EFFECTS OF MEDIA DIGITALIZATION ON JOURNALIST EMPLOYMENT

Melis BAKIRMEKIK[1]

Abstract

With the development of technology, the uses of mass communication devices have also begun to change. Production and consumption of news have evolved, thus new duty descriptions have emerged. Especially with online journalism, the requirement to have various skills has emerged about media professionals who will work in this area. Besides traditionalist qualities that conventional media workers have, some qualifications that are brought by digitalization have been made obligatory for them and this has lead to the danger of employment loss. The aim of this research is especially digitalization and the changes that take place in the media connected to problems of employment for journalists. In this context, in addition to the employment areas in the conventional media, new employment areas that emerged with the digitalization of the media were examined. In addition to the additional employment area of media digitalization, the emerging disadvantages were also examined, and the positive and negative aspects of media digitalization were compared. In the study, it was concluded that despite the new employment areas, media digitalization has the potential to have negative consequences for journalism and the workforce of journalists.

***Keywords:** Digital Media, New Media, Journalist, Employment, Unemployment.*

[1] PhD Student in Media and Communication Department, İzmir Katip Çelebi University, Social Sciences Institute, Turkey, melisbakirmekik@gmail.com, ORCID: 0000-0001-6368-0742.

1. INTRODUCTION

After the developments in communication technologies and the widespread use of the internet in the 21st century, a new type of journalism called "electronic journalism", in other words, "internet journalism", has emerged alongside conventional journalism (Gezgin, 2002, 30). This new understanding of journalism is used in the literature with different names such as "virtual journalism, internet journalism, online journalism, digital journalism, electronic journalism". The job description of the pages that provide the news service through online environments is called internet journalism or virtual journalism. These types of newspapers are communication channels that emerged and became widespread with the development of the internet after 1994 (Yüksel and Gürcan, 2001, 18). In the world literature, the type of journalism that has become widespread especially towards the end of the 1990s and is carried out through the online environment is called "online journalism".

The change in mass media together with technological developments has also affected the way newspapers and newspapers work. This effect has manifested in the way journalists can produce and distribute their news in this medium. However, the online environment provides a great innovation in the name of the profession with its interactive aspect. These innovations increase the democratic potential of the journalism profession and provide new models for news production to professionals and users.

Anderson, Bell and Shirky (2012) state that as a result of technological developments, from transparent circulation to the spread of networks, journalists are now able to further more information than before. In addition to the necessary tools, it has become easier to come up with more effective visuals and texts that increase interaction, and the opportunity to reach the target audience through more than one channel has emerged.

Opposing views have also been added to the researchers who advocate the positive aspects of journalism, which has been transformed by technological innovations over time. One of the areas affected by communication technologies is the press industry. Before digital technologies took their current form, there was print-based broadcasting and journalism. As a result of these technologies, readers' interest in printed publications has decreased, and this has been replaced by interest in online publications and news. Newspapers, realizing the interest of their readers in digital media, have turned to the way of switching to the online environment and making a profit from it.

Press companies, trying to keep up with the transformation in communication tools, have implemented the journalism method that is produced in digital, distributed and consumed at the same speed. Under these conditions, journalists may face mass layoffs, distrust of their jobs, and challenges to their autonomy and mass power (Willnat and Weaver, 2014).

The aim of this article is to reveal the employment problems in the existing conventional media, the legal regulations applied to solve these problems, the new employment problems that are added to the old problems with the digitalized media. In the article, firstly, the stages of the transformation from conventional media to digital media will be revealed. Then, in order to better understand the impact of the current transformation on employment, employment areas in the traditional media will be examined. In the next part of the article, the employment problems that arise with the digitalization of the media and their reasons will be revealed.

2. CONVERSION FROM CONVENTIONAL MEDIA TO WEB PAGES

Newspapers, the first examples of which we saw in the 17th century, had the ability to reach readers anytime and anywhere through devices such as phones, computers, tablets, with new communication technologies. Newspapers interacted with television and radio broadcasting and revealed the concept of convergence. In the process of technological developments that completely affect the means of communication, newspapers completed the transformation that started with convergence and started to transform.

Printed newspapers of the conventional media still exist today, and each of them also continues to exist in the digital environment. In addition, there are many medium and large-scale newspapers that prefer to leave the printed publication life and prefer to produce and distribute completely over the digital environment. The digital transformation experienced has affected the journalism profession in different ways, offering internet media professionals the opportunity to use unlimited technological opportunities and benefiting from resources in a wide way, and has revealed the type of internet-based journalism called internet/digital or online journalism (Bardoel and Mark, 2001: 91 cited by Kucu).

The transformation process of conventional media against the internet has taken place in several stages. After the Internet came into our lives, the newspapers carried the news published in print to their web pages. Later, they started to produce separate content for their internet pages and finally they started to do internet journalism in mutual interaction, in which users also participated in the news production process (Tokgöz, 1981: 81).

