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PRESENTATION OF 2016 RIO OLYMPICS IN A TURKISH DAILY NEWSPAPER WITH NON-SPORTS RELATED TOPICS

Abstract:

The olympics are recognized worldwide as one of the largest sports events. The Olympic Games may have great amount of media coverage. The daily newspapers in Turkey published a lot of news about the 2016 Rio Olympic Games. In this study the non-sports related topics of Hürriyet about the 2016 Rio Olympic Games have been analyzed by using the web site of Hürriyet. The daily newspaper Hürriyet was selected because of its high circulation in Turkey in August 2016. Content analysis method was used in the study. It was determined that sometimes 2016 Rio Olympic Games took place on the agenda with non-sport related topics.

Keywords:

Olympics, Olympic Games, Rio 2016 Olympics, news,

Introduction

As a “cultural element”, sport has an essential place and function in social life. In the process that a culture becomes distinguished, sport is as necessary and important as science, art, literature, etc.(Kaplan et al., 2013: 62). "Sport" has been defined by Council of Europe as “all forms of physical activity which, through casual or organized participation, aim at expressing or improving physical fitness and mental wellbeing, forming social relationships or obtaining results in competition at all levels” (<https://www.coe.int>).

Sport is linked to the culture of a society. In a society political, social, economical and cultural changes deeply affect the sport, sports policy and sport economy (Atalay, 2007: 31). As a social institution, sport, while affecting some other social institutions (family, education, economics, politics, religion, communication, healthcare), is also affected by them. The basic importance of sport is that large masses take place in it – both as the audience and as the practitioner (Kaplan et al., 2013: 62).

Today the sport has turned into a way of life. People can find the opportunity to practice and watch for different sports (Aykın, 2013: 2). Sports lovers can use various media to follow sports organizations such as television, radio, newspapers, magazines. Also they can use social media platforms.

According to modern understanding, if elite sports events does not transmitted to the masses, they do not carry any value. The media, which carries out to transmit the developments to the masses, is a supplementary component of the sports today. Media has an effect entirely on sports public opinion with the presentation of the news, interpretation style, given headlines and lexical bundles. Modern man learns current affairs via media, and their mind maps are shaped through the concepts of media (Özsoy, 2011a: 91).

In this study the news with the lable of “2016 Rio Olympics” on the web site of a daily Turkish newspaper were analyzed. While examining the news, it was considered that whether the news included non-sports related topics or not.

Literature

After 1950s many newspapers in Turkey have established sports departments separately and started to use more than one papers for sports news. In 1960s the interest for sports pages caused competition among the daily newspapers. In 1963 Hurriyet, have started to use full page for sports news and established a 7 persons sports service (Uzun, 2001: 85, cited Özsoy, 2011b: 84).

The Olympics are one of the most attractive sports organizations for media. Although it roots the ancient Olympics done in Olympia in 8th Century BC, the first modern

olympics held in Athens in 1896. The broadcasting of Olympic Games on TVs has provided an increase of broadcasting and advertising revenue due to reach more audiences. Right of broadcasting in 1988 Summer Olympics was sold before three years from Olympics to 227 broadcasting corporations from 140 countries and 407 million dollars monetised (https://tr.wikipedia.org/wiki/Olimpiyat_Oyunlari).

Olympic Games require large sums of public money to be spent on venues and infrastructure improvements. Events of the scale of the Olympic Games, which attract large amounts of money from outside a local economy, are forecasted to have great economic impacts (Owen, 2005: 1).

The opening ceremonies of the 2008 Beijing Olympic Games are commonly thought to have cost at least 100 million dollars, when over 100 million Chinese lived on less than 1 dollar a day. While there is usually a vocal minority of opponents, the desire to host the Olympic Games is widely held by the masses and political elites (Rose and Spiegel, 2011: 652).

Today, the widespread use of the internet, a new journalism type which is called as internet journalism has emerged. This type of journalism, which is defined as “on-line journalism” or “electronic journalism”, carries out journalism occupation in a virtual environment depending upon the main principle and rules of journalism occupation (Köktener, 2013: 236).

Hürriyet is one of the newspapers which is broadcasted on internet. One of Hürriyet’s objectives is to expand its market leading position in print media to online media. To this end, hurriyet.com.tr was launched on January 1, 1997 and became one of the earliest examples of an online newspaper in Turkey (www.hurriyetkurumsal.com/). In the web site of Hürriyet, sports news has been presented with the other news.

