

ONLINE MAGAZINE JOURNALISM: A RESEARCH ABOUT THE CONTENTS OF ON LINE MAGAZINE PORTALS IN TURKEY

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Abstract: Internet journalism that emerged with the spreading of the internet technologies to every sphere in life. Internet journalism reached to serious access levels in a short time. Internet journalism that become prominent in Turkey as a result of carrying printed newspapers to the internet environment like it was done in the rest of the world, is now a special type of journalism. Magazine journalism also found place on the internet as a result of increasing popularity of magazine news in printed press and visual media. In 2000s, internet sites that mostly give place to magazine in their contents emerged in Turkey. In the present study, the status of magazine sites in Turkey have been evaluated based on the example of the internet journalism. The study consists of three parts. A conceptual review has been made about magazine press and magazine journalism in the first part. In the second part, information has been provided on the magazine sites in Turkey and their characteristics in the light of various studies. In the implementation part of the study, a content analysis has been performed in connection with the most popular five internet sites in Turkey. In the study, it has been emphasized that magazine journalism offered via printed media and television in the conventional media turned into a unique platform with both audio and video characteristics with the emergence of unique internet sites in the new media. Magazine sites are active not only on the internet but also in the social media and the conventional media- new media and social media came together and created a new magazine journalism. This magazine journalism that emerged in the new media era lead to the generation of rich news content enhanced with both audio and video elements. Internet magazine sites that emerged in the new media era started to offer magazine content generated by televisions, radios, newspapers and magazines extensively and from a single source.

Key Words: Magazine, Internet Magazine, Ucan Kus, Magazinkolik, Şamdan, Diva Magazine, Hafta Sonu, Magazine Journalism,

1.Tabloid Press and Magazine Journalism

Magazine, defined as the type of publication intended to provide information while entertaining, is followed to spend a good time, linger and get away from the stress of modern daily life rather than to get information. Considering its etymological meaning, magazine concept derived from the same root with the word "treasure" in Arabic language. The concept that passed from the Spanish Umayyads to French during the historical process is expressed as "generally photographic, periodical publication that treats a wide variety of topics" (Dogtas, 2006:101).

The world's first tabloid magazines were seen with the newspapers printed in France in 17th century. "Le Mercure Calont" was published in Paris in 1672, inspired by the gossip letters written to a woman who had left countryside and moved to the city (Soyguder, 2003: 79). Women's tabloid magazines began with "TheLodiesMercury" by a person named Dunton in 1863, which had been giving advices to the women who were left by their lovers (Soyguder, 2003: 79).

One of the social functions of the media, "entertainment phenomenon that provides pleasure and entertainment by relaxing the society and reduces social tensions", has begun to dominate the other media contents with the impact of new right politics since 1980 (Dogtas, 2006: 39).

Alongside the news pleasing the audience, fictional news are often included in magazine journalism. Daily news pool of magazine media consists of sweet, colorful news inclined to be fictional. Entertaining people, taking them away from monotonous, tedious work order and, concomitantly, magazine journalism which develops various strategies to gravitate towards human senses cause private spaces to be deprivatized.

Tabloid news or tabloidized news are especially organized in order to satisfy the desires and pleasures of the audience. Tabloid journalism firstly appeals to the emotions of the audience by its nature (Schlapp, 2000: 20).

Magazine discourse has created some rules in perception and transmission of the news it goes about. These patterns are created by a system of symbols -language- agreed on by the society. Especially magazine journalists pretend to address the audience with light content, more simple news and a colorful language. They pretend to address a certain consciousness defined by the media within its own traditions (Dogtas, 2006: 104). The newspapers making magazine-weighted publications were boulevard newspapers in Europe. This name began to be used because of selling of these newspapers laid on the boulevard in the afternoons. In USA, magazine newspapers were called tabloids. The most significant characteristics of these newspapers are their sensational news and having a size similar to the first English newspapers (Tokgoz, 1981: 140).

The main purpose of the news in magazine press is undoubtedly that capturing the attention of the reader. This situation leads the news to be presented shortly and with colorful photographs. It emphasizes that there is no need to give attention to any concept, character or problem more than a few minutes. The most important purpose is making people spend time rather than giving information (Uzel, 2008: 43). In magazine news, interesting and important points of the events are captured, sometimes going beyond the rules of 5w1h which should be followed in the other news. Therefore, people reading the magazine news experience the excitement of the news and find the opportunity to get away from the stress of everyday life.

Expression of magazine news is usually simple. The news evaluated in the context of magazine consist of sweet/colorful topics. On the other hand, news subjects covering magazine are very diverse. Various subjects from society gossip to the lives of stars, different venue introductions, scandals, various recipes, horoscopes, entertainment venues, fashion sense of celebrities are discussed under the title of magazine.

The people who are source of tabloid news are gathered in three groups: (Dogtas, 2006: 147)

1. People who do their best not to be in the news and live their private lives secretly,
2. People who would give their right arms to be in the news with the logic of there is no such thing as bad publicity,
3. People who live in the world of celebrities as they wish but try to save themselves from being in the news by building friendship with journalists somehow and looking nice to them

In creation of magazine content, celebrities are the ones who gain importance as primary sources. It has been observed that many celebrities with different characteristics were discussed in the news. The most mentioned ones are models, musicians/singers, television

series actors/actresses, playboys and, with regards to high culture, high society members and artists (Dogtas, 2006: 149).

