



SLOW JOURNALİSM: IS A RETURN TO THE ESSENCE OF JOURNALİSM POSSİBLE?

Yavaş Gazetecilik: Gazeteciliğin Özüne Dönüş Mümkün mü?

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Abstract

This paper criticizes the pace- and sensationalism-oriented nature of modern journalism and examines slow journalism in detail. Slow journalism, as a reaction to fast-consumption culture, gave a journalism approach based on in-depth research, quality production, and ethical values. Therefore, the purpose of the study is to assess the problems caused by pace-oriented journalism and whether slow journalism might be an alternative solution to these problems.

This was a literature review-based study. The paper reviews how speed influences journalism by critically analyzing the context within which this theory and the Slow Movement have taken shape while critically reviewing Susan Greenberg's definition and criteria of "slow journalism." Slow journalism focuses on time, research, and verification processes. Thus, while striving for its return to the core principles of journalism, it stands out for distancing itself from sensationalism, superficiality, and competitive approaches. Furthermore, this model tries to base itself on trust with readers while placing greater emphasis on the meaning and context of news rather than the fact that it is true.

In that respect, slow journalism comes across as an important alternative to the ethical and qualitative problems of fast journalism. Yet, pressure for speed due to digitalization, the structure of the media economy oriented toward profit, and the fast habits of consuming readers create a barrier to the comprehensive application of such an understanding. Slow journalism, in any case, is a tool that enables the continuation of journalism in a sustainable and ethical manner. This study positions slow journalism not solely as an anti-speed attitude but as a robust model, which may restore trust between media and the audience.

Keywords: Journalism, slow journalism, media studies, communication studies, media culture.

Öz

Bu çalışma, modern gazeteciliğin hız ve sansasyon odaklı yapısını eleştirerek, yavaş gazetecilik kavramını detaylı bir şekilde ele alır. Yavaş gazetecilik, hızlı tüketim kültürüne bir tepki olarak doğmuş ve derinlemesine araştırma, kaliteli içerik üretimi ile etik değerlere dayalı bir habercilik anlayışı sunar. Çalışmanın amacı, hız odaklı gazetecilik anlayışının yarattığı sorunları analiz etmek ve yavaş gazeteciliğin bu sorunlara alternatif bir çözüm sunup sunamayacağını değerlendirmektir.

Yöntem olarak literatür taraması kullanılmıştır. Çalışmada, McDonaldlaşma teorisi ve Yavaş Hareketi bağlamında hızın gazetecilik üzerindeki etkileri analiz edilmiş, Susan Greenberg'in "yavaş gazetecilik" tanımı ve kriterleri kapsamlı bir şekilde değerlendirilmiştir. Yavaş gazetecilik, zaman, araştırma ve doğrulama süreçlerini merkeze alır. Haberciliğin özüne dönüşü hedeflerken sansasyon, yüzeysellik ve rekabet odaklı yaklaşımlardan uzaklaşmayı savunur. Ayrıca, okurla güvene dayalı bir ilişki kurmayı amaçlayan bu model, yalnızca haberin doğruluğunu değil, aynı zamanda anlamını ve bağlamını da ön plana çıkarır.

Sonuç olarak, yavaş gazetecilik, hızlı haberciliğin etik ve kalite sorunlarına karşı önemli bir alternatif sunmaktadır. Ancak, dijitalleşmenin getirdiği hız baskısı, medya ekonomisinin kâr odaklı yapısı ve okurun hızlı tüketim alışkanlıkları bu anlayışın geniş ölçekte uygulanmasını zorlaştırmaktadır. Bununla birlikte, yavaş gazetecilik, haberciliğin sürdürülebilir ve etik bir şekilde devam etmesine olanak tanıyan bir araçtır. Çalışma, yavaş gazeteciliği yalnızca hız karşısı bir duruş değil, aynı zamanda medya ile okur arasındaki güveni yeniden tesis edebilecek güçlü bir model olarak konumlandırır.

Anahtar Sözcükler: Gazetecilik, yavaş gazetecilik, medya çalışmaları, iletişim çalışmaları, medya kültürü.

Introduction

In today's news media, fast and instant reporting is the basic requirement expected from journalists. In this expectation, besides the adequacy of technology to meet the aforementioned demand, competition in news, the existence of a significant mass of technology consumers who demand to learn about "everything" that changes in the world, and economic and political reasons play an important role. What is expected of journalists in today's news world is to make "sensational" news arrangements that will increase the dose of breaking news and flash journalism, if possible.

When it comes to forms of communication, especially news reporting, speed seems to be an unquestionable element. Years after Christopher Richards said in the manifesto of the Slow Movement, "We will slow down, no matter what the cost!", he inspired a debate on slowness in news. One of the most fundamental questions in this study is: Can slow journalism be practiced in the conditions of our time? Discussing the problems faced by journalism and the positive or negative effects of slowness will guide our evaluation of slow journalism as a field of practice.

