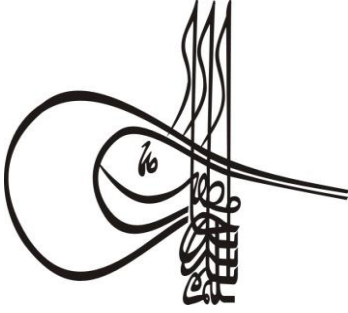




Turkish Studies

Information Technologies & Applied Sciences

Volume 13/6, Winter 2018, p. 165-180

DOI Number: <http://dx.doi.org/10.7827/TurkishStudies.12926>

ISSN: 1308-2140, ANKARA-TURKEY

Research Article / Araştırma Makalesi

Article Info/Makale Bilgisi

✍ Received/Geliş: Ocak 2018

✓ Accepted/Kabul: Mart 2018

✍ Referees/Hakemler: Prof. Dr. Bünyamin AYHAN – Prof. Dr. Aslı YAPAR GÖNENÇ - Yrd. Doç. Dr. Mustafa İNCE

This article was checked by iThenticate.

THE ROLE OF LOCAL NEWS PORTALS IN POLITICAL INFORMING AND NEW MEDIA BASED URBAN NATIONALISM

*Ceren YEGEN**

ABSTRACT

Local press, which not only informs to the local community about many issues but also voices the problems of the them, operates with internet sites that report online news via the internet, makes urban nationalism and affects the political informing today. Because today, new media-based platforms have also affected journalism in addition to many other fields, and this effect has spread to local press, which has important missions. In fact today, many local media institutions are actively using websites along with printed publications and they are carrying out local reporting services through the internet. It is also clear that local press influences the political knowledge on a local level. In addition, the excessiveness of the subjects of local government and politics in the content of local press is often debated. Being politically informed is important for voter adults as well as for young people. At this point, it is required to point out that the young people who are thought to use them intensively, can be affected by new media platforms in terms of political knowledge. Therefore, it is important and required to research the channels affecting young people in terms of being politically informed. Therefore in this study, the effect of internet sites of local newspapers which are published in the city center of Mus upon the political informing of the youth will be analyzed via an area study to be conducted with students at Mus Alparslan University for the purpose of revealing the effect of internet sites of local newspapers upon the political informing of the youth. Local newspaper sites to be examined in the study include; *Mus Ovasi (Mus Plain)*, *Mus'un Sesi (The Voice of Mus)*, *Mus Manset (Mus Headline)*, *Gunaydin Mus (Good Morning Mus)* and *30 Nisan (30 April)*.



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STRUCTURED ABSTRACT

It is clear that the local press has been undertaking important missions from past to present by drawing the attention to the problems in the area in which it has been broadcasting. While local press informs the people in its broadcasting area, it also becomes a voice for their problems and demands; and is one of the most important means of information for local people. Nevertheless, local media is often criticized for being the voice of local governments, and is confronted with the belief that most of its contents include articles about local administrators and politicians. However, the local media is still an effective, directive and guiding means of news and information, especially with its local press aspect. Therefore it still maintains its strong position. In fact today, there are many studies being carried out on local media by many academicians and researchers, which are different from the traditional media in many contexts.

These days - described as the digital world - the local press, which is an important news source today, is being influenced by the new media that also transformed the traditional journalism. New media has gained momentum along with the innovations and developments in the communication technologies, and has affected almost every aspect of daily life. Local media, like traditional journalism, also had its share from this change. Today, many local media institutions publish news through websites, and adapt to the new media based transformation taking place in journalism. Moreover, new media platforms are efficient and useful for the new media whose important mission is to encourage patriotism regarding cities. Local press also encourages patriotism regarding cities through news sites online; and informs about local governments and political developments. Through new media, local media organizations contribute to the political knowledge. Today, since individuals use the internet based platforms extensively, they receive political news and are being politically informed through the relevant platforms. Because almost everyone uses the internet today, even though individuals living in a different city from their hometowns cannot reach the written local press of their hometowns, they can be informed about the local developments and news through internet sites. Therefore, while encouraging new media based patriotism regarding cities, the local media adapts to the transformation in the journalism field, as well as expanding the fields and rates that it contributes to the political knowledge. Thus, the subject of the study is to address the contributions of the websites of local newspapers to the political knowledge.

