



ISSN:1306-3111  
e-Journal of New World Sciences Academy  
2007, Volume: 2, Number: 4  
Article Number: C0024

**SOCIAL SCIENCES**  
**JOURNALISM**

Received: May 2007  
Accepted: October 2007  
© 2007 www.newwsa.com

**Ebru Gülbuğ Erol**  
University of Karadeniz Teknik  
egerol@hotmail.com.  
Trabzon-Turkiye

**WEB JOURNALISM AND A COMPARATIVE CASE STUDY FOR THE NEWS WEB SITES**

**ABSTRACT**

In this paper the practices of web journalism are discussed and some news web sites are compared and contrasted by using content and discourse analysis as well as multiple reading techniques. In conclusion as new discipline web journalism has constructed its own techniques, however, it can be claimed that in Türkiye it is a part of traditional journalism.

**Keywords:** Web Journalism, News Format, Visual Design,  
Traditional Papers and Newsmaking

**WEB GAZETECİLİĞİ VE HABER SİTELERİ ÜZERİNE KARŞILAŞTIRMALI BİR DURUM  
ÇALIŞMASI**

**ÖZET**

Bu çalışmada web gazeteciliğinin uygulamaları tartışılmış ve içerik ve söylem analizi metotları ile çoklu okuma tekniği kullanılarak bazı haber sitelerinin karşılaştırılması yapılmıştır. Sonuçta, yeni bir disiplin olan internet gazeteciliğinin kendi özel tekniklerini oluşturduğu ancak Türkiye’de geleneksel gazeteciliğin bir kolu olduğu iddia edilebilir.

**Anahtar Kelimeler:** Web Gazeteciliği, Haber Formatı,  
Görsel Stil, Geleneksel Gazeteler ve  
Haber Yapımı



## 1. INTRODUCTION (GİRİŞ)

We are living in the information age. The necessity of fast, effective, fair information transfer to the broad areas increases the importance and power of media. Internet has considerable inherent potential to make the production and distribution of news more democratic, participatory, and pluralistic; it is the pre-model of the transfer from industrial community to information society. The realization of this potential requires a political context and social, economic, and cultural conditions.

After the first realization in 1993, as a result of the rapid growing technology, traditional newspapers to reach more people from various cultures constructed web sites, the other news sites followed them; thus, apart from printed media web journalism has become an independent discipline. It has been developed separately from traditional journalism. Internet broadcast has formed its own broadcast way, style and visual project. As a result of emerging new media technology the nature of the news content, the way the journalists do their work, the structure of the news room or the working conditions have changed. New media are bringing about a realignment of the relationships among news organizations, journalists and others involved.

The paper will start with the effect of the online technology on news content, storytelling, news gathering, editing and production. A synthesis of published research on trends in online journalism and case studies of how individual news organizations have covered specific stories is used to analyze the transformation of journalism from an analog to the digital media system. Finally, comes a speculation on the future of internet journalism.

And a brief look will reveal the difference between traditional papers' web sites and non-traditional news web sites. The role attributed to the internet journalism and the potential position of the daily papers and their web sites need to be tested by means of case studies on a national scale. This article tries to set out to investigate the writing format of news, features of internet journalism, audience analysis, visual design of the web site, as well as the contribution of the news for effective, fast, fair, democratic, pluralistic, and participatory journalism. In doing so, this study will examine the practices of online journalism, particularly news sites which are not the parts of traditional papers and traditional papers' web sites will be checked so as to make a comparison and contrast. Considering the proposals mentioned before this paper will analyze a news web site and a traditional paper's web site for one week.

The data used in this paper has been collected by a combination of various research methods. A small scale content and discourse analysis have been done and some secondary consultation has been used.

## 2. RESEARCH SIGNIFICATION (ÇALIŞMANIN ÖNEMİ)

This research is important because internet journalism is a different medium which needs to be analyzed and in turn there is must to signify the similarities and differences between traditional and web journalism. On the other hand this research helps us to realize the nature of web journalism in the globalized countries as well as in Türkiye.

Moreover, this research may point out that internet, that is transform of a new age and that makes human life easier, can be used more functionally rather than a means of entertainment.



### **3. INTERNET AND ITS HISTORICAL DEVELOPMENT IN TURKIYE (İNTERNET VE TÜRKİYE'DEKİ TARİHSEL GELİŞİMİ)**

21<sup>st</sup> century would be called internet age if it were used similar to today's use. Internet is such a device that it manipulates the concepts of time and place in this way it highly serves for globalization. The first term ARPA founded by the US Defense Ministry aimed at connecting computers to each other and making up a huge computer network and the connection among them would never be lost. The project became very successful and universities started to use this computer network. Since it became difficult to control it, it was divided into two:

- MILNET for military sites
- ARPANET for sites apart from military

By 1980s a common protocol had been used all over the world and by 1992 private institutions started to use it. As a result, a very extremely huge system connecting all the computers to one another has been constructed and the network was named internet. The computer carrying the knowledge in it is called "server" and people use their computers to get in touch with it.

Internet is a network for sharing knowledge, information. Each datum can be used by everyone unlimitedly throughout the world. Internet is not for a person, nation, institution, country or a continent. It is world-wide: www.

It was introduced to Turkiye by Ege University in 1987 but it was for academic purposes only. In 1991 METU and TÜBİTAK produced a project and METU did the first internet connection in 1993. METU and Bilkent Universities produced their web pages in late 1993. In 1994 internet was given to institutions and firms. By 1996 its use had become popular and today it has 3 million subscribers [1].

### **4. WEB JOURNALISM (WEB GAZETECİLİĞİ)**

The web enables people who would like to get information from various sources to access to the information provided by well-known news organizations. Internet technology makes it possible to send and receive news and other essential information anywhere in the world [2]. Internet is a world-wide news and information medium [3] and it is used as a reporting tool with considerable enthusiasm [4]. Web journalism can be summarized as "fast like TV; deep and extensive like newspaper; easy like radio, it is a combination of visual and printed media." [5]. In addition to all institutions including media and the journalists have been using internet for presenting news. Because of the acts, norms and regulations, they who cannot explain their ideas through the newspaper have been using the imaginary medium. Another important reason why and how web journalism has become popular is that they can reach any and every document by internet in their houses [6].