With the technological developments experienced, traditional journalism has left its place to online journalism, where many messages such as news texts, videos, sound recordings, graphics and animations are presented to the reader. Along with journalism practices, new types of advertisements have emerged in the new media. Advertorial / news-advertisement publications, pop-up advertisement boxes, advertisement contents displayed next to the news, banners, video broadcasts have provided a new online advertising perspective. This innovation, on the other hand, has created a new employment line under the name of "digital advertising" in the field of advertising.

This new understanding of journalism, which expresses the collection of news from digital sources and delivering it to the reader through the internet channel, has been named in many different ways as online journalism, internet journalism, digital media, new media, electronic journalism. (Çetinkaya, 2016)

In addition to the products that emerged with online journalism, the employees, organizational structure of the press organizations, production and activity processes, financing and legal grounds of transforming journalism have also changed. With the new media, which is the beginning of a new era in journalism, the high capital required by the conventional media has been replaced by low-capital and low-paid journalists.

Although not widely seen in Turkey, artificial intelligence applications, which are used by major press organizations in the world and considered as a new step for journalism, are also accepted as an important milestone in the digitalization of journalism. These practices have led to discussion of the relationship between digitalization and employment. Artificial intelligence is defined as computer algorithms that are known to operate in the form of human intelligence. The application was first used in financial news by Reuters in 2006. Its popularization was realized by the Washington Post newspaper, using it in news software by the "Artificial Intelligence Journalist" called the Heliograph at the Rio Olympic Games held in 2016.

3. FROM ACTIVE USERS TO INDIVIDUAL MEDIA

According to Ian Hargreaves (2006, p.167), no new tool in the history of communication has emerged as quickly as the internet and has not produced such variable results. For example, while it takes 38 years for radio to reach 50 million users all over the world, it takes 13 years for television. However, Twitter, which is in the new media ecosystem, has managed to catch 50 million users alone in just 9 months (Kara, 2013, p.49). Hargreaves (2006, p.180) states that

journalism has turned into a profession that spreads to society and its boundaries are blurred, as users turn into media producers in an individual sense. Hargreaves also states that this situation creates an antidote effect against media monopolization and the hegemony created by commercial values. Due to its liberal nature, the Internet provides its users with an active position in creating content.

This situation has created a new communication environment in which media professionals, who are content providers in conventional media, cannot control the information alone. The widespread use of the internet in the world has brought along a process in which citizens are also included in the functions of mainstream media organizations such as "informing the public" and "giving news" (Değirmencioğlu, 2016). The information circulated in the online environment is no longer carried out only by media workers, but a participatory environment is created with the involvement of ordinary people in the process.

The role of the press, which decides what information the public should learn and which should not, is no longer a definitive definition of journalism (Kovach and Rosenstiel, 2007, p.26). With this new situation, the border between journalist and reader, viewer and listener has become blurred. In addition, users who take an active role in news production have also been instrumental in the emergence of user practices in accordance with citizen journalism.

On the other hand, the depiction of an environment where everyone can have their own media and the emphasis on an egalitarian structure at the point of access and distribution of information is just an illusion according to Christian Fuchs (2016, p.116). Fuchs stated that in theory, everyone can produce and disseminate information via the Internet, but not all information in online environments will receive the same attention. For example, Hürriyet newspaper, which has been publishing for years in Turkey, or the New York Times, which is one of the first names that come to mind when it comes to journalism in the United States, has a greater influence than an ordinary blogger. Fuchs describes this structure with George Orwell's description of the animal kingdom, where some animals are more "equal" than others (2016, p.32).

Dan Laughey (2010, p.158) explains this situation with the concept of "convergence", which he uses in the context of media economy and ownership. According to him, "The new media ownership structure mirrors the ownership and control models in traditional media sectors. The ownership of many of the popular websites is monopolized by certain companies.

This apparently refutes the assumption that every user plays an active and equitable role in the communication process, and shows that the internet environment is dependent on a certain power hierarchy at the point of distribution and acquisition of information, similar to the real world order."

According to John Pavlik (2013, p.47), prestigious and reliable brands are the primary reason for preference in terms of trusting the news circulating in the online media. Pavlik emphasized that online journalism by individuals with the necessary technical equipment may pose a danger in terms of online journalism.

Robinson (2010), on the other hand, states that digital news site users are divided into 2 perspectives; traditionalists and routers. According to him, traditionalists think that the hierarchical order between reader and writer should be preserved. The way to achieve this is to allow limited movement of readers on news sites. On the other hand, routers advocate multi-participant journalism and emphasize the need for increased reader participation.

The presence of participants who work in digital journalism, lack media literacy, and whose content they produce and circulate does not undergo editorial control has led to debates about who a journalist is in the digital age. While the answer to the question of who a journalist is in times that did not require large capitals, it has become difficult to make this definition today. While in the past it was enough for a person to be paid in a press organization to be considered a journalist, today anyone who has the privilege of broadcasting through digital channels can be defined as a potential journalist (Ergürel, 2013).