The purpose of the study is to tackle the digital structural transformation of the local media with the new media channel, and to measure the contribution of the websites of local newspapers to the political knowledge. Accordingly, within the scope of the study, the aim is to understand in what way the young people who are thought to use the internet intensively are influenced by the websites of local newspapers in terms of political knowledge; and a field study has been conducted in this context. The relevant field study has been performed for students studying at the various faculties and colleges of T.R Mus Alparslan University located in the city of Mus, in which the author resides. The survey conducted within the scope of the field study, was limited to 100 contributors. Thus, the aim was to keep the sample limited,

and reach the objective data. This sample was chosen by the author by judgement sample, and in order to support the field study in the scope of the study, in-depth interviews were carried out with the publishers of the local media organizations - chosen as another sample for the study - that operate in Mus. In this context, the websites of the local newspapers operating in Mus - which are *Mus Ovasi (Mus Plain)*, *Mus'un Sesi (The Voice of Mus)*, *Mus Manset (Mus Headline)*, *Gunaydin Mus (Good Morning Mus)* and *30 Nisan (30 April)* - were included within the scope of the study and examined in the light of the publishers' views on the local media, new media, and political knowledge. The relevant local media organizations were also selected by judgement sample since they are the prominent local press organs in Mus. Thus, the contributions of the organizations at stake to the political knowledge through the websites, and the young people's state of being politically informed were measured. Therefore, the methods of the study are the survey application in the scope of the study, and in-depth interview. In the hypothetical part of the study, the debates of new media and local media were mentioned.

While most of the current studies on the new media are focused on social media environments, this study focuses on the relationship between new media and local media, and also considers the impacts of the structural transformation on the local media. In this context, the study is quite subjective, and has the characteristics to guide various studies on local media-new media. The study is also rather important in this sense.

Some of the conclusions reached as a result of the study are as follows; the local media organizations operating in Mus are not limited to a small number. These organizations are trying to be articulated into new media as much as they can. The publishers interviewed within the context of the study stated that they report news on local politics the most. This statement confirms the claim that the contents of local media include the articles on politics and politicians excessively. Also, the concerns of the publishers in question - regarding the possibility that the internet will substitute the printed media, and the printed media will disappear in the future - are also important. In this context, being articulated into new media is unavoidable and required for them. According to the data of the field study carried out within the scope of the study, the young people studying in Mus do not quite follow the local media. In spite of this, among these young people, the ones that follow the local media generally read two newspapers: *Mus Ovasi (Mus Plain)* and *Gunaydin Mus (Good Morning Mus)*. This situation can make people think that the local media suffers at the hands of new media. Despite that, the relevant newspapers contribute to the local political knowledge of the young people with their contents at a certain rate. The young people who participated in this research, do not have quantitative information about the local media organizations operating in Mus, and it cannot be said that they are interested in local politics.

Keywords: Local Press, Political Informing, Voter, Local News Portals, Mus

SIYASAL BİLGİLENMEDE YEREL HABER SİTELERİNİN ROLÜ VE YENİ MEDYA TABANLI KENTSEL MİLLİYETÇİLİK

ÖZET

Yerel halkı birçok konuda haberdar ederken, bölgedeki halkın sorunlarını da gündeme taşıyan yerel basın, günümüzde internet üzerinden çevrimiçi habercilik yapan internet siteleri ile de faaliyet göstermekte, kentsel milliyetçilik yapmakta ve siyasal bilgilene e tki etmektedir. Çünkü bugün yeni medya tabanlı platformlar birçok alan gibi gazeteciliği de etkilemiş, bu etki, önemli misyonları olan yerel basına da sirayet etmiştir. Öyle ki, bugün birçok yerel basın kuruluşu basılı yayınları ile birlikte internet sitelerini de aktif şekilde kullanmakta, yerel haberciliği internet üzerinden de gerçekleştirmektedir. Yerel basının yerel düzeyde siyasal bilgilene e tki ettiği de açıktır. Bununla birlikte yerel basının içeriklerindeki yerel yönetimler ve siyaset konusundaki yoğunluk, sıkça tartışılmaktadır. Siyasal bilgilene birer seçmen olan yetişkinler için olduğu kadar gençler için de önemlidir. Bu noktada, yeni medya platformlarının onları yoğun olarak kullandıkları düşünülen gençlerin siyasal bilgilene melerine etki edebileceğini de belirtmek gerekmektedir. Dolayısı ile gençlerin siyasal bilgilene melerine etki eden kanalların araştırılması önemli ve gereklidir. Bu yüzden bu çalışmada Muş il merkezinde faaliyet gösteren yerel gazetelerin internet sitelerinin gençlerin siyasal bilgilene mesine etkisi, Muş Alparslan Üniversitesi öğrencileri ile yapılacak olan bir alan araştırması ile analiz edilecektir. Böylelikle yerel gazetelerin internet sitelerinin gençlerin siyasal bilgilene me durumlarına nasıl etki ettiği ortaya konacaktır. Çalışmada incelenecek olan yerel gazete siteleri; *Muş Ovası*, *Muş'un Sesi*, *Muş Manşet*, *Günaydın Muş* ve *30 Nisan*'dır.