2. Magazine Journalism in Turkey

Two important developments affected the media environment after 1980 in Turkey. First of these is the tabloidization of newspapers and magazines which want new news areas because of repression and bans in political and social life in Turkey by trying to attract readers through magazine and promotion. Continuous closures of the newspapers, arrests and prosecutions of journalists, managing editors have led the press to be unconcerned with political issues (Dogtas, 2006: 121).

Overall political environment after 1980, public shift to entertainment and luxury consumption and the role of liberal market have significant effects in rise of the magazine. In this period, large capital has started to having a bash at meia both nationally and internationally. This case caused tabloidization. Uniformization of the products of media boosted this process (Uzel, 2008: 41). Alongside the transition to liberal economy after 12 September coup, changes happened in designs and contents of the newspapers with the first broadcasting of private television channels in 1989. In this period, newspapers had to race with televisions. Rivalry escalated in order to get a share of the advertising cake. With the implementation of liberal economy policies, the price of newsprint increased and newspapers tended towards magazine and promotion to increase their circulation.

According to Erol Mutlu, domination of a magazinel wording and content in the press in 80s and 90s can be easily identified. Even best selling and serious or the newspapers we call prestige press were in this tendency (Mutlu, 2005: 414-415).

Murat Belge, who things "tabloidization" in Turkish press together with the cultural change after 1980, expressed his concerns with the words "which startles me in the magazine" considering the cultural climate of that period as follows: Magazine is a world of illusion which prevents the person to face himself/herself any moment, precludes the person to meet the environment in the real sense. What makes this world desirable is, firstly, the structural characteristics such as the division of labor of modern societies, the meaning given to working and leisure time, sharing form of political power. While all these structures desubjectifying the individuals of the sociey in certain fields, caused them to focus their activities on only in certain fields (Belge, 2004:378).

Today, the magazine is one of the fields which is given place in the pages of virtually every newspaper. There are also weekly published tabloid magazines. Apart from that, it's possible to encounter magazine and magazine weighted programs on many of the private channels. When compared to 90s, magazine press in Turkey has started to focus on the subjects such as the future of TV series or lives of TV series actors/actresses with the effect of their dominance on the TV.

3. Magazine Journalism With Regards To Internet Journalism

Internet journalism can be defined shortly as giving information to people via Internet using various methods of journalism. In other words, news service and pages published on the Internet are referred to as Internet journalism, virtual journalism or online journalism. Internet

newspapers are a communication tool developed especially after 1994 with Internet and spread worldwide (Yuksel and Gurcan, 2001: 18).

Internet journalism is the digital settlement of journalism phenomenon over Internet. Although the concepts of electronic newspaper and Internet newspaper are used differently and give service to different areas, as function, both are conceptualized as Internet journalism within the same concept. It is possible to say that teletext broadcasts on television are the origin of the Internet journalism. Both newspapers and news agencies which make publications/broadcasts with traditional methods quickly adapted to possibilities of Internet and conveying news to emerging readers, shortly after these, news sites broadcasting only on the Internet have rose to the surface.

The first online newspaper emerged in the United States. In 1995, eight major newspapers started virtual era in news broadcasting organizationally with the name New Century Publishing in order to convey print-ready newspaper pages online. In the next step, the newspapers in the other countries started to publish virtual versions on the Internet (Gurcan, 1999: 32).

At this point, mainly two different applications leap to the eye under Internet newspaper title: "Digital" versions of printed media, especially of the national-international scaled ones on the Internet and the Internet newspapers which are published online only on the Internet and whose news are being tried to be kept up-to-date insofar as the circumstances permit. "Internet" newspapers, in which news presentation forms that are suitable for navigation of the "reader" audience which is in the habit of navigating on the Internet through the links inside and outside the web site alongside narrative nature of the news content, and that can be called "news boards" with this characteristic.

Internet newspapers offered the opportunity to the user to reach all kinds of information, documents, photographs and personal opinions he/she needs and test the accuracy of the information obtained on the Internet (Gurcan, 1999: 33). Newspaper readers on the virtual platform can find the opportunity to pass to other news web sites when they do not like the visited newspaper web site. This allows the reader to have the option to receive the information in accordance with the content he/she specified instead of having to necessarily get all information served by the newspaper (Gurcan, 1999: 22). Also, opportunity to publish video footage ensure the news to be served in-depth and detailed with photographs and videos. This is a good example in demonstrating the difference between Internet journalism and traditional journalism.

Being able to publish the news instantly, reflect the developments of the news and events to masses immediately can be considered as the biggest advantages of Internet journalism. However, it does not appear as a different advantage over mass media. Because similar broadcasts can be made instantly through telephone, telegraph, radio and television. The different thing here is to ensure active participation of the reader by making use of discussion, conversation environments and e-mail tools on the Internet; collecting breaking and fresh information around and spread it. In fact, information is spread in the heat of the moment on discussion platforms and thousands of people can benefit from this information simultaneously. Information compiled from these discussion platforms are transferred to web sites instantly and ensured to reach more people. Because discussion platforms, after all, are the places visited mostly by particular members and enthusiasts of it, they address much more limited number of people when compared to Web (Gurcan, 1999: 72-73).

