

News Magazines of Turkish Press History in the 20th Century

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For the fallen of the Turkish media...

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AUTHOR'S DECLARATIONS

1. The material included in this thesis has not been submitted wholly or in part for any academic award or qualification other than that for which it is now submitted.
2. The program of advanced study of which this thesis is part has consisted of:
 - i) Research Methods course during the undergraduate study
 - ii) Examination of several thesis guides of particular universities both in Turkey and abroad as well as a professional book on this subject.

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ABSTRACT

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NEWS MAGAZINES OF THE TURKISH PRESS HISTORY IN THE 20th CENTURY

In this thesis we will deal with the Republican era news journalism in particular and an overall history of news magazines from the Ottoman times to the modern days in general. Our specific interest will be news magazines published between 1980 and 1990. Three news magazines, namely *Nokta*, *Yankı* and *Tempo* will be studied by means of their contents, topic selection and presentation of the news in a comparative manner.

This thesis titled “News Magazines of Turkish Press History in the 20th Century” is composed of three chapters. The first chapter deals with the phenomenon of news magazine journalism, and hence covers the first examples of this profession in the West and in Turkey. The second chapter deals with the birth of news magazine journalism in Turkey and the historical stages this profession passed through between 1923 and 1990. This chapter also analyses how military coups and economic crises influenced news magazine journalism. The last chapter is composed of a comparative study of three news magazines, *Nokta*, *Yankı* and *Tempo*, published between 1980 and 1990. This chapter analyses the contribution of these three publications to the Turkish news magazine journalism. Their content and news selections were compared and contrasted as well. The synagogue raid of 1986 and attempted murder of the then Prime Minister Turgut Özal in 1988 are analyzed.

The thesis also covers a study of the hardships the Turkish news magazines had to pass through in the 1990s and the discussion of “magazine news vs. detailed news”. In order to support the observations we also used some of the cover pages of the news magazines studied and provided tables showing their circulation numbers. In conclusion, the contribution of news magazine journalism to the country and to the society is discussed and some exit strategies for the Turkish news magazines that are in a bottleneck are proposed.

Key words: News magazines, Vekayi-i Tıbbiye, Akis, Nokta, Tempo, Yankı, Time.

KISA ÖZET

Mesut ÇEVİKALP

Şubat 2011

20. YÜZYIL TÜRK BASIN TARİHİNDE HABER DERGİLERİ

Bu tez çalışması ana hatlarıyla Osmanlı'dan günümüze dergiciliği ele alırken, özelde Cumhuriyet dönemi haber dergiciliği ve haber dergileri masaya yatırılmaktadır. Özellikle de 1980–1990 arasındaki haber dergileri incelenmiştir. Bu döneme damgasını vuran haber dergilerinden *Nokta*, *Yankı* ve *Tempo* içerik, konu seçimi ve haber sunuş bakımından karşılaştırmalı olarak değerlendirilmiştir.

Türk haber dergilerini geçmişten bugüne inceleyen “20. Yüzyıl Türk Basın Tarihinde Haber Dergileri” başlıklı yüksek lisans tezi, ana hatlarıyla üç bölümden oluşmaktadır. Birinci bölümde haber dergiciliği olgusu, dolayısıyla da dünyadaki ve Türkiye'deki ilk örnekleri ele alınmıştır. İkinci bölümde Türkiye'deki haber dergiciliğinin doğuşu ile 1923'ten 1990'a kadar geçirdiği evreler işlenmiştir. Bu bölümde Türkiye'de yaşanan darbeler ile ekonomik sıkıntıların haber dergilerine nasıl yansıdığı da analiz edilmiştir. Son bölümde ise 1980–1990 arasında yayınlanan haber dergilerinden *Nokta*, *Yankı* ve *Tempo* üzerinde karşılaştırmalı olarak çalışılmıştır. Bu üç derginin Türk haber dergiciliğine katkıları incelenmiş, içerik ve haber seçimleri karşılaştırılmıştır. 1986'daki Sinagog baskını ile 1988'deki Turgut Özal Suikastı gibi dönemin olaylarını verişleri irdelenerek, politik duruşları belirlemeye çalışılmıştır.

Çalışmada ayrıca, Türk haber dergilerinin 1990'larda yaşadığı zorluklar, o günden bugüne uzayan ‘magazin haber- detay haber’ tartışmaları ele alınmıştır. Analizleri güçlendirmek için incelenen haber dergilerinin dönemsel kapak seçimleri ile tirajlarını yansıtan görseller de verilmiştir. Tezin, sonuç bölümünde de haber dergilerinin ülkeye, topluma katkısı ele alınmış, içlerinde buldukları kötü gidişattan çıkış yolları üzerinde durulmuştur.

Anahtar Kelimeler: Haber dergileri, Vekayi-i Tıbbiye, Akis, Nokta, Tempo, Yankı, Time.