What is certain is that the number of news producers, editors and those working in different areas of the media who advocate for slower reporting is rapidly increasing around the world because of the negative effects of speed in journalism. But how long can they resist in today's world, where technology is so dominant and globalization is regulating life?

When Theodore Levitt first used the concept of globalization in 1983, he emphasized integration (Zeiler, 2002: p. 135). When we look at the issue from a cultural perspective, George Ritzer's thesis on the "McDonaldization of Society" comes to the fore. Ritzer explains the concept as the spread of the basic principles of fast food restaurants to dominate both America and the world. Underlining that not only the restaurant industry is targeted, Ritzer (2011) states that every level and concept in social life is affected by the situation. From politics to education, health, travel, travel and family, different levels of social life have been affected by the concept (Ritzer, 2011, p. 23). McDonald's, which opened its first restaurant in California in 1940, has more than 38,000 restaurants around the world and can be considered a symbol of the acceptance of global speed in food culture.

With the acceptance of the concept in all areas of society, and many businesses starting to add "Mc" to their names, the pace has turned into a trend: McDishers, McDoctors and even McGazete. The USA TODAY newspaper is cited as an example of the McGazette with its structure that differentiated it from the newspapers of the period. The success of the newspaper due to its interesting content and design, short and simple language, more colorful pages with graphics, ph In the critical characterization of McGazete, one of the editors of USA TODAY says, "The editors who call us McGazete are stealing our McNuggets," pointing out how success is imitated by other newspapers (Ritzer, 2011, pp. 32- 33). One of these newspapers is The Boca Raton News, which until 2006 was part of Knight-Ridder (URL 1), the second largest publishing group in the US with 32 daily newspapers. The newspaper, which ceased publication in 1997, aimed to be read and consumed quickly, so the articles were not transferred from one page to another, but were cut if necessary, and long complex articles were reduced to a few paragraphs. Otographs and maps caused many other newspapers to change their format. Light news and colorful pictures were important in the newspaper.

This understanding, which aims to do what needs to be done in the hustle and bustle of daily life easily and without wasting time, looks at the society as consumers and makes them do what they need to do; no more, no less. The fast-food sector, from which the concept of McDonaldization is directly derived, is one of the areas where this process is most visible. Brands such as McDonald's, Burger King and KFC operate all over the world with similar menus, restaurant designs and service standards (Ritzer, 1993). For example, there is almost no difference between the service experienced in a

McDonald's branch in Tokyo and a branch in New York. This shows how the principles of predictability and control operate on a global level.

Education is another important area of the McDonaldization process. Standardized tests and exams make students' achievements calculable. Exams such as SAT, TOEFL and IELTS, which are applied worldwide, evaluate the academic competence of students according to certain criteria. In this system, students are classified according to their conformity to certain patterns without considering their individual differences (Giroux, 2002).

Medialization also manifests itself in the tourism sector through international hotel chains. For example, brands such as Hilton, Marriott, Holiday Inn offer the same room designs, the same service concept and similar customer experiences in different countries of the world. This provides predictability for customers, but causes local cultures, architectures and lifestyles to be ignored (Ritzer, 2007).

Global retail giants such as Walmart, Carrefour and IKEA operate worldwide with similar store layouts, product ranges and shopping experiences. The transformation of shopping into a fast, efficient and standardized process threatens traditional and local forms of trade (Smart, 1999). In this context, the principles of speed and calculability emphasize cost efficiency rather than customer satisfaction.

With the increase in digitalization in recent years, digital platforms such as Netflix, Spotify and Amazon have also been involved in the McDonaldization process. These platforms offer their users a predictable consumption experience with fast access, standard content presentation and algorithmic control. User behavior is constantly monitored to increase the efficiency of the system (Zuboff, 2019).

The effect of McDonaldization is also observed in the health sector. Large hospital chains provide services under control with certain protocols and technological tools. The time allocated per patient is limited and health services have become fast and calculable (Ritzer, 2004). This situation causes individual patient needs to remain in the background.

McDonaldization leads to profound changes in the economic, cultural and social structures of modern societies. This process, which is shaped around the principles of speed, calculability, predictability and control, threatens individual originality and local differences. Many areas from fast food to education, from tourism to digital platforms are under the influence of McDonaldization. This process also leads to the standardization and mechanisation of individuals' life experiences.

This process is spreading rapidly not only in the Western world but also in developing countries such as Turkey, and is deepened by globalization and neoliberal policies. In Turkey, McDonaldization can be observed in many areas such as urbanization, consumption habits, education and media.