Companies that are willing to present news online should distinguish themselves from all the other sites available on the internet by providing better news coverage and customer oriented service.

The first online broadcast was realized in 1995 when eight of the biggest American newspapers transferred their content into web. Washington Post, Times Mirror, Tribune are examples [7]. Online news broadcast in the beginning was giving news, editing them and giving articles, however, it rapidly grew because of the editorial process. Gathering the files into an FTP program, a service vehicle like Gopher, a file format like HTML developed [8]. In time it gained its own regularity and style and visually online news broadcast gained superiority among others. Web staffs of the traditional papers are



charged with the refreshment of the news. Public agenda, yellow papers, and the job ads are examples of different services that a news web site offers.

#### **4.1. Online Audience Perspective (Online İzleyici Perspektifi)**

From the very beginning words and images appeared together, they both served for communication. It was the same for newspaper and web journalism. Word and the image is the basis. The only difference is that the individual is a person who can communicate with the computer. Web news sites followers;

- Are curious and investigative. People are curious in nature and web audience want to know, understand and discover [9].
- Are free to get any information. In the traditional way newspapers have limited news. But web is an unlimited medium [10].
- Are reluctant to get information. Web users are educated; they tend to get as much information as possible. No matter how the content is organized web audience will follow the page.
- Look for different and qualified news. Then news is organized to fulfill the demands of the audience [11].
- Through the web pages skimming and scanning are mixed. Instead of reading the whole article, audience shortens it but as opposed to this they deeply choose the subject whom they want to read [12].
- Interact with the document they read. With one click they can read the document or they can move to another page [13].
- Gather detailed information. They do not sit in their comfortable chairs reading the paper in a warm room or not reading the paper eating their breakfast. Online readers are active than the paper readers [14].
- Can reach the hottest news. Previously web news sites are the online versions of the printed pages but later on editors use signals for the latest news [15].
- Interact with the writer, whenever possible writers take feedback from their readers.
- Show up in a multimedia medium definitely.

How people read news on the internet?

Owing to growing numbers of news web sites and the huge interest on those the new style of journalism arose. Web journalists have become aware of how readers of online newspapers behave. The first rule of web journalism is to know the audience; otherwise the web journalists will not be in tune with the audience.

A communication professor at Stanford University conducted a research to analyze the web audience by using eye-tracking technology. The findings are as follows:

- 75% of the articles that people read were found by chance. At first, readers were interested in headlines or short summaries and then clicked to receive the whole story.
- People tended to spend time reading news twice as long as a general news provider as a specialty news provider.
- People usually began to read online news with a favored news provider.
- On average people visited six news providers' sites.
- Only 22 percent of the people's first glances included artwork at all during their session.



- People who read news online are first attracted to text rather than pictures or graphics.
- National news tended to attract readers' attention more than local news.
- This study reveals that people who use internet are information seekers [16].
- The most essential point is that people read web news in a way they read newspapers so to be successful web journalism writing and the style as a whole must be the same as in traditional news media [17].
- The studies prove that people who would follow web sites are looking for a good writing style and well-covered stories [18].

##### **5. NEWS WEB SITES: THE TRANSFORMATION PROCESS, SIMILARITIES AND DIFFERENCES (WEB HABER SİTELERİ: GEÇİŞ SÜRECİ, BENZERLİKLER VE FARKLILIKLAR)**

We have known newspapers (and magazines) are an editor's medium; broadcasting, producer's. Similarly, internet is a journalist one. Web takes the full advantage of communication modalities including text, audio, 360-degree video, graphics, and animation. These capacities enable the journalist to tell each story in a way uniquely to it. They are no longer constrained. The way of story telling is enriched without the need for a highly trained programmer.

3 fundamental developments have made possible a paradigmatic shift in visual storytelling. First, digital video is set in production and storytelling and viewers at home or elsewhere have direct access to video in digital form. Second, new generations of image and sound acquisitions devices like 3-D cameras and microphones, high resolution remote sensing satellite imagery, etc. make it possible to create images and video, offering options ranging from panoramic views to three-dimensional immerse environments. Third, Networked media furnish a wide range of creative and interactive alternatives to visual storytellers. The omni-directional camera, a 360-degree field of vision and with a microphone can be rolled to any area unsafe for a person to enter, or a burning building, nuclear power station, into a terrorist attack and the use this camera is very useful in video conferencing, distance learning and journalism. Let's consider the traditional journalism. We are journalists of CNN and we follow an event. We are pointing of a new digital camera in one direction but suddenly something important happens somewhere else. Missing a part, we have to turn the camera but with an omni-directional camera, the journalist automatically gets all the video enabling the journalist concentrate on the right questions for the interview. Audience involvement is another potential power that makes web a more active medium. Content is dynamic, people receive news whenever they want. Finally, news in a digital environment can be customized or personalized- in a way not possible in other media. Web journalism potentially offers audiences a view of the world that is much more contextualized, textured, and multidimensional than print and broadcast stories [19].

##### **5.1. Setting Up (Başlarken)**

Before beginning to use and produce online journalism, one must have the tools for doing so. They are: a computer, internet connection. The first task is to type simple computer codes in HTML language. Looking for good stories, exploring and creating come secondly. The very beginning starting point is the news value [20].



These news values are things about an event that make it news in a journalistic sense [21].

