

Gender and Print Media

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Geliş Tarihi: 25.12.2019

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Kabul Tarihi: 19.03.2020

Atf/Citation: Kara, G., “Gender and Print Media”, Haliç Üniversitesi Sosyal Bilimler Dergisi 2020, 3-/1: 1-28.

Abstract

Gender is the social construction of ideas that define the roles society expects from men and women. In other words, gender determines masculinity and femininity through the cultural codes. These cultural codes that constitute gender are transmitted through language. Language is the greatest force in the transfer of cultures, ideologies, and in the perception and evaluation of the world. Culture and language are two phenomena that are constantly affected by each other and cannot be considered separately. By examining the language of a society, it is possible to observe the traditional views of gender, their roles, power distribution, and prejudices of society. Male dominance in language reinforces the social secondary position of women; because, the use of the sexist language is very common through proverbs, slang, daily language and media. The way women are represented in the print media is influenced greatly by the language used. Print media reflects social values and reveals traditional gender stereotypes, and it is possible to see representations of gender roles in the mass media. Women are subjected to pressure and are considered secondary in the media, as well as in language. The mass media, especially newspapers, play important roles in teaching traditional gender roles. This study aims to show how language is used in the newspapers as an instrument of patriarchal ideology and how it reflects gender.

Keywords: Language, Gender, Newspaper, Ideology, Perception

Toplumsal Cinsiyet ve Yazılı Basın

Öz

Toplumsal cinsiyet, toplumun erkek ve kadınlardan beklediği rolleri tanımlayan fikirlerin toplumsal inşasıdır. Diğer bir deyişle, toplumsal cinsiyet kültürel kodlar aracılığıyla erkekliği ve kadınlığı belirler. Toplumsal cinsiyeti oluşturan bu kültürel kodlar dil yoluyla iletilir. Dil, kültürlerin, ideolojilerin ve dünyanın algılanması ve değerlendirilmesinde en büyük güçtür. Kültür ve dil, birbirinden sürekli olarak etkilenen ve ayrı düşünilemeyen iki olgudur. Bir toplumun dilini inceleyerek, geleneksel toplumsal cinsiyet bakış açısını, cinsiyet rollerini, güç dağılımını ve önyargılarını gözlemek mümkündür. Dildeki erkek egemenliği, kadınların sosyal alandaki ikincil konumunu güçlendirir; çünkü cinsiyetçi dilin kullanımı atasözleri, argo, günlük dil ve medya aracılığıyla çok yaygındır. Medyada kadınların temsil edilme şekli, kullanılan dilden büyük ölçüde etkilenir. Yazılı basın sosyal değerleri yansıtır ve geleneksel cinsiyet kalıp yargılarını ortaya çıkarır. Böylece kitle iletişim araçlarında cinsiyet rollerinin temsillerini görmek mümkündür. Kadınlar baskıya maruz kalırlar; medyada ve dilde ikincil olarak kabul edilirler. Kitle iletişim araçları, özellikle gazeteler, geleneksel cinsiyet rollerinin öğretilmesinde önemli roller oynar. Bu çalışma, ataerkil ideolojinin bir aracı olarak gazetelerde dilin nasıl kullanıldığını ve cinsiyeti nasıl yansıttığını göstermeyi amaçlamaktadır.

Anahtar Kelimeler: Dil, Toplumsal Cinsiyet, Gazete, İdeoloji, Algı

1. Introduction

Gender-based discrimination between men and women is one of the oldest problems in history. Although gender-based discrimination and gender stereotypes were introduced into the field of social psychology, the women were always ignored and it was only in the early 1970s that they were able to be addressed. Today, the world is not a place where men and women have equal advantages. The world economic forum 2018 gender gap index includes evidence of this in a detailed study: According to this report, Turkey ranks 131th on the participation of women in the labor force, 113th on the participation in political life. The countries where gender equality is at the highest level are Iceland, followed by Norway and Sweden (World Economic Forum, 2018). As

a matter of fact, gender equality is among the sustainable development goals adopted by the United Nations in 2015 and expected to shape the world agenda by 2030. Accordingly, the media's approach to gender equality, which has a significant impact on society through its power to create public opinion, is of particular importance. People need print press to access information, and while the print press meets this need, it creates a perception in the social mindset by setting the agenda with the news it chooses. For example, the woman is shown incapacitated by the general pattern judgments maintained over her biological characteristics. This perception is reproduced by mass media.

