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Framing Diasporic Voices: Media Representations of Emine Sevgi Özdamar and Feridun Zaimoğlu in Turkish News Media

Diasporik Sesleri Çerçevelemek: Emine Sevgi Özdamar ve Feridun Zaimoğlu'nun Türkçe Haber Medyasındaki Temsilleri

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Abstract

Media texts, with their unique narrative capacities and intentional functions, are powerful instruments that actively incorporate strategies for reinforcing, transforming, and reconstructing meanings, often generating new ones in the process. For this reason, media texts can be analyzed to uncover the meanings they convey regarding specific topics, phenomena, or ideas. Within the scope of this contribution, the media frames of two prominent German-language authors of Turkish origin in Turkish news media are examined: Emine Sevgi Özdamar and Feridun Zaimoğlu. A comprehensive survey of both current and archival print media in Turkey is conducted, and these two authors are identified as those receiving the most frequent media coverage among Turkish-origin writers based in Germany. As such, newspaper articles featuring Özdamar and Zaimoğlu were compiled into a dataset for this research. Using a Media Studies approach, the primary aim of this article is to explore the semantic, conceptual, and contextual frames through which the two selected authors are represented in news coverage published by Hürriyet and Cumhuriyet, two major newspapers that represent the Turkish print media landscape. Employing a qualitative research design, the study adopts a framing analysis methodology. Findings reveal that Turkish-origin German authors are predominantly portrayed in the Turkish media through frames that emphasize their identity-related characteristics, literary genres, cultural engagements, and recognition and consecration as award-winning writers.

Keywords: Emine Sevgi Özdamar, Feridun Zaimoğlu, Framing, Hürriyet, Cumhuriyet

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Öz

Medya metinleri özgün kurgu kapasiteleri ve amaçlı etkinlikleri sayesinde kurulu anlamları pekiştirme, dönüştürme ve yeniden inşa etme stratejilerini etkin olarak içeren ve çokça da yeni anlamlar oluşturan etkili araçlardır. Bu nedenle belirli konu, olgu ve fikirler hakkında anlamları keşfetmek için medya metinleri analiz edilebilmektedir. Bu çalışma kapsamında Alman Edebiyatında yer alan iki önemli Türk asıllı yazarın Türkiye haber medyasındaki temsilleri incelenmektedir. Bu amaçla Almanya'da yaşayan ve Almanca eserler kaleme alan iki isim olan Emine Sevgi Özdamar ve Feridun Zaimoğlu örneklem yazarlar olarak belirlenmiştir. Türkiye yazılı medyası taranmış ve Almanya'da bulunan Türk yazarlar arasında en fazla yer verilen yazarların bu iki isim olduğu görülmüştür. Bu nedenle Özdamar ve Zaimoğlu'na yönelik olarak yayımlanmış gazete içerikleri veri seti olarak toplanmıştır. Çalışmanın amacı, Medya Çalışmaları yaklaşımını kullanarak Türkiye yazılı medyasını temsilen belirlenmiş olan Hürriyet ve Cumhuriyet gazetelerinde yer alan haberlerin örneklem olarak seçilmiş olan iki yazarı hangi anlamsal, kavramsal ve bağlamsal çerçevelerle öne çıkardığını anlamaktır. Nitel yöntemle tasarlanmış olan bu çalışmada tematik bir çerçeveleme analizi uygulanmıştır. Nitel bir araştırma deseni benimseyen bu çalışma, çerçeveleme analizini yöntem olarak kullanmaktadır. Bulgular, Türk asıllı Alman yazarların Türk medyasında ağırlıklı olarak kimliklerine ilişkin özellikleri, edebi türleri, kültürel etkileşimleri ile ödüllü yazarlar olarak tanınmaları ve meşrulaştırılmaları üzerinden çerçevelenerek temsil edildiklerini ortaya koymaktadır.

Anahtar Kelimeler: Emine Sevgi Özdamar, Feridun Zaimoğlu, Framing, Hürriyet, Cumhuriyet

Introduction

In an age of intensified global mobility and cultural interpenetration, the media have become a crucial arena where transnational identities and literary figures are publicly shaped, debated, and legitimized. Particularly in contexts of migration, the press plays a decisive role not only in reporting but also in framing the meaning of authorship, identity, and cultural belonging. This article explores how two prominent German-language authors of Turkish origin, Emine Sevgi Özdamar and Feridun Zaimoğlu, are represented in Turkish news media. It investigates the discursive mechanisms through which their identities, literary achievements, and sociocultural engagements are mediated to Turkish-speaking audiences. By focusing on the newspapers Hürriyet and Cumhuriyet, the study examines how journalistic framing contributes to the construction of diasporic literary visibility, and what this reveals about broader cultural and political dynamics between Turkey and its diaspora in Germany.