Anahtar Kelimeler: Yerel Basın, Siyasal Bilgilene me, Seçmen, Yerel Haber Siteleri, Muş

Introduction

The local press has an important mission by drawing attention to the problems in the region where it broadcasts. The local press, which is an important news source, is influenced by the new media that transform traditional journalism. Today, many local media organizations are making news through internet sites and forming part of the new media-based fraction of journalism. The local press also makes urban nationalism online; make news about local governments and political developments, thus contributing to political knowledge. Since individuals are using Internet-based platforms extensively today, they are receiving political news/information through related platforms. Therefore, the theme of this work is the contribution of local newspapers to political information.

The aim of the study is to understand the digital structure transformation of the local media and how the internet sites of local newspapers affect the political information of young people. In the theoretical part of this work, which deals with traditional media-new media and new media-local media debates, A field survey was conducted for the students at various faculties and colleges of T.C. Mus Alparslan University and the survey was limited to 100 participants. The research focuses on the analogy between the new media and the local media and aims to measure the political information of the survey participants through the internet sites of *Muş Ovası*, *Muş'un Sesi*, *Muş Manset*,

Günaydin Mus and *30 Nisan* which are local newspapers operating in Mus city. In the study, we also discussed with the authorities of the relevant local sites and newspapers, and took their opinions on the new media-political information relationship.

The study is important because local news sites open up the debate over the contribution of political information to young people, and it also has a unique qualification that will contribute to the study of new media, local media and young people's adaptation to the new media.

Local Media

The press is an important part of mass communication and the newspaper is the most effective and common means of communication in mass communication. The newspaper, whose function is to convey what is happening, is also aiming to raise curiosity in the reader by including remarkable events. For example, murder and natural disaster are intriguing news for individuals. The newspaper, which is included in the traditional media, also has the function of influencing/orienting the society. There is no doubt that the press has a big share in how society will react to a situation (Ozcelik, 2013: 253). The social missions of tools in traditional media such as radio and television are also important. Traditional media often informs the individual with the tools in it unilaterally. The traditional media has missions such as notifying and informing individuals, as well as entertaining, representing and educating (Guz, 2005).

Like traditional media, local media also has many functions in society. The local media observe local authorities and institutions, inform people about news and events, and form a part of the local identity of a region (*the Future for Local and Regional Media*, 2010). Altun (2005: 79-80) expresses the scope of the local media as follows: "Newspapers, magazines, bulletins, radio and television broadcasts published by a single press organization in a single settlement with the same name and distributed or viewed only in that settlement." In the context of the functions, the local press within the local media is also important. Agenda of local media is about local issues and problems. The local press is engaged in activities for the local public in the region in which it is publishing. In the Reports of the Specialization Commission prepared by the Cukurova Association of Journalists in 1992 at *Local Press Conference*, it is stated that local press has three main tasks; "to establish and maintain a state-citizen cooperation relationship to publicize public services in a healthy and correct way", "to organize citizen relations with the local government and to supervise the services on behalf of the public" and "to establish and root democratic understanding for accurate and precise national intervention" (Yilmaz, 2009: 136-137). Local newspapers, radio and television in local media carry important missions. According to Gilliam and Iyengar (2000), local television news is an important source of information for local people. Local media have no duty to inform/notify individuals only about local matters. Local newspapers also serve as a social sedative and guiding task in social events and turbulent times. For example, the *Yeni Adana* newspaper tried to make objective news on the events of 6/7 September 1955, but it did not always stay away from nationalist and religious discourse. Nevertheless, the newspaper tried to disseminate common sense to the people of Adana in the related process. *Yeni Adana*, has made constant national calls for the articles it published and has acted meticulously in the headlines to ensure that the people of Adana do not get angry and nourish hatred against the Greek minority (Ozcelik, 2013:271).

