

NEWS TRANSFORMATIONS FROM TRADITIONAL MEDIA TO NEW MEDIA: THE CASE OF HÜRRIYET NEWSPAPER AND HURRIYET.ORG.TR

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ABSTRACT

In 1995, each of the traditional newspapers that have adapted to the internet-based transformation that began in the context of journalism has a web portal and news site on the internet. The purpose of this study is to investigate the changes that occur in new media news regarding 60 identical news in Hürriyet Newspaper and Hurriyet.org.tr news website between March 15 – April 4, 2023, to compare them according to traditional media and new media news elements and according to titles, spots, news text, photographs and visual items, news volume and to present the numerical data of these results in a table. The new media news transformations of these news items were analysed and the number of transformed news items was shown in tables. At this point, the method of the study consists of “the content analysis” method. It has been recognised that the title elements of 27 of the 60 news items analysed have changed, the spots of 19 news, the news text of 4 news, the photographs of 20 news have changed. As a

result, it was observed that there was news elements transformation in a relative majority of the news.

Keywords: *News Transformation, New Media Journalism, News Elements, Content Analysis, Digital Journalism.*

GELENEKSEL MEDYADAN YENİ MEDYAYA HABER DÖNÜŞÜMLERİ: HÜRRİYET GAZETESİ VE HURRIYET.ORG.TR ÖRNEĞİ

ÖZ

1995 yılında habercilik bağlamında başlayan internet tabanlı dönüşüme uyum sağlayan geleneksel gazetelerin her birinin internette bir web portalı ve haber sitesi bulunmaktadır. Bu çalışmada, 15 Mart – 4 Nisan 2023 tarihleri arasında Hürriyet Gazetesi ve hurriyet.org.tr haber sitesinde yayınlanan aynı 60 haberin, yeni medya haber dönüşümlerinin incelenmesi, geleneksel medya ve yeni medya haber unsurlarına ve “başlıklar, spotlar, haber metni, fotoğraflar ve görseller, haber hacmi” unsurlarına göre karşılaştırılması, bu sonuçların sayısal verilerinin bir tablo halinde sunulması e sonuçların yorumlanması amaçlanmıştır. Bu haberlerin yeni medya haber dönüşümleri analiz edilmiş ve dönüşen haber sayıları tablolar halinde gösterilmiştir. Bu noktada çalışmanın yöntemini “içerik analizi” oluşturmaktadır. İncelenmiş 60 haberin, 27 tanesinin başlık unsurlarının değişmiş olduğu, 19 haberin spotlarının değişmiş olduğu, 4 adet haberin haber metninin değişmiş olduğu, 20 haberin fotoğraflarında değişiklik olduğu görülmüştür. Aynı zamanda, haber hacmine göre 29 adet değişiklik görülmüştür. Sonuç olarak, bu çalışmada haberlerin görece çoğunluğunda, haber unsuru dönüşümü olduğu gözlenmiştir.

Anahtar Kelimeler: *Haber Dönüşümü, Yeni Medya Gazeteciliği, Haber Unsurları, İçerik Analizi, Dijital Gazetecilik.*

INTRODUCTION

With the development of the Internet, the phenomenon of traditional journalism has been integrated and transformed with the concept of new media journalism. Today, new media journalism, also known as digital journalism or Internet journalism, differs from traditional journalism in that it incorporates multiple features. The multimedia point of new media journalism, which includes visual, textual and audio features, its accessibility from anywhere at any time without time and place restrictions, its openness to mutual interaction and feedback, and its ability to publish without expensive features such as printing and distribution as in traditional journalism are examples of this.

Internet-based journalism in Turkey started with Aktüel Magazine in 1995 and continued with Milliyet Newspaper, which opened all its traditional content to the internet in 1996, followed by Hürriyet and Sabah Newspapers in 1997 (Yüksel, 2014, p.102). In 1995, each of the traditional newspapers that have adapted to the internet-based transformation that began in the context of journalism has a web portal and news site on the internet. Apart from these newspapers, which transfer their news from traditional print to the new media environment, many news websites continue their journalism only through the internet environment without printing due to their low cost. Due to the developing technological structure, new media successfully continues to serve as a source for both academic research and news publications. When national and international literature is examined, there are many studies on new media news transformations, but there is no study on news elements through the analysis of traditional and online newspapers. Therefore, in this study, *Hürriyet Newspaper* and internet news website *hurriyet.org.tr* 60 identical news items published between March 15 – April 4, 2023, will be analysed using the findings above, and their differences will be revealed by comparing the elements of titles, spots, news texts, photographs and visual contents, news volumes. The new media news transformations of this news will be analysed and the number of transformed news will be shown in tables. This research aims to find answers to the following questions;

In the analysis of news transformations from traditional media to new media,

1. What is the number of changes in the “titles” elements?
2. What is the number of changes in the “spots” elements?
3. What is the number of changes in the “news text” elements?
4. What is the number of changes in the “photographs and visual items” elements?
5. What is the number of changes in the “news volume” elements?
6. Which elements have changed “the least” and “the most”?
7. What are the other changing news elements in news transformation?