LIST OF CONTENTS

Approval Page.....	iv
Author Declarations.....	v
Abstract.....	vi
Kısa Özet.....	vii
List of Contents.....	viii
List of Tables.....	x
List of Figures.....	xi
List of Appendices.....	xiii
List of Abbreviations.....	xiv
Acknowledgements.....	xv
INTRODUCTION.....	1
1. NEWS MAGAZINE PHENOMENON.....	11
1.1. The Origins of News Magazines.....	15
1.2. Turkish Newsweekly Publishing Until the 1950s.....	22
2. NEWSWEEKLY PUBLISHING DURING THE REPUBLICAN ERA...	34
2.1. 1923–1950 Period: Transition From Science Magazines to Newsweeklies.....	35
2.2. 1951–1980 Era: Emergence of Western Style Newsweekly Business.....	42
2.3. 1981–1990 Era: Transition From News Reporting to Illustrated Magazines.....	56
2.3.1. Nokta.....	58
2.3.2. Yankı.....	62
2.3.3. Tempo.....	63

3. A COMPARATIVE ANALYSIS OF NEWS USED IN NOKTA, YANKI AND TEMPO MAGAZINES	67
3.1. A Comparison of Nokta, Yankı and Tempo Magazines in Terms of Content, News Profile, Staff and Design.....	72
3.1.1. Nokta.....	72
3.1.2. Yankı.....	75
3.1.3. Tempo.....	78
3.2. A Comparison of Nokta, Yankı and Tempo Magazines in Terms of Major Events.....	81
3.2.1. September 6, 1986: Violent Attack Against the Synagogue in Istanbul.....	81
3.2.2. March 7, 1990: Murder of Journalist Çetin Emeç.....	84
3.2.3. June 18, 1988: An Attempt to Assassinate Prime Minister Turgut Özal.....	87
3.2.4. June 1988: Religious Orders on the Rise.....	91
3.2.5. 1990s: İbrahim Tatlıses and Arabesque.....	93
CONCLUSION	96
Bibliography.....	102
Appendices	106

LIST OF TABLES

Table 1: Kinds of magazines published between 1923 and 1940.....	33
Table 2: Classification of 227 magazines published in December 1940.....	33
Table 3: Circulation numbers of some magazines as of November 1986.....	71

LIST OF FIGURES

Fig. 1: The Time magazine carried Mustafa Kemal Pasha to its cover in 1923.....	3
Fig. 2: Akis of Metin Toker was the first news magazine of Turkey.....	7
Fig. 3: Ercan Araklı's Nokta was one of the long-lived magazines of Turkey.....	9
Fig. 4: Aksiyon news magazine that started its publication in 1994.....	10
Fig. 5: The Time carried Adnan Menderes to its cover story on 3 February 1958...	14
Fig. 6: The Time carried a drawing of Adolf Hitler's face to its cover at 1945.....	20
Fig. 7: American Newsweek magazine became a new rival to the Times.....	21
Fig. 8: The first issue of the first Turkish newspaper Takvim-i Vekayi.....	23
Fig. 9: The first Turkish magazine Vekayi-i Tıbbiye published in 1850.....	24
Fig. 10: The first issue of Mecmua-i Fünun that started its publication in 1862.....	28
Fig. 11: 243 rd issue of Servet-i Fünun that started its publication in 1896.....	29
Fig. 12: Sevimli Ay was a dominantly literary journal but it also gave daily news..	32
Fig. 13: A cover of Sırat-ı Müstakim, an early intellectual and literary magazine....	36
Fig. 14: Büyük Doğu published by Poet Necip Fazıl Kısakürek	41
Fig. 15: Akis journal carried Prime Minister Adnan Menderes in its 83rd issue.....	44
Fig. 16: Devir started its publication in 1954. The cover here is from 1973.....	48
Fig. 17: A staunchly Kemalist Yön magazine started its publication in 1964.....	51
Fig. 18: Doğan Avcıoğlu started publication of Devrim in 1967.	52
Fig. 19: Aydınlık was among the influential news magazines of 1980.....	55
Fig. 20: Nokta magazine was the largest circulating news magazine of Turkey.....	61
Fig. 21: Mehmet Ali Kışlalı published Yankı in 1971	64
Fig. 22: Tempo magazine started its publication in 1987	66
Fig. 23: Nokta covered the confessions of a torturer police officer.....	73

Fig. 24: The 807th issue of Yankı was featuring Prime Minister Turgut Özal.....	76
Fig. 25: Tempo used to cover hard core political issues also.....	79
Fig. 26: Nokta covered Çetin Emeç murder in its 18 March 1990 issue.....	85
Fig. 27: Nokta covered the attempted Turgut Özal murder in 18 June 1988	89
Fig. 28: One of the issues Tempo carries to its cover is the religious communities..	92
Fig. 29: Nokta brought detailed news items to its cover in the 1990s.....	95

LIST OF APPENDICES

Appendix A: Circulation and prices table of magazines published in Turkey between September-October 2004.....	106
Appendix B: Circulation and market shares of Turkish magazines as of 11-17 July 2010.....	107

LIST OF ABBREVIATIONS

USA	United States of America
ANAP	The Motherland Party
AP	Justice Party
BBC	British Broadcasting Corporation
CHP	Republican People's Party
DP	Democratic Party
PLO	Palestine Liberation Organization
İP	Labor Party
MÇP	Nationalist Worker Party
MHP	Nationalist Movement Party
MİT	National Intelligence Agency
MSP	National Salvation Party
TBMM	Turkish Grand National Assembly
TİP	Turkish Labor Party
TL	Turkish Lira
TSK	Turkish Armed Forces
Çev.	Translator
Vol.	Volume

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INTRODUCTION

Access to verified and detailed news reports has amounted to a crucial necessity in rapidly shrinking world by virtue of globalization process. The communication tools, in reliance on advanced technology, are now able to transmit instant developments to remote parts of the globe in seconds. The fierce competition fueled by this speed and advanced communication tools now serves as a source of excessive information available to the public. However, the people are also interested in the detail and in-depth analysis of the news reports as well. This creates fertile opportunities for the journals and magazines not rushing to offer instant reports. Printed periodicals publishing news reports, research notes, articles, essays, dossiers and critical papers on previously identified fields are able to offer detailed analyses to the public by virtue of reliance on their intensive investigation activities focusing on the entire course of the events (Ana Britannica, 1986: 162).