The rapidly increasing number of shopping centers in Turkey since the 2000s has led to major changes in consumption patterns. Malls have replaced local trade by offering similar stores, the same fast-food chains and standardized experiences in every region from Istanbul to Anatolian cities. This is a typical example of the principles of predictability and speed in Turkey (Atasoy, 2010). Local tradesmen, neighborhood grocers and neighborhood markets have declined in the face of the standardized, controlled and fast consumption structure provided by shopping malls.

In Turkey, chain markets such as BİM, A101, ŞOK have standardized the shopping process by offering similar products at similar prices across the country. These chains threaten the economic existence of local businesses such as traditional greengrocers, butchers and grocers by emphasizing the principles of calculability and speed (Özdemir, 2015). Instead of individual relationship in shopping, mechanical and fast shopping experience has become widespread.

In Turkey, centralized examination systems such as LGS and YKS have brought along a calculable and predictable understanding of education based on measuring students' achievements with standardized tests. Educational processes have become mechanized, focusing on exam results instead of the individual development of the student (Altun, 2011). Private tutoring centers, test books and study centers function as tools of this process. TV series produced on Turkish television are constructed on the basis of certain formulas and content production is based on the principle of predictability. Programs such as romantic dramas and reality shows are the products of fast production processes focused on ratings and limit cultural diversity (Kaya, 2014). This situation shows the effectiveness of the principles of speed and control in the media sector.

The fact that McDonaldization is reflected in the press shows that this fast consumption cannot be escaped. However, an important protest against McDonald's restaurants, which are quietly accepted wherever they go, has created a stance against the defective values produced by this speed and fast consumption. The story of the Slow Movement, which started in Rome, Italy, is the result of this protest.

The Slow Movement Is Born

Defining the Slow Movement will make it easier for us to discuss and convey slow journalism. The Slow Movement is an idea that was sparked in 1986 by the call of journalist and writer Carlo Petrini and his friends to protest the opening of the first branch of the fast food restaurant chain McDonalds in Rome, Italy. What is being protested here is not just about fast food; it is a protest against all the cultural sameness/degradation that the fast consumption represented by McDonald's, which opened its first branch in the United States, has transferred and is expected to transfer to society.

Speed has affected communication, especially the news community, as it has every field in society. In today's world of global uniformity with the help of technology, news reporting is also taking its share. Many protests that can be criticized in this regard are based on the idea that they will change many things in their culture and lives. The birth of the "Slow Movement" started the criticism of speed, which is now accepted in many areas of today's accelerated consumption such as Travel, Art, Food, Education in daily life.

The Internet has overcome the barriers of time and space in terms of speed and news circulation, but it has also increased the one-way flow of news in journalism and led to the abandonment of news-making phases. After a while, this two-way effect started to be ignored due to the phenomenon of competition. The use of the Internet in journalism has also led to the development of types of journalism that cannot be found in traditional media. The trendy news practices that emerged with the transformation of journalism into a race in a media environment have been in the middle of newsworthiness and ethical debates. Slow journalism can also be considered as one of the efforts of the journalism community to gain the blood loss that traditional news practices have experienced due to the speed of technology and the internet in a different way.

Development Of Slow Journalism

The global era has presented us with speed as its most fundamental characteristic, but although speed in journalism was initially considered a superior value, it has caused significant problems when it has gone beyond "breaking news" and "flash" journalism. The problems experienced by both the profession, the perception and practice of the profession by its practitioners and the reader due to speed have made it necessary to develop alternative perspectives and approaches, which we have underlined above. Slow journalism, which is presented today as the most powerful antidote to the

problems caused by news content, is the result of this search and actually constitutes the equation of a return to the essence. Slow journalism has been developed and supported against the definition of journalism of the modern age, which is defined by "speed, superficiality and low relevance" (Pedriza, 2017, p. 130).

The concept was first coined by Susan Greenberg in 2007, pointing to slow journalism as the journalistic interpretation of the slow food movement, which was supported as a reaction to fast food. Greenberg discussed how the slow movement would play out in journalism in a fast-flowing news stream and named this new perspective: Slow journalism. In Greenberg's model, it is used to refer to fact-based research and "storytelling that cares", which traditional journalistic practices have de-prioritized through speed. Based on this foundation, Greenberg defines slow journalism as follows:

Slow journalism refers to articles, interviews and other forms of non-fiction that offer an alternative to conventional reporting, which has been recognized as leaving a significant gap in our perception of the world at a time when the need for understanding is greater than ever. The journalistic equivalent of slow food informs the reader about the source of information and how it is gathered. More time is spent on both the production and consumption of work to discover what we might not otherwise know, or to notice what has been overlooked, and to bring it up to the highest standards of storytelling. (2012, p. 381-382).

The principle of diversity in perspective and research, which the slow movement pointed to from its inception and which Greenberg emphasized as the basis and rationale for slow journalism, recognizes that information, and therefore news, needs to be considered from a variety of perspectives rather than a one-way evaluation.