The population of the study includes news organisations that continue their activities in both traditional and new media. As for the sample of the study, *Hürriyet Newspaper*, one of the oldest newspapers in Turkey, and one of the first newspapers to transfer the traditional to digital media, and *hurriyet.org.tr*, a news portal in the new media at the same time by the selected population, were selected. Other newspapers and news portals were excluded from the study since only the same news made in the same newspaper will be analysed.

In this study, it is aimed to analyse the new media news transformations of the same 60 news items published in *Hürriyet Newspaper* and *hurriyet.org.tr* news website, to compare them according to traditional media and new media news elements and according to title, spot, news text, photograph, news volume and to present the numerical data of these results in a table. The study was analysed based on the news of only two platforms, and the news of other newspapers and news of other dates were excluded from the study.

In the world-wide studies, when the most referenced research articles on the subject from the Web of Science site are examined, the article titled “The Shifting Cross-Media News Landscape, Challenges for News

Producers” written by Kim Christian Schröder and Bent Steeg Larsen focuses on the difficulties experienced by news producers in Denmark (Schröder & Larsen, 2010). Another study is “Newcomers Conserving the Old: Transformation Processes in The Field of News Journalism” by Maria Grafström, Karolina Windell (2012). “A Phenomenology of News: Understanding News in Digital Culture”, the researchers, Stina Bengtsson and Sofia Johansson, focus on people’s changing news receiving practices, news values and changes in the structure of understanding and comprehension of news with new media journalism (Bengtson & Johansson, 2020).

When the Turkish literature review was conducted, it was seen that Mete Ogün Parlak’s article “New Media and the Transformation of Journalism” on new media news transformation, the history of journalism, Internet journalism, the differences between traditional journalism and Internet journalism, and the characteristics of new media (Parlak, 2018). In Ezel Sultan Demirhan’s master’s thesis “Journalism in the Transition from Traditional Media to New Media: News Production Process in Internet Journalism”, interviews were conducted with journalists engaged in Internet journalism and news selection factors of journalists were analysed (Demirhan, 2020). In the other studies examined, studies analysed with qualitative analysis methods and literature reviews were found. In this context, since the results of the transformation of news from traditional media to new media will be obtained in the study, it has an important place in terms of having information about the news transformation rates from specific to general by looking at the rates of the newspaper’s news within the dates given to us.

In the theoretical part of the article, the differences between traditional media and new media were explained, elements of internet journalism were given, news and elements of news were explained, how internet news should be written was emphasised and the concepts in the literature were presented. In the research part of the article, “content analysis method” was applied to analyse the news items in Hürriyet newspaper and Hürriyet.org.tr website in the light of the mentioned theories. In the study, after the systematic and quantitative analysis and calculation

of news texts, qualitative evaluation will be made based on the results. Therefore, in the study, the content analysis method will be used in combination with both quantitative and qualitative approaches.

AIM AND METHODOLOGY

When national and international literature is examined, there are many studies on new media news transformations, but there is no study on news elements through the analysis of traditional and online newspapers. Therefore, in this study, *Hürriyet Newspaper* and internet news website *hurriyet.org.tr* 60 identical news items published between March 15 – April 4, 2023, will be analysed using the findings above, and their differences will be revealed by comparing the elements of titles, spots, news texts, photographs and visual contents, and news volume. The new media news transformations of this news will be analysed and the number of transformed news will be shown in tables. Other phenomena that vary outside of these factors will also be analysed.

Since the results of the transformation of news from traditional media to new media will be obtained in this study, it will also enable us to have information about the news transformation rates from specific to general by looking at the rates of the news of this newspaper within the given dates. This research aims to find answers to the following questions;

In the analysis of news transformations from traditional media to new media,

1. What is the number of changes in the “titles” elements?
2. What is the number of changes in the “spots” elements?
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The application of content analysis was carried out in the 16th century in order to answer the question of the extent to which religious discourses took place in newspapers, the first communication tool. After these studies, which can be considered distant from today’s content analysis practices, students studying in the field of journalism in the early 20th century carried out content analysis applications on newspaper articles by addressing themes such as domestic politics, work, crime, divorce, sports. In the 1930s, Harold D. Lasswell and his colleagues conducted studies to explain the relations between communication, politics and propaganda (Aziz, 2015, p. 131).