- **Accuracy:** The news is true; not the truth [22]. In traditional journalism, accuracy is meant getting the facts straight; in online journalism, the source can directly be added as a final, all items can have instant and universal access to the news [23]. All writers are expected to present information accurately [24].
- **Impact:** An event affecting many people or involving many people is news.
- **Conflict:** An event with a physical, psychological or verbal conflict is news.
- **Currency:** Events surrounding or involving issues under public discussion are said to have currency. It can die quickly, especially in web journalism.
- **Prominence:** When prominent people participate in events, which is likely to be news.
- **Unusualness:** News must be out of ordinary events.
- **Proximity:** This value refers to location. For example, a car accident twenty miles away that kills two people may be does not interest you, but if one of those people is from your home town you most probably want to hear it.
- **Timeliness:** Events that have occurred recently are news [25].
- **Attribution:** In traditional reporting context was everything and readers knew where the information came from. But World Wide Web is filled with sites purporting to have authoritative information. Often they ignore, misinform, or disguise. The origin of the stories as well as their sources now is open to public.
- **Multiple sourcing:** Multiple sourcing cannot be separated from attribution. The opposite is single source story. In online world sources can be piled on with a simple link, allowing readers to go to related pages.
- **Fairness:** Traditional journalists have been restricted by space and time, thus sometimes they think that readers understand the incomplete stories, however, online journalists use links, facts or opinions. So fairness is not questionable anymore.
- **Thoroughness:** What multiple sourcing is to attribution, thoroughness is to fairness; one cannot be complete without the other. It is imperative for online journalists to err on the side of too much rather than just enough. At the end of the story links should be visited for more information in the name of being a thorough online journalist.
- **Freshness:** News is like bread. It is best served fresh and quickly goes stale. Traditional journalism is daily but online journalism can be updated in every minute.
- **Originality:** Like traditional journalists, web journalists must wok on original stories.
- **Compassion:** Stories have soul. Real reporters know this because they have done stories with soul and heart. Download speed times may be faster or slower but new technology allows journalists to use a full range of story telling rules.
- **Independence:** In any case having a heart does not mean to ignore objectivity.
- **Relevancy:** The news story must be relevant to the reader. Journalists must know their target audience [26].



### **5.2. Reporting (Röportaj Yapmak)**

Reporting is the central act of journalism, no matter what the medium is. The purpose of journalism is to present information to an audience. This does not happen without reporting. Most of the information comes from personal sources and web can help a reporter in developing personal sources. A person can be found easily. By e-mail the reporter and the source can communicate easily. E-mail provides a written record of the interview, which prevents misquoting or misunderstanding. Stored sources on the internet can help in so many ways [27]. Reporting has become easier, mailing saves the corrections, varies the reporters' words. CAR (computer assisted reporting) cancels going back to check. Through e-mail, mailing lists, and newsgroups journalists are able to communicate quickly and efficiently, send video or audio. Electronic mailing has become a newsroom aid.

The basics from the newspaper reporting are: Business, Courts, Environment, Investigative, Local Government, Medical, Police, Politics, Science, Sports, States, federal government or the government. This classification has changed on the web. Java, JavaScript and Flash in multimedia are new basics.

### **5.3. Gathering Data (Bilgi Toplamak)**

Technology has always played an important part in news gathering. In traditional journalism sources to be talked must be found, inverted-pyramid structure can be considered because of the word limit. All stories have been written for a typical member of the audience. Then, a journalist scribbles notes on a page, record an event on videotape, or tape a telephone interview.

For web, using search engines one can reach almost everything. So many photographs and photographic images are listed and filed on the internet. With one click the journalist can reach them. With digital cameras images can directly be transferred to the computer. Real time video is now available to everyone on the internet, just like TV and sound files are legally useable [28].

Traditionally images and audio have been searchable in two ways. One is that someone has organized a catalogue to search for and the other is to search images looking at one by one. Raw news data is rather difficult to work but new technology present a potential solution. For example, cross pad, digital portable notepad, allows the user to write on a regular pad of paper using a regular pencil or pen. It uses radio frequency transmitter to scan in the handwriting sensed from each pen stroke. After completing an interview, the reporter returns to his workplace, transfers his notes to his desktop or laptop. Similar devices serve for audio recordings. There are some software products to process continuous speech. In digital format audio or video recordings automatically create a time code and be edited in a digital workstations [29].

### **5.4. Writing for the Web (Web İçin Yazmak)**

Inverted pyramid is the standard form in both traditional and web journalism. Headlines and cut lines, that are the explanatory and descriptive copy that accompany the pictures, are the same as well [30].

When writing for the web De Wolk suggests not writing long, using bulleted lists and other graphic elements since they are essential to successful online writing, writing in brief, bright bursts of light works best, visuals need to be connected with the story and editing [31].

The hyperlink is also critical in web journalism. Hyperlinks are doors through which a person can stroll any and every page. Stovall



defines hypertext as a system that allows a user to find specific information within a large amount of data. It does this through linking function, a function of hypertext markup language HTML, which is how most web pages are build. Hypertext gives rise to nonlinearity that is unlike printed material reader, online reader can start reading wherever he likes, from the beginning to the end or from the end to the beginning.

Journalists can use links like broadcasters use teasers for upcoming news shows. Similarly, they can use video to tell a story. The power of the audio should not be forgotten. Sound may accompany both the story and the photograph.

Web journalists will need to organize the stories into small chunks instead of inverted pyramid so that they all are independent and a part of a larger entity [32]. The change that web has brought to journalism is the ability to handle more information and think laterally about the stories. Instead of gathering enough information to write an inverted-pyramid story, a web journalist must consider various types of information the can be included as parts of a story package. Newspaper, radio and TV are bound by time. Deadlines are fixed and absolute. In web journalism, there is not a publication schedule. Journalists post any item whenever they want [33].

Web writing is most likely writing for visual effect. On the web writers are closer to production and distribution of their work. Scannability feature of the web means using cues to help readers see the text and figure out what is important to them. Writers can do this by paragraph spacing, short paragraphs, keywords, colored text, indentations, and lists.