Historical studies refer to mid-17th century as the kickoff of magazine publishing. The oldest publication records indicate is *Erbaulichhe Monats-Unterredungen* (Sample Monthly Thoughts) that remained in circulation between 1663 and 1668 in Hamburg of Germany. Similar publications were subsequently introduced in different parts of Europe. The initial examples of this genre published to announce scientific developments and relevant discussions also covered issues on literature and daily life. Growing literacy rate in the 18th century and interest in scholarly works reinforced the ground of these magazines. Technologic advances in the 19th century as well as enhanced techniques in printing reduced the publication costs and therefore contributed to the spread of the journals. This enabled the journals to reach out to ordinary people. During the same period, advertisers became interested in magazines thereby increasing their revenues. Technology played a key role in the 19th century in the spread of the initial journal and magazines in countries having ties with the Western world including Australia and India. Magazines and journals specialized on literature, philosophy and science have transformed into platforms where current issues were also discussed during

this century. In the 20th century, the printing quality of the journals was significantly improved thanks to technical developments. In consideration of their growing impact and potential to reach out to the public, advertisers sought to benefit from the advantages the magazines offered. In return, the publishers, concerned to cover the expenses, had to consider the realities and conditions the markets dictated. The tendency of the advertisers to disseminate striking messages enriched the design of the magazines, encouraging the publishers to move to color-printing (Ana Britannica, 1986: 163).

This emerging style of publication was called ‘mecmua’ in Turkey which literally means collection of compilation, and magazine in the West. Etymological studies confirm that the origin of this notion is traceable in Arabic and that it was conveyed to the French language from the Spanish Emevis. The concept also reportedly derives from the word ‘mahzen’ which literally means a place of storage in Turkish language. Therefore, the term magazine suggests that the publication it refers to covers a wide range of printing materials (Belge, 1986: 426- 427) (Parlatır, 2006:1033).

Newsweeklies were first introduced in Europe; Turkey followed the path of this initial experience. Instant access to information became a necessity because of the rush peculiar to the 20th century lifestyle; this led to emergence of news magazines as a new genre in the 1920s. The early examples of the genre were published in early the 1920s in the United States (Tungate, 2005: 183). This sort of magazine publishing, famous *Time* magazine being the leading example, attracted a great deal of attention in the world, encouraging entrepreneurs from different parts to do the same. What makes *Time* a success story with a current circulation of 5.5 million is its determination to stick to its founding guidelines which call for a style to disseminate the news reports by relying on a concise, impartial and detailed language. Covering current events and breaking developments, *Time* has turned into a global brand thanks to its striking dossiers and extensive news coverage (Şahin, 1984: 55).



Fig.1. The Time magazine carried Mustafa Kemal Pasha to its cover in 1923. Source: Aksiyon Archives

Time's publishers were two Harvard graduates at their early twenties. They were particularly careful in presenting the current events in a context, basing the reports on reliable sources and remaining independent and impartial. This style has taken roots within a few years, resulting in a format of newsweekly. *Time*'s successful performance served as a model and example for other entrepreneurs active in the sector. The newsweekly format was subsequently adopted in other Western countries with leading examples including *Business Week* (1929) and *Newsweek* (1933) in the US, *News Review* (1936) in Great Britain, *L'Express* (1953) in France, *Der Spiegel* (1947) in Germany and *Panorama* (1962) in Italy (Balçı, 2004: 82-87).

Time-style news magazines were introduced in Turkey as late as the 1950s. *Akis*, published on a weekly basis by journalist Metin Toker who studied literature in Istanbul University and political science in Paris School of Political Science, is viewed as the *Time* of Turkey. *Time*, in circulation between May 15, 1954 and Dec 31, 1967, served as a leading example for other newsweeklies including *Devir*, *Kim*, *Ortam*, *Toplum* and *Yankı* (Kalyoncu, 2004: 50-53). It is however possible to cite some examples of newsweekly before *Akis* in Turkey including *Yedigün* published by Sedat Simavi in 1933. However, these materials published before the launch of multiparty system were mostly focused on magazines rather than news reporting. The coverage did not go beyond interviews with leading personalities and literature debates. They did not have a political stance like *Time* and any inclination whatsoever to publish researches and in-depth political analyses (Cumhuriyet Dönemi Türkiye Ansiklopedisi, 1983: 220).

The period between 1980 and 1990 is important for newsweekly publishing in Turkey. The impact of September 12 military coup was visible in the 1980s. Prime Minister Turgut Özal who came to power after the general elections in 1983 played a key role in Turkey's integration with the world by reliance on bold reforms and transformative actions. This had a determinatively positive influence over Turkish national media. During the same period, businessmen took action in the

sector to run the media publications. As a consequence, the daily papers started focusing on magazine while newsweeklies found a fertile ground to move to political issues and discussions.

Nokta magazine, published by Ercan Arıklı, left an indelible mark in the history of publishing with comprehensive reports. Launched in 1982, *Nokta* covered a wide range of areas including political reports, art, health, economy and culture. The magazine occupies a special place in the history of Turkish press as a publication to introduce this approach first. *Nokta* also served as a leading school of journalism where a number of renowned correspondents studied the details and tips of the profession. It remained an influential magazine during the years to come, creating a constructive ground for magazine publishing in the 1980s. The subsequent newsweeklies adopted *Nokta*'s motto, "shape the current agenda by yourself," remaining adherent to its style. *Nokta* not only shaped the agenda but also played crucial roles in overcoming the longstanding problem of auto-censorship. With its fresh style, it took controversial issues to the fore for further discussion and deliberation. Stayed focused on society, the magazine distanced itself from politics. *Nokta* also succeeded to deal with some taboos including sexuality and religion. Most importantly, it demonstrated that there is difference between newsweeklies and papers (Akdağ, 2004: 60-69).