According to Rogers (1997: 203), “Lasswell pioneered the development of the content analysis method in propaganda studies and communication research.”

Berelson (1952, p. 18), defined content analysis in terms that positioned it even more clearly as a quantitative method, calling it “a research technique for the objective, systematic and quantitative description of the manifest content of communication”. Berelson, suggested that content analysis has five main objectives:

1. to identify the essential characteristics of message content;
2. to identify the formal characteristics of message content;
3. to make inferences for content producers;
4. to make inferences for content audiences;
5. to predict the effects of content on audiences (1952).

The population of the study includes news organisations that continue

their activities in both traditional and new media. As for the sample of the study, *Hürriyet Newspaper*, one of the oldest newspapers in Turkey, and one of the first newspapers to transfer the traditional to digital media, and *hurriyet.org.tr*, a news portal in the new media at the same time by the selected population, were selected. Other newspapers and news portals were excluded from the study since only the same news made in the same newspaper will be analysed.

WHAT IS THE NEWS?

In journalism, news is generally defined as the story or summary of the event or events. When we pay attention to this definition, it is noticeable that words such as event, story and summary are used to define or describe the news. In other words, in terms of defining the news, it is necessary to look at the meanings of words such as event, story or summary in journalism (Tokgöz, 1981, pp. 51). In the journalism books published for teaching purposes in America, where journalism was first taught for the first time, there are many definitions in accordance with the conditions of the day and the requirements of journalism, in addition to the first definitions. These definitions, on the one hand, evaluate the quality and meaning of the news, and on the other hand, they include the basic factors that make up the news. Some of these definitions are worth mentioning: “News is everything suitable for the time. A timely report is news. News is a report of an event” (Dougal, 1969, pp. 12-13; Hohenberg, 1978, p. 88; Norman, Voyes, White, 1970, p. 148, as cited in Tokgöz, 1981, p. 54).

TRADITIONAL NEWS WRITING TECHNIQUES

The Inverted Pyramid Technique

The inverted Pyramid Technique is one of the leading news writing techniques. Because it is the most practical and most useful writing technique in written or reading-based newspaper, magazine, internet or agency journalism that produces news for these publications.

Generally, there is an introduction written with the summarising intro-

duction technique at the beginning of the news item. The most important information in the news is summarily presented in this entry. Then everything that is of second, third and fourth importance is sorted into different paragraphs. It should be noted that some news items do not follow the inverted pyramid style exactly, but the main headline of a strong news item almost follows the inverted pyramid style.

“Developed more than a century ago to take advantage of a new communications technology, the inverted pyramid remains a controversial yet widely used method of reporting news and will have a future in the 21st century, journalists in all media agree. The inverted pyramid puts the most newsworthy information at the top, and then the remaining information follows in order of importance, with the least important at the bottom” (Scanlan, 2003).

The Quadrilateral (Square) Technique

The quadrilateral technique is one of the most preferred techniques in cases where a subject rather than an event is usually dealt with. In the quadrilateral technique, the news text is superimposed rectangular. It can be imagined as blocks or bricks. After a brief and concise introduction to the news details in equivalent paragraphs in the news in the trunk. The most important aspect of this technique is to provide the essence of the news. In the lead of the news, the reason for the news, that is, the essence, is given. After the lead, the details are evaluated and sorted according to their importance. The topics in the news are placed in blocks, explained equally and placed in order. Thus, the news is constructed by connecting the paragraphs with appropriate links. As a result of these connections, the conclusion section is created by adding the journalist’s opinion. As in the pyramid technique, the entire event is not given until the conclusion section in this technique (Tokgöz, 1981, p. 106).

The Chronological Technique

It is known as the hourglass technique. The essence of this technique

is to describe the events or happenings that occurred within a period of less than 24 hours, hour by hour, minute by minute, from beginning to end in the order in which they occurred (Rich, 2010, p. 189).

The Pyramid Technique

In this technique, a detail about the event is brought to the forefront and other elements or details of the news are laid out starting from that detail. Due to the narrative narration, the reporter comments on the event (Yüksel, 2018, pp. 101-103). The concept behind the Pyramid News Writing Technique is that readers often have limited time and attention spans, which means they may not read an entire article. As a result, the writer should present the most crucial facts and details first, to immediately engage the reader and provide a clear understanding of the main point of the story.

ELEMENTS OF NEWS

Main Title / News Title

Every news item has a main or basic title. The main title is a statement above the news text that usually summarises or defines the news. The main title is the most important feature that makes the news readable and should therefore be carefully selected.

In a newspaper article, the title of the news is, of course, the one that is written in the largest font size and attracts the most attention. News is presented to readers with news titles announced. Before the reader can read the publication sees and reads news titles.