The meanings of reality are constructed through language. Gender stereotypes draw limits on women and men and undermine femininity and masculinity. The language, which includes gender biases, has penetrated our daily lives. Language is not only a reflection of society; it is one of the most important elements of a culture. The indicator of every fact that exists in a culture is found in that culture's language. Language is a social structure; the use of language is a social activity. As Edward Sapir (1966:15) states:

“It is difficult to see adequately the functions of language, because it is so deeply rooted in the whole human behavior that it may be suspected that there is little in the functional side of our conscious behavior in which language does not play its part.”

Through language, we both understand and shape the world around us. Therefore, because gender is structured and articulated through written and verbal language, it can be said that language is one of the most important factors in the formation of gender.

What is the difference between “sex” and “gender?” Sex is biological while gender is a social phenomenon that is shaped by behavior and discourse. Masculinity and femininity are not congenital; they are

created socially by the activities carried out according to cultural norms. Gender, which is a part of our identity, is not singular and stable; rather, it is multiple and variable, and it is constantly restructured. Since women and men are raised as separate entities within the same culture, they form different subcultures. Therefore, male and female communication can resemble intercultural communication.

Gender and language are some of the most controversial issues in the field of sociolinguistics. Research on language and gender began gaining more importance and emphasis after the 1970s. This was the time when women were just coming out of being invisible in the writing world. However, the first stage in gender and language studies goes back to 1920s, when Otto Jespersen described male language as standard and defined female language as inferior. In response, Robin Lakoff presented a hypothesis, which is called the deficit model. According to Lakoff, social pressure influences women, making their speech powerless; they are placed in a subordinate role during the conversation process. “It is entirely predictable, and given the pressure towards social conformity, rational, that women should demonstrate these qualities in their speech as well as in other aspects of their behavior” (Cameron, 2018: 76).

According to Lakoff language humiliates women because the language system hinders women’s way of expressing worldview and even themselves. Language takes men as the norm and makes women invisible. This means that the reality of the whole world is based on men. Lakoff points out that women experience linguistic discrimination in two ways: in how they use language, and in how it is used about women. Lakoff’s book (1975) *Language and the Woman’s Place* is an important work on language and gender studies. In this book Lakoff argues that women have a different way of speaking from men. She goes on to argue that “language itself is a tool of oppression” (Eckert, 2003: 56). According to Lakoff, gender is embedded so thoroughly in the language that it seems natural to us.

In society, women have been traditionally oppressed in many ways and regarded as secondary. This secondary position has been strengthened by means of mostly male-dominated tools such as television, press and literature. All these tools enforce the woman's secondary position by language intertwined with thought and that is a reflection of the experiences and perceptions of society. When we consider that it reflects existing reality and contributes to the creation of reality, language is a tool of ideology that will never be underestimated. It can be said that male-dominant ideology controls thought with language. Considering the sexist structure in the language, it can be seen that the woman is always subjugated through the language.

Language is a very powerful and pervasive tool in society because it is a reflection of the experiences and perceptions of society. Considering that it reflects all reality and contributes to its formation, language should not be underestimated. The relationship between language and thought means that those who hold power can control language, and we can see that the male-dominated ideology does so. As F. Sadiqi states in *Women, Gender, and Language in Morocco*, “The male dominance in language was attributable to the political and cultural dominance of men over women in society. The way men and women spoke (women work hard in conversation, men don’t or don’t have to) reflected social reality”(Sadiqi, 2003:6). For example, it is clearly evident from the word “businessman” that women do not have a place in business life. Because of the attribution of some professions to men and others to women, expressions such as “female doctor”, “female lawyer”, “female engineer”, “female officer”, “female pilot”, and “female driver” are used in Turkish. In the same way, the phrase “male nurse” has started to be used for men entering the nursing profession. Many expressions Turkish clearly show that the position and value of women in our culture are lower than the position and value of men. There are phrases like

Adam olmak	: be a man
Adam gibi	: decently, properly
Adam yerine koymak	: give consequence to
Adama dönme	: look presentable
Adamdan saymak	: treat with respect

Such statements emphasize the strength and virtue of being a man, the ability and success of the man in his work, and the value of the man, and position the woman in a negative and secondary situation. As we have seen, language is a factor that reflects gender. Hellinger and Bussmann (2001:4) - also refers to sexism in Turkish as follows:

“Social gender is a particularly salient category in a language like Turkish which lacks even gender-variable pronouns. Frequently, gender-related associations remain hidden on a deeper semantic level. E.g., the Turkish occupational term kuyumcu ‘goldseller’ is lexically gender-indefinite, but is invariably associated with male referents, although theoretically, a female goldseller could also be referred to as kuyumcu. The word can be said to have a covert male bias which derives from sociocultural assumptions and expectations about the relationships between women and men.”

