

The Use of Ideological Language in the Context of Political Communication in the Internet Journalism Media: (The Case of Ukraine Crisis News)

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ÖZ

Küreselleşme süreci ve medya sektöründe yaşanan gelişmeler siyasal aktörler için yeni propaganda alanları yaratmıştır. Bu gelişmelerle birlikte propaganda kavramı yerini siyasal iletişim kavramına bırakmıştır. İdeolojileri aktarmanın yeni adı olan siyasal iletişim medya da yaşanan gelişmelerle birlikte siyasal aktörler tarafından oldukça ilgi görmeye başlamıştır. Bu bağlamda, günümüzün en popüler alanlarından olan siyasal iletişim özellikle medya sektöründe yaşanan gelişmeler sonucunda siyasal aktörler için oldukça popüler olmuştur. Bu popüleritenin en önemli nedenlerinden birincisi sosyal medya ile kitlelere ya da hedef kitleye hızlı bir şekilde ulaşabilmektir. İkincisi ise sosyal medya kullanarak siyasal aktörler kitlelere çok büyük paralar harcamadan en ucuz şekilde ulaşmaktadır. Siyasal aktörler için sosyal medya mecraları siyasal iletişim, propaganda ve siyasal reklam yapmanın en kullanışlı yolu olmuştur. İnternet ve sosyal medya da yaşanan gelişmeler siyasal aktörlerin bu gücünü daha da artırmıştır. Bu nedenle, siyasal aktörler, iktidar olmak ya da iktidarlarını güçlendirmek için sosyal medya mecralarında da yerlerini almaya başlamışlardır.

Sonuç olarak, günümüzde, siyasal iletişim, yazılı, görsel ya da internet ve sosyal medya üzerinden, siyasal aktörlerin yaptıkları tüm faaliyetleri kapsamaktadır. Bu bağlamda siyasal aktörler medya üzerinden kendi siyasi düşüncelerini yaygınlaştırmaktadır. Buradan hareketle, medya sektörü tarafından üretilen tüm ürünler ideoloji içermektedir. Medyanın ürettiği ürünlerde kullanılan; dil, görseller, semboller belirli bir ideolojik çerçeve içinde yapılmaktadır. Örneğin “özgürlük” ve “eşitlik” kavramları sık kullanılıyorsa ve her yerde karşımıza çıkıyorsa bu iki kavramın ideolojik çerçevesi liberalizm ideolojisi ile bağlantılıdır. Özellikle, medyada üretilen haberlerde ideolojik dilin kullanımına etik açısından bakıldığında, medya etiği kapsamında çoğunlukla, yazılı, görsel ve internet haberciliği kapsamında medya yayınlarının etik olup olmadığı her zaman tartışılmaktadır. Bu nedenlerle bu çalışmada, Sputniknews, amerikanvoice ve CRITürk, internet gazetelerinde, Ukranya-Rusya arasında yaşanan ve savaş çıkacak söylemlerine neden olan kriz ile ilgili haberlerde kullanılan dil analiz edilmiştir. Analiz yöntemi Rusya Federasyonu haber ajansı Sputniknews, ABD haber ajansı, amerikanvoice ve Çin Halk Cumhuriyeti haber ajansı CRITürk’ de yer alan ve Ukrayna-Rusya krizi ile ilgili haberlerin verilmiş tarzında kullanılan kelimeler aracılığıyla haberde “ideolojik dilin kullanımı” araştırılmıştır.

Anahtar Kelimeler: Etik, Haber, İdeolojik Dil, Ukrayna, Kriz.

The Use of Ideological Language in the Context of Political Communication in the Internet Journalism Media: (The Case of Ukraine Crisis News)

ABSTRACT

The globalization process and the developments in the media sector have created new propaganda areas for political actors. With these developments, the concept of propaganda has left its place to the concept of political communication. Political communication, which is the new name of conveying ideologies, has started to attract a lot of attention from political actors with the developments in the media. In this context, political communication, which is one of the most popular areas of today, has become very popular for political actors, especially as a result of developments in the media sector. One of the most important reasons for his popularity is to reach the masses or the target audience quickly with social media. Second, by using social media, political

actors reach the masses in the cheapest way without spending huge sums of money. For political actors, social media channels have been the most useful way of political communication, propaganda and political advertising. The developments in the internet and social media have further increased this power of political actors. For this reason, political actors have started to take their place in social media channels in order to be in power or to strengthen their power.