During the period between 1990 and 2000, newsweeklies mostly published articles and reports on lifestyle. As noted by Rıfat Bali, the papers relied on some sort of lifestyle publishing in the 1990s. The term lifestyle may be viewed as imposition of a certain style; but it may also taken as the reflection of a certain style depicted in the news sources in the appearance of the magazine. Publications like *Aktüel* and *Tempo* focused on new lifestyles including new trends and role models. Due to economic constraints and difficulties, the newsweeklies started a practice of advertising reports (Öztürk, 2004: 70-73).

Compared to their counterparts in different the parts of the world, newsweeklies in Turkey were not improved or satisfactory in 2000s; during this period, most national papers abandoned the *Nokta* style, focusing on magazine issues rather than in-depth analyses and investigations; as a consequence, they have become ineffective due to poor content and diminishing circulation size. The number of copies in circulation has steadily declined despite efforts by leading journals including *Aktüel* and *Tempo* to reduce the volume rate to 1 Turkish Lira (Dumanlı, 2005: 20).

It is sad to experience that there is no single newsweekly in 2010 with a total sale of 50,000 copies while *Akis*, in 1960, was sold in 150,000 copies. *Aksiyon* Newsweekly adopts the *Nokta* style owing to which it stands as the leading magazine in the sector. The circulation of the newsweekly, launched in December 10, 1994, is nearing to 45,000 copies.

The study is comprised of three parts, focusing on general information on the magazines and journals from the Ottoman era to the 1990s; however, its main concern is study of the realm of newsweeklies. The paper analyzes the history of the newsweeklies and their evolution over the time.

The content and style of leading newsweeklies *Nokta*, *Tempo* and *Yankı* which enjoyed their height during the period between 1980 and 1990, dubbed as the golden age of newsweekly publishing, are analyzed. Overall, the paper investigates the status of the newsweeklies vis-à-vis other communication tools focusing on transmission of instant reports including daily papers and TVs, along with their advantages and disadvantages and further refers to the reasons that they failed to survive for a long time. The main purpose of this paper which mostly focuses on newsweekly publishing between 1980 and 1990 is to analyze the current situation and outlook of Turkish newsweekly publishing suffering from a poor global image, lack of visible influence over the public and diminished size of circulation as well as advertising revenues.



Fig. 2. Akis of Metin Toker was the first news magazine of Turkey. On the cover story at its 611th issue, it featured the executed Prime Minister Adnan Menderes. Source: Aksiyon Archives.

The paper finds that newsweekly publishing is strongly influenced by the political changes in the countries like any other publications. It is observed that the newsweeklies introduced in the immediate aftermath of the military intervention on September 12, 1980 were influenced by the overall tendency to open up to the world and that they even contributed to this process by their constructive approach.

It is by now obvious that Turkey needs a strong and influential newsweekly which sells millions of copies all around the world like American *Time*, British *The Economist* and Germany's *Der Spiegel*. It should be recalled that newsweeklies are important tools to serve as guides for the general public. From this perspective, it is evident that Turkey has a lot to learn from other global actors in respect to magazine publishing. The best Turkey can do to achieve the global standards in this field is to have its own *Time* with a unique style and approach.



Fig. 3. Ercan Araklı's Nokta was one of long-lived news magazines of Turkey. On 17 December 1989 it carried President Özal to its cover story. Source: Aksiyon Archives.