The history of slow journalism is as old as journalism itself. Investigative journalism or literary journalism, which require special time to develop their content, are examples of slow journalism. However, slow journalism should not be limited to these two types. Because slow journalism strives to create deep content and needs time to do so. It follows a method that does not exhibit competition-oriented behavior such as increasing the number of readers like sensationalism or skipping news. They can control readers, pursue local stories and have high ambitions to tell them. Slow journalism is a type of journalism that can be practiced in an alternative production system that needs financial and editorial independence, where moral values can be applied that can make such a practice possible (Le Masurier, 2015, p. 141-

143). The aforementioned dependencies turn journalism into a professional class that is confined within an important framework and has no freedom. This kind of process leads to debates on points such as the quality, accuracy and authenticity of the news.

Ball (2016), one of those who advocate and/or discuss slow journalism against the controversial content offered by traditional journalistic practices, states that the unrestricted production in slow journalism is not about aiming for "a certain word count, duration or production time". This is because this perspective implies that journalism is/should be reader-oriented. The aim is to reach the reader "emotionally and intellectually" rather than reaching "a certain number of readers" that the modern age has made us memorize through technology. As Ball emphasizes, the goal is not speed, reader engagement or how much you do; it is "the scope and moral status of the communicative process" (Ball, 2016, p. 436).

In terms of scope, speed and readership, slow journalism has a number of commonalities. Rauch summarized the common points in four articles as follows (2015, p.3)

- "1- News production by small organizations and entities,
- 2- Use both new and traditional technologies,
- 3- Their motivation is not only financial (profit),
- 4- Defending different values in society."

From this perspective, slow journalism is very close to the criteria of alternative media. The fact that alternative journalism is not profit-oriented, independent of the state and the market, small-scale and respectful of diversity, has a non-hierarchical form of organization and supports audience participation in the name of pluralism and democratization (Bailey et al., 2007, p. 18) strengthens Rauch's thesis that slow journalism is an alternative.

From Definition To Practice: Slow Journalism

At a time when the transmission of "news" did not have a professional equivalent, and even the impact of delivering news from one place to another could not be measured, the information carried by travelers was preparation for an important profession. The beginning of the 17th century is pointed to for the first periodical in the real sense. One of the first examples is the newspaper published in Antwerp, the Netherlands in 1605 under the name of Nieuwe Tydinghen, which was previously published at irregular intervals (Jeanneney, 2009, p. 26). With the successive publication of newspapers in Europe, information becomes more valuable, and so do the people who

prepare it, namely journalists. The newspaper publishing movement accelerates and newspapers are published one after another in cities such as Basel, Strasbourg, Frankfurt and Berlin. With this speed comes competition and the need to tailor news content to the reader. As we move towards today, technology is one of the factors affecting and governing journalism. Journalism, which is defined in its simplest terms as reporting news, tries to fulfill the news expectations of the masses with different tools and methods at its disposal.

The emergence of different dimensions of journalism, which is based on research, leads to discussions on the profession. The information that should be included in the news content shows the value of the news (Galtung and Ruge, 1965) and enables the preparation of news that is read more, attracts attention, is informative and more likely to be shared. On the other hand, Mark Glasser published a study titled "The Working Journalist in the Internet Age" in which he discussed the impact of the Internet and technology on journalists. This study compares and contrasts the changes in the news preparation process and perspectives, both old and new.

Table 1. Journalism Ethics Approaches (Glasser, 2007)

News Preparation	
Old Methods	New Methods
✓ Reporter contacts the source person (phone call or (often) visit)	✓ The person preparing the news item contacts the source or subject of the news item (by phone or e-mail).
✓ Conversations are recorded.	✓ The phone call is recorded/e-mail is archived.
✓ He/she makes the news at the broadcasting organization, delivers it and is done.	✓ The place where the news is made (workspace) is a mobile device that can fulfill the function of a computer. The workplace is the home, office or any other space.
✓ He/she leaves the organization	

When we evaluate the old and new methods of news preparation in the table above, we can say that the old methods are still valid, especially for journalists practicing classical journalism (where technology is less involved, even if it is not very possible). Their number is quite small, almost extinct. Even if journalists work within an organization or create their own media, they cannot ignore speed. For this reason, they are developing new methods rather than old methods, new methods, and even new channels and digital tools are being added to this new method.

Social media accounts, not just e-mail or telephone, have become very effective and directive both in reaching the news source and in gathering information to add to the news. In fact, the faster the journalist receives, uses and disseminates the information as the first source, the more the value of the news and himself as a journalist will increase. Therefore, for the journalist whose source has become digital platforms, the rule of double checking the news from two sources loses its validity in the face of speed. From this point of view, the news can be used as a tool for the distribution of misleading and perhaps manipulative information. In this respect, slow journalism is an insurance for the news value and the journalist.