The local press, which has an important position and mission, has a number of ethical and economic problems. According to Birsen's (2011: 139) analysis of the Eskişehir local press, it is stated that the biggest problem of the local press is economical and other problems are caused by economic troubles. "Newspaper ownership transferred from father to son" and in parallel with this "the issue of editorial independence", "the failure of employees to receive a satisfactory salary", "inadequate working conditions to get press card", "lack of qualified employees", "inability to access new technology", and "the existence of the newspapers published for official announcement" are listed as the main problems of the local press. However, the inability to follow the technology for the

local press, in particular, the inability to follow the printing technology, poses a problem. When we look at the problems of ethics in the local press, there are cases such as "violation of the truth and honesty principle in the news", "use of humiliating/insulting statements", and "unilateral reporting without enough research". "Local reporters are widely known as news sources", "local press is used as a means of threatening and blackmailing" or "transformed into an advertising medium", occasionally positioned as a "means of political propaganda" and "nylon staff" as other ethical problems (Yilmaz, 2009: 137-140).

New Media vs Local Media

Individuals are very interested in local news (Ozohu-Suleiman and Ishak, 2014: 284), and feel they belong to the area where they are located through local news. Local and regional news helps people to know what is happening around them (*Ofcom*, 2009). Whether in a tech-savvy metropolis or in a small residential neighborhood, individuals are very interested in local news. (*Pew Research Center*, 2015). Local journalism is extremely important, albeit it is often claimed to watch local elites. Local media, which provide information about local public affairs and at least some accountability of local elites, have been influenced by emerging communication technologies and new media processes just like traditional media (Nielsen, 2015). So much so that social media, which has influenced the habits and practices of traditional and local media employees, by transforming journalism with Facebook and Twitter has played a major role in shaping journalism (Dickinson, 2011). For example, a phenomenon called social media reporting has emerged, and news/events have often been found in places such as Facebook and Twitter long before the traditional media. However, forms such as citizen journalism and data journalism are also digitalized, transforming forms of journalism. Local media affected by this transformation have also started to use social media. Dickinson (2011) notes in his study of social media use practices of local journalists, that local journalists are using Twitter as it has some practical aspects. For example, a journalist might post an article or news that will be published on the following day on Twitter. Local journalists interviewed within the study see Twitter as a field of testing news and stories. Twitter also offers followers ideas to help them improve their stories. The reporter can use Twitter to find clues about a topic or news story and be up to date. However, Twitter's private messaging service also has an important task (Dickinson, 2011). On the other hand, it is widely believed that there are major problems when new media and local media are concerned. Because, while the new media feeds the local media, it also affects negatively. As a matter of fact, individuals have shifted from traditional media to new media, and the preference of local media as a source of news is diminishing. Local newspapers are alleged to be in crisis. Over the past decade, the number of professional journalists working on local news has declined (Moore, 2014), mainstream media organs creating websites has also had a negative impact on the local media. The rapid development of communication technologies has led to the weakening of the local media, where local people have their own storytelling (*The Internet and the Threat It Poses to Local Media: Lessons from News in the Schools*, 2007). Despite the fact that the websites of local newspapers have been introduced (*The Rise of Local Media and the Case for Local Press Advertising - A Study of Existing Research by MCS*, 2013), people now tend to network news rather than television, national newspapers or local newspapers. Nevertheless, local news programs are believed to be more reliable (Iyengar, 1998). Because in network environments, journalism is often referred to as disinformation and misinformation. According to some approaches, the importance of local news and journalism is increasing alongside the decline (Ramsay and Moore, 2016). Because the new media-based transformation is rebuilding journalism. According to some approaches, the local media, like the loss of power in the face of new media, must survive like all media organs and restructure its contents to attract the attention of all segments (Yesil, 2015: 220).

However, it is also known that the local media has made urban nationalism based on new media. So that individuals living in different cities and not reaching local newspapers or magazines

can be informed, especially through the internet sites of the local media. Urbanism and nationalism cannot be considered independent of each other today (Egoz, 2007, Van Cleef, 1938). Because urban nationalism, in the context of micro-nationalism, brings together certain masses in regional partnerships, and today it is realized by local internet or news sites. Thus, while local media is performing urban nationalism online, it also keeps up with new media technologies with the presence of local news or internet sites. Nationalism can also be defined as a "political ideology" (Bal, 2014: 305). Kedourie (1971: 79-80) claims that nationalism is a complex structure and it is an inward-looking ideology.