As a result, today, political communication covers all the activities of political actors through written, visual or internet and social media. In this context, political actors disseminate their political thoughts through the media. From this point of view, all products produced by the media sector contain ideology. Used in the products produced by the media; language, images, symbols are made within a certain ideological framework. For example, if the concepts of "freedom" and "equality" are used frequently and appear everywhere, the ideological framework of these two concepts is related to the ideology of liberalism. Especially, when the use of ideological language in the news produced in the media is considered from an ethical point of view, it is always discussed whether media broadcasts are ethical within scope of media ethics, and within the scope of written, visual and internet journalism. As it is known, the concept of propaganda was used before the concept of political communication. Since propaganda is quite negative and contains negativity, it has left its place to the concept of political communication. Political communication, which is the new name of conveying ideologies, has started to attract a lot of attention from political actors with the developments in the media. For this reason, the field of political communication, which is very interesting today, has become one of the most popular areas as a result of the developments in the media sector. Especially with the introduction of social media into people's lives, this popularity has increased even more. Social media maintains its importance as an indispensable medium for political actors. As a result, internet journalism and social media journalism will continue to consolidate its place as today's communication understanding. For these reasons, in this study, it has been investigated how the news of the Ukraine crisis is given by the news channels of the global sovereign states. In this study, the research of the ideological language used by the selected news channels was demonstrated by discourse analysis in the conceptual dimension. For this reason, in this study, the language used in Sputniknews, americanvoice and CRITurk, internet newspapers and the language used in the news about the crises between Ukraine and Russia, which caused the discourses of war to break out, were analyzed. Analysis method the use of ideological language in the news was investigated through the words used in the way of reporting the news about the Ukraine-Russia crisis in the Russian Federation news agency Sputniknews, the USA news agency americanvoice and the People's Republic of China news agency CRI Turk.

Keywords: Ethics, News, Ideological Language, Ukraine, Crisis.

Introduction

With the 19th century, scientific and technological developments in Western states became the most important tool for the ideological strengthening of liberalism, which is the Western ideology. In this context, these developments in mass communication technology have become very important for political actors in terms of reaching the masses easily and quickly.

These developments in mass communication technology also paved the way for the global application of the "Let them do, let them pass" discourse, which is the basic philosophy of liberalism ideology. The political actors of liberalism, who advocate that everything should be determined according to the free market economy, have invested in the technology of these tools because they know that the way to become a global power is through the mass media apart from economic power and political power.

Especially after the Second World War, the mass media played an important role in the spread of the Western ideological system and Western culture. After the Second World War, the world entered the process of being shaped by Hollywood movies. No matter what subject these films deal with, they make propaganda of Western ideology and culture.

As it is known, the concept of propaganda was used before the concept of political communication. Since propaganda is quite negative and contains negativity, it has left its place to the concept of political communication. Political communication, which is the new name of conveying ideologies, has started to attract a lot of attention from political actors with the developments in the media. For this reason, the field of political communication, which is very interesting today, has become one of the most popular areas as a result of the developments in the media sector. Especially with the introduction of social media into people's lives, this popularity has increased even more. Social media still maintains its importance as an indispensable medium for political actors.

As a result, internet journalism and social media journalism will continue to consolidate its place as today's communication understanding. For these reasons, in this study, it has been investigated how the news of the Ukraine crisis is given by the news channels of the global sovereign states. In this study, the research of the ideological language used by the selected news channels was demonstrated by discourse analysis in the conceptual dimension.