Today web journalists have more control over the whole story and have already developed new ways for writing. These are:

- E-mail and Personal Messaging: The web has fostered E-mail, it has become a tool of mass communication. E-mail newsletters are a popular form. Many web sites have established e-mail services that tell readers about interesting features and along with links they allow going directly to articles and pages.
- FAQ: (Frequently Asked Questions) these forms give the readers specific information about a topic, especially in the form of question & answer.
- Web-log is a compendium of short entries on a web site devoted to a particular subject. Some web logs have been established to allow people interested in a certain topic to share ideas or information.

Whatever the form it is with more information and wider audiences, clear, concise and readable writing become important. People-who can gather information, synthesize it, and put it into digestible prose-will have great value to the growing Web journalism [34].

### **5.5. Convergence (İçerik)**

How web journalists should cover news stories in the cyberspace? First, web journalists must keep in mind that the internet is an interactive medium than print or TV. Interactive online journalism has two broad dimensions. One of these is content interactivity, or in other words the extent to which news audiences can have computer mediated conversations through journalists' technological largess. The biggest change from print to online is the instant access to audiences. Therefore, journalists should know their audiences' need and expectation [35].



Journalists have to keep in mind that readers tend to be more active than print readers or TV viewers. Online readers would actively investigate what is presented to them. Secondly, whether the news is written to inform local, national, or international audience should be considered since web news reach globally. Journalists should write and edit the stories with that mind [36].

What the best ways are to present the story before it is reported should be considered properly as well. Through audio, video, graphics, text, or links, etc. Journalists should collaborate with audio, video, and interactive producers and they also develop a plan that guides them throughout the newsgathering and production process, hence, journalists can find new ways to present stories on the internet different from or better than any other medium can. The writing for the web is a cross between print and broadcast like tighter and punchier than print, but more literate and detailed than broadcast writing. Journalists must write actively. Journalist should talk with their readers, have a conversation with their readers and ask them to comment on the story posted on the internet [37].

In order to keep the readers reading, being interested in the news, journalist should prefer inverted pyramid style. Journalist should not attempt to write long stories. Stories should be simple and short. News coverage should not exceed three hundred words or should be less for the primary story [38].

As journalists have been migrating to the web, they have brought traditional media values with them. These values are also indicators to create good quality of news coverage. In short: news posted on the internet should be

- Timely and relevant; timeliness, proximity, prominence, consequence, and human interest should not be forgotten.
- Simple and short
- Fair and independent
- Maintain confidentially and protect sources [39].

The term can mean a couple of things. One refers that a web site has its choice of content from newspaper, TV or it can create its own packages. Visual information is much more important than ever. When laying out a page on the web, there must not be any central eye-catching on each page. There must be a clear visual hierarchy, people should not look for a place to focus, then size and weight of the graphic elements, photographs, etc. should vary, otherwise the audience will assume everything is of equal importance. Colors must be complementary and keep up with the mood of the story. Another meaning of convergence emerges on an individual level. In some news organizations reporters and editors operate as both TV and newspaper journalists. They produce multimedia packages for web, radio, TV and newspaper [40].

Do not allow more than 10 words per line. Avoid using a graphic without words as a link. Web is more like 'reading' a poster or photograph [41].

#### **5.6. Editing (Editoriya)**

Journalism is a social profession that requires the hands and minds of many people. The process begins with reporting continues with gathering and disseminating the news and end with the most important editing. Editors who determine the content of the material, its procedure and direction are officials. They are the ones who are responsible for what the publication is and what it does. They have authority to organize the staff and decide what the stories will or will not persuade. To do their jobs, they must know the media



environment in which the language is used. They must manage the journalists, be able to make immediate, sound and ethical decisions often without enough time, have enough memory about recent and ancient events. They take the responsibility for what the news organization produces.

The special characteristics of the web are capacity, flexibility, permanence, immediacy, and interactivity. All these differ traditional editing from web editing. In traditional media the structures are mostly linear, not entirely. A newspaper is divided into sections, thus a reader can start with the sports or whichever section he chooses. On the other hand web is designed for readers to start at the beginning and read through the end. Unlike newspaper a reader cannot start in the middle of a story [42].

The first step in editing is to look at the individual components of the work. Journalists must consider if multimedia tools are used to advance the story. Navbars, that are typically located on the left side of the screen and take up about 20 percent of the total screen size, can damage a story. Screens are 8-11 inches, rather small, and when navbar appears, there is little room for the story. Another major consideration is whether to scroll down the page or not to see it all [43].

The concept of layering information is also important for editors. They decide how the information is to be divided into chunks and organized and presented. Their first duty is to know the language; its grammar, spelling, punctuation, etc. Editors are the keepers of language. Every web site has a set style. Editors must fix the style. Writing names and titles need extra attention. Attribution and quotation should be considered. Almost all parts of a story should be attributed, quotes must be attributed. Paraphrasing people's exact words sometimes destroys accuracy. In the second level of editing, formulating the language gains importance. Writing is not technical; it is technique. Clarity is a chief goal. Omitting unnecessary words serves clarity. Editors avoid repetition and redundancy. Triteness and clichés must not be show up often. Taste, tone and mood of the story is a critical judgment on behalf of the editor [44].

After these one may find some people who know nothing about the story. Let them read the story, notice where they put the cursor, where they spend time, skip over and get lost. Take notes. Then consider the story for a few moments before rewriting it.

In the final stage accuracy is most important. Avoid factual errors. Here is a checklist:

- Layout: how the way each document is laid out.
- Navigation: to get around the page, story and site must be easy.
- Site structure must be easy.
- Browser, PC and Mac compatibility.
- Plug-ins work, alert the reader about downloads, plug in, where to copy.
- Make sure every link works.
- No forbidden characters or spaces in the file name.
- THEME, TONE, TEXTURE with smart editors and critical thinking it is always good to remember what the original idea for the story was, what you hoped it would be and how you hoped it would play. Did you accomplish your original aims?
- Finally, proof!