Political Information and Mass Media

Apart from factors such as family and environment, mass media also make a great contribution to political information and political socialization (Tokgoz, 1979). For example, the role of television in the process of political information is important; but today the internet is almost in front of the television in this regard. So much so that Balci and Bor (2015: 67) have carried out an investigation in this context. According to the findings of the research, the most frequently used mass media tool of the university students is the internet, and television is in the second place (Balci and Bor, 2015: 67). This finding can be explained by the fact that the internet has influenced the political information as well as the mediator context in many contexts.

In the Southeastern Anatolia Region, the political decision-making processes have been mostly determined by the tribes, tribal chiefs and sheikhs. In the socialization of politics, "secondary socialization agents" such as school, working group and media play an important role besides family, relatives and friends groups which are "primary socialization agents". For example, after the 28 March 2004 local elections it was observed that the "media", the so-called "secondary political socialization agent", played a role in the formation of voter preferences in Diyarbakır as primary socialization agents (Erkan and Bagli, 2005: 194-195).

Local media also play an important role in voter behavior. It is believed that local television is an important influence in the recognition of candidates in the local government elections and in the decision of the candidate to vote. Erkan and Bagli (2005: 194-195) argue that in local elections, the rating record of election-related programs was 55%, while in Diyarbakır, local television rating records are generally 30%. It is also claimed that political wisdom is more needed in local elections than general elections. The indictment is based on voting for four separate elections in local elections. Therefore, there is a need for much more political information about the institutions authorized by election (Dogan and Goker, 2011: 57-58).

Contribution of New Media to Political Enlightenment, Digitalizing Practices, and Youth

The new media has digitized the practices of everyday life in many parts of the world today. Individuals, especially young people today, digitally practice their many practices through new media environments. Young people can make friends through new media-based social networks, get together with friends, get the news online, use digital games and applications, in short, realize the practices in digital forms.

It is also clear that the new media has contributed to political information. As a matter of fact, especially through social platforms, individuals can become politicized, declare political views and opinions, and communicate with political parties and actors they feel belong to. New communication technologies include a structure especially in developed societies that has profound implications for political participation and can create new channels for political participation. So, the internet today is an important tool that can provide people's participation in political debates. The Internet is helping those who are not interested in politics to become interested in politics, thereby increasing political participation and developing democracy (Karacor, 2009: 121-130).

According to a survey conducted in the Turkish Republic of Northern Cyprus (TRNC), social media is one of the sources that meet the need for political knowledge of 88.5% of the voters surveyed. (Arslan and Seçim, 2015: 158-159). This indicates the contribution of social media to political information. Today, young people, especially those between the ages of 18 and 25, such as adults aged over 40, often perform political participation and information through new media platforms. Young people (Perasović, 2014: 94), who build their "life forms" in various ways, are often interpreted as politically irrelevant. Therefore, studies (Yagmur, 2015, etc.) are conducted to analyze the attitudes of young people towards new media and political information.

Studies are also being conducted on how young people locate less preferred local media over new media. For example, the results of a study of young people's interest in the local media reveal that the local media do not get enough attention. According to the survey, a large majority of young people are pushing local newspapers to the background in the process of news and information. In addition, young people have reported that they are following local events and public opinions from the internet and local television rather than local newspapers (Yesil, 2015: 220).

Local News Sites and Political Information

According to the Youth 2015 Statistics research by Turkey Statistical Institute's (TUIK), Internet usage rate among young people aged 16-24 was 73% in Turkey in 2014, this ratio was increased to 77% in 2015. Internet usage rate is around 68.9% in young women and around 85.1% in young men. (www.hurriyet.com.tr, 19.04.2017). It is important that young people who use the Internet intensively understand how to interpret local news sites and how related sites are contributing political information. Therefore, in this part of the study, a field survey was conducted to measure the contribution of local news sites to the political information of young people.