1. Understanding the Concept of Ideology in the Context of Political Communication

Ideology as a concept is a slippery concept. Because all kinds of definitions and explanations on the concept of ideology do not have a solid reference point from the very beginning. The reason for this is that the subject on which the researcher will develop an idea, namely ideology, is a concept that refers to the thought itself, or more accurately, to the most basic foundations of thought. In the worst case, the researcher becomes both the producer and the consumer of a set of arguments that have lost all contact with objectivity and thus are unsubstantiated and perhaps self-defeating. According to McLellan, "The ideological is the thought of the other; not ours. We almost instinctively reject the idea that our own thinking may be ideological so that the foundations of our most valuable concepts are not claimed to be on a slippery ground (McLellan, 2005:2). If we add to Elster's claim that ideology is not simply a mental reflection, but a force that shapes the desires of those under its influence, the conviction that we are completely devoid of an objective point of reference for ideological investigation will be strengthened. Every person has strong ideologies. The important thing is to be able to see this situation. To the extent that we can develop objective views about our own ideological perspective, we are open to development and learning.

In the relationship between political communication and ideology, it is necessary to understand that both concepts are intertwined. Political communication completely includes ideology. Political communication is the area where political messages are sent by political actors and power relations are experienced.

Political communication is seen as the most important tool in the processes of liberal democracies becoming both global and national political power. This situation has led to the liberal ideology gaining even more power with the development of mass media. From this point of view, looking at the definition of political communication, Aziz defines political communication as the use of various communication types and techniques in order to impose certain ideological goals of political actors on certain groups, masses, countries or blocs, and to put them into action when necessary (Aziz, , 207:8). The factor that transforms the communication process into a political message process is the purpose of the message as well as the source sending the message. The medium where this aim is realized is the media sector today. Especially the developing internet and social media have provided the opportunity for political actors to disseminate their ideas freely, quickly and cheaply. For this

reason, political actors engage in political communication by taking their place on the internet and social media.

2. Political Communication and Media Relationship

As it is known, the emergence of the concept of ideology belongs to the medieval period. It was during this period that the first studies on ideology were made. It was during this period that the first newspapers appeared. This period, which is called the feudal period, is a period in which the bourgeois class also emerged and became stronger. Newspapers have been the means by which the bourgeoisie disseminated their ideologies. The bourgeoisie has established the dominance of its own ideological thought system through these newspapers. With the development of mass media, these tools have started to play an important role in the implementation and realization of market economy and political policies (Erdoğan, 2005: 150).

These newspapers, which emerged during the Industrial Revolution in the 17th century, gave ordinary public news as gossip. These newspapers, which started to give gossip as ideological domination, dominate the same situation in the developing media sector today. The ideological concepts spread by these newspapers were realized within the framework of the concepts of "freedom" and "equality". As a result, newspapers, which were the first mass media, contributed greatly to the collapse of the feudal political system. The bourgeois, who were the important political actors of that period, spread their ideological thought systems through newspapers. The bourgeois class, which is organized through newspapers, legitimizes their sovereignty by using newspapers as a means of political communication.

Today, news channels and news channels continue to expand their ideological role in global power relations. In the 1940s, when the concept of contemporary communication emerged, and after the Second World War, it continued increasingly under the guidance of the Western ideological system. In this increase, the concepts of "objectivity" and "impartiality" were added to the mass media, which is an important tool of political communication and ideology, to increase reliability.

For example, according to Hall, "the media construct the imaginations of other classes and weave class differences into unity, unity in plurality. The media presents plurality, but only in such a way as to generate a vote of the differences and alternatives in question. Discourse selects the elements that can turn into a vote from the discussion and condemns the rest to the silence of marginality" (Hall, 2002:34). The dominant ideology of the bourgeois political system continues within the framework of certain concepts such as voting, majority, democracy, freedom and impartiality.

3. Internet Journalism

In the light of the aforementioned, the first thing that draws attention when looking at internet journalism is that it is quite different from the traditional journalism understanding. After the 1990s, with the spread of the internet, internet journalism started to enter our lives. The understanding of journalism, which has changed with the globalization process, has experienced a different transformation with the introduction of the internet and social media into human life. The Internet is a very large computer network that connects many small computer networks around the world (Wingate, 1999: 4).

The most important feature of the Internet is that it enables people to access information quickly and easily. In this context, the most important problem of journalism, the problem of delivering the news to the reader quickly, has been overcome with internet journalism. However, the disadvantage of this

situation arises from the fact that the accuracy, impartiality and objectivity of the news are damaged and it creates the problem that everyone is a reporter and everything is news.