Table 2. Journalist's Perspective on News (Glasser, 2007)

Journalist's Perspective on News	
Old Version	New Version
✓ A journalist knows the facts and answers, in short, everything.	✓ The viewer/reader knows more than the journalist.
✓ Works in a media organization.	✓ Can set up a news website of his/her own.
✓ He/she should know the basic rules of news writing (5N1K) and sources should be triple checked.	✓ Knows/learns how to work on the internet. He/she makes his/her checks on search engines

The table above, which is included in the study prepared by Glasser in 2007, offers the opportunity to compare the journalist's perspective on the news in the old and new periods. However, we should first say that new items can be added to this comparison or existing items can be improved. In addition, we can also state that the items in question can be improved. The comparison, in which we can also see the position of the journalist in the society and the society's perspective on the journalist, shows that in the new era, a more independent, individualistic and personalized news flow can be seen more frequently. We can contribute to the perspective in the new era, which leaves the creation of an alternative medium to the performance and competence of the individual, in two areas. The first is that there is now an audience that also engages in journalism on social media and that not only readers or viewers but also casual followers "know more". Especially the follower comments under the news shared by professional journalists or news platforms show that there is a low rate of reading and understanding of the news, that any follower finds the right and even the competence to comment without reading the whole news. This proves both the inadequacy of the time allocated to reading, the shift from reader profile evaluation to follower profile

evaluation of media outlets, and the right to participate in the news process in an unhealthy way based on the authority granted by technology. On the other hand, on the other hand, especially when it comes to information that needs to be disseminated urgently and quickly, the individual news channel and speed that technology offers to the journalist is very helpful.

Readers And Speed In Slow Journalism

The fact that slow journalism is an alternative is also important for the reader. In the wake of speed and technology, the reader/viewer audience is thought of in terms of expectation of clicks/ ratings/ ratings, but the audience in question does not take information from the media they trust or are exposed to and keep it to themselves. The information received is disseminated and the process of a professional journalist is bypassed in terms of accuracy. Not only is the reader's interest in the medium measured quantitatively and attention is paid to quality (Pedriza, 2017) refers to this as measuring the value of the reader, but the reader also assigns himself the task of disseminating information. The above process shows an increasing momentum with digitalization and technology moving from a means to an end in journalism.

Slow journalism's view of the reader is not quantitative, but qualitative. Dowling (2016, p. 541) refers to the position of the reader vis-à-vis the advertiser. Because the advertiser is one of the main actors determining the content in traditional media. It is even an important deterrent for self-censorship to start functioning. In slow journalism, the reader is not a customer to whom a product is sold, but reads- understands discusses in-depth content. On the other hand, slow journalism content is evaluated by the reader along similar lines. Deeper, more accurate, higher quality and more readable texts are targeted. In order to achieve these goals, slow journalism, unlike traditional journalism, has to build a large part of its economy on readers. In this regard, there is an unspoken agreement between readers and publishers. Unlike publishers who determine their financial resources through advertisements and share their content with readers for free, publishers who offer examples of slow journalism plan on the assumption that readers will pay for quality content (Dowling, 2016, p. 531). Questioning the accuracy of the content offered to readers may lead the public to demand more quality content that promises more accurate news. Meijer (2007, p. 112), who conducted a research on this subject, reveals the need for accurate news among young readers. Slow news practices can be used to fulfill this need.

Speed is not a new influence in journalism. However, the way speed affects journalism has changed over time. Technology, which is one of the most important factors in the transformation of journalism, has been one of the main factors shaping the news along with the economic, political and social balances in society. With the development of technology, the barriers of time and space began to be removed. The invention of the telegraph at the beginning of the 19th century (Hermann, 2016, p. 493) further increased the importance of time. The western-centered growth and development in the press has become something that gains (rather loses) value with the western view of the news, and has become a form of dematerialization of the news. We are confronted with a readership/viewership that cannot do without reading the news, that does not miss the last minute, that wants to be informed about everything but does not examine the news in depth. The addition of radio and television to this process has led to 24/7 broadcasting. In the 1990s, satellite and cable technology joined the process and the effort to make "instant news" became established (Craig, 2016, p. 464). However, conveying news quickly and interactively without details made technology more valuable in simultaneous/ breaking news reporting.

Despite all the pressure of technology and the lure of speed, it is still necessary to take a stand on fast news reporting and, as Greenberg (2016) underlines, to show determination in order not to lose the reader's loyalty and trust in the news. The attitude of turning a deaf ear to the reader's demand on this issue will cause them to seek quality, qualified content that contributes to themselves and the society they live in. The traditional media will continue to provide information in a time and money-oriented news format as usual. The method and attitude, not the medium chosen, will contribute to reaching readers and gaining new readers. Ball (2016) states that time is needed to understand the media. The erroneous content created by journalism based on timelessness and speed has led to the emergence of many verification channels. For the principle of accuracy, which is at the core of journalism, verification channels, which we can call third parties that undertake the mission of controlling the news, rather than the journalists who prepare the news, have started to struggle.

