Technical, Art, and Magazine sections, the Five-Minute Puzzle, Humor, and Your Fortune columns, the Spor Toto 12-Column Prediction column, and the Customer Corner.

Within the scope of the study, 60 variables were identified under five headings assumed to represent urban culture in SEKA Postası newspaper. A total of 3,979 news items were identified within the scope of five different themes, as determined in 484 published newspaper issues. Among the total number of news, 2089 news about daily life ranked first with a rate of 52.50%, followed by sports with 1084 news and a rate of 27.24%, culture and arts with 570 news and a rate of 14.33%, education with 206 news and a rate of 5.18%, and health news with 30 news and a rate of 0.75%. When the data sets that emerged in the distribution of the topics related to the themes of Sports, Education, Health, Culture and Daily Life in the newspaper according to years are evaluated, it is determined that the hypothesis developed that the newspaper contributes to the formation of urban culture in the industrial development process is confirmed.

Within the framework of the examination of news content in the newspaper SEKA Postası, which operates within the SEKA enterprise, it was determined that the research questions developed in the study were confirmed. In this framework, it was concluded that SEKA Postası, a business newspaper, played a crucial role in the industrialisation process by assuming a mission that represented the social aspect of the industry, contributing to the awareness of urbanisation. In this sense, it contributed to the development of the city's cultural life. In the context of the relationship between industrialisation and daily life, the content presented by mass media, excluding newspapers, can be examined within the scope of various academic studies. In future academic studies similar to this study, in which the

relationship between urban culture and industrialisation will be addressed together, oral history studies that will reflect the testimonies of people representing the memory of the city, structured interview techniques or "ethnographic" research method, which involves in-depth participant observation for qualitative research design, can be used. Additionally, the news content and visual materials in the SEKA Magazine, published by the SEKA enterprise, can also be examined in future studies. The data obtained within the scope of the survey can also be used in research on the effects of other institutions operating in the industrialisation process on urban culture.

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