Subtitle / Page Spot

The expressions under the main title, which are also in the nature of a news summary or introduction, which explain the title and have a complete sentence structure, are subtitles or page spots. These are set in smaller font sizes compared to the main and upper titles, but in larger font sizes compared to the news text.

News Spot (Summary, Section)

15–20-word summary statements of the news or interesting expressions that will enable the news to be read are news spots. These are statements that are usually written in the introductions of the news or in a suitable place within the news according to the page design, presented in 4 or 6 points larger than the news text and with separate fonts.

Other Titles

Other titles are sometimes used between paragraphs in the news text to relieve the reader, to enable the reader to find what he/she is looking for in long news texts, to separate different elements in the news, to eliminate mediocrity and to establish a visual headline balance in the news.

Visual Elements (Photos, graphics, video news)

The main task of visual elements in newspapers, magazines and internet journalism is to support the news. In other words, the event, person, subject or other elements in the news are to show the reader. These are usually known as photographs. However, there may also be visual materials such as illustrations, cartoons, tables, graphics or logos. Thus, the reader is visually informed about who the news source is, who the person mentioned in the news is, the logo, the building, the location of the mentioned institution, and the most striking image and detail of the event. Recently, videos and animations have also started to be presented as visual elements in Internet journalism. In this way, it can be said that internet journalism combines newspapers and television. This type of publishing is also called multimedia publishing (Yüksel, 2018, pp. 91-96).

NEW MEDIA JOURNALISM

While journalism is seen as a public service in terms of informing the public about public events and participating in public affairs, it is also an important commercial activity. As a new communication technology, the Internet has affected journalism in many ways and led to the creation of the concept of digital journalism in the 1990s. Today, there are many digital newspapers published only on the Internet as well as online versions of

existing newspapers. However, journalism will continue to exist in collaboration with this new technology in the context of its basic function of providing news, just as the concept of television journalism shows (Kalyon, 2012, p. 180).

Nowadays, new media journalism is referred to by the names of virtual newspapers and news portals. We can list the opportunities offered by new media journalism (digital) as follows; the news is fast, and constantly renewed, the reader can access the news at any time, audio, video and images can be added at the same time, the reader can make comments, and comparisons can be made with other news (Şahin and Akgül, 2018, p. 173). According to Dovey, Giddings, Grand, Kelly, Lister;

“Where old media offered passive consumption new media offer interactivity. Generally, the term stands for a more powerful sense of user engagement with media texts, a more independent relation to sources of knowledge, individualised media use, and greater user choice” (2009, p. 21).

E-Newspaper

E-newspaper is the name given to newspapers published in new media. E-newspaper, as can be understood from its name, is a newspaper, but it covers the journalistic activities carried out in all mass media. In terms of content, all topics and sections in the traditional (printed) newspaper are more than a newspaper as it combines the features of other mass media. The most important feature of the e-newspaper is that it can collect sound, data, text and fixed or moving images, transfer them through a single infrastructure, archive them, and allow all these data to be collected and reprocessed.

E-newspapers, news portals or news websites, just like traditional newspapers and magazines, allow for more detailed reporting of news, while at the same time enabling rapid follow-up of new developments, especially in events, and reversal of mistakes made. Digital journalism, just like television and radio, enables real-time news transmission and enables the transmission of new developments related to the news or the correction of incorrect information (if any) and the updating of missing information.

The transition from traditional newsrooms to a networked news system of any structure is gradual. When many newspapers started web journalism in the late 1990s, they often set up small newsrooms that worked to adapt their paper print content to the new media platform (Deuze, 1999).

“With the development of technology, journalism has been affected in 4 areas. The first is how journalists do their work, the second is the content of news, the third is the structure and organisation of newsrooms, and the fourth is the relationship between news organisations, readers and journalists” (Pavlik, 2000, p. 229).

In digital (electronic) news, unnecessary conjunctions, adjectives and words in sentences should be removed. While reading the news, attention should be drawn to the introduction and sub-headings, the reader’s interest should be directed to these. News should be interesting and kept as brief and concise as possible. Visual materials should be abundant. photos, audio and video can be added at the same time.

While titles in newspapers are positioned according to the size of the newspaper design that is renewed every day, the titles in internet journalism can be longer. Because there is no design that is renewed every day in internet newspapers.

The shift from print journalism to digital has changed the readership. Design, website and other differences reveal structural transformations. This new generation of journalism, which has changed the way published news is consumed, arouses interest in the reading experience (Bastos, 2016, p. 9).

Digital journalism offers great opportunities to the reader. The reader can elaborate on the news he/she accesses with filtering options and reach the most extreme sources of the news (Ganiyu & Akinreti, 2011, p. 6).