According to the information obtained from the Press and Public Relations Directorate of T.C. Mus Governorate, there are 8 daily (same information is also available in *Press Advertisement Agency* website (<http://www.bik.gov.tr/yerel-gazeteler/mus/merkez/>)) and 1 weekly (does not receive ads) newspapers operating in Mus as of 19.01.2018. A total of nine local newspapers are available in the province. The websites of these newspapers *Mus Ovasi*, *Mus'un Sesi*, *Mus Manset*, *Günaydin Mus* and *30 Nisan* newspapers are popular in the context of local journalism in Mus. Other newspapers of the province have not been included in the investigation by judicial sampling because the related newspapers have come forward. For this reason, the work has focused on the sites of the relevant newspapers. In the study, also discussed with authorities of the relevant local sites and newspapers, and opinions were taken on the new media-political information relationship.¹ For example, Bülent Toplu, who is the publisher of *30 Nisan Newspaper* (<http://30nisan.com>) and owner of printing house and *Mus Ovasi Newspaper* (<http://www.musovasi.com>), expressed his opinion that they contribute to the political information at the local level by the news they mostly include about local politics and lifestyle. After noting that young people can easily reach the internet via their smartphones, Mr. Toplu said that they prefer their internet sites to printed newspapers. Considering the Internet as an advantage of constantly updating the digital media as well as constantly updating the news over the internet, Toplu believes that keeping up with the internet age is necessary but difficult for the local media. Recent regulations on the local media have pointed out that there is a threat of extinction of the written local press in the future with reasons such as cost increase, the minimum number of positions and the advertisements shifted to national newspapers. According to him, the only thing they can do against this situation is to be able to integrate the digital age and exist. In this context, Mr. Toplu also noted that they have been receiving advertisements over the same price tag for two years. Mr. Toplu has 3 local newspapers operating in Mus.

¹The interviews were recorded in writing by the author. The author also thanks to Şahin Şahin from Günaydin Mus Newspaper, a TRT Mus correspondent who made a great contribution to the point of making these negotiations.

Publisher of *Mus Manset Newspaper* (<http://www.musmanset.com>) Mustafa Söylemez, who publish mostly news about the events in Mus, has stated that print newspapers are lagging behind internet news sites. According to him, local media contributing to the political information of young people at the local level are negatively affected by the internet. Even though the internet helps to update the news and reach the masses, the local media is conducive to economic depression. Söylemez said whether the internet will destroy the printed newspapers in the future:

"The printed press is almost gone. Along with the Internet, we became a very indolent society. Today, with computers and mobile phones (smartphones), we read books without touching the books, we read newspapers without touching the paper. In the past, due to the closure of roads in severe winter conditions, national newspapers could not reach to Mus for days, and the public could not get news, or the practice of receiving news would be limited to local newspapers. Today, if you got a printed newspaper or not, you can quickly get up-to-date news from the phone. "

Günaydin Mus Newspaper publisher Tahsin Demirel, who reported that they published the news about local politics and events taking place in the province, thinks that the local media contributes to the political information of the young people in this sense. Demirel believes that the internet has affected the local media in a negative way and that the local media is going to adapt to the Internet-based technologies in order to exist in the sector but this is not an outcome for them. According to him, if internet news helps them reach the masses quickly and is especially preferred by young people, the biggest blow is to the local media sector and reading habits. Young people who prefer internet news sites to printed newspapers do not realize that their cultural habits have changed.

Şahin Toplu, the publisher of *Mus'un Sesi Newspaper* (<http://musunsesi.net>), stating that his newspaper mostly reported news about local politics and politicians, said that the local media did not contribute to the political information of the young people. Because the local media is in a frame of confusion with local subjects and people. Mr. Toplu thinks that young people prefer internet sites to local newspapers because the internet is easily accessible everywhere. On the contrary, Mr. Toplu thinks that the internet is not an advantage for them but a disadvantage. Because of the internet, the local press has become less preferred and it has become a necessity for them to keep up with the age of the internet and innovations. Indicating that they are using the advantages of the internet for necessity and competition with other local media organizations, Toplu has stated that they are trying to exist in the sector but they are worried that the digital print media will be wiped out day by day.

Youth and New Media Based / Digital Political Information: Mus Example

In this section, the contributions of local newspapers (*Mus Ovasi*, *Mus'un Sesi*, *Mus Manset*, *Günaydin Mus* and *30 Nisan*) related to the political information of young people, which are also active in Mus province and also have internet news sites at the same time, have been measured. In this context, a field study was conducted for young people who were university students and the data obtained was interpreted.