Considering the advantages, people can access the news at any time. In addition, the elements of time and space have lost their meaning. In this context, no matter where you are in the world, if you can connect to the internet and have a mass media, you can access the news instantly.

Internet journalism, which has started to increase its effectiveness day by day, creates its own existence on clicks. In this understanding of journalism, which is based on advertising, the indicator of being readable and preferred is the "snatch" headlines. For this reason, news that has no news value in internet journalism is created on fear, anxiety, curiosity and excitement. The most important reason for this is the new media journalism, which is established and operates only on receiving advertisements.

As a result, the relationship between media, political communication and ideology is directly related to the media's efforts to create an agenda and the language, emphasis, content and concepts used in the formation of the news. Today, internet and social media journalism has surpassed traditional journalism methods. This area, which whets the appetite of political actors, is widely used for the manipulation of the masses. For example, the Spring Revolutions supported by Soros, the Orange Revolutions, and the Ukraine crisis started to take a different course. In the study below, the news elements used by the newspapers doing internet journalism in the Ukraine crisis are shown in the tables.

4. Content Analysis

Content analysis provides an in-depth examination of qualitative studies on a particular subject, especially in media research. In this context, the tendencies or aims of the subject or subjects examined with content analysis are determined.

The reason for choosing content analysis in this study is to determine the ideological tendencies of the analyzed internet news. Two purposes are pursued here. The first is to show that the impartiality and objectivity of internet news is ideological. The second is to prove which website contains the most ideological news.

4.1. Sputniknews Turkish Ukraine Crisis News

News 1. 18.02.2022, Lugansk People's Republic: Ukrainian army opened fire, violated the ceasefire

In the statement made by the representative of the Lugansk People's Republic (LPR), which declared its unilateral independence from Ukraine, it was stated that the Ukrainian army again fired in the direction of the LPR. A source told Sputnik, "The Ukrainian army grossly violated the ceasefire. Heavy weapons were also used," he said. According to the source, Ukrainian soldiers fired at the LPR-controlled Molochny and Veselenkoe settlements, as well as the Zelenaya Rosha area with 120 and 82 millimeter caliber mortars and grenade launchers. The LPR People's Militia had previously announced that the Ukrainian security forces had begun attacking two villages.

News 1 Political Communication Content Analysis: When we evaluated News 1 in the context of political communication, it was written that the Ukrainian army opened fire on Lugansk. It was

alleged that the Ukrainian army violated the ceasefire and used heavy weapons. The source was not specified in the article. The news points out that Ukraine is acting to provoke Russia.

News 2. 18.02.2022, Russian Deputy Foreign Minister Vershinin stated that attempts to show Russia as a party to the conflict in Ukraine cannot be accepted.

Speaking at the United Nations (UN) Security Council meeting, where the implementation of the Minsk agreements was discussed, Russian Deputy Foreign Minister Sergey Vershinin said that attempts to make Russia a party to the conflict in Ukraine have no basis and cannot be defended. Vershinin said, "The Ukrainian side offers several options that do not allow for an effective response to cases of ceasefire violations, taking a path towards the complete rejection of direct interaction with the Donbass within the framework of the coordination mechanism. Vershinin urged his Western colleagues at the UN Security Council not to embarrass themselves and to abandon their baseless accusations that Russia is planning to attack Ukraine. The Ukrainian side offers several options that do not allow for an effective response to cases of ceasefire violations, taking a path towards the complete rejection of direct interaction with the Donbass within the framework of the coordination mechanism. Attempts to put the responsibility on Russia and to make Russia a party to the conflict have no basis and cannot be defended.

News 2 Political Communication Content Analysis: As in the first news, "attempts to portray Russia as a party to the conflict in Ukraine cannot be accepted", "ceasefire violations", "attributing responsibility to Russia", "Russia is a party to the conflict", rhetoric" indicates that Russia is provoked in terms of political communication.

News 3. 18.02.2022, Kremlin Spokesperson Dmitriy Peskov stated that the statements, including US President Joe Biden, that Russia is planning to 'invade' Ukraine, escalated the situation. Biden had previously made predictions about Russia's "invasion" of Ukraine. The Sun and Daily Mirror newspapers had claimed that Russia's invasion of Ukraine would begin at 3:00 on the night of February 16, referring to US intelligence data.

