

Greek Media's Coverage on Turkey's Accession to the EU and Turkish Media's Striking Back

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Relations between the EU and Turkey

- 1963: first formal association through Ankara Agreement
- 1987: Turkey applied for formal membership
- 2004: EU agrees to start negotiations
- 2005: Opening of six chapters ...



Relations between Turkey and Greece within the EU perspective

- They carry a particularly important piece
- Still a question the issue of Cyprus
- Lessons learned from Earthquake diplomacy and from Kardak/Imia case
- Both countries try to develop their relations towards a more positive direction
- Background of problems in Greek-Turkish relations may be related to 'power struggle'
- ...at the same time, in the times of conflict, both countries reflect their need of security

Factors as obstacles for Turkey to enter EU

- Religion
- Greece
- Cyprus
- Human rights



Media's role

- The 'nationalist' ideology of both countries consists a problematic
- Media act as the carrier of those feelings and thoughts
- Nationalist patterns seen in newspapers and in media in general, especially in Greek-Turkish relations appear as –in a subliminal way or in a direct way- 'we' (us) the great tradition and heritage and the 'other' (them) as from dirty past



The use of oppositional metaphors

“Us” with the great old civilisation vs. “Them” with their historical backwardness



“Our” tolerance vs. “Their” nationalistic exaltation;



“Us” the modern civilized society vs. “Them” the uncivilised savages;



“Us” the giving/accepting host vs. “Their”

Headlines in times of conflict

we

- 'strong'
- 'right but unfortunately tricked'
- 'malish'

The others

- 'crying'
- 'tricking'
- 'femalish'
- 'weak'

Media's bipolar function

national
'heroes' and
guardians of
national
integrity

conflict news is often dramatized & also frequently abused for commercial purposes

is underlined by the public's 'media-dependency' for political information

Cooperational function

the protagonist function

peace-promoting
role/peace
journalism

They can emphasize the benefits that peace can bring

they can raise the legitimacy of groups or leaders working for peace

they can help transform images of the enemy

Peace journalism: depolarization of conflict



...as a special mode of
socially responsible
journalism

- ◉ contributes to the peaceful settlement of conflicts
- ◉ journalists are expected to focus on conflict transformation
- ◉ identify initiatives taken to restore peace
- ◉ journalists as proactives in order to prevent violence
- ◉ importance of new knowledge compared to previously set ideas and patterns

In covering conflict, journalists should add

'S'

- for solutions

'C'

- for common ground

Focus of research

articles that appeared around the dipole “Greece-Turkey” within the framework of the EU

how “Kathimerini” and “Hürriyet” covered the issue of Turkey’s accession process to the EU

how the Greek newspaper reported and commented on Turkey’s EU journey and how Hürriyet reported back

Starting point of analysis: year 2009 (end of 2009 -evaluation of the EU accession procedures)

Methodology



Content & textual
analysis
(quantitative &
quantitative)



Units of analysis
Kathimerini: 24
Hürriyet: 76



Time period
1/1/2009-
25/9/2009



1st step: coded themes

- Instability in EU relations due to instability in the Aegean
- The issue of Cyprus
- Problematic for the overall issue of accession
- Illegal immigration's issue
- December discussions
- Benefits to relations between Greece and Turkey
- Impact of Turkey's accession on EU structure
- Difference between Turkey and EU member-states
- Relations of Turkey to US/US support
- Geopolitical importance of Turkey for EU
- Economic benefits
- Turkey's democratic competence
- Religion
- Other

Examples of headlines

Kathimerini

“A special visit
to the heart of
Europe”

“New
challenges
from Ankara”

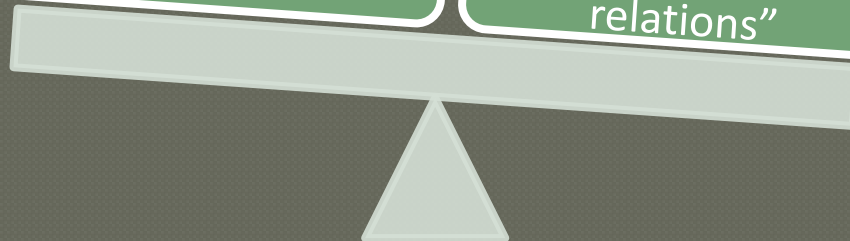
“Turkey’s climax of
challenges”

“Erdogan on Princess
Island with his sight
to EU”

“EU-Turkey with
obstacles”

“Populations meet in
the deep Cappadocia”