The survey, prepared for the field survey in the study, has been approved by *Mus Alparslan University Scientific Research and Publication Committee* and was conducted by² Mus Alparslan University's 100 students that have been enrolled in various faculties and colleges. In the relevant questionnaire study, the focus was applied to students who were not identified as a group or faculty/department/class, and who were students of undergraduate and associate degree. Since the

² Decision of the Ethics Committee About the issue: 79236777-050.01.04, Paperwork Date and the Number: 02/08/2017-9065.

study was supported by the in-depth interview with the questionnaire, it was deemed appropriate to limit the questionnaire sample to 100 persons.

Findings

Participants in the survey were asked questions about demographic features and internet use, new media and political information, and the following data were obtained:

Demographic Features

31% of the participants were male and 69% of the participants were female (Table 1).

Table 1. Gender Distribution

Gender	%
Male	31
Female	69
Total	100,0

89% of the participants included in the survey were between the ages of 15-25 and 11% were between the ages of 26-33 (Table 2).

Table 2. Age Distribution

Age	%
18-25	89
26-33	11
Total	100,0

Monthly income level of the participants' families is as follows: the income level of %33 is less than 1.000 TL, 44% is between 1001-2000 TL, 10% is between 2001-3500 TL, and 10% is between 3501-5000 TL, 2% is between 5001-10.000 TL and 1% is over 10.001 TL (Table 3).

Table 3. Monthly Family Income Levels (TL)

Level of Income	%
less than 1.000	33,0
1001-2000	44,0
2001-3500	10,0
3501-5000	10,0
5001-10.000	2,0
more than 10.001	1,0
Total	100,0

When the educational status of participants in the survey is examined, it is seen that 60% of the participants are undergraduate and 40% are associate degree students (Table 4).

Table 4. Education Levels

Level of Education	%
Associate Degree	40,0
Bachelor's Degree	60,0
Total	100,0

Internet Usage, Local Media and Political Information

All participants (100%) were observed to use the internet. 44% of respondents use the internet to get news, 33% to communicate with people, 18% to use social media and 5% to keep up with the society (Table 5).

Table 5. Purposes of Internet Usage

Intended Use	%
To receive news	44,0
To communicate with people	33,0
To use social media	18,0
To keep up with the society	5,0
Total	100,0

Most of the participants (63%) use new media based social media platforms, with *Facebook* as the most used platform with 57%.

67% of the participants reported that they follow the local media, 29% of them does not follow it. 4% of the participants did not comment on this issue. Participants following local media use local newspapers to get local news. However, most participants (51%) reported that they did not know how many local newspapers were in Mus (Table 6).

Table 6. Information about Local Media Status

Do you know how many local newspapers are in Mus?	%
Yes	15,0
No	51,0
No Answer/Opinion	34,0
Total	100,0

39% of the participants reported that they follow local newspapers websites in Mus and 59% did not follow. 2% of the participants did not comment on this issue. Participants follow Mus Ovasi the most, followed by Günaydin Mus. The issues that attract the most attention are focused on regional events & problems, education and the environment, according to them, local governments and politicians stand out. However, most of the respondents (64%) think that the internet sites of local newspapers do not encourage them to engage in politics. According to 39% of the participants, political information is mostly realized through social media these days. It is followed by the environment with 20%, followed by the family with 18% (Table 7).

Table 7. Political Information Agents

Political Information Tool	%
Family	18,0
School	5,0
Environment	20,0
Traditional Media	5,0
Local Media	5,0
Social Media	39,0
No Answer/Opinion	8,0
Total	100%

Local Media and Urban Nationalism

48% of respondents refrained from responding/commenting on whether local newspapers websites are doing urban nationalism.

While the proportion of respondents who think that local newspapers are doing urban nationalism is 37%, the percentage of those who think they do not is 15% (Table 8).

Table 8. Local Media and Urban Nationalism

Do you think the local newspapers websites are doing urban nationalism?	%
Yes	37,0
No	15,0
No Answer/Opinion	48,0
Total	100,0

The most people who think that the local newspapers websites are doing urban nationalism are mostly women. (Table 9).

Table 9. Opinions and Gender on Local Media and Urban Nationalism

Do you think the local newspapers websites are doing urban nationalism?	Gender		%
	Male	Female	
Yes	14,0	23,0	37,0
No	8,0	7,0	15,0
No Answer/Opinion	9,0	39,0	48,0
Total	31,0	69,0	100,0

Most of the participants (74%) think that the website (local news site) is more ergonomic than the printed form.