Media texts are powerful instruments of meaning-making. Through their use of narrative structures, visual and linguistic codes, and framing strategies, they do not merely report on reality—they construct it. Meaning in media is not fixed or additive, but dynamic and relational: images, headlines, and textual content interact to create interpretations that exceed the sum of their parts (Lemke, 1994, 1997). As such, media coverage plays a critical role in shaping public perceptions of cultural figures, especially when the audience lacks first-hand familiarity with them (Happer & Philo, 2013). This is particularly relevant to the representation of transnational literary figures such as Feridun Zaimoğlu and Emine Sevgi Özdamar. Both authors, while firmly situated in the German literary field, are frequently covered by the Turkish press. The ways in which Turkish media outlets such as Hürriyet and Cumhuriyet frame their identities, literary achievements, and cultural roles reveal not only how these authors are perceived from a distance, but also how Turkish national discourse negotiates its relationship with diaspora intellectuals.

Frames, much like cognitive schemata, organize and give coherence to complex realities (Gamson, 1992). They can highlight or marginalize specific aspects of a subject's identity—nationality, language, gender, ideology—according to editorial and ideological orientations. Therefore, analyzing how Zaimoğlu and Özdamar are framed in Turkish media offers insight into the symbolic boundaries of belonging, cultural pride, and diasporic tension. A critical discourse approach allows us to unpack these framings by attending to lexical choices, metaphors, intertextual references, and narrative structures (Fairclough & Fairclough,

2015). Through this lens, we can better understand how literary figures become vehicles for broader cultural negotiations between Turkey and its German-speaking diaspora. Our dataset for the analysis comprises various journalistic genres, including news reports, opinion columns, and literary critiques.

While most scholarship focuses on the narratives, characters, and themes found within the authors' literary works, the present research considers it equally important to examine how the authors themselves are portrayed in the news media. In this regard, this contribution aims to contribute to the literature through a comprehensive media analysis. Framing theory and news framing were used as the theoretical lens to conduct a critical and argumentative reading of the selected news texts

Özdamar and Zaimoğlu in Turkish Scholarship

Emine Sevgi Özdamar and her works have been the subject of numerous Turkish academic publications in Turkey. Some of these are listed as follows: Karakaya's article (2020) emphasizes how Özdamar offers a solution to the problem of identity, homeland, or statelessness (Heimatlosigkeit) arising from cultural diversity by combining different traditions, customs, beliefs, and worldviews under the roof of literature. In his study, Ekiz (2018, p. 145) stated that Özdamar aimed to contribute to the understanding of the society with its originality, humor-laden content and comedy effect regarding Brecht's theater, that it aimed to change, and that this was indirectly related to Brecht (Şener, 2012, p. 265). In another study, Ekiz (2007, pp. 39-40) states that Özdamar's autobiographical novel 'Hayat Bir Kervansaray: İki Kapısı Var Birinden Girdim Diğerinden Çıktım' (Life is a Caravanserai, Has Two Doors, I Came in One, I Went Out the Other) was highly appreciated in German literary circles and that Özdamar's original use of German, which involves thinking in Turkish and writing in German, stands out. Deviations from the standard language, deviations from grammatical rules, the use of countless proverbs, idioms, metaphors, poems, lyrics, prayers, curses, rhymes, slogans and symbolic expressions one after the other formed the basis of the texture of the work. Özdamar's success in establishing this unity is one of the reasons why the novel has reached a wide readership. In her article, Kırgız (2014) analyses the works of two authors, Özdamar and Latife Tekin, who present different perspectives on migration and characterise different societies through their works. In both works, the political developments leading up to the revolution are described. There is a famine. Poverty is rampant. Migration is often driven by hunger, misery, and unemployment, but it is also fueled by passion, ambition, and hope. Migration is the story of people caught between two cultures. These people are both urban and rural; they do not belong anywhere in time. They are distant from the place they leave and foreign to the place they settle. Migration is being away from everything. In her study, Timuroğlu (2010, p. 63) analyses Özdamar's works with Deleuze and Guattari's key concepts such as 'nomadic subject', 'feminization' and minor literature, taking into consideration the author's nomadic position, her minority status in a foreign country, her being a woman and the hybrid language she creates. Accordingly, Özdamar's language is minor because she questions the patriarchal dominant discourse, writes about the female body and creativity, and is the voice of silenced female expression. According to Deleuze and Guattari, the minor expresses the language of those who are under the hierarchical power structure, those who are oppressed under this power. It therefore represents the language and literature of women, classes, ethnicities, sexual orientations different from the norm, the insane, children, and animals. According to Yücel (2022, p. 761), Özdamar's works accurately portray the period's developments.