Galtung and Rude identified the criteria of newsworthiness as frequency, threshold, comprehensibility, meaningfulness, compatibility, unexpectedness, continuity, mixture, reference to elite states, reference to elite people, personalization and negativity. When we associate these values with today's journalistic practices, it is seen that speed, which is an important

element of today's journalism phenomenon, can become a problem. Today, in the face of the internet and social media, these are the criteria that journalists have the most problems with in order to be fast. The BBC, on the other hand, defines its editorial principles as truth and reality, public interest, independence, impartiality and accountability (URL 2).

The monopolizing effect of globalization on the media increases its importance. However, in the current situation, changes in journalistic activities. The types of journalism that emerge in reaction can only capture the media, which has moved away from universal values, at certain points, and are not sufficient for a general and total change to take place. Professionals have a lot of responsibility for such a change.

Kovack and Rosentsiel's principles for journalists are as follows:

- "1. The first obligation of journalism is to report the truth.
2. Its first loyalty is to the public.
3. At its core is the discipline of verifying the truth.
4. Those who practice this profession must be able to remain independent of the people or events they cover.
5. Journalism should act as an independent and sanctioned watchdog.
6. It should provide an open platform for public criticism and consensus.
7. Strive to make the important interesting and relevant.
8. Keep the news comprehensive and in balanced proportions.
9. It should allow practitioners to exercise their personal initiative." (2011, p.15).

Kovack and Rosentsiel's principles are rules designed to achieve a principled standardization in journalism. When we look at the history of the journalism profession, we see that this effort has been made in a systematic manner.

Criteria for Slow Journalism

Benedickt Köhler, Sabrina David and Jörg Blumtritt in their report "Slow Media in their Manifesto, they have declared that in a world where the characteristics of the tools that will be called slow media should have, the functions of these tools and global values have become so important, a slowdown is necessary, especially in the media (URL 3). This manifesto tries to bring an article-by-article arrangement on how to regain the sense of trust that people have lost in the shaping of our thoughts, manipulation and

communication tools with the speed of the media today. These articles are summarized as follows:

- a) Slow media contributes to sustainability. Sustainability should be considered in a general framework, including working conditions and media outputs.
- b) Slow media requires a single focus. All content, whether written, spoken or video, is only useful in a focused reading and preparation process.
- c) It makes quality visible, it is aesthetic, it offers inspiring designs. The size and quality of the content should always be of a high standard.
- d) It has consumers that encompass the concept of prosumer. It is interactive media. Thus consumers' opinions are also important and should be taken into account.
- e) Slow media is not organized. It does not only focus on presenting its own content, the opinions of readers and consumers are also important. In this context, listening is as important as speaking for slow media. Only in this way can the media become rational and capable of looking at things from different perspectives.
- f) Slow media is social media. Communities and groups can be built around social media. Just as a writer exchanges ideas with his readers, slow media has to deal fairly with what its readers want and deserve. In this way, it also helps to promote and spread diversity and preserve cultural and local values.
- g) Slow media is respectful to its users. It can deal with different opinions between users. It does not accept looking down on them or bowing down to its users.
- h) It survives on donations, not on advertising. Thus it is not under great pressure from advertisers.
- i) It is timeless. They can be consumed even after a long time and taste the same. They do not lose their quality over time, in fact they become more valuable with time, like antiques.
- j) They have an aura. Even though they have industrial products and outputs, they also gain meaning by being unique and one-of-a-kind.
- k) Slow media is progressive, not reactive. It does not exclude technology and the lifestyle of the network society. It sees it as an opportunity to be inclusive, engaging with the way twitter, blogs and social networks are used.
- l) Slow media focuses on quality in both the production and perception of media products.

m) Slow media demands time and trust from its users in order to be credible.

Behind slow media are real people (URL 4).

This manifesto lays out what the slow media tools should look like, and how we can rebuild the trust people have lost in the media tools that shape our thinking, manipulate our thinking and shape the way we think in today's fast-paced world. At this point, we can list the distinctive features of slow journalism:

"1- Not focused on beating the competition

2- Just being fast and first

3- Fame and sensation

4- Exploring the context takes time

5- Seeking untold stories

6- Based on narrative power,

7- The reader as a partner" (Gerard, as cited in Gambarato, 2015, p. 449). The point is not to have a long time, but to make the story take as much time as it needs.