Alongside speed, being able to convey the details, use audio and video, Internet journalism has many other features. Main point is the differences in presentation form of the news. Internet is almost like a newspaper which publishes flash news for 24 hours. Because the content is changed and renewed every minute with every development. Moreover, Internet has eliminated the concept of time and place. There is no need to wait for the next day's newspaper or TV news. The one who wants to get the news can find the news at any moment.

Virtual newspaper which makes use of news collecting and creating the written content processes of traditional news but is based on the process of publication of the written content via Internet instead of printing has created an alternative to traditional newspapers. Internet newspapers which are published with lower costs than the other journalism sectors without any need to expensive investments of both printed and visual media, with its structure involving the functions of both printed and visual media, have become widespread with the introduction of multi-media environment that allows the pages to be written on Internet in the software language known with the abbreviation HTML and named shortly as Web.

Because of paper, printing and distribution expenses of traditional newspapers and hardware and frequency expenses of television, journalism began to be more active in Internet publications/broadcasts in the 21st century.

Media organizations began to make the news presentation in the shortest time by making use of today's technology in producing and conveying news. Today, newspaper reporters are able to report news about an event anywhere in the world to their newspapers through telephone or a computer network, convey the developments (Gurcan, 1999: 7-8). Time and column limitations about the news in traditional tools have died out and the news can be served longer (Yuksel and Gurcan, 2005: 202-203).

Hypertext links offers an important mechanism in terms of providing interactivity on the web. Links to the information on other websites for details of the topic are presented, different viewing possibilities (with or without photos, with frame, reduced/enhanced color resolution, etc.) and the opportunity to add depth and detail are available. In Internet journalism, the text can include links to various web sites. Therefore, the reader can easily find the source of information by clicking the links necessary for the details of the text; thus, the details that can not be given because of the shortage of space in the traditional newspapers are available in the online newspapers (Gurcan, 1999: 73-74).

Today, the Internet, which changed the nature of journalism, has led the definition of journalist to change. Internet journalist has to be better equipped. As well as professional experience, he/she must have the ability to make decisions like an editor, reporter and even a publication director. Because the news flow is continuous in the Internet journalism and these news should be published as soon as possible. Therefore, the journalists must educate themselves in this manner (Gurcan, 1999: 84).

Despite the problems it embodies, when Internet journalism is discussed in terms of both being able to incorporate many different technologies and its development momentum all over the world, it is possible to consider the Internet as the media of the future. Internet, which is moving towards a very different point from the other mass media, is an important opportunity for the Turkish media largely dominated by unilateral journalism (Gurcan, 1999: 36).

Magazine sites active in Turkey continue their publications within the context of Internet journalism. Because Internet sites usually do not operate as part of a media organization, they can publish more independently and freely. These sites which generally operate in Internet journalism can sometimes do publications that can set the agenda. However, taking a look at the general content, it is seen that the publications are continued with the news provided from news agencies. Therefore, serious advertising revenues are needed for these sites to survive. For this reason, it can be observed that sensational and, in some cases, desk news are included. To eliminate this problem, magazine sites with low number of visitors should get stronger economically.

4. General Features of Magazine Sites

Magazine sites have many different characteristics from magazine presentations on the traditional media. It is observed that the traditional media is now losing its charm when compared to Internet media. Both costs and monopolization policies in the media direct people to Internet media further. Determining of the content by users and being able to follow the developments instantly have taken the Internet media one step ahead of the traditional media. Today, the biggest advantage of traditional media against the Internet media is that the news are filtered in certain ways and their reliability is tested. Nonetheless, some magazine sites can be in the news in the traditional media by setting the agenda.

Magazine sites should arouse curiosity by their nature. They should respond to the curiosity of the audience. They should be aware of what the audience is curious about. This curiosity circumstance which could be calculated thanks to instant increases and decreases in the rating system previously, has facilitated the work of publishers thanks to becoming widespread of social media. Therewithal, measuring the magazine sites publishing on the Internet against traditional media organs is much easier. Sites can track the visitor traffic monthly, weekly and even daily.

Use of social networking in Turkey which developed under the leadership of Youtube and Facebook has reached a tipping point with Twitter. Today, magazine publishers use Twitter actively during the broadcast and they contact their followers on this network. They can estimate which magazine subject will reflect to the audience in what scale and how much it will be watched thanks to the reactions from Twitter. Many of the magazine sites have active social media accounts and they can contact their visitors through this channel as well.

As in other Internet sites, magazine sites also have links allowing the liked news to be announced on Facebook or Twitter. Thus, the opportunity to announce these sites on social media arises.

5. Magazine Sites Published on the Internet in Turkey

Let alone the entering of Internet into every aspect of daily life, its change of the structure of the media has been a very important development in terms of the tabloid press. In addition to many news sites begun publishing in a short time, sites with only tabloid content started publishing. Magazine sites exemplified in Table 1 are the representatives of the Internet journalism in a sense.