In 2019, the Monograf Literary Criticism Journal published its 12th issue entitled Hope Footnote: Emine Sevgi Özdamar. Four articles related to Özdamar were published in this issue. In the first article, Seyhan (2019) reflects on the literary perspectives in Özdamar's works. According to Seyhan (2019), although the linguistic exoticism perceived in her early writings in Germany initially contributed to her recognition as a creative and original writer, the lasting power of her writing lies in Özdamar's openness to new cultural geographies and their synthesis. In the second article, Reisoğlu (2019) analyses the contribution of Özdamar's novel 'Haliç Köprüsü' (1998) to the cultural and social memory of the student

movements in Turkey and Germany in the 1960s and 1970s. According to Reisoglu (2019, p. 176), Özdamar's novel offers the opportunity to compare, and evaluate the generation of 1968. Thirdly, Çiftlik (2019) focuses on Özdamar's interconnected stories 'Mother Tongue' and 'Father Tongue' and analyses the modern-day experiences of the storyteller who loses her mother tongue after migration. The article argues that in Özdamar's story 'Mother Tongue', the narrator is lost between two languages (Turkish and German) and identities after changing the place where he was born and raised with migration, and that this sense of loss, silence, and miscommunication creates a trauma for the narrator. In the last article, Toraman (2019, p. 189) aims to show that although the main character of 'The Bridge of the Golden Horn' encounters restrictive discourses in the process of forming her own identity, she becomes an active agent who grasps the subjectivity of her own life through her ability to create her language and achieve sexual freedom. In his article, İlkkılıç (2021) focuses on the reflections of Turkish culture in language in Özdamar's first work, 'Ana Dili'. According to İlkkılıç (2021, p. 123), when Özdamar's writing adventure is analysed biographically and chronologically, the primary purpose of her writing is not to recover her mother's language, as Norbert Mecklenburg critically states. Instead, she aims to establish a relationship with the outside world and to express her identity through certain concepts in these languages. In their article, Asutay and Çelik state their aim as analyzing the issue of mute through Özdamar's stories 'Mutterzunge' and 'Vaterzunge'. According to Asutay and Çelik (2015, p. 294), Özdamar, in an interview he gave in Germany in 2012, clarified the use of original language in his works by stating that mute can also be a language and emphasized that the search for identity in a foreign country can take different forms.

There is a rather limited number of studies on Feridun Zaimoğlu in Turkish. We observed that Zaimoğlu was mainly chosen as an object of research in postgraduate theses. Fazlıoglu and Kılınç (2023) conducted a study focusing on first-generation author Yüksel Pazarkaya and second-generation author Feridun Zaimoğlu. According to Fazlıoğlu and Kılınç (2023, p. 57), Zaimoğlu addresses the rules of Islam. While Pazarkaya's work briefly mentions the fundamentals of the Islamic religion, such as prayer and supplication, only once, Zaimoğlu's work extensively discusses religious rules and practices multiple times. Additionally, Zaimoğlu discusses actions forbidden in Islam, such as consuming ill-gotten gains, slander, gossip, alcohol consumption, and pork consumption. According to another study (Işık, 2022), in Zaimoğlu's "Leyla", women are confined to a life determined by men and restricted to the domestic sphere. In Zaimoğlu's works, women are constantly portrayed as oppressed and intimidated, and are fictionalized as lonely and victimized individuals. In his 2015 doctoral dissertation, Can analyzes Zaimoğlu's "Leinwand" and "Zwölf Gramm Glück" from both syntactical and semantic perspectives. According to Can (2015, p. 198), both works reflect a language dominated by the ethnolext and use literary devices such as metaphor, description, association, repetition, and allusion to convey meanings beyond the plain or slang meanings of words. These two texts, which follow each other, demonstrate that the country does not adequately address the problems brought about by migration; on the contrary, it contributes to the erosion of identity. According to Kaya (2013, p. 1236), although Zaimoğlu emphasizes national identity and advocates its preservation, he also draws attention to some ethnic issues inherited from the Ottoman Empire to the Republic of Turkey. In his novel "Leyla", Zaimoğlu brings his family history as he heard from his mother, into the field of art and draws attention to the socio-cultural problems brought about by labor migration. She reflects the Turkey of the 1950s and 1960s, examining the social structure through a critical lens. Yılmaz (2012) focuses on Zaimoğlu's "Hinterland", published in 2009, and focuses on the phenomenon of globalization. According to Yılmaz (2012, p. 144), this military term, which Zaimoğlu chose as the title of his work, is used to express the internal and external struggles that individuals face. The novel depicts this struggle through the character Ferda's desire to belong to a culture and her loss of this sense of belonging. In her master's thesis in 2007, Tekin examines the works "On iki gram Mutluluk" by Zaimoğlu and "Erkeklerin Öyküleri" by Murathan Mungan, focusing on themes such as the relationship between men