“Heavy climate in
Greek-Turkish
relations”



Examples of headlines

Hürriyet

"We want
cooperation with
Turkey"

"Greece is preparing
itself for a provocation
in Aegean"

"Athens: Unplanned Turkish
flights over Aegean are
dangerous"

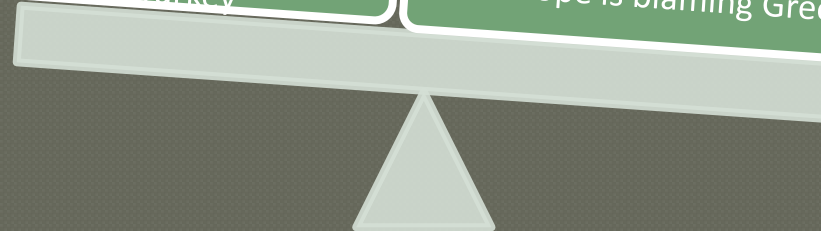
"Turkish-Greek honeymoon is
over"

"Greece: Turkey is the
only credible
mediator"

"Greece is blocking Turkey's
negotiations with EU"

"Olive branch from
Greek President to
Turkey"

"Europe is blaming Greece"



Coding themes in *Kathimerini*

	Theme	N / %
The issue of Cyprus		13 / 54%
Instability in EU relations due to instability in the Aegean Sea		10 / 42%
Illegal immigration's issue		10 / 42%
Benefits to relations between Greece and Turkey		10 / 42%
Difference between Turkey and EU member-states		7 / 29%
Geopolitical importance of Turkey for EU		6 / 25%
Turkey's democratic competence		6 / 25%
Religious issues		6 / 25%
Relations of Turkey to US/US support		4 / 17%
Problematic for the overall issue of accession		3 / 13%
Impact of Turkey's accession on EU structure		3 / 13%
December 2009 discussions		3 / 13%
Other		3 / 13%
Economic benefits		2 / 8%

Coding themes in *Hürriyet*

	Theme	N / %
The issue of Cyprus		25 / 33%
Illegal immigration's issue		16 / 21%
Instability in EU relations due to instability in the Aegean Sea		14 / 18%
Religious issues		10 / 13%
Difference between Turkey and EU member-states		9 / 12%
Turkey's democratic competence		8 / 11%
Problematic for the overall issue of accession		3 / 4%
Impact of Turkey's accession on EU structure		7 / 9%
Benefits to relations between Greece and Turkey		5 / 7%
Relations of Turkey to US/US support		5 / 7%
Economic benefits		5 / 7%
Geopolitical importance of Turkey for EU		3 / 4%
December 2009 discussions		- / 0%
Other		- / 0%

We observe...

- Cyprus related stories are mostly covered in winter period while illegal immigrants related stories are covered in spring and summer.
- 'Aegean' is common for airspace disputes and trafficking for illegal immigrants.
- Stories related with special projects, such as Cappadocia Visit and Art project, carry positive connotations in stories.
- In terms of disputes over Aegean and GR-TR relations, flights over Aegean Sea have their own category.
- The Greek Minister of Foreign Affairs, Dora Bakoyanni has her very critical speech over TR and EU, for sure, once a month, to warn TR.

Media's role in peace-promoting

- ❖ Negative connotations are clearly seen in stories related with conflicts and problems. There are very little practices of using 'positive' in those conflict and problem related stories.
- ❖ We may say that there is almost very little use 'peace journalism' tools.