Table 1 Tabloid Sites Publishing on the Internet

Site Name	Site Address
Gecce	http://gecce.com/
Magazinkolik	http://www.magazinkolik.com/
Uçan Kuş	http://www.ucankus.com/
Magazinsel	http://magazinsel.com/
Magazinci	http://www.magazinci.com/
Sacit Aslan	http://www.sacitaslan.com/
MGD Haber	http://www.mgdtv.com/
Bdmagazin	http://bdmagazin.com/
Ayaklı Gazete	http://www.ayakligazete.com/
FRM Magazin	http://www.frmmagazin.com/

Considering the ranking of clicks of the magazine sites, it is seen that many magazine sites get very serious hits. This is one of the main reasons for major newspapers and magazines to give place to magazine section to a large extent on their own Internet sites.

Table 2 Ranking of Magazine Sites in Turkey

Site Name	Site Ranking
Gecce	541
Magazinkolik	3318
Uçan Kuş	1707
Magazinsel	55.194
Magazinci	22.979
Sacit Aslan	343
MGD Haber	7683
Bdmagazin	17.130
Ayaklı Gazete	5928
FRM Magazin	28354

Reference: <http://www.alexa.com> July 2015 data

When Table 2 is examined, sites except Uçankuş, Sacit Aslan, Gecce seem not to have a serious number of followers. However, this case does not mean that demand to magazine on the Internet is limited. Because magazine publications are weightedly done on the Internet sites of many newspapers and portals which are directly Internet newspapers. Especially the magazine news are always at the top among the day's most clicked news categories.

When the websites above are examined, "gecce.com", which has been publishing for 15 years under the leadership of the experienced magazine journalist Kenan Erçetingöz, is one of the important Internet sites mainly presenting magazine-weighted news. The latest magazine news are available on the main screen of the site which consists of magazine, writers, women's fashion, restaurants, culture and art, celebrity lives and sports. In gecce.tv section of the site, sharing of magazine news in the form of video is aimed. Also, 3 magazines named Gecce Winter Guide, Gecce Summer Guide and Best Places of Istanbul which continue their publication lives as gecce magazine in the ownership of the site. Therefore, gecce.com is a featuring site in Internet magazine journalism. The website's writer staff consists of Kenan

Erçetingöz, Gül Erçetingöz, Sevim Emre, Olcayto A. Tuğsuz, Dilara Pekel, Onur Aktaş, Sedef Türker, Berrak Tangörü, Dilek Yeğinsu, Gizem Çetin, Deniz Nur, İsmail İbrahimoglu, Dilara Pekiner and Berrin Çetiner.

The information found in the "About Us" section of the website offering a rich content to its followers is as follows:

...Arts, politics, sports, music, business world, society, economics, cinema, television and striking anecdotes of life, unknown aspects of the celebrities and actors/actresses; shocking statements, events, concerts, gece market indexing the nights, exclusive brands are only a few sections of the stunning world of Gecce... You can not get enough of clicking gecce.com which hosts the most famous gourmets of Turkey, organizes assertive Oscar nights to envy the world, has reached to a privileged grade by separating from the classic lane with its magazines and always had you experience the "firsts"..."

magazinkolik.com, of which editor and owner is Nurcan Sabur, is a magazine site related to internethaber.com. The site with pretty comprehensive content is separated by giving wide publicity to television series and actors/actresses.

Uçan Kuş, one of the best-known tabloid journalism sites in Turkey, continues its activities as a publication of Uçankuş Media Publishing Services in the charge of Can Tanrıyar. The site, which separates from others with giving wide publicity to music and singers, consists of ratings, magazine, news, sports, gallery, video and uçankuş tv sections.

magazinsel.com which started its publishing life with the slogan "It's true if we write, goes on operating under the ownership and chief editorship of Cenk Şefik in behalf of Ares Publishing. On the site, which give a more amateur impression when compared to other sites, news from many different portals are presented.

magazinci.com, of which chief editor is Nurettin Soydan on behalf of Soydan Media is a magazine site established by experienced journalists gathered together. magazinci.com, of which editorial staff consists of the names such as Arslan Güven, Barış Demirbağ, Caner Budak, Gözde Şerbetçi, Mustafa Holoğlu, Oğuz Oktay Yücesan, Osman Demirba, is one of the Internet sites serving for 15 years.

SacitAslan.com which is in the most visited 1000 sites among the Internet sites we examined has made its name with its special publications and breaking news. On the site which is owned by Sacit Aslan, son of Fahrettin Aslan memorized as "The King of Taverners", Necef Uğurlu, Sacit Aslan and Öncel Öziçer write regularly. The site is online since 5 April 2007.

mgdtv.com which is online with the name MGD.TV since 2007 is one of the sites practicing magazine-weighted journalism. The site which publishes with the slogan "The easiest-to-read magazine news website" is owned by MGD News and Film Industry Co. Ltd and Cenk Yengiloğlu is the chief editor.

www.bdmagazin.com, which operates with the name BD Magazine and is owned by Doğuş Sayarı and Buse Kızıltan has been publishing since 2013. Magazine news compiled from other sites take place on the site weightedly.