News 3. Political Communication Content Analysis: "Statements that Russia is planning to 'occupy' Ukraine escalate the situation", "Predictions with Russia's 'invasion' of Ukraine", "The Sun and Daily Mirror", "Russia" As in the first and second news, the ideological fiction of the third news was that Russia would invade Ukraine.

News 4. 18.02.2022, USA deployed F-35 again to Germany to 'prevent aggression' in Ukraine. A fleet of fifth-generation F-35A stealth fighter jets has been redeployed to Germany's Spangdahlem Air Base, the US Air Force Reserve Command said in a statement. The purpose, according to the statement, is 'to deter possible aggression and to defend allies if deterrence fails'.

A step back has come from the United States after most of the NATO forces were deployed near its eastern borders, arguing that Russia would invade Ukraine. Stating that this step is aimed at deterring a possible aggression and defending the allies in case the deterrence fails, the command did not specify the number of deployed warplanes. However, US Air Force combat squadrons are generally known to consist of 18 to 24 aircraft with support vehicles such as air refueling tankers.

News 4 Political Communication Content Analysis: "USA 'prevent aggression' in Ukraine" "Redeploy F-35 to Germany", "deter a possible aggression", "defend allies", "Russia's 'invasion of Ukraine' ", "NATO forces", "A step back from the USA". News 4 is structured differently from other news. In this context, from the point of view of political communication, the content of the news is close to the other

three news and confirms those news. The news actually states that the United States is the provocation of war.

News 5. 18.02.2022.

Russia's Permanent Representative to the EU, Vladimir Chizhov, stated that he sees no reason for the situation around Ukraine to escalate in the foreseeable future and that the 'discharge' process will not take long if the West listens to Russia's concerns.

"There will be no escalation in the next week, next week or next month," Chizhov told German newspaper Die Welt. And if our partners finally listen to our legitimate concerns, it is in the interest of all Europeans, from Lisbon to Vladivostok, as well as all other countries in the world. "The discharge process will not take long," he said. "Wars in Europe rarely start on Wednesdays," said Chizhov, taking the Western countries' claims that Russia will attack Ukraine on February 16, adding, "This may not be a strong enough guarantee, but I can assure you that according to Russia There will be no attacks next Wednesday," he added. Western countries claimed that Russia would attack Ukraine on February 15 or 16, evacuated their diplomatic personnel from Ukraine and warned their citizens about travel to this country.

News 5, Political Communication Content Analysis: He warned that he did not see any reason for the situation around Ukraine to escalate in the future, the 'discharge' process would not last long, there would be no escalation, there would be no attack, evacuated from Ukraine, and warned about travels to the country. Like the continuation of the first four news stories, this news is based on the fact that Russia does not want war. To strengthen the evidence, Russia's Permanent Representative to the EU Vladimir Chijov and the German newspaper Die Welt were included in the news.

Table 1. Sputniknews Ukraine Crisis News, (<https://tr.sputniknews.com/>, E.T. 18.02.2022).

News 1	News 2	News 3	News 4	News 5
Ukrainian army opened fire	party to the dispute	Russia plans to invade Ukraine	US, aggressiveness in Ukraine	around Ukraine in the future
Violated the ceasefire	Cases of ceasefire violations	the situation escalated	Redeployed F-35 to Germany	sees no reason for the situation to escalate
A source	Russia as a party to the conflict	Russian invasion of Ukraine	'deter possible aggression'	There won't be an escalation
Heavy weapons used	abandon their false accusations	The Sun and Daily Mirror	Claiming that Russia will invade Ukraine	evacuated from Ukraine
fired with mortars and grenade launchers	Attacking to Ukraine	US intelligence data	A step back from the USA	warned about travels to the country.

When we look at the news of the Ukraine crisis from Sputniknews, it is noteworthy that the defense strategy is mainly carried out. In this context, as the examples above

Lugansk People's Republic: Ukrainian army opened fire, violated the ceasefire.