The final connection between the story and the server is the launch. Put the story file in the directory folder. You may have to use FTP to transfer the story to the site [45].



### **5.7. Ethical Side of Online Journalism (Web Gazeteciliğinin Etik Unsurları)**

Ads in stories must clearly be defined; company logos must not be in the body of any story. News sites sometimes accept expensive new technology in return for favorable ad placement but such arrangements can be extremely seductive and should be organized properly.

COPYRIGHT LAW today says that images and sounds are saved to disk and protected. E-mail, news group, list serve are protected. This protection will last forever. Fair and legal uses are important [46].

### **5.8. Design on the Web (Web Tasarımı)**

Design is a visual process in which content is the chief factor. Images predate text by many centuries. Design refers to the overall appearance of a web site, like the newspaper. Design includes the way the elements laid out on a page and how different section relate with each other like body type, headline, pictures, positioning ads, logos, etc.

Visual logic like is like newspapers: big to small. We see big things first. Big things are more important than small ones. We tend to start from the top to the bottom, thus we firstly see the top. If we put the important item on the bottom, it will be seen later. We have learned to read from left to right. Things on the left will most probably be seen firstly. We tend to look darker and colorful items and lighter items next. When a web site will be designing, a reporter must keep these in mind.

Balance, contrast and focus, economy / simplicity, repetition / variety are the concepts that a designer must understand. There are 3 basic elements of design: type; illustration; white space. Type is what is used to communicate the denotative content-the words carrying the information of the site. Illustration must be considered anything on a page other than type that uses ink; on a web site it is anything that is not type and not negative space or background. These are pictures, animations, charts, graphs, maps, symbols, icons, logos and so on. Illustration helps draw the attention of readers. White space is very important in that if it were not white space we are not able to see any of the other tools of design.

Creating a web site design Readability, Simplicity, Consistency, Variety and Purpose are the key elements. On the pages elements like news, sports, hobbies, etc should be grouped. Elements of equal value should be grouped together [47].

Online broadcast is different from printing. From visual and projection points, the production phase is different. News content may be the same. Generally a writing format called HTML and certain special codes are used while preparing a web site. HTML is a common and useful programming language, it is possible to perform multimedia shows, advertisements and product publicizes by using this language [48].

Overall design of the web news site lacks from aesthetics. In the projection phase it is more important to design it from the points of interaction and activation [49]. Interactive web pages make comments possible whereas active ones do not necessitate the readers interaction. The most important feature of the web sites is their connection to other web pages, fast connection and extensive information.

Here are some of the differences between web sites and TV and newspapers from the point of visual design:

- On TV people first see and hear; on internet first people read. Visual images are secondary for internet.



- Writing is the most important element of web news sites. Graphics and photographs are secondly seen in online journalism [50].
- Online broadcasting is wealthier than publishing. Both visually and quantitatively.
- Reading from a paper is 25% slower than reading through a screen [51].
- Font and titles carry a different style.
- In addition to written texts, online journalism has sounds and motions.
- Newspapers are fixed but the visual quality of the web changes according to flat screens, etc.
- Online broadcasting must be organized in accordance with the Netscape and Internet Explorer, etc.
- In printed materials the number of the pages limited. Web pages must be limited to the band, user's capacity, etc.
- Pixel number, screen sizes determine the quality of the print page layout.
- Eye tracking is different from the "Z" type for papers or magazines. The eye moves up and down then left to right [52].

#### **5.9. Digital News Production (Sayısal Haber Yapımı)**

To Pavlic, a digital newsroom is the one in which every component processes information in digital, computerized form. All text, data, images, audio and video are digital. From telephone to TV everything is computerized. Satellite and other sources are transferred into digital format. Editors and producers process the content in nonlinear fashion, cutting, pasting, or manipulating motion video, audio as text in a word processor. A click of a mouse can create a digital newsroom. Advantages like increased efficiency; greater productivity; enhanced creativity; greater accuracy, coverage, and timeliness; fully searchable digital archives or news libraries are promised as well.

A virtual newsroom exists without any physical boundaries. Electronic mail, electronic access to databases, the ability to transmit multimedia content let journalists work without the need of a typical newsroom, production room. With digital video cameras, audience members can transmit video content. Virtual newsrooms allow reporters in the field to have the same level of access to information, people, and processing information. Breaking news stories are done easily. A journalist can sit in front of a networked computer and view any content regardless of where the computers located.

Although digital news production is the easiest, it can raise ethical concerns. Image manipulation, the use unconfirmed electronic data, information overload, and violation of copyright and privacy laws. That the line between news and advertising is blurring is the biggest problem.

News web sites have created separate newsrooms for their online product. It includes generating original news, news apart from newspapers and TV [53].

#### **6. WEB JOURNALISM IN TURKIYE (TÜRKİYE'DE WEB GAZETECİLİĞİ)**

World Wide Web has just surrounded the world as a result our world has become a global village as McLuhan said. Now it is possible for all people to reach news wherever they are and whenever they want. Because of this, today's newspapers have to follow the daily events to tune in with their readers. As for its Turkiye, the first online



journal was noted by ZAMAN on December 2, 1995. In January 1996 a site called Xn presented news and this news site refreshed its news continuously in a day. Thus, an old saying in journalism was out of fashioned: news is fresh in the morning, spoiled in the evening because news changes hour to hour in web journalism. Timeliness of web journalism is a considerable advantage. A classical newspaper can be printed twice or luckily three times; but a web journal can be updated continuously all the time. In a traditional paper only written article or news is read but on a web journal with certain commands a variety of different subjects related to article or news and photographs are read [54]. On May 19, 1996 Turkish Daily News presented a web journal [55].