On this magazine site which publishes with the name "Newsmonger", two experienced magazine journalists such as Oktay İnci, Selçuk İnci publish articles. The site owned by Tayfun Topal continues its publications since 2013.

FRM Magazine site is separated from other news sites for giving place to outsourced magazine news much more. The site, in which there is a forum that gives the opportunity to its guests to discuss, has online since 2014.

Generally, the magazine websites online in Turkey were established with individual efforts. These sites These websites also takes advantage of multi-media opportunities of Internet journalism allowing to present the news in both written and visual format.

According to July 2014 data of comScore, the online measurement company of USA, there are a total of 30,6 million Internet users in Turkey. Visitor number of the first ten Internet sites giving publicity to magazine and entertainment news has reached 16,5 million. When the visited sites are examined, the sites owned by Doğan Media Group constitute the majority. Doğan Media Group has four websites among the first ten websites. Visitor number of these four websites reached almost 9 million (DigitalAge, 2014: 84).

6.Characteristics of Magazine Sites Online in Turkey (Research)

In the research part of the study, a content analysis about five most followed Internet magazine websites online in Turkey was carried out. Revealing the differences in magazine journalism made by new media when compared to traditional media by making an analysis about the content, distribution and sales channels of the Internet magazine sites is aimed in the study. For the magazine sites selected as samples in the study, the results of "Internet News Websites Survey" carried out by XSight Research Company in June of 2015 were taken as reference. The most followed ten Internet magazine sites of Turkey are shown in Table 3 according to the research carried out by XSight.

Table 3. Most Followed Magazine Websites of Turkey (XSight,2015)

Rank	Internet Magazine Site	Percent (%)
1	Uçankus.com	29
2	Magazinkolik	20
3	Haftasonu.com.tr	18
4	Samdan.com	12
5	Divamagazin.com	6
6	Klasmagazin.com	4
7	MagDergi.com	4
	Diğer Magazin Siteleri	1
	Magazin Sitesi Takip etmiyorum	43

As well as content analysis of the Internet magazine sites selected as samples in the research, their relations with social media were also examined and observations about integration of Internet magazine sites and social media were made. Research was conducted between 15 and 30 August 2015.

6.1 Findings:

In the research, contents of five Internet magazine websites were examined in two different categories. While content types and content richness of the Internet sites were studied in the first category, the integration of Internet sites with social media was studied in the second category. Haftasonu.com.tr is the site with news content in most categories among magazine sites. As this Internet website produces content in 14 different categories, it is followed by Samdan.com providing content in 12 categories. Content categories of Internet sites are shown in Table 4 and Table 5.

Table 4. Number of News Categories of Magazine Websites

Magazin Website	Category Number
Uçankus.com	9
Magazinkolik	10
Haftasonu.com.tr	14
Samdan.com	12
Divamagazin.com	6

Table 5. News Category Topics of Magazine Websites

Uçankuş.com	Magazinkolik.com	Haftasonu.com
TV Ratings	Magazine news	News – Society
Magazine	Music news	Celebrities
News (General)	TV News	This week in the magazine
Sports News	Cinema News	Test
Media News	Sports Magazine	Editorial
Gallery	Non-magazine News	Street News
Video	Magazine Beauty	Interview
Astrology	Health & Beauty	Fashion
Uçankuş TV	Foreign Magazine	Beauty
	Editors	Editors
		Travel
		Nostalgia Magazine
		Astrology
		Weekend TV

Samdan.com	Divia Magazin
Astrology	Send your news
Automobile	Subscription Form
Health	Contact Us
Beauty	Divia Fashion
Venues	News
Photos	Horoscope
E- Magazine	
Invitations	
Streets & People	
Fashion	
Interview	
Magazine Agenda	

When news numbers found on the main pages of magazine websites are examined, magazinkolik.com was found to be the site with the most intensive content. There are -57- news topics on the main page of this website. While the most frequently updated site among magazine websites is Ucankus.com, it is observed that Diviamagazin.com is the least and most irregularly updated site. Magazine websites provide an intense multimedia content with use of photos and videos. Multimedia advantage of the new media is especially used by ucankus.com, magazinkolik.com and haftasonu.com.tr intensively.

It is observed that the largest source of income for magazine websites, which are advertisement banners, are not very active. Most of the websites use an average banner, the most intensive advertisement banners are found on haftasonu.com.tr.

Visualisation is one of the most important tools of the tabloid press. Intensive use of visuals seen in the traditional media was also seen in magazine websites. While haftasonu.com.tr is the magazine site which uses images mostly, the least image use was observed in the magazine site called Ucankus.com.

When examining patronage structure of the magazine sites, it is observed that the owners of 2 of five most visited magazine websites, which are the subjects of the research, are tabloid originated journalists, 2 of them belong to major media groups and one is under the ownership of a medium-scale media company.