It is observed that male dominance in language continuously reinforces and reproduces the social subordination of women. This is partly because the use of sexist language is very common throughout the media. Masculine-coded language is often an offensive language that humiliates women and women’s sexuality.

The processes that produce and reproduce gender are continuous. Although gender is not a conscious identity, it is constantly being created regarding the messages and meanings coming from the environment. People spend a great deal of time in their lives watching television or reading newspapers and magazines. In particular, television is the most important entertainment and information tool for people. Therefore, the media plays an important role in their lives.

The effect of mass media in learning behavior is a known phenomenon. In other words, mass media has an important role in perpetuating gender stereotypes and prejudices and influencing people in that direction. The image of women in the news media is built with certain myths and stereotypes based on gender inequality. These myths, produced by the news from a sexist perspective, are framed by a number of codes that make women passive to men and turn them into a sexual commodity. Research conducted both in the world and in Turkey shows that women are limited represented in the news. The “victimized woman myth” is most often represented in the news. This myth appears especially in the violence news that women are exposed to. As a result, the woman is almost victimized. However, if the press adopts an egalitarian approach in the news language, the perspective of the society will also change. That is, the language used can change the gender discriminatory view.

“There is still a great deal to learn about the ways in which the media contribute to women's secondary social and economic status. In any case, a now substantial and fast-growing array of new journals, edited volumes, monographs, conference presentations and special conventions is clearly evidence of an ongoing interest in the field of media and gender” (Carter and Steiner, 2003:5-6).

In the print media, an attitude towards women has been observed in the words and phrases related to men and women. Disparaging words with negative connotations are often used to refer to women, while similar words and expressions are rarely applied to men. It is necessary to begin with the use of the word “woman” itself and its connotations. Sometimes, instead of the actual word, a euphemism, or polite expression, is used to replace words or phrases that may be considered unpleasant. For example, when talking about or addressing women in Turkish, the word “woman” is avoided, and the word “lady” is substituted instead. Use of this euphemism suggests that the word "woman" can create a negative impression

or connotation. This issue is present in English as well as in many other languages. Robin Lakoff highlights this woman/lady division and insists the word “woman” will continue to trouble us, until we are more respectful of women and begin to feel less disturbed by women’s roles in society, especially as compared to men (Lakoff, 1975: 58). D. Spender (1987:42-43) points out that men have established a reality that they consider themselves the main figure and use language to achieve their own interests.

“In a male supremacist society where women are devalued, their language is devalued to such an extent that they are required to be silent. Within this framework it becomes logical to have one rule for women’s talk and another for men because it is the sex- and not just talk- which is significant.”

The sexist structure of the print media reproduces the roles of men and women defined by the social structure with the content it presents to its audience. It is seen that women are represented in the media through limited roles. Women are often the subject of third page news in print media. In these pages, they are seen as people who are oppressed, victimized or murdered.

“First women were ignored by the serious media (i.e. news). Second, when women were included in media content, their experiences and images were often stereotyped or distorted. Third, women were blocked from entry into media professions and thereby unable to affect the production of content with regard to gender.”

Women are either portrayed in traditional roles or presented as sexual objects. The commodification of women in the media causes women to be disidentified and seen as an object of consumption. This also encourages the production of a discriminatory language in the media. In this context, the representation of women in the media is a serious problem. According to some of the results of the Global Media

Monitoring Project survey in 2015 where the representation of women and men in the world media was measured:

- 1. Women are the subject of only 24% of the news on television, radio or newspapers. This ratio is the same for the last five years.*
- 2. Only 37% of the news on newspapers, radio and television are presented by women.*
- 3. Women presenting the news are 41% on the radio and 35% on the printed media.*
- 4. There is a significant gender difference in the resource selection of women and men journalists.*
- 5. The news that questioned gender stereotypes in television, radio and newspapers remained at a rate of 4%, and this ratio was the same in digital media. (Global Monitoring Project, 2015)*

It is seen that women's representation in the print media is both insufficient and problematic. The content in the print media is based on the values that exist in the social structure and therefore reflects the gender perspective of the society. In this study, the media that impose gender values will be discussed in terms of gender and language.