In a study which examined the headlines of the sports pages of 4 newspapers between the dates January the 1st- May the 31st in Turkey, it has been determined that these headlines have reflected 5 key elements. These elements are ordered as violence, military, machine, animal and meteorology (Özsoy, 2011a: 98).

It has been revealed by research that the sports news on which female athletes were represented are less than the news on which male athletes were represented. There is also a difference between the sport news which include the topics about male and female athletes. Mostly "football" and "men" are represented in sports media (Akkaya and Kaplan, 2014: 182).

Methodology

In this study the news with the lable of “2016 Rio Olympics” on the web site of Hürriyet which is hurriyet.com.tr were analyzed by using content analysis method. Total 38

news which were presented between the Rio Olympics's dates 5th of August 2016 and 21st of August 2016 were included in the study. The news except these days were not included in the study. While examining the news, it was considered that whether the news included non-sports related topics or not.

Findings

In this part the titles and contents of the news about Rio Olympics was presented according to chronology.

5th of August

Title: The TV channel which is going to broadcast olympics was decided

Content: In the content of the news it is stated that TRT bought the broadcasting rights of olympics in Turkey.

6th of August

1-Title: Competitor sisters of the Olympics

Content: In the news, the knowledge about two sisters who are competitor swimmers is shared. Campbell sisters' ages and their immigration from Malawi to Australia in 2001 are told. Their mothers told that Cate was more afraid of water than Bronte in their childhood.

2-Title: Bomb call in Copacabana

Content: It was mentioned that the bomb call in Rio Olympics has been going on to harass the city-dwellers and sports lovers. A large area in which the beach volleyball tournaments are going to be organized in Copacabana Beach was encircled with barrier tape and the suspicious two packages was investigated by the bomb disposal expert and blasted it controlledly.

7th of August

1-Title: The first gold medal is hers in Rio

Content: The news is related with sportive performance.

8th of August

1-Title: Shock for Williams sisters

Content: The news is related with sportive performance.

2-Title: Turkey is talking about Tutya

Content: The subject of the news is related with the smiling face of the sportswoman. Also social media messages of sports lovers about her were shared.

3-Title: A historic success of Kosovo

Content: The news is related with sportive performance.

4-Title: He beated the record of Halil Mutlu

Content: The news is related with sportive performance.

5-Title: Mete Gazoz was high on the agenda in Turkey

Content: The surprise success of the young Turkish archer in Rio Olympics was at the top of the agenda on Twitter with ten thousand tweets.

9th of August

1-Title: Dream team was wantoning

Content: The news is related with sportive performance.

2-Title: Turkish flag of Onur Şipal was forgotten

Content: The absence of the Turkish flag and the term "TUR" on the uniform of Turkish boxer was subjected in the news.

10th of August

Title: I want to participate in the closing ceremony

Content: The news is about the participating wish of legendary footballer Pele to the closing ceremony of Rio Olympics.

11th of August

1-Title: Mehmet Ünal took leave from Rio Olympics

Content: The news is related with sportive performance.

2-Title: Alican Kaynar proceeds step by step to the medal

Content: The news is related with sportive performance.

3-Title: Rio Censor in Iran

Content: In the beach volleyball match between Egypt and Germany, German sportswomen's bodies were censored.

12th of August

1-Title: Fourth gold medal of Germany from Engleder

Content: The news is related with sportive performance.

2-Title: One more honor to Cuneyt Cakir

Content: It is stated that Turkish football referee Cuneyt Cakir is going to conduct a quarter final match. Also Cuneyt Cakir has been praised in the content of the news.

13th of August

Title: Bogdanovic missed, USA won

Content: The news is related with sportive performance.

15th of August

1-Title: Surprising marriage proposal in Rio

Content: In the news it was mentioned that Chinese trampoline sportswoman He Zi, who won silver medal, was received a marriage proposal during the medal ceremony. It has been stated that the sportswoman accepted the proposal.

2-Title: Muslim sportswoman from USA: Turkish people was very supportive

Content: Because of the first kerchiefed sportswoman in the olympic team of USA, muslim fencer caught World sport public opinion's attention. She mentioned that she had been supported a lot by Turkish people during the olympic games. She thanked Turkish people for their support. Besides, she remarked that their medal is an answer for the prejudices to Afro-Americans and women.

3-Title: Beautiful taekwondo athlete Irem Yaman

Content: In the content of the news, it has been mentioned that Turkish taekwondo athlete Irem Yaman is more beautiful than the models. It has been emphasized that she is one of the most successful athlete of Turkey. Also there is an interview with the athlete in the news.

16th of August

1-Title: German trainer who had an accident last week died

Content: In the news it has been mentioned that German Canoe Slalom Team Trainer had an accident and died.