Printed media will always be due to the humankind's psychological pattern and their need of touch. To touch is more believable and people see on TV but believe with the newspaper [56]. Moreover, web journalism offers many advantages:

- One can reach the latest news. People do not read daily papers any more. They don't read the columnist as well. Newspapers are daily, but web journalism is moment by moment.
- One can use the online archive.
- Being interactive, readers can communicate with the writers. Feedback can be taken in a very short time. It becomes possible to define the most read story, etc.
- The concepts of time and place are destroyed. If somebody forgets to buy the newspaper or cannot buy a newspaper for economic, parking, or timing problems, they can absolutely read the web page of that newspaper. In a short time they have the opportunity to look at the headlines.
- From the point of media, internet medium offers a variety of choices for the presentation. For example, one can read the opposite views, perspectives. Single news can be read from different authors and journals.
- Internet is a combination of TV and newspaper in that it is as fast as TV and as extensive as a newspaper. It is possible to follow different writers or comments and look at different photographs.
- It is useful from the point of journalists. It was forgotten to have news written on the phone because internet has given the chance to follow the events moment by moment [57]. Almost all national newspapers reach their audience for 24 hours.
- Maybe the most important service that a web site offers is that news special for the person. That is once people note the news which they want to receive, a lot of news about the subject is sent to people's mailbox.
- Distribution is one of main problems of printed media. In Turkiye there are a lot of disadvantages due to the geographical region and climate. In general, it is impossible to distribute a newspaper globally; it needs a great effort and money to distribute it nationally. Internet is the only solution.
- Web journals are free. The only condition is to have a computer and an internet connection [58].

#### **6.1. News Web Sites (Webde Haber Siteleri)**

As a result of the rapid growth and popularity, many newspapers produced a web site of their own. In order to reach more people, different audiences, newspapers constructed web sites to broadcast the news which they have already gathered and printed. In a short time,



the sites like hurriyetim.com, sabah.com, etc. have been organized in a more professional and functional way. The new generation web journalism has started and grown in this way because of its popularity throughout the world. It attracted much attention.

News web site is a site that is devoted to delivering timely news and information to its audience. Those who produce the sites apply both traditional and new methods of journalism in gathering, writing, editing, etc. A news web site is a means of for news organization to display and distribute its content. A news web site can follow one of the four methods of populating the site with content.

- Shovel-ware
- Moderate Updating
- Aggressive Updating
- Original Content [59].

For the last two or three years, it has been noted that a group of journalists have come together and established news sites. Some established alone. For example internethaber and objektif haber. (deepnot, deepnet, etc) They write whatever they want. Internet is a free platform, and from the point of independent journalism internet is an alternative for traditional journalism.

In Turkiye news web sites are many in number. Half of them are the traditional newspapers' web sites. They broadcast their own news. For example, they construct a pool for the news in which they collect the events. Then, they use the news for different media of their own such as radio, television, web, newspaper, or different magazines.

The others that have no connection with a newspaper try to make online journalism, most of which have almost no audience because people have a tendency to follow the news from a trustful source. That alternative part of online journalism serves for reading the alternative perspective.

It is also true that a number of different journalists come together and make up a free web organization like gazeteoku.com or internethaber.com. People can find their column and the newspapers' news in such collective sites.

## 6.2. A Case Study for the News Web Sites (Haber Siteleri Üzerine Bir Durum Çalışması)

- **Cumhuriyet.com:** On the page first the name, Cumhuriyet is seen. The page is divided into three columns. The right and left ones are considerably smaller than the mid. The left column has Newspaper, magazine, science-techniques, book, strategy, agriculture and zoology, Ankara and Aegean. These followed by Special booklets, CUMOK, Archive, Site map, Subscription, USA Broadcast, Turkiye Broadcast, and mail box. Left column ends with *yönet* a special hypertext. In the middle the larger column starts with an article about a daily event. On the left no news is found. Instead there are some definitions about the page. No ads were found. The content is almost the same with the newspaper. Both the paper and the site have the same photographs and the news. It is possible to find almost everything that is put in the paper.
- **Hurriyet.com:** Page starts with the logos. As institutional ads Yenibiriş and real estate pages are seen. Temperature is added. Like Cumhuriyet.com, Hurriyet.com is divided into three; the mid column is larger than the left and right. Last minute, agenda, EU, World, Economy, Matketnet, Sports, Life, Technonet are preceded by Culture & Arts, Cinema, TV Guide, Entertainment,



Special Cases, Weather forecast, Astronet can be seen. All these equal in size. Hürriyet holiday and Institutional are larger and follow them. Kelebek, Friday and other booklets are put in front of archive, and the left column goes like this. In the larger middle column the most important news of the moment and its photograph is stated. Then the mid column is divided -with one institutional ad hurriyetemlak.com- into two and news of the day is put. Then, the two columned mid part again ends with a columnist Serdar DEVRİM and photos of the day. In two equal columns agenda, economy, world, sports, technonet, life are located. Then the mid column is divided into three: meeting at Agora and news; Young Hurriyetim and news; Butterfly and news. On the right column two news with their photos are put. Erman Hoca and Fatih Çekirge's articles are put and some other news is put as well. Both the paper and the site have the same photographs and the news. The only difference is that if the event changes, the news of it rearranged.

- **Sabah.com:** Sabah starts with the logo. Web design is different in that on the left column parts like latest news, writers, etc. are located. And finishes with bizim city. The larger mid column starts with latest news. Then mid column is divided into two: on the left there is an event, on the right there are some news. The mid column continues with Saturday and Sunday Sabah, Günaydın and Friday Sabah and their news. The right column has columnists' articles. The content is almost the same with the newspaper. Both the paper and the site have the same photographs and the news. If the event changes during the day, the news of it rearranged. It is possible to find almost everything that is put in the paper.
- **İnternethaber.com:** Internethaber is a free site out of traditional newspapers' web sites. On the left column latest news, agenda, economy is preceded by columnists' articles. The 8 writers are preceded by some news. The right column is shared by ads and news. The large mid column has news and photographs. Some writers' articles are added in this part.
- **Objektifhaber.com:** Page starts with agenda, economy and health. Beneath located latest news. Then the page is divided into 4. The first smaller one has news, a mini referendum, links, forecast and astrology. The second and third larger ones has news and photos. Equal to those three columns there are some famous writers' articles. After it, the page is divided into 4 and 4 news is put. Under it news of agenda, health, art etc are put. Objektif Haber is organized by Kadir Çelik, a famous journalist.
- **Deepnot.com:** The site is owned by Cüneyt Özdemir, a TV journalist. The style and content is different. Özdemir's photo is followed by a phrase. Next to it the links like agenda, dairy, e-mail are set. Next to links article of the day is put. Then the page is divided horizontally and come agenda, underground, guest writer, dairy.