In most countries of the world, women have to struggle to achieve their rights in their daily lives, in the standards of education and work. The gender regime, which we can call it a patriarchal system by a certain definition, is one of the founding components of all social areas, from politics to economics, from cultural life to education. The gender regime is a dimension that should be taken into account in social analysis, from the most intimate areas of the personal lives of women and men to the interpretation and representation of conflicts at the level of international relations. Gender is shaped by culture, socioeconomic factors, education, belief, and ethnic factors. Gender is learned in childhood and reinforced by the society. In other words, family, school, social environment and mass communication tools instill gender roles. In addition, women have more responsibilities in

society with their wife and mother roles. In other words, society has a higher expectation from women. It is a known fact that the gender regime in Turkey is patriarchal. The common cause of gender equality in all societies is the dominance of patriarchy. According to S. Willis (2016:84) family ideology is where patriarchy and capitalism come together to ensure the oppression of women. In her book *A Primer For Daily Life* she states:

“The ideology of the family is the place where patriarchy and capitalism coincide to ensure the oppression of women. Where patriarchy would see women solely as procreators of the species, capitalism inferiorizes women by making social reproduction secondary to the economics of production.”

The struggles started by women are one of the oldest known social movements. According to K. Millett, the great cultural change caused by the onset of the sexual revolution is at least as important as the four or five social uprisings of the modern age, where historians are embraced. For example, in the UK and the United States, the movement that women started in the 19th century to get education, to have property, to have a say on their earnings, to get divorced, to get custody of their children and to vote has only yielded results in the 20th century. Therefore, women have faced pressure to act in accordance with the gender role they have been given throughout their lives.

“In contemporary patriarchies the male’s de jure priority has recently been modified through the granting of divorce protection, citizenship, and property to women. Their chattel status continues in their loss of name, their obligation to adopt the husband’s domicile, and the general legal assumption” (Millett, 2016:34).

Recent studies in Turkey conducted by research companies have shown that the rate of people who find domestic violence normal is high. A cultural structure that perceives male violence as legitimate

and inevitable, points out quite risky and negative consequences for women. It is a patriarchal social order that prioritizes men and pushes women to secondary position, causing women to be neglected in all areas of social life. In the patriarchal society order, violence that women are exposed to is normalized through implicit mechanisms within many institutions such as family, law and media.

One of the challenging areas of the gender-based hierarchy that women struggle is to have a profession. While people are referred with their professions the word “woman” is specifically mentioned. Statements like “woman driver”, “woman teacher”, “women doctor” are very common in the language. Therefore, this results in women choosing professions deemed appropriate by society in order to maintain society's expectation. Language is one of the areas where gender discrimination against women can be observed. Although Turkish is not a sexist language in terms of grammatical structure, it has phrases containing misogyny.

The connection of traditional gender roles with education and culture is known. The first works in this field were done by R. Benedict and M. Mead. Attitudes and stereotypes about gender roles decrease, especially as the level of education increases. Gender perspective, which accepts every responsibility for the home as a woman's duty, is the biggest obstacle to women's participation in business life.

The effect of mass media on learning behavior is a known fact. Traditionally performing the function of raising awareness and socializing the individual, the family leaves this function to the culture industry. As a result of this approach, thinkers naturally believe that mass media have an oppressive nature. Mass media also enable the masses to integrate with the dominant system. In other words, mass media play an important role in maintaining gender stereotypes and prejudices and influencing people in this direction.

The image of women in the news media is constructed with certain myths and stereotypes that take shape on a ground built on gender inequality. These myths, produced by the news from a sexist perspective, are framed by a number of codes that make women passive to men and turn them into a sexual commodity. Research conducted both in the world and in Turkey shows that women are represented in a limited way; these representations show the secondary position of the woman. In the news, the “victim woman myth” is one of the representations in which the woman is positioned as a passive object. This myth appears especially in the news of violence that women are exposed to. However, if the press adopts an egalitarian approach in news language, the perspective of society will also change. So the language used can change the sexist outlook. In this regard, the only step taken in the Turkish press was the Red Line Campaign launched by Hürriyet Newspaper against the use of biased words against women (Hürriyet, 5 March 2019). The result obtained in the application of artificial intelligence created to detect sexist words, idioms and even implications can be shown as a positive example for other press organs. While the rate of sexist words determined in the articles before this application started was 11 %, it decreased to 7 % when the application started. But the development that this practice provides in language alone is not enough for the equality movement. As a matter of fact, the common result of all the research on the rates of participation in mass media is the differences in the representation of men and women.