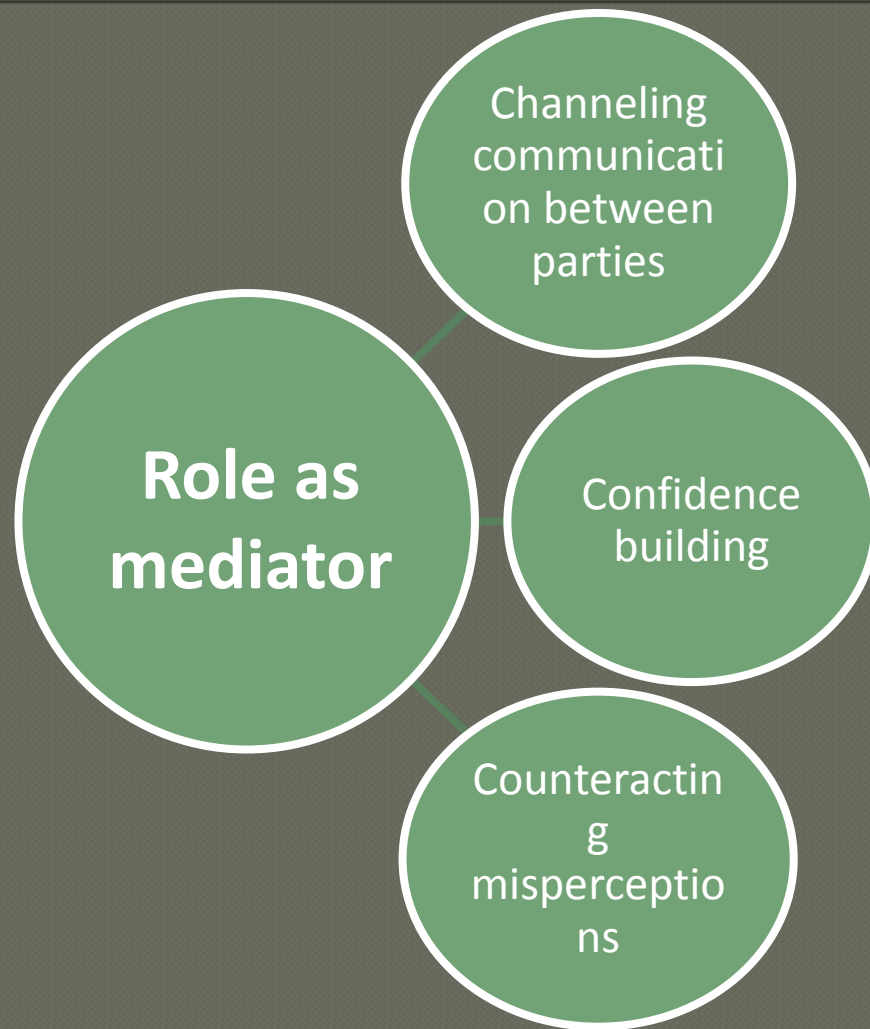


2nd step: potential media role for conflict management

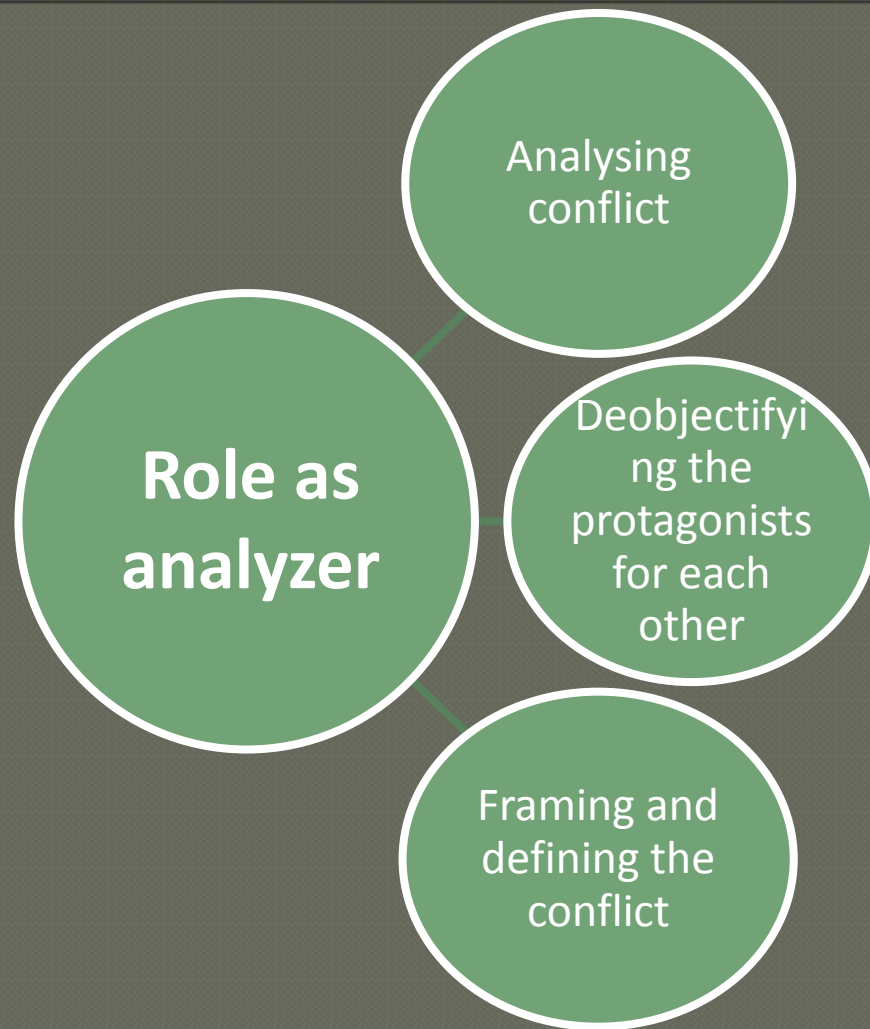
NYU Institute for War, Peace and News Media