Examples from Turkiye and the world

Slow journalism is an alternative to conventional news reporting, which prioritizes speed, superficiality, and instant consumption. This approach emphasizes in-depth research, contextualization of news events, and a critical examination of their social impacts (Le Masurier, 2015). Slow journalism advocates for news that is not only delivered accurately but also enriched with depth and human stories. Various news platforms and publications around the world and in Turkey have adopted this philosophy, producing notable examples.

Delayed Gratification is a quarterly magazine founded in 2011. Unlike fast news, it offers detailed analyses after events occur, allowing the stories to mature over time. For instance, their special feature on the **Syrian Civil War** included reports on humanitarian issues, Western media's framing errors, and long interviews about the refugee crisis (Freedman, 2016).

The Correspondent is a digital platform established as an alternative to the fast-paced news cycle. Their motto is: "We don't cover the latest news, but the underlying structures." For example, their series on **climate change** focused not just on the outcomes but also on how global systems contribute to the crisis (Le Masurier, 2015).

ProPublica is a non-profit investigative journalism organization that embraces the values of **slow journalism**, producing long-term investigative

reports. Their **18-month investigation into corruption in the U.S. healthcare system** led to reforms in health policies (Schudson, 2019).

Founded in 2012, 140journos is an independent media platform that started on social media and later evolved into a producer of video and written content. It is one of the leading representatives of slow journalism in Turkey. In their video report "**Bi' Sarsıldık**", they provided a comprehensive investigation into the **social, psychological, and political effects** of the February 6, 2023, Kahramanmaraş earthquakes through extensive field research (URL 5).

The independent news site **T24** offers in-depth analyses, especially through its podcast series **Kısa Dalga**. For example, in the episode titled "**Femicide in Turkey**", they moved beyond fast news to explore the sociological and political reasons behind gender-based violence (URL 6).

Gazete Duvar provides weekly feature reports as examples of slow journalism. In their report on "**The Situation of Syrian Refugees in Turkey**", they analyzed living conditions, integration issues, and relations with local communities through detailed field studies (URL 7).

Slow journalism aims to offer **in-depth, analytical, and human-centered** content in contrast to the **superficiality** of instant news. Publications like **Delayed Gratification** and **The Correspondent** globally, and platforms like **140journos** and **T24** in Turkey, are strong representatives of this approach. This type of journalism does not merely report news but seeks to make sense of it, contextualize it, and contribute to social change.

Conclusion

Alternative journalism practices are discussed in different dimensions in the media. The emergence of new journalistic practices every day brings these debates to a different point. While everything in the world is speeding up and changing in parallel with this, what speed loses in journalism is also tried to be made a treasure with new practices. Slow journalism, which emerged from the philosophy of slow, can be seen as an opportunity to regain some of the values it has started to lose between it and the reader. Reporting without losing the values at the core of journalism also supports this perspective.

An important question to ask at this point is whether slow journalism is sufficient for "accurate and deep reporting"? Is slow journalism the only obstacle for this kind of journalism? If one important parameter for slow journalism is speed, another is readership/viewership. Especially on digital

platforms, a news article is approached with measurements such as how many people read, shared, clicked, commented on it. However, the target audience of the slow newspaper can access in-depth, researched information using the right time by adding unique information that is different from the information provided in the mainstream media. Here we see the difference between the desire to know and the desire to consume.

In order to reduce the impact of developing communication technologies on journalism and to obtain an approach outside the mainstream, alternative ways are needed. From this perspective, we can say that slow journalism is one of the feasible methods of accessing healthy and real information.

Ethical Aspects of the Research

In the study, all the rules specified in the “Directive on Scientific Research and Publication Ethics of Higher Education Institutions” were followed. None of the actions specified under the second section of the Directive, “Actions Contrary to Scientific Research and Publication Ethics”, have been carried out.

Conflict of Interest Statement

The authors declare that there is no conflict of interest with any institution or person within the scope of the study.

Contribution Rate Declaration

All authors were equally involved in all processes of the article. All authors have read and approved the final version of the article.

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Online Resources

- URL1: <http://www.knighttridder.com/> (Reach Date: 26. 02.2024)
- URL2: www.bbc.co.uk/academy/turkish/standards (Reach Date: 15.03.2024)
- URL3: <http://en.slowmedia.net/manifesto> (Reach Date: 24.2.2024)
- URL4: <http://www.wired.com/2010/06/the-slow-media-manifesto/> (Reach Date: 03.03.2024)
- URL5: <https://www.youtube.com/watch?v=H9JfjM9VNNk> (Reach Date: 17.04.2025)
- URL6: <https://www.gazeteduvar.com.tr/suriyeli-siginmacilar-haberleri> (Reach Date: 19.04.2025)
- URL7: https://kisadalga.net/haber/detay/kadin-cinayetleri-turkiye-nin-kanayan-yarasi_47245 (Reach Date: 18.04.2025)

Yavaş Gazetecilik: Gazeteciliğin Özüne Dönüş Mümkün mü?