It can be said that capitalism presents woman only as an object of consumption through her body. Women, who can take place mainly as magazine figures, victims or sexual objects in the print media, also remain in the secondary plan in their professional fields. As it is known, the first page of almost all of the daily newspapers mostly includes political and economic news and important political developments in the country and the world's agenda. In these pages there are very few women's figures. When we look at the last page of the newspapers, it is seen that women are presented as sexual material.

Newspapers are always shaped by the current gender regime. Page layout, visual content and techniques of the newspapers, news text, even colors are news production techniques that strengthen the gender regime in both the most ordinary and most sensational ways. It is generally important to have a woman's photograph on the first pages of the popular newspapers. This is a layout technique. At the same time, it is seen that women's photographs are kept regularly in the upper right corner of the last pages of the widely read popular newspapers. Except the magazine news and the third page news, there is not many news about women published in daily newspapers. In the representation of violence against women, the gender inequality existing in a society is reproduced. These reports emphasize how newspapers that adopt a sexist discourse can legitimize and naturalize violence against women

According to the Global Media Monitoring Project 2015 in Turkey, the ratio of women who are included in the media in government, policy and economy news is 6%, 25% in science and health, 28% in social and legal issues, 53% in magazines. This indicates that Turkish media can reinforce gender-based stereotypes with women's representation. When we skip the first page in the newspapers and come to page 3, we can see that women are revealed as the subject of murder and violence news. The women included here are shown as victims who are raped, killed, and severely punished for being out of the norms set by the society. The following news illustrate this situation:

1. Young girl who was reported to be posing obscenely was found dead in her bed (Sabah, 14 February 2018).
2. Honour murder: 2 dead (Hürriyet, 2 April 2018).
3. He stabbed his wife and killed the man next to her (Milliyet, 13 January 2018).
4. The husband who caught his wife with another man in Istanbul spread terror (Sabah, March 2018).

5. Husband who killed his wife and old lover: I saw my wife naked in bed with her lover (Sabah, April 2018)
6. The young woman who was raped changed the city where he lived because of his fear and shame (Sabah, 14 March 2018).
7. Alcoholic woman spreaded terror in Taksim (Sabah, 1 March 2018).
8. The woman who was too drunk, who didn't even remember what she was doing, was raped (Hürriyet, 6 March 2018).
9. What the working woman should pay attention to when dressing(Hürriyet, 24 March 2018)
10. The husband who killed his wife with a single bullet said: My wife had been in a relationship with someone else for 7 years (Sabah, 3 April 2018).

In the news above, the women were presented as instigators. A prominent point in these reports is that the perpetrator is shown as innocent, and the victim is shown as the guilty. In all of these ten reports, women were victims because they did not comply with the social rules. People who read the first news will think that this girl was killed because she posed obscenely. People who read 2., 3. and 4. news will think without reading the rest of the story that the woman was killed because she deceived her husband. Therefore, murder was legalized and women's behaviors were shown as provocative because they did not comply with social norms. Language is an important force manipulated by the media. As can be seen in the above news, the language used in the news can greatly affect people's perception.

Gender codes, norms and experiences that shape the event itself, also shape the process of being chosen, written and served to the masses of readers. For example, without reading the continuation of the text of the above news, it is possible to have some idea about it. For example, “the man killed the other man because his wife betrayed him with this

man”. In other words, the word choice in newspapers can influence people's perception. This kind of news makes the perpetrator of the murder look innocent, while the victim is also guilty.

When examining this news, the point to be considered is the gendered meaning and use of words. Newspaper headlines are expected to be striking and remarkable. Gender becomes noticeable in the news. In other words, women do not become the subject of news as they realize their accepted femininity and men as their accepted masculinity. Women and men who do not meet gender norms have news value. The fact that women gain visibility in this way in the media creates surprising, humorous and proud positions when they exceed the limits of the dilemmas produced according to the gender norms. The sex of the perpetrator often adds a special and unusual meaning to the news. Such news stories may include criminal actions, success stories, or accidental news. In this type of news, the sex of the perpetrator is underlined, using large points. The following examples from different newspapers illustrate this situation

“A woman thief was arrested” (Sabah, 13 March 2018).