### 6.3. Research Discussion (Çalışmanın Tartışılması)

All data was downloaded on September 4, 2006 at 13:36:31 from the mentioned web sites. As it is noted earlier content and discourse analysis techniques are applied. As regards to the traditional newspapers' web sites it is found that:



- The content of the newspaper on the whole is transferred to the web without any change in the news. However, if the event of the news changes, it is reflected in the news.
- The convergence and visual designs of the web sites are almost the same; all are divided into columns.
- Internethaber is somewhat different because people can see different traditional and local newspapers. They can read different journalists as well.
- Objektifhaber is a journalist's site. In addition to comments, news can be read.
- Deepnot is like objektifhaber but it is more like a private web site. Some news with its comment can be read. A photograph can also be seen. Some people can contribute the site with their stories and photographs.

From this point there is a new transformation process might be seen in Turkiye. As the time goes by new techniques will be adopted among the journalists.

#### **7. CONCLUSION AND SUGGESTIONS (SONUÇ VE ÖNERİLER)**

This article has argued that traditional and web journalism has some similarities but due to technology differences are outweigh. Web journalism raises serious questions evolving role of journalists in an electronic world. To survey the world and report the facts as they are best understood; to interpret those facts in terms of their impact on the local community or society at large and to provide opinion or editorial guidance on those facts. These three are the roles of any traditional journalist.

Because of the ubiquitous nature of news and information in today's online environment, journalists have become more than story tellers, tellers of facts. They need to adjust to being in the role of a guide. They must be skillful story tellers, comment on the events. The journalists' role as interpreters has expanded. They have to think in new fluid fashions. Online journalists play a central role in reconnecting communities. They encourage more citizen participation. News media will become much more responsive to their audiences. The networked world requires journalists to be more attentive to detail and accuracy because feedback can be swift, hard-hitting and self-correcting [60]. The interaction between computer and the internet defines the future of all media. Thus every new medium develops its own set of standards, and practices from policies that guide decisions. First online medium is different and varied-one can easily create and contribute content. Second, the content can easily be linked together. Third, including ethics this new medium can serve as a newspaper. In this digital age laws meet new technologies.

Each of us has a way of reading a newspaper, watching TV, listening to the radio; we do these things in combination with other activities but the combinations are ours. Web is different from the points of capacity, flexibility, immediacy, permanence, and interactivity. The process of transformation is neither simple nor one-dimensional. A set of economic, regulatory, and cultural forces driven by technological change are converging to bring about a massive shift in the nature of journalism at the millennium. The growth of the global economic system, drops of the Asian and Russian markets, rise of the European Union have rewritten the basis of web journalism and the media in general. Deregulations in telecommunications, new acts have brought about the competition as well.

Every new medium develops its own standards and practices. Internet should be understood as the first global communication system



and that system in turn is displacing a national system for communications. As for web journalism the convergence is telecommunications, computing and traditional media. It embraces all forms of human communication in a digital format. Online is a distinctive medium because it is user driven and multifaceted. Second, all elements of the medium should support the offering of the content. Third, the application of the core journalistic principles and processes should inform all stages of online content creation and presentation from the original idea to the finished page or site. Last, web journalism is a combination of types e.g. news and information and commercials.

In 1999 web news attracted 36 million weekly in the USA, in 2000 more than 60% of the US newspapers had web sites, the top ones getting more than 3 million visits per month. The growth of web and news sites continued at a frenzied pace. Credible news became a valued commodity. This new medium placed emphasis on design and coherent navigation, calling for new skills from journalists; as a result web journalists developed some new tools which was discussed in our study.

#### **BIBLIOGRAPHY (KAYNAKLAR)**

1. Gönenç, Ö., (2003). İnternet ve Türkiye'deki Gelişimi, İ.Ü.İ.F. Dergisi. Sayı:16, ss:87-99.
2. Hachten, W., (1989). The World News Prism: Changing Media and Clashing Ideologies. 2<sup>nd</sup> ed. Iowa State University. Iowa.
3. Alexander, M.J., (1999). Armchair Activists: The New Journalism on the Internet. Executive Speeches, Volume:14, pp:5-9.
4. Garrison, B., (2000). Journalists' Perceptions of Online Information Gathering Problems. Journalism and Mass Communication Quarterly, Volume:77, pp:500-513.
5. Çalışkan, K., (2000). NTVMSNBC Düğmeye Bastı, NTV Magazin. İstanbul.
6. Yücedoğan, G., (2002). İnternet Haberciliği, İ.Ü. İ.F. Dergisi. Sayı:14, ss:143-150.
7. Gürcan, H.İ., (1999). Sanal Gazetecilik. A.Ü.Eskişehir.
8. Valauskas, E.J., (2000). First Monday and Evolution of Electronic Journals. [www.press.umich.edu/jep/03-0/firstmonday.html] 10.7.2000.
9. Demiray, U. and Yüksel, H, (1988). Basının Toplumsal İletişimdeki İşlevleri. A.Ü. Eskişehir.
10. Gürcan, H.İ., (1999). Sanal Gazetecilik. A.Ü.Eskişehir.
11. McAdams, M., (1999). Inventing an Online Newspaper. [www.sentex.-mmcadams/invent/invent3.html] 16.11.1999.
12. Nielsen, J., (2001). Eyetracking Study of Web Readers. [www.useit.com/alertbox/2000319.html]21.6.2001.
13. Toor, M.L., (1998). Graphic Design on the Desktop. John Willey and Son's Inc.USA
14. Bicknell, C., (2001). Online News All About Text. [www.wired.com/news/culture.html] 15.7.2001.
15. Outing, S., (2001). Online Newspaper Sites Must Adjust to Life without Editions, News Industry & News Analysis. [www.mediainfo.com/ephome/news/newshtm/stop/st041900.htm] 3.5.2001.
16. Stempell, H.G. et.al. (2000). Relation of Growth of Use of the Internet to Changes in Media Use from 1995 to 1999, Journalism and Mass Media Quarterly, Volume:75, pp:71-79.
17. Johnson, M., (2001). How Do We Read Online, Quill, Volume:89, pp:10-14.
18. Finberg, I.H., (2001). Info Highway No Speedway', Editor & Publisher, Volume:134, pp:11-14.



