

Chapter 10

Breaking the Narrative on Global Fault Lines

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ABSTRACT

News narrative structure differs depending on many variables such as period, ownership structure, ideological position, political opinion. These differences are more felt especially when communicating events of international importance. While each country transforms internationally important developments into news narratives, it approaches the event or phenomenon from its own point of view. It is seen that the same news is reported according to different narrative structures in different country press. In this study, which aims to reveal the global change in the narrative structure, the narrative structures of the news of the peace fountain operation in different countries will be examined.

INTRODUCTION

The need for information, which is an important need for every period of human history, has become more vital and dispensable today. In addition to personal communication this need for mass communication and intercommunication has led to the emergence of various communication tools.

With the advancing technology over the centuries, the media offering news have changed, gathering news, such as writing and delivery rate, there has been a transformation in many aspects. The mass communication process, which started with newsletters, has found new channels with the introduction of internet-based technologies after newspapers, radio, television, and the only constant factor in this process is; it has been that various variables have an effect on the narrative structure of the news.

In shaping the narrative structure of the news, which is an effective communication in the reproduction of existing value judgments, perspectives on life, that is, ideologies (İnal 2009: 13-14) media's structural features, ownership structure, political affiliations, economic interests, and various national and international relations play an important role.

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Many variables affect the narrative of the news; with the information they provide about the events that occurred, it is also deploying the mental framework of individuals to life. However, this narrative is not the event itself, it is realized in the form of the transfer of the event. If the truth is the event itself, then the news is a narrative of this fact. It is the mediated reconstruction of language while presenting the truth (İnal, 2009 13-14). The undeniable effect of this construction process on the individual has led to start the increase of studies in the field of news.

Especially, During the First World War, with the realization of the effect of news on the masses, studies in the field of communication have intensified, politicians, and academics have focused on news studies. Liberal-pluralist news theories, which are one of these areas of study, defend the view that the news text is a mirror that reflects the truth, there is an emphasis in critical news theories that news texts do not reflect the facts and even distort these facts. On the other hand, contemporary news theories treat the news as a construction process. In this approach, which is argued that it is not possible for the news narrative to be objective, it is claimed that it is impossible to establish a news narrative independent of ideology. According to this view, news narrative is not objective, impartial, and independent of social power relations and various variables construct the news narrative.

Contemporary news theorists claim that the first definition of the news value of the event was made by powerful news sources and that the frame of the event was drawn by the rulers. According to contemporary theorists who emphasize the deep division of the ruling classes, these divided groups struggle to construct their own meanings and maintain their integrity. When this struggle is considered in the context of the media and especially the news narrative, it is possible that the same events are conveyed by media organizations with different ideological structures through discourses appropriate to their structures (Şeker, 2009:90).

It is widely accepted in news research that dominant discourses are reconstructed in the news. Especially the theorists influenced by Gramsci drew attention to the effect of the news narrative structure on the processes of establishing the hegemonies of the ruling classes in society and producing social consent. The discourse of the political, military, economic, and symbolic elites in the society is reflected in the news narrative and therefore in the news discourse (Şeker 2009: 95). Elements such as the title, subtitle and photograph used in the published news contain important information in terms of the media's approach to the event. The media, which cannot transmit impartial information, behaves bias due to its ideological role. News discourse is built in accordance with the ideology and communicated to readers through the media. (Pazarbaşı & Koç 2009: 162).

The media's discourse and set out in this research with the hypothesis that news rebuilt with the help of ideology, October 9, 2019 in the northern region of Turkey, Syria, carried news about the Operation Peace Spring was examined. In the study examining foreign websites broadcasting in Turkish, it has been tried to reveal how the news narrative structure has transformed in global fault lines. The news sites examined in the study, which was analyzed with the critical discourse analysis method of Teun van Dijk, are SANA, Sputnik, Euronews, VOA, and the websites of Anadolu Agency. In the study, which examined the one-month period since the start of the operation on October 9, 2019, 4 topics were selected due to the intense news flow and it was investigated how the news narrative structures of these topics were built on these websites. The research has concluded that the analyzed web pages are constructed in different ways on different web pages of the same news about Operation Peace Spring.

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