NEWS TRANSFORMATION IN NEW MEDIA

While traditional media can appeal to very large masses, it is a high-cost field. The most important feature of traditional media studies is one-sided

communication. This means that it is not possible for the message to be interpreted by the receiver and presented to the people who share the message. On the other hand, it is possible to say that since traditional media tools are more tightly controlled, there is little chance of reaching for inaccurate and useless information. It is possible to carry out communication using photographs, sound and written texts only through television. On the other hand, newspapers and magazines can be used to communicate with written texts and photographs.

The defining characteristic of mass media is that they transmit messages that can be repeated in time and space and large numbers to large groups of viewers by using technical means. According to Geray, unlike face-to-face communication or media with a single receiver, the majority of the mass communication audience never sees or hears each other. New media are defined as systems that can include the mass audience as individual users, where users can access content or applications in different time periods and in interaction (2003, pp. 17-20).

“With the advent of the twenty-first century, a new digital form of communication has emerged. With networked computers a plethora of services were made available to such consumers who had access to them. Some of the basic services made available were news, information and entertainment. This digital media has within a short period time increased phenomenally as people accessing digital services have increased manifold. Amongst the different types of services provided online, news is a major component. News is updated fast and immediately. The formats are user-friendly leading from headlines to details and even allied news if the user desires. The chances of interactivity are very high if the user desires to give an opinion in the form of feedback” (Gangopadhyay, 2014, p. 2).

Today, individuals are now turning to online platforms rather than printed newspapers, adopting this new interactive form because they can access a large number of news quickly, from wherever they are and participate in the news process. In the words of Henry Jenkins new media, “technologies make it possible for the same content to flow through many different

channels and take many different forms at the point of reception” (2006, p. 11). New media is a field where information, which is technically identified with computer and information technologies, is transmitted digitally (Şahin and Şahin, 2016, p. 52). In this context, social networking sites are also used extensively in Turkey and these platforms are assigned the mission of news source and sharing. Platforms provide the basis for sharing different content, especially news of individuals. For example, Twitter is a news environment that allows current, short and instant sharing (Kürkçü, 2016, p. 98, as cited in Güz, Yeğen, Yanık, 2017, p. 1409).

At the same time, the availability of commenting options under the news in new media allows readers to give instant feedback on the news. From the perspective of the newspaper, the number of clicks on the news, the frequency of reading and visit traffic evaluations allow them to make a measurable data analysis. In traditional media, newspaper owners, editors and directors-in-chief, who evaluate newspapers based on the number of newspaper sales, have more feedback with the opportunities of new media journalism.

With new media-based technologies, journalism is rediscovering itself and thinking about how to reach the masses more effectively. New media democratizes the media and allows the masses to participate in the news process (Alejandro, 2010, p. 42).

FINDINGS

In this study, titles, spot, news text, news text, photographs, and news volume elements of 60 news items in *Hürriyet Newspaper* and *hurriyet.org.tr* internet news website were analysed.

Hürriyet Newspaper

Hürriyet newspaper was founded on 1 May 1948 by Sedat Simavi and is a daily newspaper published in Turkey. *Hürriyet newspaper* is currently owned by Demirören Holding. The first issue was published with the headline “Jordan and Iraqi armies enter Palestine”. After 1971, *Hürriyet* opened offices in İzmir, Ankara, Adana and Erzurum respectively, and in 1973 switched to an offset printing system and gained a great advantage with the use of colour photography (Biyografiinfo, 2016).

Hurriyet.org.tr

The website of the daily Hürriyet, which has been published since 1997, is ranked as the most visited site in Turkey according to the statistics of April 2020, 7th in Turkey and 395th in the world. The newspaper's online website, *hurriyet.com.tr*, was the fourth most visited news website in Europe with 9.5 million visitors in June 2011 (Biyografinfo, 2016).

Table 1: Table of Changing News Elements of The Same News in Hürriyet Newspaper and Hurriyet.org.tr.

No	Titles of News	Titl es	Spo ts	Tex ts	Phot os	Volu me	Extra	Tot al
1	Süheyla Sultan Kucak Actı.	√	X	X	√	X		3
2	115 milyar TL bağışın 74 milyarı yatırıldı	√	√	√	√	X		1
3	14 Mart Tıp Bayramı bu yıl fedakârlık destanına dönüştü	√	√	√	√	√		0
4	Emine Erdoğan: Sükranlarımı sunuyorum	√	X	√	√	√		1
5	Hasar milyarlarca dolar	√	X	√	√	X		2
6	Kılıcdaroğlu Hatay'da...	√	√	√	√	X		1
7	Bahçeli'den adaylık başvurusu	√	X	√	√	√		1
8	Memleket Partisi'nden ittifak mesajı: Kapımız herkese açık	√	√	√	√	√		0
9	Apache 207 rekor kırdı	√	√	√	√	√		0
10	Aslı Gümüşel ve Metin Sen tek celsede	X	√	√	√	√		1
11	Ece Erken gözyaşlarını tutamadı	X	X	√	X	√		3