4. THE RELATIONSHIP OF TECHNOLOGICAL DEVELOPMENTS WITH JOURNALISM EMPLOYMENT

Technological developments facilitate the work done and prevent time loss, while increasing efficiency, while minimizing the time allocated to work. Therefore, the need for labor is decreasing, while technology causes job loss concerns in all sectors it affects. New technological opportunities that make work easier and prevent time loss increase productivity and shorten the time allocated to work. Therefore, due to the decrease in the commitment to the workforce, technological developments are met with hesitation due to the worry of job loss as well as the excitement they create in any field.

Interactive, digital and networking areas have replaced the employment areas that have emerged with technological innovations, and many professions have faced the danger of

extinction. In addition to the negative results experienced, this transformation also caused the emergence of new business lines in the information sector. Digitalization creates new employment and business lines in the journalism profession. At this point, the opinion of some people is that the need for trained and qualified labor force will continue under all circumstances. Self-trained experts will always have the opportunity to work. (Eke, 1999 cited by Gökay M.)

However, media professionals of our age are expected to be knowledgeable and competent in areas such as interactive advertising, content production, digital visual design, as well as conventional media channels. In this context, the need to train qualified and qualified personnel in line with the new situation in the field of media and communication has come to the fore. (Ergüney, 2017).

The employment areas that have emerged with the digitalized media have also led to the emergence of new training programs for this sector. An example of this is the "New Media" departments opened in universities especially recently. Graduates of new media departments can find employment opportunities in various positions in private and public institutions. These positions are:

i. New media correspondent, editor, and producer in media organizations such as newspapers, magazines, radio, television and film production companies that carry out publishing activities in new media environments

ii. Online reputation management by using online opinion research and search engine optimization and advertising effectively in the public relations and consultancy departments of companies

iii. Internet advertising or internet and mobile marketing management in advertising agencies

iv. Social media expertise that will enable effective communication of any public, private or non-governmental organization in the social media unit

v. Internet and mobile business management that provides efficiency and competitiveness by transferring the business processes of institutions, organizations and individuals to the internet and mobile environment

vi. Internet and mobile marketing management or entrepreneurship. (Ergüney, 2017).

Some features such as innovation acceptance and rapid integration are very important for professionals, especially in areas such as new media where technology is directly affected. However, since the work mostly shifts to digital media, it is necessary to have computer skills and proficiency. Professional employees who want to be employed in the new media must first have an e-mail address, be able to transfer data and establish a website. Being able to design multimedia and knowing how to start an online press are important requirements for obtaining a position in online journalism. (Pavlik, 2013).

Another profession that has become an important area of employment in digital broadcasting is social media expertise. Experts working in this field produce various strategies by focusing on the appearance of newspaper news published online and in print on social media, and with which view more users can be reached. With the developing technology, SEO journalism has been added to the social media expert position of the newspapers. SEO (search engine optimization) journalists produce various strategies in order to attract more traffic to the newspapers published in the digital environment and try to increase the readability of the newspaper.

Established job descriptions of multimedia and content production and presentation have been affected, the definitions of jobs in the sector have also begun to change, depending on the skills or the work done. Those working in content production and presentation on new communication technologies such as the Internet have begun to describe their work area as "production and presentation of text, sound and image, including the convergence of traditional media with distribution over the Internet and computer-based technologies" (Christopherson, 2004, p.544-545).

When we look at the practices put forward in terms of professional practices, it is seen that professionals from different fields have started to be employed in media organizations in parallel with the changes experienced. For example, the Washington Post employs a social media editor in the newsroom; USA Today and the New York Times also employ newsroom staff with job descriptions of social media editor and social media analyst (Nicholson, 2010).

When we look at the employment areas in media organizations, new job definitions such as SEO (search engine optimization) expertise and social media editor have emerged. The primary task of these people is to manage and control the circulation of the produced content in the online environment.

For example, what is expected from SEO experts who work in the news centers of newspapers such as the Washington Post and Los Angeles Times is to determine the most searched words during the day by examining the search engines and to ensure that the news content is created in line with these words. The contents created by this method will ensure that the relevant news is at the top of the result pages, which will increase the reading rate of the newspaper. SEO professionals employed by major media outlets are often made up of people with tech expertise but no journalistic background.

SEO practices do not only represent the dominance of technological operation, but also affect the routine developments during the day, the communication of the agenda and the editorial production planning. Therefore, SEO practices are not only the responsibility of the expert working in that field, but also the editorial staff.

Content produced by users other than search engines and applications that enable them to interact with other actors are employed under job descriptions such as social media analyst or social media specialist. These employees usually market the produced content.

One of the journalism genres that emerged with the development of technology and the increase in digitalization is robot journalism. Robot journalism is basically an algorithmic process that collects data from certain sources and translates it into news text through various codes without the need for human intervention. Robot journalism is a type of journalism that has advantages and disadvantages for professionals. The primary purpose in robot journalism is to increase production volume and to save human labor at the maximum level. In this way, it is aimed that journalists allocate more time to tasks such as producing more in-depth news, following news, focusing on research news, and producing quality content.

However, the automatic content creation feature of robot journalism reveals the fact that journalists can take over their jobs, and this causes unemployment concerns for professionals. Algorithms in online journalism can easily maintain editorial processes. This points to a situation that will cause journalists who are specialized in fields such as sports and finance to lose their jobs.