Table 6. Characteristics of Magazine Websites

	Ucankus.com	Magazinkolik	Haftasonu.com.tr	Samdan.com	Divamagazin.com
Number of News on the Home Page	28	57	24	34	23
Number of Images on the Home Page	21	45	26	29	31
Size of the Largest Image (pixels)	301x257	665x300	999x390	875x300	318x195
Average Image Size	140x160	200x150	316x260	210x140	150x200
Average Number of Daily News	2 News in 1 Hour	2 News in 1 Hour	Random	Random	Not Updated much
Content Type Used Weightedly on the Home Page	Mix	Mix	Mix	Magazine	Promotion of the printed label of the magazine
Use of Multimedia	Video - Photo	Video - Photo	Video - Photo	Photo	Photo
Use of Columnists	No	7 people	7 People	No	7 People
Use of Advertisements / Banners	1 Banner	1 Banner	4 Banners	1 Banner	2 Banners
e-Commerce	No	No	No	Yes -E-magazine subscription	Subscription of the Printed Copy
Social Media Integration on the Home Page	Facebook - Twitter- Hotbird	Facebook - Twitter - Google Plus	Facebook - Twitter	No	Facebook - Twitter
Feedback	No	Yes- Comment Write	No	Yes- Comment Write	Yes- Comment Write
Presence of News Copyright	No	No	No	Yes	
Patronage Structure	Can Tariyar / Journalist	Nurcan Sabur / Magazine Journalis	Doğan Burda Media Group	Turkuvaz Media Group	Mega Media - Necip Varol

When social media integration of Internet sites, Haftasonu.com.tr is observed to have the most intensive integration with social media. This Internet site has established integration with seven social media networks and provided news sharing to these social media platforms from the Internet site. Divamagazin.com is the magazine site with the least social media integration. Divamagazin.com has integration with only Facebook and Twitter.

Table 7. News Sharing Integrations of Magazine Websites (Social Media Integrations)

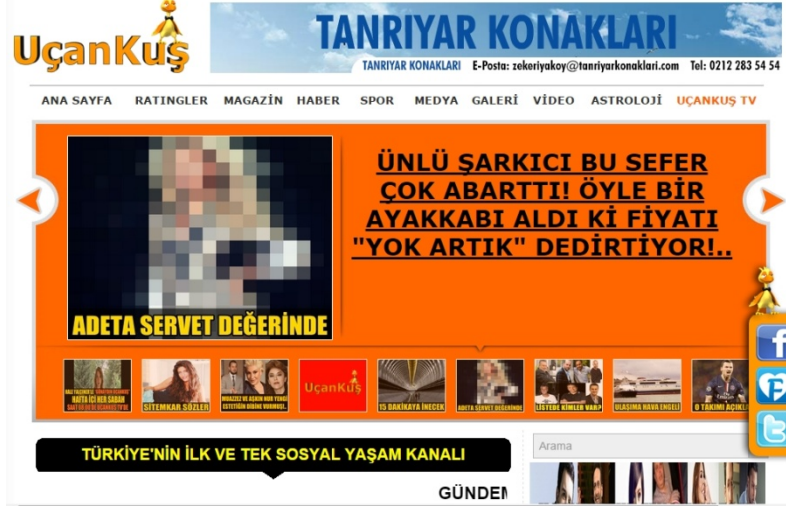
News Integration with social media	Ucankus.com	Magazinkolik	Haftasonu.com.tr	Samdan.com	Divamagazin.com
Facebook	Yes	Yes	Yes	Yes	Yes
Twitter	Yes	Yes	Yes	Yes	Yes
Instagram					
Youtube					
Pinterest			Yes	Yes	
Google +		Yes	Yes		
Stumble Upon	Yes		Yes		
Arkadaşına Mail At	Yes	Yes	Yes		
Linked In		Yes	Yes		
Print Et		Yes	Yes		

When the presence of magazine websites on social media platforms, it was observed that all magazine websites subject to the research each have Facebook and Twitter accounts and share their news on these platforms. While Magazinkolik.com is the Internet site with the most followers with 106,411 people, the Internet site with the least followers is Ucankus.com with 578 people. Ucankus.com is the magazine website with the most followers on Twitter and Instagram. All Internet sites subject to the research have Facebook, Twitter and Instagram accounts. While Ucankus.com and Magazin.com have Youtube accounts, magazinkolik.com and samdan.com have accounts on Google Plus. Except all these social media accounts, Ucankus.com has account on the platform called FanLove - Hotbird.

Table 8. Presence of Magazine Sites on the Social Media

Sosyal Media Presence and Number of Fans	Ucankus.com	Magazinkolik	Haftasonu.com.tr	Samdan.com	Divamagazin.com
Facebook	578	106,411	2.368	962	2.200
Twiter	434.000	36.000	8.240	888	88
Instagram	85.700	11.100	10.400	4.706	3.943
Youtube	224 Abone	1802 Abone			
Pinterest					
Google +	Var	Var		Var	
Linked in		Şirket Sahibinin Hesabı Var			
Fan Love (Hotbird)	4,576				