12	Demet Sener: Zor zamanları hep birlikte atlatacağız	X	√	√	√	√		1
13	Zübejde Hanım'ın afişi hazır	√	√	√	√	√		0
14	Karadeniz'de tehlikeli temas:	X	√	√	√	√		1
15	Kalın: ABD ile yapıcı diyalog mümkün	√	X	√	√	√		1
16	Hürriyet'e iki ödül	√	√	√	√	√		0
17	Birce Akalay Almanya'da jüri koltuğunda	X	X	√	X	√		3
18	Nese Erberk kızı için destek istedi	X	√	√	X	√		2
19	Mesut Özil'den set ziyareti	√	√	√	X	√		1
20	Paris 'Tek Yürek' oldu!	X	X	√	√	√		2
21	Gençler bu kadar acımasız olmayın	√	√	√	√	√		0
22	Annesi İstanbul'da köle olarak satılmış:	√	√	√	√	X		1
23	Umutlu yarınlarımıza birlikte yürüyeceğiz	√	X	√	√	√		1

24	<u>4 yıllık evlilik bitiyor</u>	√	√	√	X	√		1
25	<u>Hamdi Alkan: Yıldız De Bana gerçek bir fırsat</u>	X	√	√	X	√		2
26	<u>Yonca Evcimik: Ben de ahlaksız teklifler aldım</u>	X	√	√	X	X		3
27	<u>Gss Borclari Silindi Mi?</u>	√	√	√	√	√		0
28	<u>Okulda ve sınavda kız çocukları daha endiseli</u>	X	√	√	X	X		3
29	<u>Burak'tan Fahriye'ye 10 milyonluk doğum hediye</u>	X	X	√	X	X		4
30	<u>Güneş fırtınası nedir? Güneş fırtınası neden olur, etkileri neler?</u>	X	X	X	X	X		5
31	<u>'Akkuyu'da sona yaklaşıyoruz'</u>	√	√	√	√	X		1
32	<u>Mgk da gündem seçim güvenliği</u>	X	√	√	√	√		1
33	<u>Ezgi Mola doğum gününü kutladı:</u>	X	√	√	√	X		2

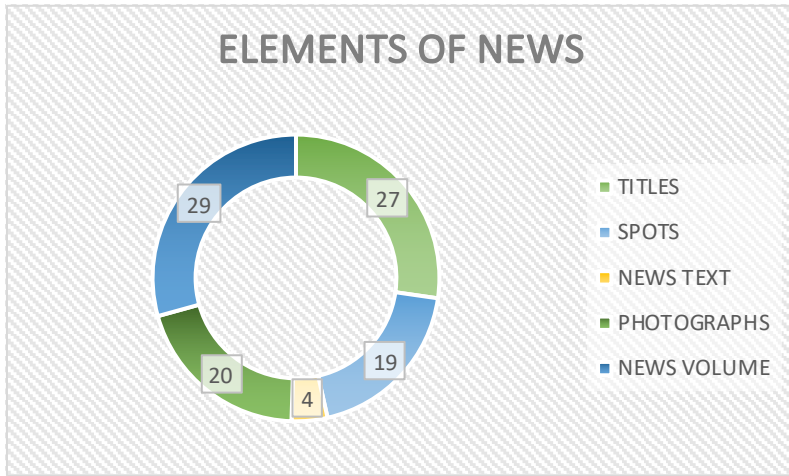
34	<u>Yıldız De Bana başlıyor...</u>	X	√	√	√	X		2
35	<u>Sergen Deveci feci kazadan 141 gün sonra sahnelere döndü:</u>	X	√	√	X	X		3
36	<u>Papa'nın sağlığı endişe konusu</u>	√	√	√	√	√		0
37	<u>Artık yüzümüz gülsün!</u>	√	√	√	X	X		2
38	<u>Neslihan Atagül: Bağcılar çocuğuyum</u>	X	√	√	X	X		3
39	<u>Müzik dünyası 'mentor'unu kaybetti</u>	√	√	√	X	X		2
40	<u>Sungu Capan hayatını kaybetti</u>	X	X	X	√	X		4
41	<u>Selvi Boylum Al Yazmalım'ın 'Sam et'iydi...</u>	X	X	√	X	X		4
42	<u>Jeannah soruşturmasında 6 gözaltı</u>	X	X	√	√	X		3
43	<u>Otopark kavgası kanlı bitti</u>	X	X	√	√	X		3
44	<u>Santaj yapan kayınbiraderini öldürdü</u>	√	√	√	√	√	+	0