The standardization of journalism in digital media and its evolution into an operational process in some areas is an important factor for media owners to prefer automated content creators over editors.

5. TYPES OF JOURNALISM EMPLOYED IN CONVENTIONAL AND DIGITAL MEDIA

Freelance Journalism: Independent journalists who are not employed in any media organization are called freelance journalists. A freelance journalist is an independent journalist who earns income from activities such as writing, photography, editing, videographer or a combination of these (Allen, 2011, p.26).

Regular Journalism: Persons who are in the staff of any media organization, who are obliged to produce news and take photographs, and who in return have various legal rights, are called regular journalists.

Stamped Journalism: They are people who can work for one or more newspapers. These people who work as reporters are paid by the newspapers they work for or per the news. The expenses of the stamped journalists regarding their transportation and production tools are covered by the newspaper (MEB, 2013, p.17).

Entrepreneurial Journalism: Landström and Johannisson (2001, p.228) see entrepreneurship as a phenomenon beyond individual qualities and abilities. Entrepreneurship includes the organization of new resources and collaborators according to the emerging opportunities. Traditional methods of accessing individuals have now been replaced by digital methods that facilitate gathering and organizing information, using the available resources correctly, and enabling collaborative interactions. As Hartley (2007, p.137) states, the one-way 'read-only' era for mass and broadcast communication is transformed into a 'read-write' oriented multimedia interactive era.

Citizen Journalism: The concept of citizen journalism emerged with the support of the Pew Center, which is a public institution in the United States, as a solution to the press freedom debates that have arisen with the increasing monopoly and conglomerate process in the media since the 90s. Citizen journalism is a type of journalism that enables ordinary people who do not do this job professionally to produce news content and share it through various mass media.

People are no longer just passive objects in the news production process and have entered the position of active producers. Citizen journalists can produce news for mainstream and commercial news sites as well as for blogs and news sites. Considering the spread of news in the online environment, the importance of the interactivity feature is seen once again. Citizen journalists are people who do not work professionally in a news organization or a news agency,

41

but report an event they witnessed from their location and share it with the public (Durgeç Aydoğan, 2017, p.706).

Agency Journalism: News agencies, which are also the main source of conventional media, are active subjects of news exchanges at national and international level. A news agency is an organization that collects, produces and distributes a wealth of news content to a variety of global and local clients. Today, news agencies are built specifically around images (Gynnild, 2017, p.25) Every day, hundreds of newspapers and news media, including news sites that exist in the digital environment, receive content such as news, pictures and videos from international publications such as the Associated Press (AP) or Reuters.

6. EMPLOYMENT AND EXPECTED SKILLS IN THE WORKFORCE IN DIGITAL MEDIA

With the transfer of newspapers to the digital environment, there have been various changes in the structures of media organizations. This change includes institutional routine and news production practices. These changes, which are discussed in terms of media organizations, are examined in two dimensions. One of these dimensions is convergence and the other is multi-skilling.

Convergence is the blurring of the lines separating radio, television and the press. With the convergence, various media organs have merged with digital news portal for broadcasting companies. Media products can now be viewed on personal computers, televisions or phones in audio, text or video formats. In addition to this, there are also mergers in the internal structures of media organizations. Mergers are also seen in jobs performed by different people and units (Siapera, 2012, 132). With convergence, it has become possible to provide sound, graphics, still images, tables or moving images over a single channel. In addition, the content was enriched by linking to another page on the same or different websites. This feature of the Internet increases the depth and breadth of the content of online newspapers (Aktaş, 2007, 34-35).

Another benefit of convergence is in the field of production. With this feature, a content is circulated on multiple media platforms without the need for rewriting and editing. The slogan here is "Write once, publish everywhere" (Saltzis and Dickinson, 2007, 3). This feature of convergence means having an editor or a journalist for professionals. In terms of distribution, it means the ability to access all media with a single device. In terms of consumption,

42

convergence can be expressed as an increase in the number of users and participation. Convergence is most relevant for media organizations because convergence allows companies to expand across many different channels, enabling them to grow and reach wider audiences. While reducing the cost, it is also effective in maintaining competition (Siapera, 2012, 133).

According to Dickinson and Saltzis, media organizations apply four strategies to ensure cost minimization and to ensure the continuity of competition. First, media organizations tend to merge newsrooms from an institutional and technological standpoint. The merging of units, on the other hand, causes layoffs as a natural result. Secondly, media organizations employ professionals who have knowledge and skills in every field or use them as subcontractors. This means that journalists with expertise in a particular subject are at a disadvantage. Third, the use of flexible and user-friendly technologies in the production process. With this method, the production process becomes easier and more effective. Finally, media organizations have actively sought to expand their services in new media and seek to grow by using more platforms (Saltzis and Dickinson, 2007, 4-5).

With the Internet attracting advertising revenues, media organizations have begun to lay off the expensive working class such as expert and foreign reporters, investigative journalists. Regarding the issue, Times newspaper editor Robert Thomson announced that the first job of the media organizations experiencing economic difficulties was to close their foreign offices. Rusbridger, the editor of the Guardian, says that as a result of Google's killing of classified ads, newspapers lost real estate, cars and job ads, and this reflected on newspaper owners as cutting editorial costs (House of Lords Select Committee on Communications, 2008b, 46).