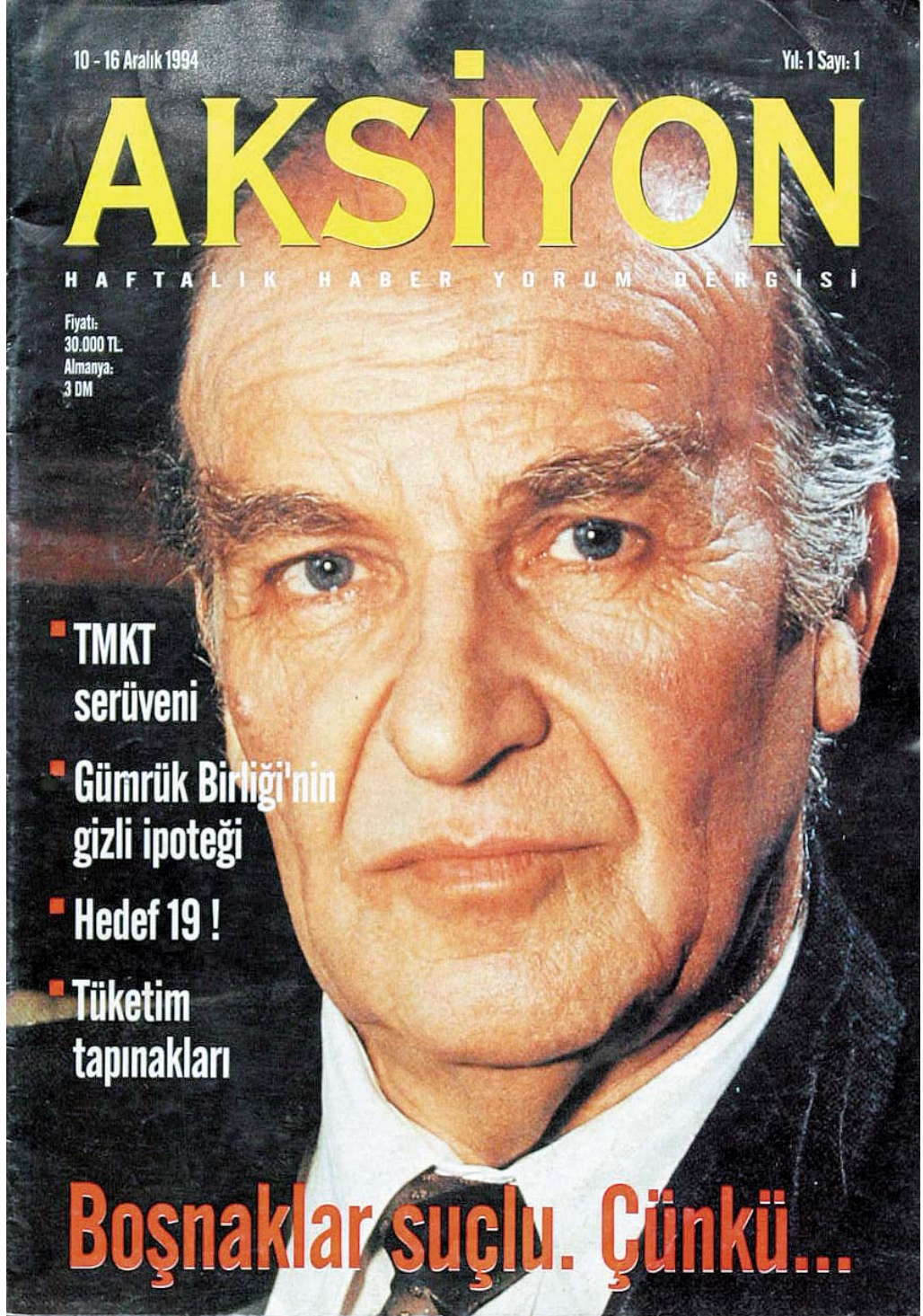


Fig. 4. Aksiyon news magazine that started its publication in 1994 carried Bosnian leader Begovich to its cover story in its first issue. Source: Aksiyon Archives.

CHAPTER 1

NEWS MAGAZINE PHENOMENON

It will be useful to offer a definition of a journal or magazine before delving into the news magazine phenomenon. The Grand Turkish Dictionary describes a magazine as a periodical focusing on political, literal, scientific or technical issues (Türkçe Sözlük, 1998:1522). This definition suggests that what distinguishes a magazine from a daily paper is that the first is published on a periodical basis. In other words, for a publication to be considered as a magazine, it needs to be published on a regular basis weekly, monthly, bimonthly, quarterly, biannually or annually. This is exactly why they are called periodical. This sort of publication is also known for its focus on news reports attracting to the general reader as they are seeking to speak to the general public audience.

Initial magazine forms were observed in Europe in mid-17th century. The first known magazine is *Erbauliche Monats- Unterredungen*. The magazine published in Hamburg of Germany between 1663 and 1668 remained focused on publishing scientific events and developments. This initial example served as a model for its successors in the continent, making this emerging genre more popular (Ana Britannica,1986: 163). It is fair to argue that the initial examples of magazine emerged in Europe as some sort of identity of science societies (Kalyoncu, 2004: 50).

News magazine published before 19th century was mostly at the disposal of a happy minority of science societies; the initial examples are of inferior standards, barely making a leaflet designed in current standards. However, circulation and distribution networks created since the 1830s transformed news magazine publishing into a mass communication device. England was the first country where magazine publishing has become a sector. Charles Knight served as a leading publisher of the 1830s and 1840s with *Penny Magazine* and *Penny Cyclopaedia*. İngiltere'nin Edinburg şehrinde, William and Robert Chambers brothers has

published *Chambers's Journal* for over 24 years; the magazine was selling 90,000 copies in 1845. *Penny Magazine* later inspired 'Pfennigmagazin,' sponsored by Jakob Weber in Germany (Balci, 2004: 82).

The publications focusing on development, utilization of technology and share of new information and knowledge were replaced by magazines featuring family issues, caricatures and entertainment in the second half of the 19th century. *Household Words*, published in 1850 by Charles Dickens is a first as the forerunner of this tendency. This magazine strongly influenced the magazine publishing in continental Europe. *Household Words* was later followed by British magazines including *Good Words* in 1860, *Boy's Own Paper* in 1879 and *Girl's Own Paper* in 1880. During the same period, *Gartenlaube*, a German paper, adopted the same style. *Gartenlaube* attained a total circulation of 400,000 in 1870s. Before 1850s, magazine publishing made some progress on a local basis in the US. *Saturday Evening Post* (1821-1969) and *Youth's Companion* (1827-1929) are successful forerunners of early magazine publishing tradition in the US. The main goal of these publications was to help raise a religious and wise youth in fulfillment of the expectations held by the pious people (Balci, 2004: 83-84).

Adoption of compulsory education in most European countries in the last quarter of the 19th century popularized the magazine publishing. The pupils were in dire need of fresh information because of the new education system; however, there was no sufficient material to fill this gap. In consideration of the growing need, George Newnes took action to create the first magazine publishing empire of the 20th century. In 1881, he launched 'Tit-Bits' which has attracted a great deal of attention from the readers and particularly from the students. *Tit-Bits* has become a huge success within a very short time; the success was so striking that Newnes, the publisher, decided to print others, including *The Strand Magazine* (1891-1950), *Country Life* (1897) and *Wide World Magazine* (1898).