45	<u>Esini katletti</u>	√	X	√	√	√		1
46	<u>Aractaki cinayete 12 yıl</u>	√	X	√	√	X		2
47	<u>Kubbe görüldü</u>	√	√	√	√	√		0
48	<u>Golden Horn ABD yolunda</u>	√	√	√	√	√		0
49	<u>Tesla sürprizi...</u>	X	√	√	X	X		3
50	<u>Rekabet Kurumu market raporunu tamamladı:</u>	√	√	√	√	√		0
51	<u>Putin yanlısı blogger'a saldırı...</u>	X	√	√	X	X		3
52	<u>Togg'da ilk teslimat...</u>	X	√	√	√	√		1
53	<u>Yüz vüze ilk gün: Derslikler boş kaldı</u>	√	√	√	√	√		0
54	<u>Emekliler hayatı yavaşın istiyorum</u>	√	√	√	√	X		1
55	<u>Devlet Bahçeli'den Türkes'in mezarına ziyaret</u>	X	X	X	X	X	+	5
56	<u>Cocuğunuz dijital oyun bağımlısı mı</u>	√	√	√	√	√		0
57	<u>Ayça Aysin Turan: Havalim hukuk okumaktı</u>	X	√	√	X	X		3

58	Jeannah'ın cesedi bulundu.	√	√	√	√	X		1
59	Asıklar el ele.	X	X	√	X	X		4
60	Düğümü Türk partisi çözecek:	√	√	√	√	X		1
							TOTAL	99
<p>√: Same, X: Different The X areas shown in the table indicate news items that have changed, while shown with √ indicate news items that have remained the same.</p>								

When the news table given above is analyzed, it is seen that the title elements of 27 news items, the spots of 19 news items, the news text of 4 news and the photographs of 20 news items have changed. At the same time, 29 changes were observed according to news volume.

When ranked from the most variable element to the least variable element, the “news volume” in hurriyet.org.tr is larger than that in Hürriyet Newspaper. The reason for this is thought to be that the method of fitting news into pages in traditional print due to the cost of printing in traditional media has been replaced by a more comfortable and larger “news volume” in the new media. It has been observed that news portals in the internet environment have a freer space since there is no cost of fitting news on the page and printing photographs. It has been concluded that the same news in traditional newspapers are given with more compact news texts, smaller font size and smaller photographs and visuals because the news areas of digital news sites in new media are relatively larger.



Graphic 1: The Number of Changes in News Elements.

While the “title” element, which ranks second in the increase of the changing element, is kept shorter in traditional media due to printing costs and limited space, it is observed that the top, bottom and main titles are given in more detail and longer in new media. In new media newspapers, on the other hand, it was observed that “spots” were added to the text and given in a large format. The digital versions of newspapers, which create a wider and freer space for spot headlines, headlines and sub-headlines, are replaced by a narrower space in traditional print.

While relatively few changes were observed in terms of “news text”, it was observed that spot headlines were written smaller and given independently from the news due to the shortage of print space in traditional media. When “news texts” are analysed, the fact that only 4 news items out of 60 news items were changed shows that the news content in traditional media remained faithful to the news content in new media

In traditional media, due to printing problems, visuals and photographs and news volume elements were positioned in a narrow space, while photographs and visuals were observed to be half, small and cut out.

While only one or two photographs and visuals were used for the same news item in traditional media, it was observed that this number increased in new media and that photographs were given in larger sizes.

When the number of news items with changes in all elements was analyzed, it was seen that there were 2 news, while the number of news with no change in any element was determined as 13. Thus, a total of 99 changing elements were observed in 60 news items (See Table 1 and Graph 1). “Güneş fırtınası nedir? Güneş fırtınası neden olur? ve Devlet Bahçeli’den Türkeş’in mezarına ziyaret”, all elements of 2 news items were changed, and in addition, it was observed that a video news image was added in the second news item. In this context, it has also been observed that the news has the feature of being able to add additional visual content in terms of attention in the internet environment. It shows that this feature, which is not available in traditional media, is only used in the internet environment of the newspaper.

If we look at the differences between the two platforms apart from the news content, it is observed that the news is given with keywords in the new media newspaper. The filtering method and the ability to sort the news into headings and groups were also observed. At the same time, reader comment option was also observed on hurriyet.org.tr. In addition, the hurriyet.org.tr website includes a tags section that provides quick access to news with keywords and a quick agenda.