and women, religion, traditions and customs, and the pressure of one gender over the other, comparing their differences and similarities. In his master's thesis in 2011, Duru explains the purpose of her study as examining how the concepts of love and melancholy are portrayed and conveyed to the reader in Elif Şafak's "Aşk" and Feridun Zaimoğlu's "Liebesbrand," with a dialectical perspective and a comparative method focusing on the in-depth analysis of events, phenomena, and concepts. According to Duru (2011, p. 79-80), both authors, although dealing with the theme of love in their works, emphasize the feeling of melancholy more. In her 2006 master's thesis, Gülpınar examines Metin Kaçan's "Ağır Roman" alongside Feridun Zaimoğlu's "Abschaum" (Döküntü), focusing on the subject matter and language, and exploring their differences and similarities. According to Gülpınar (2006, p. 45), Zaimoğlu intertwines German and Turkish in this work, creating a unique language that is distinctively Zaimoğlu's. The language style chosen by Zaimoğlu led to his recognition by German authorities and had a significant impact on literary circles.

Framing and News Frames

Framing is the process through which individuals, when examining and evaluating an event, focus on specific attributes and consequences of that event or issue while omitting others (Tankard, 2001, 95). While framing theory was initially applied in the fields of psychology and anthropology, it has become a subject of inquiry across various disciplines, including political science, sociology, economics, linguistics, and communication studies (Hallahan, 1999, 205–206; Nisan, 2023, 224). Frames help make sense of events or formations, thereby organizing experience and guiding action. Collective action frames perform this interpretive function by simplifying and condensing aspects of the "World out there", but in ways that "intended to mobilize potential adherents and constituents, to garner bystander support, and to demobilize antagonists" (Snow & Benford 1988 198; Benford & Snow, 2000, 614). According to Entman, "selecting some aspects of a perceived reality and make them more salient in a communicating text, in such a way as to promote a particular problem definition, causal interpretation, moral evaluation, and/or treatment recommendation" (1993, p. 52). Goffman, who was the first to introduce the concept of framing, emphasizes that frames—central components of culture—are institutionalized through various means and externally position the individual within a given context (Durur, 2011, 24). Goffman (1974) describes a frame as the organizational principles that structure social events and shape individuals' subjective engagement with them. This "schemata of interpretation" enables people to "locate, perceive, identify, and label" everyday events (Goffman, 1974, 21). Journalists use "frames (to) organize strips of the everyday world, a strip being an arbitrary slice or cut from the stream of ongoing activity" (Goffman, 1974, 10-11).

Although frames are subjective, they are not purely mental constructs; social norms guide our actions, and we learn to apply the appropriate frame to a given situation. In short, the frames we use to make sense of events, people, and issues define what is actually taking place (Özarslan, 2007, 8). In his general observations on media framing, Ghanem (1997, p. 10) identifies four key dimensions that determine how an issue is framed: presentation (including size and placement), the number and selection of subtopics (what is included within the frame), cognitive attributes (details of what is included), and emotional characteristics (the tone of the portrayal). According to Kinder and Sanders, frames can be conceptualized both as "devices embedded in political discourse", equivalent to the concept of media frames, and as "internal structures of the mind", equivalent to individual frames (1990, p. 74). Frames are thus considered as schemas for both the presentation and comprehension of news. This idea includes media frames and individual frames (Scheufele, 1999, 106). Frames are organizing principles that are socially shared and persistent over time, that work symbolically to meaningfully structure the social World (Reese, Gandy & Grant, 2003, 11):

• Organizing: Framing varies in its success, comprehensiveness, and completeness in organizing information.

• Principles: The frame is based on an abstract principle and is not the same as the texts through which it manifests itself.

• Shared: The frame must be shared on some level for it to be significant and communicable.

• Persistent: The significance of frames lies in their durability and their persistent, routine use over time.

• Symbolically: The frame is revealed in symbolic forms of expression.

• Structure: Frames are organized by providing identifiable patterns or structures, which can vary in their complexity.

Framing plays a dual role in the news process, encompassing both the collection and presentation of news by journalists and its interpretation by audiences (Özarslan, 2014, 123–124). Various types of news frames have been identified. In addition to dominant news frames such as responsibility, human interest, conflict, morality, and economic consequences (Semetko & Valkenburg, 2000, 93–96), there are also distinctions between media and audience frames, episodic and thematic frames, specific and generic frames, as well as natural and social frames. According to Gitlin (1980, p. 7), frames, largely unspoken and unacknowledged, organize the world both for journalists who report it and, to some important degree, for us who rely on their reports. Framing in news coverage is achieved through various elements such as the manner in which news is presented, the amount of space allocated to it, its placement within the publication (e.g., front page or buried inside; lead story or final item), the tone of presentation (sympathetic or harsh), headlines, photographs, and accompanying visual and auditory elements in the case of television broadcasts (Foerstel, 2007, 54; Kılıç, 2021, 322). According to Tuchman (1978, p. 193) "[a]n occurrence is transformed into an event, and an event is transformed into a news story. The news frame organizes everyday reality and the news frame is part and parcel of everyday reality, for the public character of news is an essential feature of news."