With Convergence, every news center employee has become able to editor content and news. For example, The Daily Telegraph defines itself as a media group that includes all news sharing systems. New job definitions have emerged over time in media organizations where convergence is adopted. These are; storybuilder, user-generated content editor-, newsflow manager, interactive content designer, digital rights manager and social media coordinator.

Story builders inform media workers about how to handle information in multimedia and how to ensure story flow. These people are aware of the forms and differences of the story conveyed in every medium. Newsflow managers are responsible for producing stories for the various channels of the converged media outlets. They produce a story suitable for every medium and audit the information created by journalists. With the development of technology

and the widespread use of smart phones, the images taken by people who have become citizen journalists and the information they serve have increased the need for editors who will control and audit them. In addition, user comments that may constitute a hate crime should also be filtered by the editors. Digital rights managers, on the other hand, are obliged to protect the rights of the media organization in using a content or the rights of those who produce the content. Interactive content designers are someone who create interactive content using new versions of HTML, Flash, and JavaScript. Persons to be employed in this position are expected to have knowledge and skills in the field of technical software as well as journalism. A new field of employment in converged media organizations is social media coordinator. People working in this role are responsible for sharing content on various social media networks. Social media coordinators should also get users to talk about the content they share. Interaction between users should be provided by linking news or other techniques (Wilkinson et al., 2013, 46-49).

Convergence is not only a growth strategy, but also a cost-reducing feature. But besides all its advantages, there are also some disadvantages discussed. With the convergence, journalists who work in media organizations but are not noticed enough may feel that their expertise is under threat. However, some small or medium-sized media organizations may lack the necessary technical knowledge and technological equipment and may experience insufficient resources to train their employees in this field. Despite all these problems, convergence determines the future of media organizations with its increasing effect (Siapera, 2012, 134).

The other dimension of the change experienced is multi-skilling. Along with the transforming journalism practices, today's media workers have to have a number of skills at the same time. Saltzis and Dickinson (2008) say that when journalists are given the opportunity to have a few talents, uncertainties in the journalism profession will be reduced. For example, journalists in converged media organizations have the competence to work in more than one medium such as television, newspaper or the web. However, the BBC, which has implemented multiple talents within its own organization and encouraged its journalists in this regard, has given up this practice over time. BBC has now adopted a working policy that a talented radio reporter does not have to be a good television reporter at the same time. From this point of view, unlike the majority, BBC seems to prioritize content quality rather than cost reduction.

7. DIGITAL TRANSFORMATION AND FORESIGHTS

The beginning of the transformation in the field of media has been technological developments and especially the invention of the computer. The development of internet networks and the ease of access to these networks accelerated the transition to digitalization. Media historians agree that the transformation of text-based online information into graphic-based content accelerates the spread of the Internet, and the web plays the most important role in this process (Başaran, 2014, p. 258).

The importance of web technologies in communication with the user in human life is increasing. Therefore, having the ability to use Web 2.0 technology will also enable to use the technologies that will emerge in the future. With smart digital communication technologies, users are starting to spend more time on the internet and this situation increases the importance of web channels and mobile applications (Koçyiğit and Koçyiğit, 2018, p. 21).

The traditional type of newspapers, which are the first place to collect and gather raw historical information, in the transfer of individual and social heritage from generation to generation, in the formation of public opinion, have created a new type of journalism, which is expressed today as internet journalism in the information age (Gezgin, 2002, p. 30).

According to Karaduman (2003, p. 142-143), Internet journalism can be divided into 3 periods: In the first period, journalists transfer the contents of conventional media to internet pages. However, the news is not produced exclusively for the Internet. In the second period, media organizations started to produce news content specific to the Internet. In the third period of internet journalism, the interactive communication model emerged.

In an interview with Şenyüz (2018), Haluk Şahin expressed various views on the future of digitalized media and journalism. Şahin stated that the definition of journalism has become controversial. Stating that the internet makes the life of journalists easier, Şahin argues that the professional position of journalists has weakened.

In the same interview, Kerem Çalışkan emphasized that internet editors have turned into "machinists" who copy news from other sources. According to Çalışkan, the criterion for success in journalism is the average number of news articles per hour.

According to Yıldırım (2013, p. 23), although the development of technology and the benefits of today's digital age bring new media journalism to the top, his views on the

disappearance of traditional journalism do not agree. In today's communication environment, traditional journalism and internet journalism should not be evaluated separately. In fact, both are structures that support each other. However, traditional journalism forms the basis of internet journalism.

In addition to all these, the integration of the internet with communication environments also has some handicaps for media workers who pursue traditional journalism. In the sector, which is currently experiencing an employment problem, the problem of unemployment has become more evident with digitalization. With the survey conducted by Eda Narin (2019) with journalism graduates on the internet, the sectoral trends of media workers were revealed. 130 of the 235 graduates who participated in the survey had their first job experiences in various newspapers, and 99 of them worked in sectors other than the field. Likewise, 141 people have worked in the field of press even once in their life, while 89 people have never worked in the field of press. These rates show that a substantial majority of journalism graduates are out of the sector.