Russian Deputy Foreign Minister Vershinin stated that attempts to portray Russia as a party to the conflict in Ukraine are unacceptable. Discourses such as "attempts to portray Russia as a party to the conflict in Ukraine cannot be accepted", "ceasefire violations", "loading the responsibility on Russia", "making Russia a party to the conflict" indicate that Russia is provoked in terms of political communication. Statements that Russia is planning to 'invade' Ukraine escalate the situation", "Predictions with Russia's 'invasion' of Ukraine" The USA deployed F-35 to Germany again to 'prevent aggression' in Ukraine. A fleet of fifth-generation F-35A stealth fighter jets has been redeployed to Germany's Spangdahlem Air Base, the US Air Force Reserve Command said in a statement. The purpose, according to the statement, is 'to deter possible aggression and to defend allies if deterrence fails'. He warned that he did not see any reason for the situation around Ukraine to escalate in the future, the 'discharge' process would not take long, there would be no escalation, there would be no attack, he had evacuated from Ukraine and warned about travels to the country. Like the continuation of the first four news stories, this news is based on the fact that Russia does not want war. To strengthen the evidence, Russia's Permanent Representative to the EU Vladimir Chijov and the German newspaper Die Welt were included in the news. As a result, even though the Russian Federation applied a defensive strategy in internet news, it actually started the attack on Ukraine on February 23, 2022.

4.2. Voice of America Turkish Ukraine Crisis News

News 1: 18.02.2022

Belarusian President Alexander Lukashenko traveled to Moscow to meet with Russian President Vladimir Putin. It was stated that the leaders of the two countries will discuss the duration of the joint military exercise, which Ukraine is conducting near the northern border. Belarus' BelTA news agency, Lukashenko said, "We will act in line with the decision we will make tomorrow. If we decide to terminate, we will terminate in 24 hours. If we decide to stay for one more month, they will stay for another month. "The armed forces will remain as long as needed," he said. Russia and Belarus have been holding military exercises near the Ukrainian border since February 10. The exercise, which was expected to end on February 20, increased the concern in the West that "Russia may invade Ukraine".

Looking at News 1, the news is based on the joint exercise between Russia and Belarus on Ukraine. In the continuation of the news, the message that is intended to be given is given. "The exercise has increased the fear in the West that Russia may invade Ukraine"

News 2: 18.02.2022

Pro-Russian separatists in eastern Ukraine accused the Ukrainian government of bombing a village, while Russian media reported that more troops were returning to their bases. Separatists accused the Ukrainian government of "opening fire on its territory with mortars, artillery and machine guns". In a statement made by separatist forces in eastern Ukraine, which call themselves the Luhansk People's Republic, it was stated that "the Ukrainian armed forces violated the ceasefire regime and Minsk agreements by using heavy weapons." "Russian mechanized infantry units returned to their bases in Dagestan and Chechnya after completing exercises in Crimea," the Russian Defense Ministry said in a statement today, according to the Russian Interfax news agency. The agency also announced that the ministry reported that a train full of tanks is on its way to return to its base in Nizhny Novgorod. TASS news agency also published news that military units are returning to their bases.

Looking at News 2, the news is based on "pro-Russian separatists in eastern Ukraine". However, in the continuation of the news, the separatists accused the Ukrainian government of "opening fire on

its territory with mortars, artillery and machine guns" in order to start a war. The sentence is included. The news was written on the claim that Russia is trying to start a war.

News 3:18.02.2022

The United Nations Security Council met to discuss the Minsk Agreement, which was reached in 2015 to end the ongoing conflict between the Ukrainian military and Russian-backed separatists. There were heated discussions at the meeting, which lasted for about three and a half hours. During the Security Council meeting, many protesters gathered in front of the UN building, chanting slogans condemning Russia and supporting Ukraine. Apart from the 15 members, the Permanent Representatives of Ukraine and Germany, who are not members of the council, also attended the meeting to express their views. UN Deputy Secretary General for Political Affairs and Peacebuilding Rosemary DiCarlo, Organization for Security and Cooperation in Europe (OSCE) Ukraine Monitoring Mission Representatives Finnish diplomat Mikko Kinnunen and Turkish diplomat Yaşar Halit Çevik, Ukrainian lawyer and politician Tetyana Montyan, the latest on the crisis in Ukraine informed the council members about the situation. Calling for intense diplomacy from the UN, DiCarlo, who called for restraint in his speech to the council members, noted that the rise of tension in the region is extremely dangerous and that this should not be allowed.