CONCLUSION

Today, new media journalism, also known as digital journalism or internet journalism, embodies multiple features different from traditional journalism. In this study, news change and transformation in the transition from traditional journalism to new media was analyzed through news elements and other elements. The transformation was analyzed, ratios were given and evaluations were made through the news elements determined in the context of the research questions. Changes in news elements such as headlines, spots, news text, photographs, visual content and news volume were evaluated on 60 news articles published on both platforms between March 15 and April 4, 2023.

Looking at the research questions, it is observed that a transformation of news elements has taken place from traditional media to new media. In this context, changes have been observed in all elements of journalism. Looking at the changes in the elements of news, the biggest change oc-

curred in news volume. The least change was observed in the news text element. It has been observed that traditional newspapers present visuals, news content and news volumes in a narrow and restricted area due to economic budgeting methods and printing costs, while this situation has turned into a freer area in new media journalism on the internet. In addition to all these, it was observed that video news was added to a few of the news in the new media and the visuals of the news were supported by other materials. It was observed that there was a change with these additions that traditional media did not allow.

According to the findings and results, it was concluded that headlines occupy a larger space on the *hurriyet.org.tr* platform. While the news printing problems of traditional media caused the news to be cramped due to the number of pages, short headlines and small positioning, it was predicted that they were published in a wider area in the new media. Spotlights, like headlines, were smaller and shorter in traditional media.

According to Pavlik (2000, p. 229), new media have changed all areas of journalism. The content of the news, the presentation of the news and the relationship with the reader have changed. While this rate is the least changed rate, the majority of the inverted pyramid technique in news writing techniques also stood out. Along with the change in the use of headlines and spots, it was also observed that spots were embedded in the text in the traditional way and storytelling and video narration were added. Considering that there were news items that remained faithful to traditional writing techniques, it was not observed that the news content was transformed with a great difference in the transformation to digital journalism. This rate is relatively lower than other elements. In the context of other elements that have changed, the relationship between news presentation and the reader shows that new media journalism makes use of multimedia content to enrich the visual appeal and memorability of news. The inclusion of video news and other supporting visuals in some of the analyzed news stories, a feature that traditional media outlets often lack, shows that new media journalism makes use of innovative approaches to storytelling. As a result, new media journalism appears to have a competitive advantage in attracting and maintaining the attention of its audiences.

At the same time, the availability of commenting options under the news in new media allows readers to give instant feedback to the news. In traditional media, it is known that this number can only be measured by the number of newspaper sales. From the perspective of digital newspapers, however, the number of clicks on the news, the frequency of reading and visit traffic evaluations allow them to make a measurable data analysis. Newspaper owners, editors and editors-in-chief who evaluate newspapers based on the number of sales in traditional media have more feedback with the possibilities of new media journalism. Bastos (2016, p. 9) argues that new forms of reading and news consumption have emerged with new media journalism and that these changes in readers and access to news are very different from traditional media. At the same time, the fact that new media journalism is free and does not require a paid membership or subscription system like traditional newspapers makes it more accessible. The filtering system mentioned by (Ganiyu and Akinreti, 2011, p. 6) is another feature of new media journalism that attracts readers. The news can be easily found through keywords and filtering system and the news can be categorized on the internet with the help of headings and sections. At the same time, it is seen that the news ranking in traditional newspapers has not continued in new media journalism. With the news filtering features and hypertextual features in the new media, the desired news can be accessed from the search section. In this context, new media has created a freer space for accessing news. The fact that the news is taken out of the news portal and shared in another area with the feature of sharing on social media accounts on the new media platform also shows that a different transformation has started in terms of news dissemination. All these results confirm Dovey, Giddings, Grand, Kelly, Lister's statement that "new media offers interactivity where old media offered passive consumption" (2009, p. 21).

Looking at the change in all elements in general, it is seen that there has been a major transformation from traditional to new media news volume, news coverage, headline sizes and spot areas, use of visuals and photographs, while there has not been a major transformation in news content and news texts. In the context of the research question questioning other changing elements, the effects of hyper-textuality, keywords, search buttons, news sharing opportunities, reader impact, number of clicks and free

access to news were also reported. The fact that the study is a unique study on these elements reveals its importance in the context of examining the same newspaper on two different platforms and comparing them in terms of these elements.

Considering the demographic, socio-cultural, educational, age and other characteristics of newspaper readers in Turkey, if it is assumed that there are people who prefer to follow traditional media, do not know or use digital journalism and do not have internet access, it may not be correct to evaluate the readership calculations and news access rates in new media by proportioning them to the entire population of Turkey. In this context, such a field study or survey can be prepared as the subject of another scientific research on traditional media journalism and digital journalism.

As a result, another study suggestion is to compare newspapers from a different country that have both print and online websites with one of the newspapers in Turkey. In this way, changes in news elements around the world can be learned. With this study, it may be possible to obtain a more general conclusion.

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