The Strand which made a reputation by Sherlock Holmes stories of Arthur Conan Doyle stands out with its visible success. Later, Alfred Harmsworth and Arthus Pearson who jointly published *Tit-Bits* with Newnes launched rival magazines. Harmsworth published *Answers*, *Comic Cuts* and *Home Chat* whereas Pearson sponsored *Pearson's Weekly* and *Home Notes*. The economic and cultural vibrancy in the aftermath of the Civil War was what the magazine publishing has been looking for in the US. The reasonable postage rates for the magazines contributed to the spread of the news journals. The magazines were speaking to the upper classes in the past; however, no popular magazine focusing on the lower classes was ever published before. Samuel Sidney McClure was the first to take a step to address this issue. Samuel Sidney McClure's *McClure's Magazine*, first published in 1893, forced its competitors to reduce their cover price by 50 pct. The content of the magazines has also changed; new publications like *Cosmopolitan* and *Munsey's Magazine* as successful examples to attract the public attention expanded the magazine market three times in the US. As the expansion continued, the magazines have become more eager to receive ads; this allowed the publishers to reduce the cover prices significantly (Balci, 2004: 84-87).

19th century was a fertile time for magazine publishing in the world. Advance in printing technology, usage of new printing techniques and reduced paper costs because of increased production contributed to the wealth and influence of the publishers. The number of copies sold also increased, attracting further attention by the advertisers. In this era, the magazines served as mass media devices. Throughout this century, magazine publishing has gone through radical stages in the US and Europe as well as China, India and Austria. The magazines turned into a forum or platform in this period where the current issues along with literature, science and culture were discussed and elaborated (Ana Britannica, 1986: 162-163).

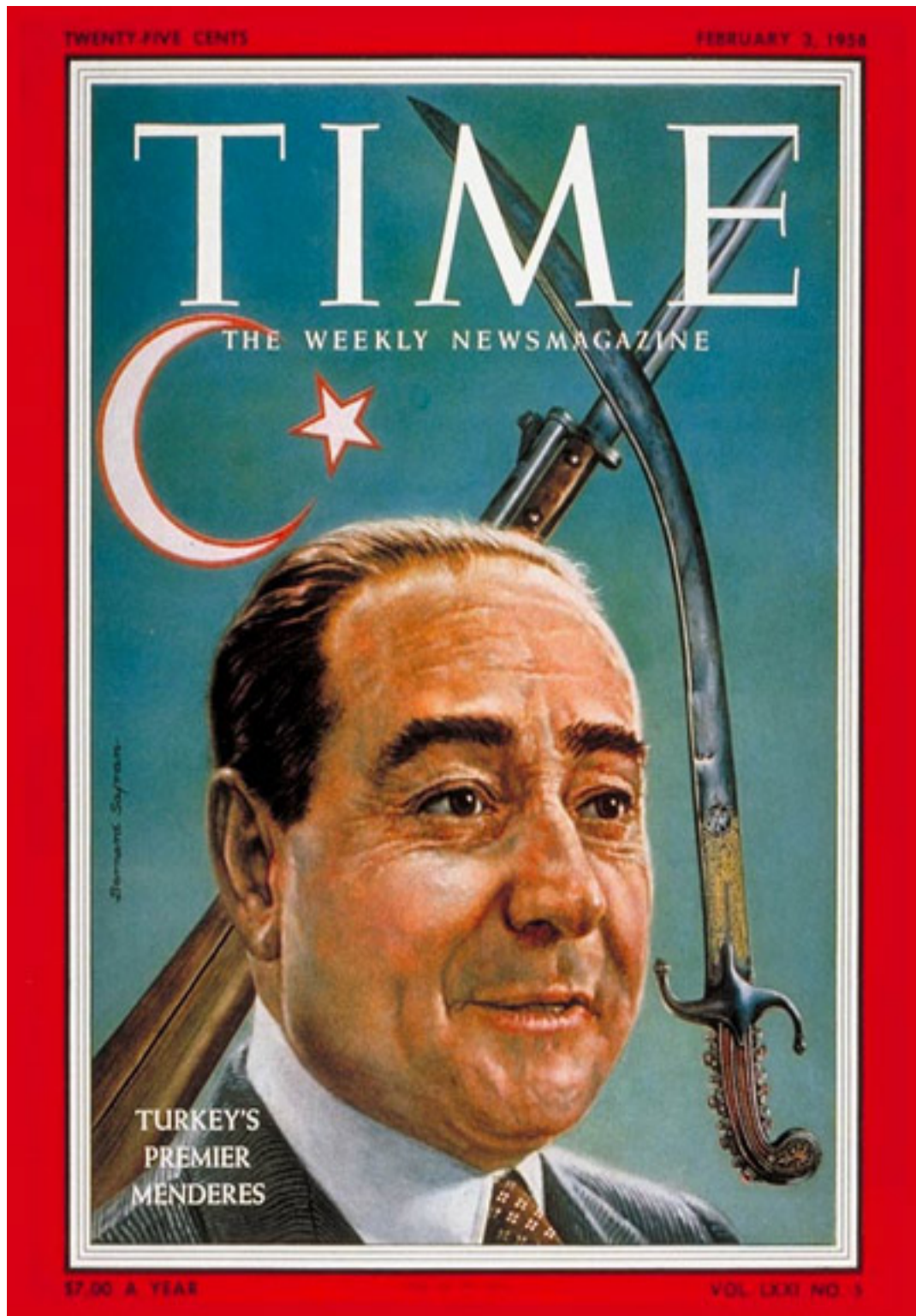


Fig. 5. The Time carried Turkey's Prime Minister Adnan Menderes to its cover story in 3 February 1958. Source: Aksiyon Archives.

The magazines have improved visibly and significantly in terms of content, quality and printing style owing to the growing literacy and technical advances. Advertisers turned to the magazines because of their increased circulation rates whereas the publishers made greater room for ads in the magazines to cover their expenses.

During this time, some magazines, particularly in the US, have become part of a working marketing system. The ads started to influence the content of the magazines. Publishers, in pursuit of greater amounts from the agencies, moved to color printing in an attempt to get their attention. Instant access to information was a necessity out of the new lifestyle peculiar to the 20th century. In an attempt to respond to the demands of the people, in hope of further news and details, the publishers started to print more news magazines. The first successful examples of this genre were first observed in the US in 1920s.