“Expatriate female driver had a nervous breakdown after the accident” (Hürriyet, 7 April 2018).

The sex of other perpetrators is not mentioned in the first news; in other words, the sex of other live bomb activists is assumed to be male. In the second report, it is emphasized that the driver is a woman. This excessive and unnecessary information on gender identity contributes to the gender regime mentioned above. As mentioned in this study, the way women are represented in the newspaper subordinates the place of women in society and reproduces gender inequality.

2. Method and Research Questions

The print press has the power to steer the community through its use of sexist language and its choices in women's news. Print press, while making news about women, often prefers to include them as magazine material over stereotypical identities rather than showing them as equal to men. However, the transformation of gender discriminatory mentality in the society is possible not by ignoring the woman, but by giving the status she deserves. The aim of the study is to examine the extent to which women can appear in the print press as the subject rather than being used as a functional object. This study also aims to show that the language used in advertisements, newspapers and television series builds a female and male identity that aligns with gender roles and reinforces sexist ideology. The following research questions were asked to answer the basic questions about how gender identities are represented in the media through language.

1. Does the language have an impact on the visibility of women and men in the print press?
2. In which roles are women and men represented in the reviewed print press through the language?
3. Does the language used in print press organs create misogyny?

Qualitative content analysis method was applied to find answers to the determined research questions. In selecting the analyzed data, systematic sampling method was applied first. Systematic sampling method is based on creating a sample from the population based on certain criteria and with a systematic method. The criterion used in determining the sample selected by the systematic method within the scope of this study is the number website visits. This information is taken from the website Alexa, which measures and

publishes traffic and rating information by websites. According to the information provided by the Alexa website, the top three online newspapers with the highest number of website visits were determined. These are “milliyet.com.tr”, “hurriyet.com.tr” and “sabah.com.tr” (Alexa, 2018). The newspapers were examined between February 2018 and May 2018. This time interval is randomly selected. In this date range, a total of 300 reports were analyzed in terms of gender and language. They have been evaluated both in the context of the roles in which the woman is represented, and in the context of the language used for the woman and the language used by the woman.

3. Scope and Limitations

This research examined the news on the main pages of Sabah, Milliyet and Hürriyet newspapers between February and May 2018. In the research, the news was examined both visually and in content. Only 300 news reports were evaluated in the scope of the survey. There are a total of 570 people in these 300 news reports.

4. Findings and Evaluation

In this study, it was observed that the woman was represented under three main titles.

1. Women exposed to violence
2. Woman as a sexual object
3. Women in gender roles

It has been observed that women are exposed to discrimination both as a form of representation and in the context of the language used for women. As a result of the study, sexism against women was

examined in newspapers, television series and advertisements, and the relationship between attitude towards women and its reflection on language was evaluated. The power of the patriarchy and its reflection on language has become so powerful that gender in language is perceived as ordinary by everyone.

In these newspapers, sexist statements against women were revealed and a list was made by grouping them. This grouping is made under the following headings:

- 1) Statements that create sexism over women.
 - 1a) Statements that otherize women.
 - 1b) Statements that create sexism by showing the woman as a sexual object.
 - 1c) Statements that create sexism by projecting women with various identities.
- 2) Statements that create sexism over men.
 - 2a) Masculine expressions that ignore the woman.
 - 2b) Statements that are masculine in gender.
- 3) Statements that create sexism by presenting dualities about men and women.
 - 3a) Statements that create sexism by separating the roles of men and women.
 - 3b) Statements that belittle women / glorify men.

Table 1. Quantitative Findings on News Published During the Review Period

	Women exposed to violence		Woman as a sexual object		Women in gender roles	
Hürriyet	40	13%	32	10%	34	11%
Sabah	45	15%	29	9.6%	30	10%
Milliyet	42	14%	28	9%	30	10%

The quantitative data of the published news are tabulated comparatively based on the date range of the review in Table 1. Within the scope of the review, similar results were seen in these three newspapers about women's news.

Table 2. The Number of People by Sex on Three Newspapers between February 2018 - March 2018

Gender	Frequency	%
Women	240	42.11%
Men	330	57.89%
Total	570	100%

There are a total of 570 people in the 300 reports examined based on the date range of the review. As shown in Table 2, the number of men and women shown in newspaper reports is different from each other. Newspaper news included more men than women.

Table3. Coding Findings on Women's Representation by Three Newspapers between March and May 2018.