News 3: It is based on the United Nations Security Council's effort to reduce the possibility of war. For this reason, it was emphasized that the meeting was held to ensure compliance with the Minsk Agreement. "Many protesters gathered in front of the UN building chanted slogans condemning Russia and supporting Ukraine. The crucial point of this news is the United Nations' fictionalization as if it approaches both Russia and Ukraine equally. But in the middle of the report, "the protesters chanted slogans condemning Russia and supporting Ukraine." The sentence shows the main ideological message that is intended to be conveyed in the news.

News 4: 18.02.2022

"Signs Show We Are On The Verge Of Invasion"

President Joe Biden met with the national security team, while Foreign Minister Antony Blinken stated that all signs indicate that Russia is about to invade Ukraine. With this statement, Blinken stated that Washington will use every opportunity until the last minute to see if diplomacy will deter Moscow. Blinken remained distant to the call of the Ukrainian authorities to impose sanctions on Russia now, saying that it would lose the deterrent effect of the sanctions. The US Secretary of State said that we were on the verge of invasion and said, "We will do everything we can to prevent the invasion." "We will use every opportunity and every minute to see if diplomacy deters Putin until the tanks move and the planes fly," Blinken said. Blinken also stated that he will meet with Russian Foreign Minister Sergey Lavrov next week, unless there is an invasion. The Secretary of State said that President Biden is ready to communicate with Putin at any time, in any form, if it helps prevent war.

News 4 is entirely based on the Russian invasion of Ukraine. The role of the United States in this occupation is shown as ensuring peace and reconciliation. Looking at the sample sentences in the news, Signs Indicate We Are on the Verge of Occupation", he stated that "Washington will use every opportunity until the last minute to see if diplomacy will deter Moscow". "We will use every opportunity and every minute to see if diplomacy deters Putin until the tanks move and the planes fly."

News 5: Tensions Rising in Eastern Ukraine

While the gunfire between Ukraine and the region under the control of Russian separatists was expressed in hundreds, Ukrainian President Zelensky called for a meeting with Russian President Vladimir Putin. Zelensky also urged Putin to choose a place to meet. Pro-Russian separatists in eastern Ukraine issued a full military readiness order and sent more civilians from the region to Russia on Sunday. The President of Ukraine called for a ceasefire on his Twitter account on Sunday. Russia has given passports to 700,000 people in the region, and claims that Russian citizens are in danger can be used as a pretext for Moscow's military action against Ukraine.

News 5 Tensions Escalate in Eastern Ukraine, the region under the control of Russian separatists in Ukraine, the pro-Russian separatists in eastern Ukraine issued a full military readiness order, called for a ceasefire on his Twitter account (Zelensky). As seen in the examples above, the 5th News is based on Russia's efforts to start a war. Zelensky requested a meeting with Putin. It is emphasized that Russia will use the occupation as an excuse by withdrawing its own citizens.

Table2: Voice of America, Ukraine Crisis News, (<https://www.amerikaninsesi.com>, E.T. 20.02.2022).

News 1	News 2	News 3	News 4	News 5
Leaders of the two country (Putin and Lukashenko)	Pro-Russian separatists	United Nations Security Council	Signs show that we are on the verge of the invasion	Tensions rising in Eastern Ukraine
Joint military exercise	While accusing the Ukrainian government of bombing a village	Russian-backed separatists with the Ukrainian army	whether diplomacy will deter Moscow	With Ukraine, the Russian separatist-controlled territory in the country
We will act in accordance with our decision.	Separatists, the Ukrainian government	Minsk Agreement	He stated that Washington will use every opportunity until the last minute.	Pro-Russian separatists in eastern Ukraine
Will stay as long as needed (Russia-Belarus)	accused of "opening fire"	Large numbers of protesters gathered in front of the UN building	Ukraine calls for sanctions against Russia now	issued a full military readiness order
Russia can invade Ukraine		Many protesters gathered in front of the UN building, chanted slogans condemning Russia and supporting Ukraine.	"We will do everything we can to prevent the invasion."	He called for a ceasefire on his Twitter account.