In the report published by Sarphan Uzunoğlu and Verda Uyar (2021), job postings published in the media sector were examined. The purpose of the report is to examine the qualifications of media organizations in job advertisements and to grasp the new roles that have emerged in the media recently. The findings of the job postings examined are summarized as follows:

i.   Fidelity to publishing policies is a must.
ii. Employee circulation is high in workplaces.
iii. Interest in popular positions in the global media is low.
iv. New generation media organizations are closer to global trends.
v.   There is no consensus among journalists on the necessity of a human resources department in the media sector.
vi. There is no consensus that communication training is important in recruitment.
vii. Perception of internal and external capacity building programs is positive.
viii. Job postings are mostly for full-time jobs.
ix. After developing communication technologies, the use of some software used for editing and similar purposes has become an advantage for employees.

The term convergence, which is used to reveal the developments in the field of media and communication, emphasizes the relationship between communicative processes. According to Taş (2004), the convergence in the communication sector is a situation that should be evaluated not only with technological and industrial change, but also with the political and socio-cultural context. While this concept has become a profitability strategy for the managers of media organizations (Gasher, 2011), it has also revealed many new working models for the employees.

While this technological transformation in journalism created new jobs, it also updated the main skills of journalists. Birsen (2005), who focuses on the job qualifications of internet journalists working in the new media environment, states that internet broadcasting differs from traditional broadcasting due to the different consumer expectations and media characteristics, and that an Internet journalist must rework a news in both technical and editorial processes. In this case, journalists should have both journalistic experience and digital technology. New technical abilities and skills are also associated with the ability to enter into a dialogue with the reader, to comprehend the social dynamics he is in, to process the subject he deals with within the logic of journalism, and to use the language effectively (Yıldırım, 2013).

Along with these, new problems arise for new journalists. Mark Glaser (2007) argues that the perspectives of journalists and the methods used in news gathering, writing and publishing processes have changed, and argues that journalism has evolved into a job that can be done anywhere and anytime, and draws attention to the fact that a journalist no longer has to work only through a newsroom. Most of the academic studies conducted in Turkey have a labor security approach. In these studies, it is generally criticized that journalists are employed under low wages and flexible working regimes or directly unregistered or the royalty-based working system (Uzunoğlu, 2018; Özkan and Cengiz, 2019). According to most researchers, technological, financial and political changes in the sector play a decisive role on the basis of precarious work, both locally and nationally (Uzunoğlu, 2017; Kızılca and Kızılca, 2018).

The fact that the work to be done by many people is done by a single person has led to a reduction in the number of personnel in the press enterprises. However, according to Çetinkaya, the search for employment in various new areas by media enterprises means that a long-term workforce potential is born and this will be evaluated (Çetinkaya, 2016). Journalists receive additional training to develop their multiple skills and have to invest in this. On the other hand, managers are liquidating old employees in order to employ young journalists who are prone to

new technologies. Therefore, the increase in innovations in the sector is not reflected in the employment rate.

8. CONCLUSION

Although journalism has remained the same in its essence in terms of job definition and responsibilities, it has made it necessary to acquire new skills for professionals with the technological developments. This change has also led to the creation of new employment areas in media organizations. The digitalized news environment, combined with its multimedia feature, requires professionals to have both content producer and content visual maker competence.

The important thing in online journalism is to increase readability. For this reason, journalists have to use their creativity to reach more views of their content. This situation has created an employment area for graphic designers who know the photoshop program, which is used to increase interest in press businesses.

With the development of communication technologies, video journalism has emerged and a field has been opened for the employment of various experts and video editors. The increasing importance of social media and search engines has increased the need for social media experts, editors and SEO experts in press businesses. Likewise, advertising departments have started to employ advertising specialists who provide integration into the digitalized environment. Especially large-scale media organizations have recruited software experts to create and strengthen the technical infrastructure.

Since news production in online media is based on speed and clicks, cheap, poor quality and identical news have emerged. Press businesses now get the biggest share of the revenue pie from read rates and advertisements. Journalism practices that will increase readability are directly dependent on technology and it can be said that production becomes relatively easier with technology. However, on the other hand, this technology increases the expectations of press companies from their professional employees. While large-capital newspapers employ separate employees for each department and each task, small and medium-sized businesses outsource more than one job to the same person by calculating the cost, thus increasing the expectation and responsibility of journalists. Journalists today must have the following skills: finding, producing and distributing the news, choosing photos suitable for the content, editing these photos when necessary, making the news suitable for social media and sharing it, having

information about search engines and revising their news in accordance with this system.

In terms of the state of the media, it can be said that journalism has become commercialized, but this should not overshadow the fact that journalists take on the role of public service. Journalism has important missions such as analyzing social problems, reporting in the public interest, revealing the deficiencies, ensuring that action is taken to correct them, and supporting the operability of the laws. For this reason, it maintains its value despite the disadvantageous situations brought by technology.