2-Title: Rıza Kayaalp's wrestling suit caused a problem

Content: It has been mentioned that the Turkish wrestler Rıza Kayaalp's suit which was worn in final match caused a debate. It is told that the Turkish flag on his suit was similar to the flags of Northern Cyprus Turkish Republic and Tunisia. Also it has been mentioned that there are some comments such as "for which country did Rıza compete?".

3-Title: The most beautiful sportswomen of Rio 2016 Olympics

Content: It has been stated that besides the sportswomen's success, their beauties made a strong impression in Rio Olympics. It has been mentioned that the sportswomen's photographs which were shared on social media is the proof of this. It can be told that gender role was emphasized in the news.

17th of August

1-Title: Guliyev is the semi finalist

Content: The news is related with sportive performance.

2-Title: Shock in Rio! He hit the ground our national wrestler.

Content: Turkish greco roman wrestler who won bronze medal was hit the ground with a sudden movement by his trainer as soon as the match finished. It has been mentioned that this interesting celebration passed into history.

3-Title: The demand to hijama practitioners increased

Content: The American swimmer Michael Phelps won 5 gold and 1 silver medals in Rio Olympics. It has been thought that he made hijama performed on his body because of large red circles on his skin. It has been mentioned that this situation motivated a lot of athletes and citizens to make themselves perform hijama.

4-Title: I will keep my gold medal promise

Content: It was mentioned that the Turkish wrestler who won silver medal in Rio Olympics promised our President to win gold medal in 2020 Olympics.

5-Title: The 2020 Promise to the President

Content: Turkish wrestler Rıza Kayaalp told that July 15 Martyrs are “Homeland Martyrs”, and also he said that “If they had not made sacrifice, we would not have participated the Olympics”. He stated that because he did not win the gold medal he was sad. The athlete also mentioned that “I promise to my president for 2020. This second-best situation will make me more energetic”.

6-Title: Milosevic was hired by Darmstadt 98

Content: It has been stated that Serbian-born athlete Milosevic who attended Rio Olympics with Sweden Olympic Team was hired by Darmstadt 98 Club till season-end. It has been mentioned that his testimonial is belong to Besiktas.

18th of August

1-Title: Tony Parker’s farewell

Content: The news is about the farewell of Tony Parker to the French National Basketball Team after Spain had eliminated France.

2-Title: Jale Yesilirmak reached the quarter final

Content: The news is related with sportive performance.

3-Title: Bronze medal from national athlete Escobar

Content: The news is related with sportive performance.

4-Title: The first celebration is from Minister Kılıç

Content: It has been mentioned that national team athlete Yasmani Escobar Capello who won bronze medal in Rio Olympics was celebrated firstly by the Turkish Minister of Youth and Sports Akif Çağatay Kılıç who watched the running race from the tribune.

19th of August

Title: Usain Bolt won again

Content: The news is related with sportive performance.

21st of August

1-Title: Taha Akgül won gold medal

Content: It has been mentioned that national wrestler Taha Akgül won the first gold medal on behalf of Turkey in Rio Olympics. He celebrated his victory with Minister of Youth and Sports Akif Çağatay Kılıç after the wrestling match. He held victory parade with Turkish Flag. Then national wrestler went to the tribune in order to celebrate his victory with his parents.

2-Title: Two medals in Rio on the same day

Content: The news is related with sportive performance.

3-Title: The first gold medal in Rio from Taha Akgul

Content: It has been mentioned that national wrestler Taha Akgül won the first gold medal on behalf of Turkey in Rio Olympics. He celebrated his victory with Minister of Youth and Sports Akif Çağatay Kılıç after the wrestling match. He held victory parade with Turkish Flag. Then national wrestler went to the tribune in order to celebrate his victory with his parents.

Conclusion

In this study, 38 news about Rio Olympics between August, 5 and August 21, 2016 were analyzed. Some of them are related with sportive performances. But it was seen that in some news sports related topics were presented with non-sports related topics at the same time.

It was understood that the sports were presented together with politics, health, patriotism, happiness, sadness, accident, beauty, right of broadcasting, security, geniality, followed on Twitter, flag, legendary footballer Pele, honor, censor, kerchiefed sportswoman, surprising marriage proposal, the similarity of the flags on the suit of athletes, interesting celebration of trainer, celebrations of Government Minister, the Martyrs, hijama therapy, farewell of national team sportsman.

Generally it can be stated that sports are presented in the news with the topics of security, health, politics, nationalism, patriotism, belief and magazine news.

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