Media effects are constrained by the dynamic interaction between mass media and their audiences. "Media discourse is part of the process by which individuals construct meaning, and public opinion is part of the process by which journalists [...] develop and crystallize meaning in public discourse" (Gamson & Modigliani, 1989, 2; Scheufele, 1999). In news texts, frames manifest through various framing devices such as metaphors, examples, catchphrases, descriptions, and visual images (Gamson & Modigliani, 1989, 3–4).

Main and Sub-Frames

The sample of this contribution consists of 311 news texts collected from Hürriyet and Cumhuriyet newspapers, which were selected to represent the national news media in Turkey and focused on Sevgi Özdamar and Feridun Zaimoğlu. For these digital contents, the names "Sevgi Özdamar" and "Feridun Zaimoğlu" were used as keywords in searches conducted through the online edition of Hürriyet and the digital archive of Cumhuriyet. All content types containing these names were included as data. The coding frame used for the analysis is based on the community detection method developed by David, Atun, and Monterola (2011), which was inspired by the work of Matthes and Kohring (2008) on media frames in the context of biotechnology.

Matthes and Kohring's frame analysis is based on Entman's definition of frame. In Entman's approach, several frame elements comprise the frame: a problem definition, a causal interpretation, a moral evaluation, and a treatment recommendation. If these elements are understood as variables, each can have multiple categories in a content analysis. A problem definition can consist of an issue and the relevant actors who discuss the problem. A causal interpretation is an attribution of failure or success

regarding a specific outcome. An evaluation can be positive, negative, or neutral, and can refer to different objects. Finally, a treatment recommendation can include a call for or against a specific action (Matthes & Kohring, 2008, 264).

This study seeks to answer three primary research questions through the main and sub-frames identified in

RQ1. Through which identity-related characteristics are the authors predominantly portrayed?

RQ2. How are the authors' literary attributes represented?

RQ3. What types of frames are generally constructed in the news coverage concerning the authors?

The analysis is structured around the framework of issue definition (problem), thematic categories, actors, and sub-variables. The issue refers to the central focus of inquiry—the core matter around which all other variables are organized. While the primary focus of the study is how the authors are represented in media content, this representation may involve elements such as cultural values, literary orientation, identity expressions, and other integrative aspects. The primary objective is to identify the sub-themes that emerge from the broader debates surrounding the central issue. The term "actor" refers to the individual or group that drives the narrative of the article, or the main institution most frequently referenced in the text (David, Atun & Monterola, 2011). In some cases, actors and supporters may refer to the same individuals or organizations.

In the framing matrix, the subcategories of risks and benefits refer to the positive and negative outcomes of developments related to the authors, affecting both the authors themselves and the other actors and communities with whom they interact. Within this framework, key elements assessed under the categories of benefits and risks include: the public perception of the authors, the core messages of their literary works, societal engagement with the authors, the authors' activities directed toward Turkish and German communities, and interactions between the authors and both governmental and civil society institutions. Treatment can be interpreted as the general argument conveyed by the journalist or the sources cited within the content in relation to the authors. A favorable treatment typically involves references that express affirmative sentiments about the authors and their works, particularly in terms of literary, cultural, linguistic, and identity-related values. In contrast, statements or portrayals with opposing or negative connotations in these areas are categorized as negative treatments. Suppose both positive and negative approaches appear within a given content. In that case, the more prominent stance is taken as the basis for classification (David, Atun & Monterola, 2011). Contents that include positive statements about the focal authors and their works but express negative attitudes toward other authors or literary productions are categorized as negative. If literary, linguistic, or national values are presented not as threats or in a negative light, but as unique or original contributions, the content is categorized as positive.

The central approach of this study is based on the assumption that certain elements tend to co-occur, forming recognizable patterns systematically. If such patterns are observed repeatedly across different texts, they can be identified as frames. This perspective aligns with the idea that a frame is essentially the sum of its components—that is, it consists of a combination of framing elements (Matthes & Kohring, 2008). The framing methodology employed in this research is primarily informed by the works of Matthes and Kohring, and subsequently by David, Atun, and Monterola (2011), who expanded on the former's approach to offer a different framing analysis model. While Matthes and Kohring applied hierarchical cluster analysis (specifically the Ward method) in their framing analysis, David, Atun, and Monterola utilized community detection through modularity maximization. In the context of complex network analysis, a community is defined as a group of elements that are more densely connected than to the rest of the network. This study draws upon both of these analytical approaches: it identifies the main frames through a critical and interpretive reading of the news texts. It utilizes the sub-frame matrix,

developed as a result of the above-mentioned studies, to provide a detailed breakdown of those main frames.