Figure 1. Home Page of “Uçankus.com” Website



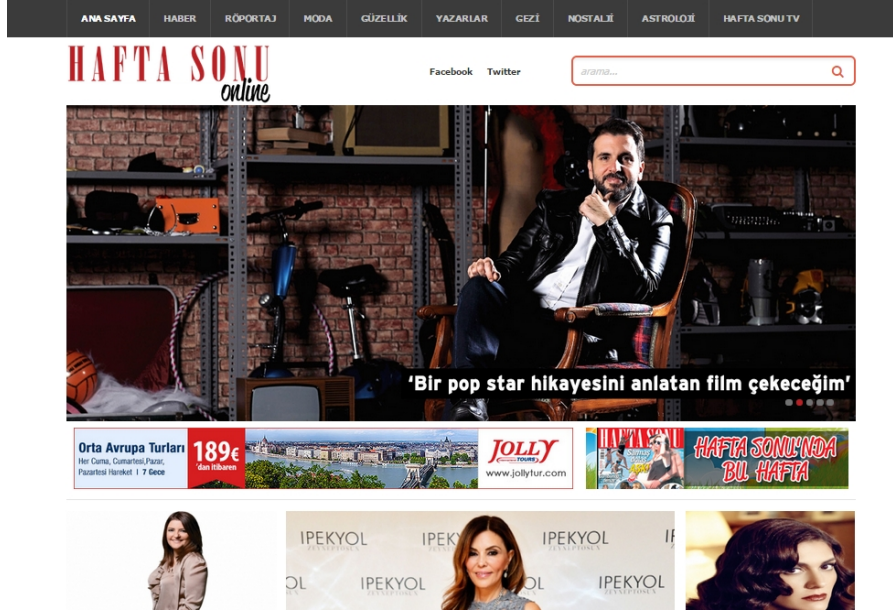
Uçan Kuş brand, which was a television program broadcasted on national television channels such as Show TV, Kanaltürk TV, first gave its name to a tabloid website then to a television channel broadcasting on different platforms. The Internet site owned by Can Tanrıyar runs without being backed by any media group. Channel owner makes investments in construction and real estate fields and additionally to these businesses, he runs a television broadcasting and production company. The website designed in the form of blog is the most frequently, aggressively and rapidly updated magazine website among the examined sites. The site which pushes the visuality into the background gives more space to texts and although the website is positioned like a magazine site, it gives place to economy, sports and many current issues in its content.

Figure 2. Home Page of “Magazinkolik.com” Website



Magazinkolik.com attracts attention as the magazine site containin most news on its home page. The site which prioritizes the visuality contain news indexed with very comprehensive and intensive categories. Home page of the site also with RSS feature includes daily weather and economy (exchange - currency) information. Another attention-grabbing characteristic of Magazinkolik.com is use of columnists. The website has seven columnists.

Figure 3. Home Page of “Haftasonu.com.tr” Website



haftasonu.com.tr, the Internet website of tabloid magazine named Hafta Sonu which is physically printed and published in traditional media as well promotes the printed magazine. haftasonu.com.tr which aims to bring the atmosphere in the magazine on the Internet by using large images has RSS feature. Biggest difference of this magazine site, which is not updated frequently but with long time intervals, from other magazine sites is the use of advertorial texts. Product introduction is made on the Internet website involving five advertorial texts. Advertisement intensity on haftasonu.com.tr which makes use of institutional advantages of Doğan Burda, the magazine group of Doğan Media Group, is attention-grabbing.

Figure 4. Home Page of “Samdan.com.tr”



The biggest difference of samdan.com.tr, active as the website of physically printed and sold tabloid magazine, Samdan, by Turkuvez Media Group, from the other magazine websites is its lack of use of multimedia. Images are at the forefront on the website which does not use videos. The other differences of this magazine website designed as a portal are use of label and e-commerce features. The link, which gives

information to the ones who would like to buy the digital edition of Samdan magazine and subscribe, provides the possibility of online subscription as well.

Figure 5. Home Page of “Divamagazin.com” Website



It is the website with the most weakest content among the magazine sites subject to the research. The main purpose of the website is to promote the tabloid magazine called Diva which is physically published. On the home page of the magazine, covers of the magazines physically published and the summaries of news included in those magazines are found. The biggest difference of this magazine website from the other magazine sites is its subscription system. Internet users can subscribe to the website if they wish and login to the site with their own usernames. The only advantage provided by subscription to the readers is the opportunity to give feedback to the website. Readers who login to the site as subscribers gain right to enter the "Comment" section located below the news they read. Another characteristic of this tabloid website is advertising of the magazine sold physically and giving form to the ones who would like to subscribe. Divamagazin.com runs more like a magazine website which is trying to promote its physical print published in the traditional media rather than producing original content. The ones who click for details of the headlines encounter a warning saying "Continued in Diva Magazin...". The website directs the Internet user to the printed magazine and this demonstrates that this magazine website runs like a promotion tool of a printed magazine rather than a magazine website containing original content.

Conclusion

Internet will always continue to be a space of freedom for the publications with alternative content which can not find the opportunity to be published in the media organizations under the sovereignty of monopolization, in the clutch of advertisers and ratings. Internet provides many different alternatives for free to the audience tired of the contents of televisions and newspapers which serve the same content. Internet readers has the freedom to choose the publication they like with one click and read information and news as they wish withouttime limitation.