The presence of news sites in digital media has increased with the transfer of conventional press to online environments. In addition to the news sites of large capital groups, there are also sites with small capital and a few journalists, since the digital environment does not require high costs. Some small news sites that do not care about prestige and accurate news have removed the journalist from the position of "news producer" and put them in the position of editors who publish news received from agencies as they are. It is another challenge for journalists working in such organizations, where supervision and control is difficult, to protect their legal rights. The increasing number of journalists with communication degrees combined with the desire of media organizations to do maximum work with minimum workforce, many journalists trained in the field have to work for minimum wages and often without obtaining their legal rights.

When the unemployed journalism graduates in Turkey are taken into account, it is clear that it is not difficult to find a replacement by dismissing a journalist who speaks out about their rights. This reveals that journalists are deprived of the minimum working conditions they deserve.

REFERENCES

Aktaş, C. (2007). İnternetin gazeteciliğe getirdiği yenilikler. *Selçuk İletişim Dergisi, 5*(1), 30 41.

Allen, M. A. (2011). *Starting Your Career as A Freelance Writer.* Newyork: Allworth Press.

Anderson, C. W., Bell, E., & Shirky, C. (2012). *Post-industrial journalism: Adaptingto the present.*http://towcenter.org/wpcontent/uploads/2012/11/TOWCenterPost_Industrial_Journalism.pdf [Accessed: 15th November 2016].

Bardoel, J. & Mark, D. (2001). Network journalism: Converging competences of media professionals and professionalism. *Australian Journalism Review, 23*(2), 91-103.

Başaran, F. (2014). Yeni iletişim teknolojileri, alternatif iletişim olanakları. *Mülkiye Dergisi, 34*(269), 255-270.

Birsen, H. (2005). *İşgören niteliği ve üretim süreci açısından haber sitelerinin basın etiği kurallarını uygulayabilme yeterliliği: Türkiye'de internet üzerinden yayınlanan haber sitelerinin editörleriyle bir anket çalışması.* Eskişehir: Anadolu Üniversitesi.

Christopherson, S. (2004). The divergent worlds of new media: How policy shapes work in the creative economy. *Review of Policy Research, 21*(4), 543-558.

Çetinkaya, A. (2016). *Günümüz medya ekonomisi çerçevesinde çevrimiçi gazetecilik ve reklam ilişkisi.* Yayımlanmamış Doktora Tezi, İstanbul, İstanbul Üniversitesi S.B.E.

Değirmencioğlu, G. (2016). Dijitalleşme çağında habercilik pratiklerinin değişimi ve yeni habercilik türleri. *Uluslararası Hakemli İletişim ve Edebiyat Araştırmaları Dergisi, 1*(10), 45-62.

Durgeç Aydoğan, P. (2017). Alternatif bir medya alanı olarak yurttaş gazeteciliği. *Uluslararası Sosyal Araştırmalar Dergisi, 10*(50), 705-711.

Eke, Z (1999). 21. yüzyılda istihdam ve işsizlik. *İş Güç Dergisi 1*(1), 46-46.

Ergüney, M. (2017). İletişimin dijitalleşmesi ve iletişim fakültelerinde yeni medya eğitimi. *Ulakbilge Sosyal Bilimler Dergisi, 5*(15), 1475-1476.

Ergürel, D. (2013). Teknoloji ve internet ile yeniden şekillenen medya. *İletişim ve Diplomasi, 1*(1), 167-178.

Fuchs, C. (2016). *Sosyal Medya Eleştirel Bir Giriş.* (Çev. İ. Kalaycı ve D. Saraçoğlu). Ankara: NotaBene Yayınları.

Gasher, M. (2011). *Media convergence.* The Canadian Encylopedia. http://www.thecanadianencyclopedia.com/en/article/mediaconvergence/ [Accessed: 15th April 2012].

Gezgin, S. (2002). Geleneksel Basın ve İnternet Gazeteciliği. In S. Yedig, and H. Akman (Eds.), *İnternet Çağında Gazetecilik* (pp. 29-36). İstanbul: Metis Yayınları.

Glaser, M. (2007). *The working journalist in the age of the Internet.* http://www.pbs.org/mediashift/2007/04/the-working-journalist-inthe-age-of-the-internet095.html [Accessed: 1st April 2012]

Gynnild, A. (2017). The visual power of news agencies. *Nordicom Review, 38*(2), 25-39.

Hargreaves, I. (2006). Gazetecilik. (Çev. Yeliz Özkan). Ankara: Dost Kitabevi Yayınları.

Hartley, J. (2007). There are other ways of being in the truth. *International Journal of Cultural Studies, 10*(1), 135–144. http://doi.org/10.1177/1367877907073908

House of Lords Select Committee on Communications, (2008b*). The Ownership of The News*, Vol 2: Evidence, Norwich: The Stationery Office Ltd.

Kara, T. (2013). *Sosyal Medya Endüstrisi.* İstanbul: Beta Yayıncılık.

Karaduman, M. (2003). İnternet ve gazetecilik. In S. Alankuş (Eds.), *İletişim Teknolojileri ve Medya* (pp. 141- 153). IPS İletişim Vakfı Yayınları.