Findings and General Assessment

Looking at the news headlines in internet journalism, "arousing curiosity" is very important in terms of reading the news. Likewise, when we look at political news, it is necessary to deal with the construction of these news in terms of the relationship between political communication and ideology, within the framework of the relationship between defense and attack. First of all, when the news of the sputniknews.com website is evaluated, it is seen that the common point is based on the defense strategy. For example: Russian Deputy Foreign Minister Vershinin stated that attempts to portray Russia as a party to the conflict in Ukraine are unacceptable. Russian Deputy Foreign Minister Vershinin stated that attempts to portray Russia as a party to the conflict in Ukraine are unacceptable. This defense strategy can be seen in headlines such as "Statements that Russia is planning to 'invade' Ukraine escalate the situation".

In the same way, when we look at the news website named Voice of America, the attack strategy draws attention in the news headlines about the Ukraine crisis. E.g; Russia can invade Ukraine. Pro-Russian separatists in eastern Ukraine accused the Ukrainian government of bombing a village, while Russian media reported that more troops were returning to their bases. The United Nations Security Council met to end the ongoing conflict between the Ukrainian military and Russian-backed separatists. Signs Show We Are On The Verge Of Invasion." Examples express the attack strategy.

The clicks and readability of the titles used in such news are decisive. For this reason, news are also fictionalized in terms of "conflict", "extraordinary" and "attracting attention" in the headlines. In the context of political communication, the USA and Russia still show their own state existence as two different poles. In this context, the Ukrainian state is a country that NATO attaches importance to incorporating into itself. NATO and in the background the USA and European states want to continue their expansion strategy by incorporating Ukraine into their own structure. The fact that Ukraine is on the side of the Western states here means that Russia is stuck in its own geography and cannot go down to the Mediterranean.

As a result, the Ukraine crisis is a crisis that goes back to the cold war period in the past, apart from the news above, and there are different accounts in the background. This crisis is illustrated by drawing a different picture through internet news. The most important reason for this is to create a global public opinion.

Conclusion

With the developing communication technologies since the beginning of the century, the media sector has left its mark on today. The concepts of print media, visual media and internet publishing are the indicators of this development. In this context, when we look at the news website named Voice of America, the strategy of attack draws attention in the news headlines about the Ukraine crisis. Especially some news headlines, "Russia may invade Ukraine". "Pro-Russian separatists" in eastern Ukraine accused "the Ukrainian government of bombing a village, while Russian media" reported that more troops were returning to their bases. It met to end the ongoing conflict between the "Ukrainian army and Russian-backed separatists." "Signs Indicate We Are On The Verge Of Invasion." News headlines and content such as "expresses the attack strategy" were featured on the Voice of America website.

These news are fictionalized by Voice of America that Russia will attack Ukraine. The news about this attack was built on both creating a global public opinion and Russia's invasion of Ukraine. It draws attention to the occupation.

Sputniknews, when looking at the news of the Ukraine crisis, it is noteworthy that the defense strategy is mainly carried out. In this context, as the examples above, "Ukrainian army opened fire, violated

the ceasefire". Discourses such as "attempts to portray Russia as a party to the conflict in Ukraine cannot be accepted", "ceasefire violations", "loading the responsibility on Russia", "making Russia a party to the conflict" indicate that Russia is provoked in terms of political communication.

In the context of political communication, the USA and Russia still show their own state existence as two different poles. In this context, the Ukrainian state is a country that NATO attaches importance to incorporating into itself. NATO and in the background the USA and European states want to continue their expansion strategy by incorporating Ukraine into their own structure. The fact that Ukraine is on the side of the Western states here means that Russia is stuck in its own geography and cannot go down to the Mediterranean.

As a result, the Ukraine crisis is a crisis that goes back to the cold war process in the past, apart from the news above, and there are different accounts in the background. This crisis is illustrated by drawing a different picture through internet news. The most important reason for this is to create a global public opinion. While the USA and NATO construct the news in an effort to create global public opinion, Russia constructs the news in the context of its defense strategy. It also shows its attack on Ukraine in this context.

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