Time, first published in 1923, still remains alive and influential, proving its success to offer comprehensive and detailed reports to its readers. Publishers aware of the popularity and success of *Time*'s approach decided to print similar products. It was 1950s when *Time*-like magazine publishing started in Turkey. The newsweekly *Akis*, launched by Metin Toker on May 15, 1954, is considered the first news magazine in Turkey. Even though there were some earlier examples of this genre, *Akis* is the first Turkish newsweekly (Suiçmez, 2009: 6-18).

1.1 The Origins of News Magazines

'News magazine' is a fairly new concept; its Turkish translation is even newer. The most visible aspect of these magazines published on a periodical basis whose early examples were launched in the US in 1900s is their relatively greater focus on social issues and on current developments. The historians of printing and press acknowledge that *Time* magazine is the earliest example of success of this genre. News magazine publishing is more susceptible to social, economic and technological changes. Investors seek to adapt to the emerging demands among the

people as rapidly as possible. News magazine publishing is one item that adapts to social changes smoothly. News magazines are dependent upon advertising market and for this reason, reader demands influence the publication guidelines along with the new trends.

Time takes its name and publication motto from one single slogan: “People stay uninformed because no publication is adjusted to the time that busy people would reserve.” *Time*, designed to read the world by spending relatively less amount of time, was an amateur endeavor at the beginning. Henry R. Luce and Briton Hadden, launchers of *Time* magazine, started this initiative by publishing news abstracts they compiled. The publication attracted a great deal of attention; in consideration of growing interest and attention, they decided to found a corporation, Time Inc., for further profitability and greater level of institutionalization. Under this organization, they produced different publications as well. *Fortune*, launched in 1930, was briefing on business life. *Life*, first published in 1936, was a graphic magazine that was out on a weekly basis. *People* (1974) was a newsweekly. Like any other successful examples, *Time* contributed to emergence of its alternatives. *Business Week* (1929), *United States News* (1933) and *Newsweek* (1933) magazines have emerged as the strongest rivals of *Time*. *News Review*, published in England, adopted *Time*’s line. *L’Express* in France and *Der Spiegel* and *Panorama* in Germany also did the same. *Tiempo* in Mexico and *Primera Plana* in Argentina were among others to be inspired by *Time* (Balci, 2004: 85, 86).

The changing expectations of the public also played a key role in *Time*’s performance and rise. Readers seeking concise and useful information contributed to the emergence and rise of ‘Digest’ style of publications. However, *Time*’s time arrived when the people were looking for more detailed information in 1900s, taking the journal to the top in a relatively short period of time (Tungate, 2005:183).

Reader’s Digest, launched during the same period in the US, is a leading example in the field of magazine publishing. Started in a modest basement by

DeWitt Wallace, *Reader's Digest* has become a giant with 3 million circulation in 1939. The real success of the *Digest* was its transformation into a magazine that was publishing stories in different languages. The magazine which made its first foreign-language story in Spanish in 1940 was also printed in Great Britain as well. Its lead position in the field remained intact through 1980s (Ana Britannica, 1986: 163).

The newsweeklies have experienced ups and downs during the World War I. The downside was their subjection to censorship because of the domination and rule by the military in most countries during the period. Many magazines were banned in European continent during the war. The publishers also lost money because of diminishing circulation in connection with the dire consequences of global economic crisis. On the other hand, the publishers tended to rely on magazine issues because they were not allowed to address political problems and discussions. This enhanced their coverage and general graphic outlook. The publishers, in pursuit of a remedy to make the people occupied with anything outside the war, decided to focus entertaining issues. As a consequence, journals and magazines appealing to the women emerged in wartime years (Yapar, 1999: 20-22).

One leading example of graphic newsweekly publication is *Life*, sponsored by Time Inc. Launched in 1936, *Life* reserved more place for graphic images in its pages. The basic principle of the magazine was to see and to show. The editorial board of the magazine defined this as embracing life, visualizing the world, witnessing the events, observing the faces of the poor and their pride and experiencing interesting things. The leader of graphic newsweekly concept, *Life* inspired some others in the world as well. *Look* magazine printed in the US, *Picture Post* in Britain and *Paris-Match* in France as well as *Stern* in Germany and *Oggi Illustrato* and *Epoca* in Italy took *Life* as their role model, adopting its line (Yıldırım, 2006: 75).

Reader's Digest which expanded its presence in virtually everywhere in the world was the most popular magazine in the 1980s with 18 million subscribers and copy sales in 13 different languages. The success of a small magazine like *Reader's Digest* inspired many others in the world. Many journals including *People Today* (1950), *Tempo* (1950) and *Jet* (1951) followed *Digest* in terms of content and design. The magazine was published in Turkish language with a title, '*Bütün Dünya*'. The most important aspect of such publications is their ability to have a lot to offer to the readers ranging from health to sports, from economy to medicine, to religion and geography (Suiçmez, 2009: 8).

In addition to *Digest*, *Time* and *Newsweek* focusing on more specific news reports in their publications survived in the aftermath of World War II. However, new magazines with a new style and approach joined the game. Magazines addressing the needs of the business world including *Fortune*, *Forbes* and *Economics*, and analytical magazines on politics and news analyses including *Foreign Affairs* and *The Atlantic* have become influential. A global trend and interest has been observed towards this style after the war (Balçı, 2004: 86).