Categories					
Women's Age	Under 20	20-35	35-50	Over 50	Undetectable
	f=42	f=92	f=63	f=38	f=5
	17.50%	38.33%	26.25%	15.83%	2.08%
Profession of Women	Women working in entertainment industry	Women in highly skilled occupations	Women in low skilled occupations	Housewives	Other
	f=94	f=22	f=46	f=68	f=10
	39.17%	9.17%	19.17%	28.33%	4.17%
Type of the News That Women Are Displayed	Magazine, art and media	Science and health	Crime and violence	Politics and government	Other
	104	20	77	14	25
	f=43.33%	f=8.33%	f=32.08%	f=5.83%	f=10.42%

When Table 3 is analyzed, it is seen that the newspapers mostly include women between the ages of 20-35. When the professions of women are examined within the scope of the research, it is seen that the newspapers mostly include women working in the entertainment sector. When news categories involving women are examined, it is seen that newspapers mostly include women in magazine, art and media news.

Table 4. Coding Findings on Men's Representation by Three Newspapers between March and May 2018.

Categories					
Men's Age	Under 20	20-35	35-50	Over 50	Undetectable
	f=45	f=110	f=95	f=70	f=10
	13,64%	33,33%	28,79%	21,21%	3,03%
Profession of Men	Men working in entertainment industry	Men in highly skilled occupations	Men in low skilled occupations	Nonworker	Other
	f=30	f=96	f=154	f=30	f=20
	9,09%	29,09%	46,67%	9,09%	6,06%
Type of the News That Men Are Displayed	Magazine, art and media	Science and health	Crime and violence	Politics and government	Other
	f=30	f=86	f=100	f=90	f=24
	9,09%	26,06%	30,30%	27,27%	7,27%

When Table 4 is examined, it is possible to draw the following conclusion based on age category: there are no significant differences between male groups as to the way they are represented in newspapers. Men of all age categories appear in newspapers. When the occupational groups in the newspaper news included in the study are examined, it is seen that men in low-skilled occupations are mostly included in the newspaper news. When news categories involving men are examined, it is seen that newspapers mostly include women in crime and violence news. However, other news categories in which men are represented are science and health and politics and government.

Table 5. Statements That Create Sexism over Women

1.A Statements that otherize women.	1.B statements that create sexism by showing the woman as a sexual object.	1.C statements that create sexism by projecting women with various identities
Kadın işçi (Female worker)	Arzulanan kadın (Wished woman)	Dul Kadın/Boşanmış kadın (Widowed woman / divorced woman)
Kadın sürücü (Woman driver)	En seksi kadın (Sexist woman)	Hanım hanımcık bayan (Proper lady)
Kadın hakları (Women's rights)	Güzel oyuncu (Beautiful actress)	Hamarat kadın (Diligent woman)
Kadın kolları (Women's branch)	Derin dekolteli şarkıcı (Singer with low-cut dress)	Bayan (Lady)
Kadın milletvekili (Female MP)	Kadınlığı kullanmak (Use feminity)	Kadınlara narindir (Women are fragile)
Kadın canlı bomba (Female live bomb)	Dişilik (Feminity)	Kadının namusu (Woman chastity)
Kadın yarışmacı (Female contestant)	Kız gibi (Poofy)	Hatun (Woman)
Kadın modası (Women's fashion)		
Kadın eğitmen (woman educator)		
Kadın cinayeti (femicide)		

Table 6. Statements That Create Sexism over Men

2.A. Masculine expressions that ignore the woman	2.B. Statements that are masculine in gender
Adam olmak	Beyefendi
(Be a man)	(Gentleman)
Adam gibi	Birader
(Like a man)	(Brother)
Adamakıllı	Abi
(Proper)	(Brother)
Adamcıl	
(Tame)	
Ağa	
(Agha)	
Paşa	
(Pasha)	
Er kişi	
(Adult)	
Bilimadamı	
(Scientist)	
Babasının malı	
(Father's property)	
Atasözü	
(Proverb)	

Table 7. Statements That Create Sexism by Presenting Dualities about Men and Women.