Magazine is an entertainment instrument in our daily lives which is used by people to run away from the boring and cheerless agenda and follow the colorful aspects of life, interesting

developments in the world of celebrities. The most important functions of magazine are its ability to set the agenda and pushing the ones who are not in the public eye to the forefront. Also, it can open deep wounds in the careers of popular people by deciphering their false moves. While "tabloid journalism", which is such an effective power, is maintaining its importance in traditional media organs today, it has started to reach a wider access with the development of new media.

The influence of a new communication tool, Internet's taking its place among mass media and becoming widespread in a short time showed itself in the newspapers. Internet, which allows the journalists to reach all kinds of information, documents and news easily, assumed an important role in transmitting these news to the mass more rapidly. Development of the social media, becoming widespread of Web 2.0 technologies and the increasing speed of the Internet have led multimedia to become widespread. As a result of these developments, the magazine websites continuing their publication lives online have begun to take all advantages of Internet journalism.

Especially after 2000s, many newspapers and magazines were begun to be published online in Turkey. This quantitative growth has not always bring enrichment in terms of quality and contents. Many magazine websites which, in conformity with the Internet environment, build their concepts on sensational news, various rumors and false news have begun their publishing lives during this continuum. When evaluated specifically within magazine websites, some websites conducting tabloid journalism have been successful to rank among the most clicked first 1000 websites of Turkey.

In this research, in which five magazine websites were examined according to the data of XSight's "News Websites Research", it was observed that magazine websites are positioned in two different groups. While the sites only publishing on the Internet constitute the first category, the second category includes online versions of tabloid magazines active in printed press in the traditional media. As the printed tabloid magazines such as Hafta Sonu, Diva and Şamdan provide a limited magazine content, websites called Uçan Kuş and Magazinkolik which are not present in the traditional media - printed press - provide a much more comprehensive content. Especially the websites of Diva and Şamdan give importance to advertisement of the magazine printed in the traditional media and use the website mostly to advertise the magazine.

Although the magazine websites are positioned as magazine websites, they add different topics to their content categories and run like an "actual" and "social life" content providers. Apart from the tabloid news, they provide contents in astrology, football, television news, cinema news, music news and fashion topics. It is observed that magazine websites published on the Internet give importance to visuality and introduce the magazine through images. Among the magazine sites which use photos with higher resolution when compared to news portals, Haftasonu.com.tr has the largest image with 999x390 pixels. The most important advantage of magazine websites published online is the use of multimedia which is absent in the traditional media. Magazine websites give importance to intensive use of videos and photos and use visual and aural features provided by Web 2.0 technologies. While only texts and photos take place in the printed tabloid magazines, the magazine contents published online include videos as well. Another feature that make the magazine websites published on the Internet from traditional tabloid magazines is their integration with social media. Magazine sites allowing news sharing through social media especially in the mobile environment share their content through via Facebook and Twitter on the social media

platforms. The magazine sites allowing the readers to share the news on their own social media networks ensure their content to become widespread on social media networks by their readers. In this regard, *magazinkolik.com* and *haftasonu.com.tr* are the magazine sites using social media most actively. These two websites provide links which give the opportunity to the readers to share the published news on their social media networks such as Facebook, Twitter, Google Plus, Linked In, Stumble Upon. When social presences of magazine websites are examined, it is seen that the brands which provide content only on the Internet and are not printed (not active in the traditional media), are more active on social media. While the magazine websites called *Hafta Sonu*, *Şamdan* and *Diva*, which are printed, have only Facebook, Twitter and Instagram accounts, *Uçan Kuş* and *Magazinkolik*, which are not printed, have created accounts on Google Plus and Youtube in addition to these three social media networks. *Uçan Kuş* also has an account on a social network called Fan Love (Hotbird).

The most important characteristic of the media organizations operating in Turkey that their owners do not originate from journalism. When the ownership structure of the most followed five online magazine sites, it is observed that two of the magazine sites are owned by tabloid journalists, the owners of other three magazine sites are businessmen operating outside journalism. The owners of *ucankus.com* and *magazinkolik.com*, the most followed magazine websites, are tabloid journalists. While the owner of *Uçan Kuş* is a tabloid journalist, Can Tanrıyar, the owner of *Magazinkolik* is again, a tabloid journalist, Nurcan Sabur. The other magazine sites operate under the ownership of media groups. *Hafta Sonu* runs within the body of *Doğan Burda*, which is under *Doğan Group*, and *Şamdan* runs within the body of *Turkuvaz Media Group*.

Tabloid journalism, which has taken its share from the convergence between the traditional and new media, has extended its scope with multimedia available in the new media. Another remarkable finding in the research was that the magazine websites were left behind in advertising revenues. While nearly 20 percent of the pages of magazines published in traditional media contain advertisements (as there is density in advertising pages), the magazine sites published on the Internet do not have advertisements so much. Magazine websites which are active in traditional media and published within the body of media groups take more ads. *Uçan Kuş* and *Magazinkolik*, which are only published on the Internet and more comprehensive, each have single banner advertising space on their websites. This becomes the evidence that the websites that run independently without being backed up by any media group have difficulties in generating advertising revenue.

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