The content analyzed in this study consists of materials published in the online editions of Cumhuriyet and Hürriyet newspapers concerning both authors. Using the keywords "Sevgi Özdamar" and "Feridun Zaimoğlu," a total of 109 items related to Sevgi Özdamar were reviewed—55 from Cumhuriyet and 54 from Hürriyet. In the case of Feridun Zaimoğlu, 34 items from Cumhuriyet and 168 from Hürriyet were examined, resulting in a total of 202 items. Thus, the study reviewed a total of 311 pieces of content related to both authors (see Table 1).

Table 1

Distribution of the Total Number of News Articles (content) Analyzed in the Study According to Authors

Distribution of Content by Author and Newspapers		
Author name	Newspaper	Number of contents
Sevgi Özdamar	*Cumhuriyet*	55
	Hürriyet	54
Total		109
Feridun Zaimoğlu	*Cumhuriyet*	34
	Hürriyet	168
Total		202
	Overall	311

Main Frame 1. German or Turkish Identity

The sub-frames and variable set included under Main Theme 1 reflect the broader framework of possessing either a German or Turkish identity. The analysis revealed that developments concerning the authors were most frequently associated with questions of identity. These news items did not focus solely on literary developments but often referenced identity-related and cultural attributes as factors influencing the authors' literary success (see Table 2). The discourse in these articles generally revolved around themes such as being of Turkish origin, writing in German, the use of Turkish and German languages, and the presence of Turks in Turkey and Germany. While Sevgi Özdamar and Feridun Zaimoğlu were frequently referenced as the central figures in these developments, other writers of Turkish origin living in Germany were also often mentioned.

Having such identities was framed as advantageous, particularly in terms of gaining recognition, introducing Turkish people and Turkey to German citizens, and overcoming the stereotype of being a guest worker. On the other hand, the main risk identified was the limited recognition of Turkish-origin authors, which was suggested to contribute to a decline in literary interest among younger generations. The evaluative tone attributed to these news items and their sub-frames was predominantly positive. This suggests a perception that Turkish newspapers, when reporting on these authors, tend to prioritize their identity-related characteristics over their literary works.

Table 2

Sub-Frames Elements and Variables in Main Frame 1: German or Turkish Identity

Frame Elements	Variables
Topic/Theme	Author of Turkish origin, Author writing in German, Turkish, German, Turks living in Germany
Actor	Sevgi Özdamar, Feridun Zaimoğlu, and other authors/artists of Turkish origin living in Germany
Benefit	Introducing Turkish/Turkey to Germans
	Overcoming the guest worker perception
Benefit attribution	Increasing the acceptance of individuals of Turkish origin
	Rising recognition of Turkish literature
	Improved integration/adaptation with Germany
Risk	Limited recognition of Turkish and Turkish-origin authors
Risk attribution	Declining interest in literature among younger individuals
	Strengthening prejudices against Turkish-origin individuals
Solution	Being successful in both German and Turkish literature
Proponent	Other successful Turkish people in the same field
Treatment	Positive

Main Frame 2. Linguistic Dialogue, Cultural Diversity, and Richness

Main Frame 2, along with its sub-frames and variables, is centered on the authors' contributions to linguistic dialogue, cultural diversity, and richness, as well as their unifying efforts between Turkish and German cultures. Within this framework, the news coverage primarily focused on aspects such as the narrative power in the authors' works, their linguistic richness, mastery in storytelling, creative perspectives, and their role in promoting culture (see Table 3). While Özdamar and Zaimoğlu appear as the leading actors in these contexts, other Turkish-origin writers and artists living in Germany, President Frank-Walter Steinmeier, known for his peaceful rhetoric and approach, as well as local municipalities, associations, and foundations in Germany, were also identified as relevant actors. The intercultural activities of the authors and related figures were framed as beneficial in several ways, including fostering cohesion between German and Turkish communities through literature, encouraging the involvement of Turks in public spheres, and advocating for peace through science and the arts. Conversely, the risks identified were directly opposed to these benefits. The most prominent risks included identity-related struggles, being caught between two cultures, and feeling alienated in terms of language and culture. These issues were considered likely to reinforce cultural prejudices, lead to assimilation, and fuel anti-immigrant sentiments. As a way to overcome these challenges, drawing from both cultures and understanding both languages were highlighted as key solutions. Within this frame, the general evaluative tendency in the news items and sub-frames was positive. The authors were frequently portrayed as unifying figures bridging two cultures.