3.A Statements that create sexism by separating the roles of men and women	3.B Statements that belittle women / glorify men
<p>I. Women's Roles Ev kadını (Housewife) Anası ağlamak (Suffer a lot) Çaresiz/zavallı kadın (Helpless / poor woman) Sokak kadını (Woman of the street) Fedakar kadın (Devoted woman) Cefakar kadın (Enduring woman) Ana kucağı (Mother lap) Namuslu (Pure) Kadının yeri (Woman's place) Kadın başına (Alone as a woman) Evlenilecek kadın (Woman to marry) Eğlenilecek kadın (Woman to have fun)</p>	<p>I. About women Cadı kadın (Scold) Çaçaron (Chatty) Kadın gibi dırıldır etmek (Nagging like a woman) Şirret (Hellcat) Elinin hamuru ile erkek işine karışmak (Try do a man's job)</p> <p>II.About Men Delikanlı (Boy) Babayiğit (Brave fellow) Aslan gibi (Leonine) Kral gibi (Kingly) Erkeğin elinin kiri (The dirt of a man's hand)</p>
<p>II. Men's Roles Evin reisi (Head of household) Baba ocağı (Family home) Bir annenin çığlığı (scream of a mother)</p>	

When Tables 5, 6 and 7 are examined, it is seen that words containing sexist connotations are used in newspapers. The presence of women in certain areas was marginalized by using a significant number of words emphasizing “women” in the newspapers. As for the male and female roles; very sharp distinctions are found. While expressions such as housewives are implied that the woman belongs to the house, expressions like the scream of a mother refer to that the woman is a helpless being.

It is noteworthy that the expressions that belittle women / glorify men are also outnumbered. When we look at the expressions that show women as a sexual object, we find that the concepts of women and beauty are often referred to side by side. Even when talking about the work women do, the use of phrases such as “young and beautiful women ” refers to their bodies in some way.

5. Conclusion

In this study, the reflections of gender in the Turkish print media were examined. Sabah, Hürriyet and Milliyet newspapers from February to May 2018 were analyzed. In the news texts examined, women are represented in similar roles in terms of language and gender patterns. In the news of violence against women, where the masculine language was used prominently, women were shown as victims, and vulnerable. This would allow masculine values to be reinforced. Women's murders are described in the print media to the utmost detail, and photographs of women subjected to violence are given and the event is tabloidized. It supports the assumption that a patriarchal publishing concept continues in the Turkish print press on the axis of the three newspapers examined. In the study, the quantitative and qualitative findings of the news contained in all the contents of the newspapers were tabulated and compared. The period during which the review was conducted is a random interval of time, and there has been no event that has come

out as dominant (dominating the community agenda). In the light of these data, as a general inference, it has been observed that the news of violence against women occupies more of the press.

One of the most important findings of this study is that the language has an effect on the visibility of men and women in the print media. When the main pages of the newspapers were examined, it was determined that the language used made the woman invisible. In addition, when the visuals used by the newspapers are examined, it is seen that men are given more place.

When newspaper reports are analyzed as the representation of women and men, it is seen that women are mostly victims of violence or rape. The interesting point here is that it is implied that women are victimized because they act outside of their traditional gender roles. Expressions like “alcoholic women”, “women in miniskirts”, ‘women caught with forbidden love’ create the following perception in the reader: The woman should act according to the rules set by the society. Otherwise, she will be punished. While the newspapers show women as helpless and needy for men, they always represent men strongly. It is impossible to say that newspapers reflect men and women in an egalitarian manner when viewed in the context of the sexist statements. Looking at the content of the newspaper reports, it is clearly seen that the language contains misogyny.

As a result, in order to ensure the full equality of women and men in society, men should act together with women and the state should support this equality with necessary practices. Mass media should not include sexist expressions in their publications and should avoid discourses that will produce patriarchal patterns. National and international research shows that women are in the second place in the media. The media is able to address and direct people from all walks of life. It can influence them with various perception operations.

Media has a very important role to play in promoting equality between women and men. The media should use their power in this area and achieve success. The situation of women in the media should be examined and a position should be taken accordingly. The role of the woman should be revisited. The media should save the woman from male hegemony. The rate of respect in society should be increased by adding better roles to women.

The media plays its own role in this situation when gender is formed. From here, it is possible to reach the following conclusion. The character of inequality between men and women is gender, and the medium is the media. Gender equality and women's empowerment are essential for development. The gender equality perspective requires women and men to be equally and visibly involved in all processes. Establishing, understanding, and using this perspective should first of all manifest itself in the communication processes. United Nations Secretariat administrative directive ST/IC/1992/67 of 29 October 1992 stated that language free from bias is important because it indicates the approach of the language user. Expressions claiming that one gender is superior to another should be avoided.

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