Kızılca, F. K. & Kızılca, G. K. (2018). Türkiye'de iletişimciler ve "preker" emek: Gözden kaçmış bir veri tabanından bulgular. *Galatasaray Üniversitesi İletişim Dergisi,* (29), 9-30.

Koçyiğit, M. & Koçyiğit, A. (2018). Değişen ve gelişen dijital i letişim: Yazılabilir web teknolojisi (web 2.0). In V. Çakmak & S. Çavuş (Eds.), *Dijital Kültür ve İletişim* (pp. 19-48). Literatürk Academia.

Konstantinos S. & Dickinson R. (n.d.) *Inside The Changing Newsroom: Journalists' Responses to Media Convergence.* https://robertoigarza.files.wordpress.com/2009/04/art-journalists-responses-to-media-convergence-saltzis-2007.pdf, pp. 1-14. [Accessed: 27th February 2015]

Kovach, B. & Rosenstiel, T. (2007). Gazeteciliğin Esasları. (Çev. Serdar Göktaş). Ankara: ODTÜ Yayıncılık.

Landström, H. & Johannisson, B. (2001). Theoretical foundations of Swedish entrepreneurship and small-business research. *Scandinavian Journal of Management, 17*(2), 225-248.

Laughey, D. (2010). *Medya Çalışmaları: Teoriler ve Yaklaşımlar.* (Çev. Ali Toprak). İstanbul: Kalkedon Yayıncılık.

MEB (2013). *Gazeteciliğin Temel Kavramları.* MEGEP. Ankara.

Narin, E. (2019, 22 July). *Gazetecilik Mezunları Mesleklerini Yapamıyor. Media4democracy.* http://media4democracy.org/news/gazetecilik-mezunlari-mesleklerini-yapamiyor [Accessed: 22nd July 2022]

Nicholson, Alex (2010, 08. 12.). *USA Today Names Social Media Editor and Social Media Analyst, Creates @SocialUSATODAY.* USA Today İnternet Sitesi. http://usat.ly/eXv5Cl [Accessed: 21st December 2010]

Özkan, E. İ. & Cengiz, A. A. (2019). Prekerleşen meslekler içerisinde gazeteciliğin izdüşümü: Eskişehir'de yerel gazeteciler üzerinde bir inceleme. *Emek Araştırma Dergisi, 4*(1), 103-132.

Pavlik, J. V. (2013). *Yeni Medya ve Gazetecilik.* (Çev. M. Demir & B. Kalsın). Ankara: Phoenix Yayınevi.

Robinson, S. (2010). Traditionalists vs. convergers. *Convergence: The International Journal of Research into New Media Technologies, 16*(1), 125–143. https://doi.org/10.1177/1354856509347719

Saltzis, K. & Dickinson, R. (2008). Inside the changing newsroom: Journalists' responses to media convergence. *Aslib Proceedings, 60*(3), 216-228.

Siapera, E. (2012). *Understanding New Media.* California: Sage Publications Ltd.

Şenyüz, M. (2018). *Gazeteciliğin merdiven altı: İnternet haberciliği ve gelecek güzel günler.* Journo Gazetesi, https://journo.com.tr/internet-haberciligi-nereye-gidiyor [Accessed: 26th May 2021]

Taş, O. (2004). *Yöndeşme ve medya endüstirisi: iletişim alanında yöndeşme eğilimleri.* Yayınlanmamış Yüksek Lisans Tezi. Ankara: Ankara Üniversitesi Sosyal Bilimler Enstitüsü.

Tokgöz, O. (1981). *Temel Gazetecilik.* Ankara: Ankara Üniversitesi Siyasal Bilgiler Fakültesi Yayınları No 479.

Uzunoğlu, S. (2017). *Gazetecilikte Preker Emeğin Türkiye'deki Durumu.* Doktora tezi. Galatasaray Üniversitesi.

Uzunoğlu, S. (2018). Gazeteci emeğinin dönüşümü ve güvencesizleşme: Türkiyeli dijital haber odalarının serbest muhabirleri üzerine bir çalışma. *Moment Dergi, 5*(2), 195-218.

Uzunoğlu, S. & Uyar, V. (2021). *Türkiye'de gazeteci istihdamı: Gazeteler süper kahraman mı arıyor?* NLTR Research Hub.

Wilkinson, J. S., Grant, A. E. & Fisher, D. J. (2013). *Principles of Convergent Journalism.* New York: Oxford University Press.

Willnat, L. & Weaver, D. H. (2014). *The American Journalist in The Digital Age: Key Findings.* Bloomington, IN: School of Journalism, Indiana University.

Yıldırım, B. (2013). Gazeteciliğin dönüşümü: yöndeşen ortam ve yöndeşen gazetecilik. *Selçuk İletişim, 6*(2), 230-253.

Yüksel, E. & Gürcan, H. İ. (2001). *Habercinin El Rehberi, Soru ve Örneklerle Haber Toplama ve Yazma Kural ve Teknikleri.* Eskişehir: Anadolu Üniversitesi Yayınları.