Table 3

Sub-Frames Elements and Variables in Main Frame 2: Linguistic Dialogue, Cultural Diversity, and Richness

Frame Elements	Variables
Topic/Theme	Power of narration
	Imagination
	Linguistic richness
	Masterful storytelling
	New, distinct, and surprising perspectives
	Promotion of culture
Actor	Sevgi Özdamar, Feridun Zaimoğlu, and other authors and artists of Turkish origin living in Germany
	President Frank-Walter Steinmeier
	German municipalities, associations, and foundations
Benefit	Acting as a mediator between Turkish and German communities
	Promoting cohesion through literature
	Encouraging the participation of Turkish people in public life
	Advocating for peace through science and the arts
Benefit attribution	Using the German language in a poetic manner
	Introducing Turks/Turkey to the German public
Risk	Experiencing identity-related difficulties
	Feeling caught between two cultures
	Becoming alienated in language and culture
Risk attribution	Existing cultural prejudices
	Cultural mismatch and assimilation
	Strengthening of anti-immigrant sentiments
Solution	Drawing from both cultures
	Understanding both languages
Proponent	Turks contributing to science, art, and literature in Germany.
Treatment	Positive

Main Frame 3. Immigrants and Immigrant Literature

The sub-frames and variables within this framework are grounded in approaches to migration and migrant literature. The topics covered in the news items evaluated under this category are shaped around concepts such as the new living conditions and challenges faced by migrants, culture shock, guest worker status, the 1961 Labor Agreement, and Turkish-German relations. The leading actors identified in relation to these topics include Turkish workers, successful Turks in the fields of literature, art, and science, the German government, and fictional characters created by the authors. The areas perceived as beneficial within the sub-frames of the news texts include multilingualism, cultural diversity, and resilience in the face of adversity. In other words, migrant literature is suggested to offer cultural support to migrant communities. This is based on the belief that migrant literature can foster social dialogue and a culture of coexistence, bring Turkey-specific themes and events into German literature, and make the struggles of the first generation more visible. The news coverage frequently addresses the challenges faced by first-generation migrants. As a result, negative themes are often emphasized. However, the narration of migrants' problems through literature is highlighted as a potential solution. For this reason, the evaluative orientation attributed to the sub-frames remains positive. The newspapers tend to assign an intercultural, unifying role to migrant literature in their reporting.

Table 4

Sub-Frames Elements, and Variables in Main Frame 3: Immigrants and Immigrant Literature

Frame Elements	Variables
Topic/Theme	New living conditions and challenges of migrants
	Culture shock
	Guest worker status
	1961 Labor Agreement
	Turkish-German relations
Actor	Turkish workers
	Successful Turks in literature, art, and science
	German government
	Fictional characters created by the authors
Benefit	Being multilingual
	Cultural diversity
	Resilience in life
Benefit attribution	Fostering social dialogue and a culture of coexistence
	Bringing Turkey-specific topics and events into German literature
	Making the struggles of the first generation visible
Risk	Becoming unfortunate children who are neither Turkish nor German
	Being perceived as guest workers
	Becoming detached from Turkey
	Mutual prejudice
Risk attribution	Existing cultural prejudices
	Cultural mismatch and assimilation
	Strengthening anti-immigrant sentiments
Solution	Narrating migrants' problems through literature

Proponent	German government
	Turkish professionals and public figures
	Families
	Friends
Treatment	Positive

Main Frame 4. Award-Winning Authorship

In this additional main frame highlighted in the news coverage, particular attention is given to issues related to award-winning authorship. Accordingly, the first sub-frame, "topic," focuses on the literary awards received by Turkish-origin authors for their works (see Table 5). The key actors in this "award-winning authors" frame are Emine Sevgi Özdamar, Feridun Zaimoğlu, and other Turkish-origin writers and artists residing in Germany, as well as the awarding institutions. The benefits emphasized within this theme include enriching both the German and Turkish languages, attracting reader interest, increasing the recognition of Turkish-origin authors, and fostering Turkish-German unity. The achievements of Turkish writers and public figures are framed as being encouraged through the receipt of the most prestigious literary awards in Germany. Risk assessment does not feature prominently in this theme. The only element classified as a risk is the negative criticism expressed by certain authorities in Germany. As a proposed solution, the encouragement of multilingual and intercultural topics is highlighted. The evaluative orientation attributed to the sub-frames within this theme is highly positive.