1. Channeling communication between parties
2. Educating
3. Confidence building
4. Counteracting misperceptions
5. Analysing conflict
6. Deobjectifying the protagonists for each other
7. Identifying the interests underlying the issues
8. Providing an emotional outlet
9. Encouraging a balance of power
10. Framing and defining the conflict
11. Face saving and consensus building
12. Solution building

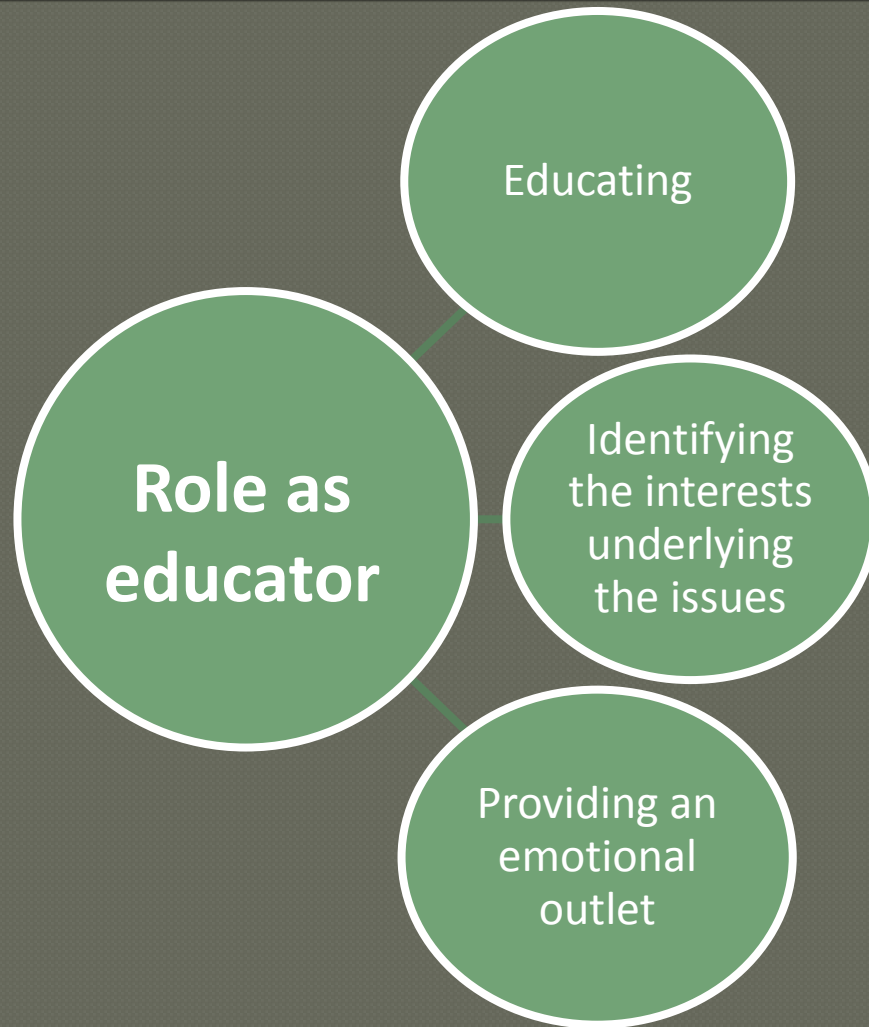
Our cluster of analysis



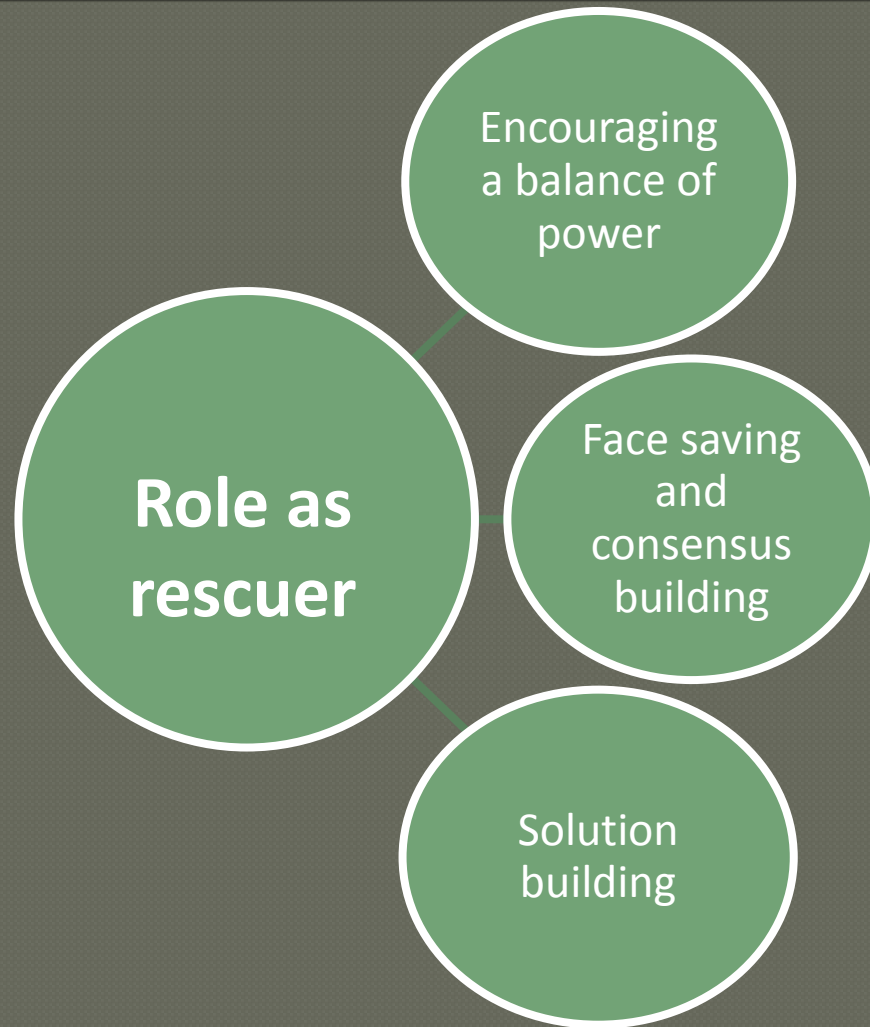
Cluster analysis (II)



Cluster analysis (III)



Cluster analysis (IV)



...the Turkish side

	yes	maybe
Mediator	4	-
Analyzer	21	21
Educator	1	-
Rescuer	3	1



Small traces of peace journalism

- The analyzed stories have intention of 'analyzing' either in deeper extent (21) or somehow (21).
- The secondary group is made of 'mediator role' (4) and 'rescuer role (3+1)
- Within 76 stories, 51 stories have a role (or somehow); the rest 25 stories (almost 33%) has totally 'negative' attitude.
- Columnists' stories carry most of the mediator-rescuer and educator roles.
- Stories without 'author name' are either mostly analyzer or 'negative'.

...the Greek side



	yes	maybe
Mediator	4	5
Analyzer	6	3
Educator	3	-
Rescuer	1	-

Very limited signs for peace journalism



- Conflict in Aegean Sea, the Cyprus issue and the illegal immigrants problem are highlighted in the Greek press
- The Greek sample follows a negative way of reporting, especially when it comes to commentaries
- News stories related with culture show some traces of peace-promoting journalism

Conclusions (I)



- In our sample, gathered data showed that there is no stories about December 2009 discussions, indicating a lack of long-term projections
- Both Greek and Turkish samples focus on political issues (especially towards conflicts) rather than economic benefits, benefits to Turkish-Greek relations and overall accession
- The reason might be related to manipulation of internal politics

Conclusions (II)

- When analyzed from the peace journalism perspective, the most common for both is the analyzer role.
- Unfortunately, as it can be seen from the collected data, the other roles for samples from both sides are almost impossible because of their 'negative' construction of stories.
- For both sides negative constructions appear in three common categories: Aegean issues, Cyprus issue and illegal immigrants.
- Literature also reflects very little amount of studies made on media's role on EU and Turkey since early 2000 (Kardak/Imia & Earthquakes) showing that media wait for a crisis to deal with the issue in-depth.



Conclusions (III)

- Especially specialized training (EU & Turkey) and peace journalism training as a tool can be considered for future opportunities for more positive and constructive media practices.



Thank you for your attention!

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