Genişletilmiş Özet

Bu çalışma, çağdaş gazeteciliğin hız ve sansasyon odaklı üretim anlayışını eleştirel biçimde inceleyerek, yavaş gazeteciliği etik, derinlik ve sürdürülebilirlik ilkelerine dayanan alternatif bir paradigma olarak ele almaktadır. Dijital çağın hızlı tüketim kültürüne tepki olarak ortaya çıkan bu yaklaşım, yüzeysel ve aceleci haber üretimi yerine, bağlamsal düşünme, doğrulama ve anlamlı hikâye anlatımı ilkelerini ön plana çıkarır. Yavaş gazetecilik, okurla güvene dayalı bir ilişki kurarak, haberciliğin toplumsal sorumluluğunu yeniden tanımlar.

Yöntem

Araştırma, nitel bir literatür taraması yöntemiyle gerçekleştirilmiştir. Bu çerçevede çalışma, sosyolojik ve medya kuramı temelli iki ana kavramsal dayanak

üzerine oturur: George Ritzer'in McDonalddlaşma Teorisi ve Carlo Petrini öncülüğünde ortaya çıkan Yavaş Hareket (Slow Movement). Bu iki yaklaşım, hız, verimlilik ve standartlaşmanın yalnızca gıda kültürünü değil; eğitimi, sağlığı ve özellikle gazeteciliği nasıl dönüştürdüğünü anlamak açısından eleştirel bir arka plan sunmaktadır. Çalışma ayrıca, Susan Greenberg'in (2007, 2012) yavaş gazeteciliğe ilişkin kurucu tanımına ve bu alanın gelişimini açıklayan Le Masurier (2015), Ball (2016), Rauch (2015), Dowling (2016) ve Pedriza (2017) gibi araştırmacıların katkılarına dayanmaktadır.

Kuramsal Çerçeve

Yavaş gazetecilik, küreselleşme ve neoliberal medya ekonomilerinin yarattığı tekdüze hız kültürüne karşı geliştirilen bir eleştiri olarak konumlanır. McDonalddlaşma süreci, haberin metalaşmasını ve standartlaşmasını açıklarken, Yavaş Hareket bu duruma bir direniş biçimi olarak özgünlüğü ve anlamlı üretimi savunur. Yavaş gazetecilik bu iki yaklaşımı birleştirir; zamanı, doğrulamayı ve insani anlamı yeniden merkeze yerleştirir. Greenberg'in ifadesiyle bu, "önemsediği hikâyeyi anlatan gazeteciliktir."

Bulgular ve Tartışma

Çalışma, hızın başlangıçta ilerlemenin simgesi olarak görüldüğünü, ancak zamanla etik aşınma ve güven kaybına neden olduğunu göstermektedir. Yavaş gazetecilik, doğruluk, etik bağımsızlık ve okurla ortaklık temelli bir model önerir. Dowling (2016), bu yaklaşımın reklama değil okur desteğine dayalı bir finansman gerektirdiğini, Ball (2016) duygusal ve entelektüel etkileşimin önemini, Rauch (2015) ise demokratik katılım ve çeşitlilikle olan bağlantısını vurgular.

Vaka Analizleri

Çalışma, yavaş gazeteciliğin farklı ülkelerdeki uygulamalarını inceleyerek modelin çok boyutluluğunu gösterir. İngiltere'de yayımlanan Delayed Gratification dergisi olayları gerçekleştikten sonra analiz eder; Hollanda'daki The Correspondent sistemsal sorunlara odaklanır, Amerika'da ProPublica uzun soluklu araştırmacı gazetecilik örnekleriyle kamu politikalarını etkiler. Türkiye'de ise 140 journos, T24 ve Gazete Duvar, sosyal bağlama ve insani hikâyelere odaklanarak bu anlayışı yerel düzeyde sürdürmektedir. Bu örnekler, etik bağımsızlık ve editöryal özerklik sağlandığında yavaş gazeteciliğin dijital çağda da etkili biçimde uygulanabileceğini kanıtlar.

Sonuç

Sonuç olarak çalışma, yavaş gazeteciliğin yalnızca bir "hız karşıtlığı" olmadığını, aksine gazeteciliğin özünü yeniden kurmaya çalışan etik ve toplumsal bir model olduğunu ortaya koymaktadır. Bu yaklaşım, haberde doğruluk, kamusal hizmet, güven ve anlatı derinliğini yeniden merkeze taşır. Hız odaklı medya ekonomilerinin baskısına rağmen, yavaş gazetecilik etik bağımsızlık, sürdürülebilir üretim ve güven temelli okur ilişkisi açısından dijital çağda gazeteciliğin en güçlü düzeltici çerçevelerinden biri olarak öne çıkmaktadır.