Table 5

Sub-Frames Elements and Variables in Main Frame 4: Award-winning authorship

Frame Elements	Variables
Topic/Theme	Turkish-origin authors receiving literary awards
Actor	Sevgi Özdamar
	Feridun Zaimoğlu
	Other Turkish-origin authors residing in Germany
	Artists
	Award-granting institutions
Benefit	Enriching the German and Turkish languages
	Reader interest
	Increased recognition of Turkish-origin authors
	Turkish-German unity
Benefit attribution	Receiving monetary prizes
	Winning the most prestigious literary awards
	Encouraging the success of Turkish writers and public figures
Risk	Negative criticism from authorities in Germany
Risk attribution	German critics questioning the juries for awarding Turkish-origin authors
Solution	Encouragement of multilingual and intercultural themes
Proponent	German government
	Award-granting associations, foundations, and institutions
Treatment	Positive

Conclusion

The framing analysis conducted in this study provides insights into how Emine Sevgi Özdamar and Feridun Zaimoğlu are represented in Hürriyet and Cumhuriyet. The applied interpretive and critical reading approach, based on the premise that recurring patterns of meaning offer specific categorical interpretations, facilitated the identification of main and sub-frames. This was particularly effective given that the framing sets were not derived from large-scale data but applied to text-focused data. This framing is not neutral: it reflects broader ideological and political currents, including the nation's evolving relationship with its diaspora, shifting conceptions of Turkishness, and ongoing debates around integration and recognition in Europe. By foregrounding these frames, the media contribute to the construction of diasporic meaning and visibility. The findings underscore the critical role of media in shaping not only public perceptions of authorship, but also the cultural contours of transnational belonging.

The frames offer significant findings for the first research question: "Which identity-related characteristics are most emphasized in the portrayal of these authors?" A general analysis of the news content reveals that the first of the four major frames centers on identity-related features. Examining the sub-discourses within this frame shows that the authors are predominantly discussed in relation to their Turkish and German identities. Furthermore, in reports concerning cultural exchanges between Turkey and

Germany, as well as the broader phenomenon of migration, it is often emphasized that Turkish and German cultural elements are reflected in the authors' literary personas and works. Efforts related to the integration of Turkish migrants are also narrated through the authors' identity and cultural characteristics. Özdamar and Zaimoğlu are frequently portrayed in the news as cultural ambassadors and unifying figures. Their efforts and contributions in this area are particularly embodied within the sub-frames of the second main frame titled "Linguistic Dialogue, Cultural Diversity, and Richness." This reflects the reality that Turkish journalists seek to construct and emphasize in their portrayal of these authors. As Tankard has also noted, journalists filter meanings and messages through a process of selection (2001, p. 95).

The second research question addressed in this study is: "How are the authors' literary attributes represented?" An analysis of the news content once again reveals that the authors are frequently associated with migrants and migrant literature. The topic most often used to frame the authors is represented in the third main frame titled "Immigrants and Immigrant Literature." Within this framework, the authors are depicted as focusing on first-generation Turkish migrants in their literary works, addressing themes such as culture shock, and portraying the lives of Turkish migrants not only in terms of hardship but also through positive themes, including multilingualism, cultural diversity, and social dialogue. According to Scheufele (1999), organizing events into specific schemas facilitates both their comprehension and presentation. Frames, as noted by Reese, Gandy, and Grant (2003), are socially grounded, enduring structures that are systematically constructed to make events meaningful. An analysis of newspaper content reveals that the frames are socially grounded and frequently refer to social facts and events.

The final research question addressed in this study is: "What types of frames are generally constructed in news coverage related to the authors?" The analysis of the dataset reveals that four main frames are commonly used in the newspapers' content when reporting on the authors. Ranked by frequency, these are: "German or Turkish Identity," which emphasizes identity-related aspects; "Linguistic Dialogue, Cultural Diversity, and Richness," which reflects developments concerning the authors' linguistic and cultural activities; "Immigrants and Immigrant Literature," which includes references to migration; and "Award-Winning Authorship," which focuses on the authors' receipt of literary awards. Each of these frames can be seen as reflecting key schemas regarding the public perception of these authors in Turkey. For instance, being an award-winning author or receiving the most prestigious prizes is often associated with being of Turkish origin. Similarly, the fact that the authors write in German is highlighted as a unique contribution to the German language. The aspects emphasized and the developments portrayed are framed in a way that leaves little room for negative interpretations of reality. This is because news frames shape and reinforce the public's perception of any given issue or phenomenon. This constructed reality, in turn, influences people's attitudes and behaviors in their everyday lives. As Tuchman (1978) has noted, one of the fundamental characteristics of news is its capacity to influence public events. In conclusion, it can be stated that the Turkish news media selected for this study attribute significant meanings and responsibilities to German authors of Turkish origin and their literary works. These authors make meaningful contributions to the ongoing processes of integration, unity, and the strengthening of cultural ties between Turks and Germans.

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