19. Pavlik, J.V., (2001). Journalism and New Media. Columbia University Press. New York.
20. De Wolk, R., (2001). Introduction to Online Journalism. Allyn&Bacon. USA.
21. Stovall, J.G., (2004). Web Journalism: Practice and Promise of a New Medium. Pearson Education Inc. USA.
22. Kawamoto, K., (2003). Digital Journalism. USA: Rawman and Littlefield Publishers.
23. De Wolk, R., (2001). Introduction to Online Journalism. Allyn&Bacon. USA.
24. Stovall, J.G., (2004). Web Journalism: Practice and Promise of a New Medium. Pearson Education Inc. USA.
25. Stovall, J.G., (2004). Web Journalism: Practice and Promise of a New Medium. Pearson Education Inc. USA.
26. De Wolk, R., (2001). Introduction to Online Journalism. Allyn&Bacon. USA.
27. Stovall, J.G., (2004). Web Journalism: Practice and Promise of a New Medium. Pearson Education Inc. USA.
28. De Wolk, R., (2001). Introduction to Online Journalism. Allyn&Bacon. USA.
29. Pavlik, J.V., (2001). Journalism and New Media. Columbia University Press. New York.
30. Stovall, J.G., (2004). Web Journalism: Practice and Promise of a New Medium. Pearson Education Inc. USA.
31. De Wolk, R., (2001). Introduction to Online Journalism. Allyn&Bacon. USA.
32. Stovall, J.G., (2004). Web Journalism: Practice and Promise of a New Medium. Pearson Education Inc. USA.
33. Stovall, J.G., (2004). Web Journalism: Practice and Promise of a New Medium. Pearson Education Inc. USA.
34. Stovall, J.G., (2004) Web Journalism: Practice and Promise of a New Medium. Pearson Education Inc. USA.
35. Massey, L.B. and Mark, L.R., (1999). Interactivity, Online Journalism and English Language Web Newspapers In Asia, Journalism and Mass Media Quarterly, Volume:76, pp:138-151.
36. Dube, J., (2000). Writing News Online. [www.poynter.org/dj/112000.htm] 25.5.2002.
37. Bukoto, G., (2001). Writing For the Internet, Quill, Volume:89, pp:46-49.
38. Bell, A., (1996). The Language of News Media. Blackwell. UK.
39. McNair, B., (1998). The Sociology of Journalism. Arnold Publishing. London.
40. Stovall, J.G., (2004). Web Journalism: Practice and Promise of a New Medium. Pearson Education Inc. USA.
41. De Wolk, R., (2001). Introduction to Online Journalism. Allyn&Bacon. USA.
42. Stovall, J.G., (2004). Web Journalism: Practice and Promise of a New Medium. Pearson Education Inc. USA.
43. De Wolk, R., (2001). Introduction to Online Journalism. Allyn&Bacon. USA.
44. Stovall, J.G., (2004). Web Journalism: Practice and Promise of a New Medium. Pearson Education Inc. USA.
45. De Wolk, R., (2001). Introduction to Online Journalism. Allyn&Bacon. USA.
46. De Wolk, R., (2001). Introduction to Online Journalism. Allyn&Bacon. USA.
47. Stovall, J.G., (2004). Web Journalism: Practice and Promise of a New Medium. Pearson Education Inc. USA.



48. Kimber, S., (1999). The Message Is the Medium: the Newspaper in the Age of Cyberspace. [http://lamar.consolate.edu/skimber/online.html.] 22.11.1999.
49. Gürcan, H.İ., (1999). Sanal Gazetecilik. A.Ü.Eskişehir.
50. Garcia, M., (1997). Re-Designing for the Web. Hayden Books. USA.
51. Nielsen, J., (2001). In Defense of Print. [http://www.useit.com/alertbox/9602.html] 11.7.2001.
52. Garcia, M., (1997). Re-Designing for the Web. Hayden Books. USA.
53. Pavlik, J.V., (2001). Journalism and New Media. Columbia University Press. New York.
54. Özgen, M., (2000). İnternet ve Türkiye'de İnternet Gazeteciliği, İ.Ü.İ.F. Dergisi. Sayı:10, ss:57-64.
55. Gürcan, H.İ., (1999). Sanal Gazetecilik. A.Ü.Eskişehir.
56. Özgen, M., (2000). İnternet ve Türkiye'de İnternet Gazeteciliği, İ.Ü.İ.F. Dergisi. Sayı:10, ss:57-64.
57. Rigel, N., (1993). Kağıt Kaplanlar. Der. İstanbul.
58. Yücedoğan, G., (2002). İnternet Haberciliği, İ.Ü. İ.F. Dergisi. Sayı:14, ss:143-150.
59. Kara, H., (2002). İnternet Gazetecilik ve Yeni Olanaklar, İnternet Çağında Gazetecilik. Metis Siyah Beyaz. İstanbul.
60. Pavlik, J.V., (2001). Journalism and New Media. Columbia University Press. New York.