Most of the people who think that the website (local news site) is more ergonomic than the printed form are also female participants. So much so that 48 of the female participants found the local news sites more ergonomic, while the number of male participants was 26 (Table 10).

Table 10. Newspaper Format Preferences and Gender

Format Preference (Which is more ergonomic?)	Gender		%
	Male	Female	
Printed Format (Printed Newspaper)	5	21	26%
Website (Local News S.)	26	48	74%
Total	31	69	100%

Conclusion

The development of the Internet has revealed significant advantages/threats in terms of local media. New technologies that enable media organizations to reach large masses under more economical conditions have created an environment for moving local debates to the global dimension and discussing them (Kosedag, 2017: 367). While there are debates over whether the new media has changed traditional media, it is important to conduct studies that address the effects of the new media on the traditional media. This study, which is one of the related studies, is also important for the understanding of the current practices and orientations of the local media which is making urban nationalism and evolving with new media.

Man wants to belong to a particular group, a community of nature, and urban nationalism, which is the social and ideological manifestation of this desire, builds itself on a regional partnership. In contrast, urban nationalism as a concept opens itself to an epistemological debate, just as Walzer (1998) claims to be a concept of tolerance (Walzer claims tolerance is a controversial concept because he has granted a privilege to the pleasant person). Because urban nationalism is seen as a kind of separatist nationalism, and for this reason existence is a problem. However, it is also claimed that urban nationalism is not a separator but a consciousness with all the dynamics of the city.

It is also emphasized that, at the regional level, city politics must be done in many respects. For example, MHP Mayor candidate Kürşat Ergün made a statement before the 2014 local elections, saying, *"We think that the management of our city in the sense of local government is incomplete. Urban nationalism is very important before the parties. How was the situation of Sivas and how is it now? We have to work for it"* he said (<https://dunyanereyegidiyor.com>, 03.10.2017; <http://www.gundemadana.com>, 10.06.2016; <http://www.sivastso.org>, 10.01.2014).

As it is known, the new media plays a major role in political knowledge today, especially with the dimensions of social networks and platforms. It is also seen in this study that the young people who participated in the research think in the same way too. Because of their answers (39%) political information is mostly through social media today. However, the role of the family (18%) and the environment (20%) is undoubtedly large in political knowledge, and there are many studies that reveal this situation. For example Tokgoz, who deals with political socialization and political information factors, (1978), "The Role and Importance of Mass Communication Tools in Political Socialization", Dilber (2012), "The Influence of Social Elements on the Political Choice of Voters in Political Socialization; A Field Survey on Karaman Provincial Voters " are examples of these. In the area survey conducted within the scope of this study, 59% of the participants did not follow the web sites of local newspapers in Mus. Most of the participants are young people between the ages of 18-25 and whose families monthly income levels are low. It has been observed that most of the participants who use the internet to get the most news and communicate with people are undergraduates. It is also important that the issues that attract the most attention of the participants are concentrated around regional events and problems, education and the environment. The situation shows us that the participants have an idea about the news content and topics of the local media. Although local governments and politicians in the local media content stand out, most of the participants (64%) think that the internet sites of local newspapers do not encourage them to engage in politics. However, most of the participants (74%) think that the website (local news site) is more ergonomic than the printed form. Undoubtedly, the role of young children and children in the digital age is great. 48% of respondents said that local newspapers have refrained from expressing their opinion on whether the internet sites do urban nationalism or not. So young people/participants do not identify local media with urban nationalism or have limited knowledge of urban nationalism.

It is very important that local media organizations that are not few in Mus are active and try to adapt as much as possible to new media. Publishers are most concerned about the news about local

politics and are concerned about the future of the internet, print media and local media. This may indicate that the Internet is a disadvantage for some profession experts.

As a result, according to the field survey data made in the scope of the study, the young people studying in Mus does not follow the local media very much, but *Mus Ovasi* and *Günaydin Mus* newspapers have come to the forefront. Relevant newsletters certainly contribute to the local political information of the youth at a certain level. It is also the result of the study that young people do not have information about the local media organizations operating in the city of Mus, that the local media is trying to exist in the sector, and that young people participating in the research are not interested in local politics.

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