What function the newsweeklies should play has been a matter of controversy for many years. Two major views were clashing in this respect around 1960s. Some publishers upheld that the function of the magazines should nothing more than revealing the domestic and international developments along with explanations and commentaries offered by experts. This classical style was adopted in the US. On the other hand, in European countries, publishers relied on a style by which they created their own sensational agenda, starting 1950s. In Turkey, the publishers remained adherent to the American style up to 1980s whereas they moved to the German style to create their own agenda since then. The newsweeklies seeking survival by relying on the American classical style failed and disappeared (Guerin, 1992: 78-79).

Over the last two decades, the newsweeklies, including those printed in the US, opted to respond to social demands and realities. The agenda of magazine publishing during this period moved from the classical style to flash news from the life itself. The leading titles of news magazine publishing including Time and Newsweek reserved room for reports on obesity, stress, cloning and education in addition to their traditional coverage. Despite this transition in the newsweeklies, some others including The Atlantic remained faithful to the classical style. Instead of reaching out more people, analytical magazines including Foreign Affairs and The Atlantic pursued a policy of speaking to the proper readers. These upper class magazines, mostly printed on a monthly basis, have a wide audience despite their expensive cover price (Balçı, 2004: 87).

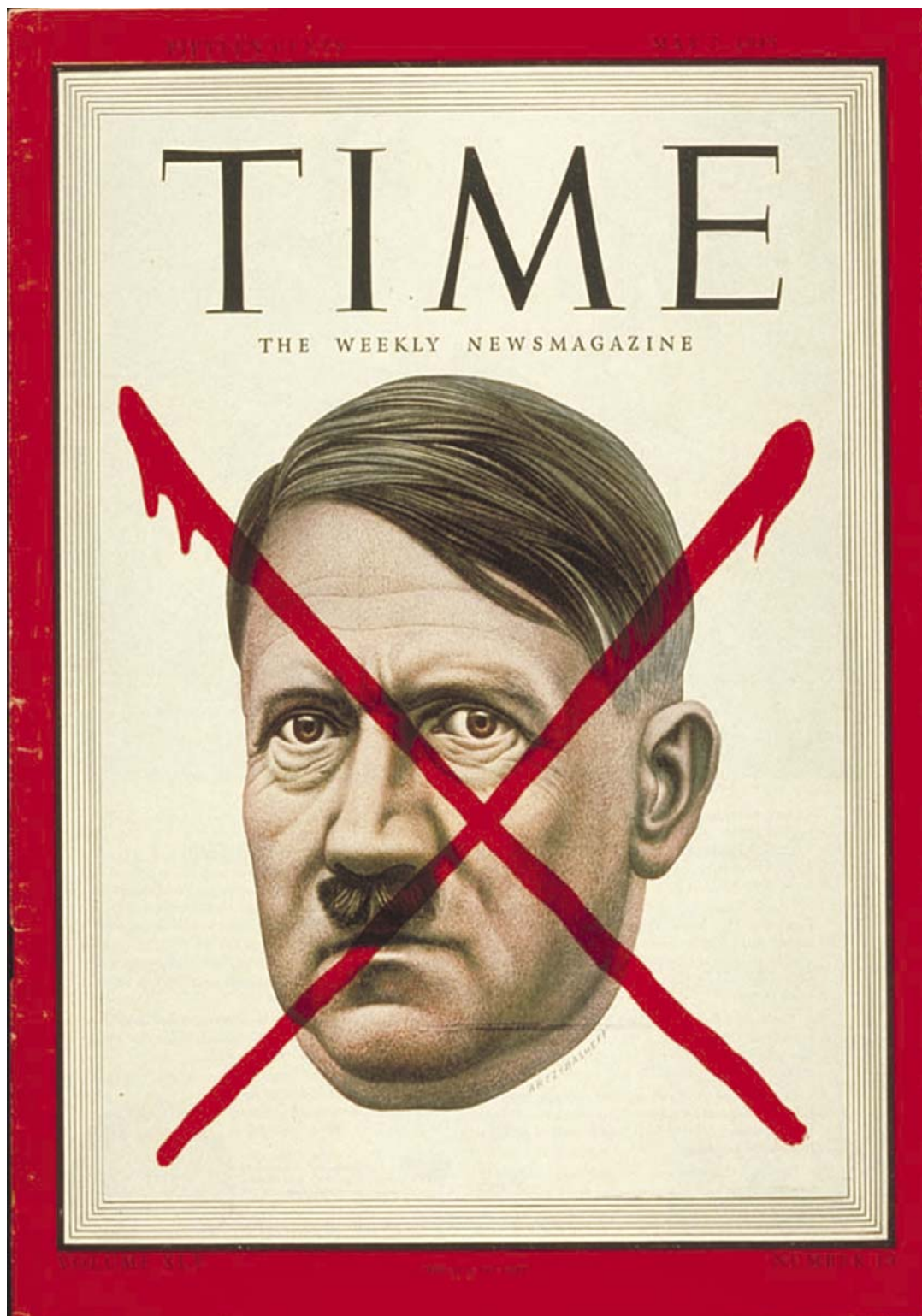


Fig. 6. The Time carried a drawing of Adolf Hitler's face with a red "x" painted over it to the cover at 7 May 1945 issue. Source: Aksiyon Archive.



Fig. 7. American Newsweek magazine became a new rival to the Times. The cover story here is from the year 2000. Source: Aksiyon Archives.

1.2. Turkish Newsweekly Publishing Until The 1950s

Even though the emergence of “News leaflets,” considered the forerunners of journalism, is traceable to the 1450s in Europe, newspapers actually were born in the first half of the 17th century. It is still possible to run into daily papers delivered in the 1660s in Europe. The effective usage of the state owned printing machine since the 1440s is the key factor. However, because the arrival of the printing machine in the Ottoman soils was delayed for three centuries, printing was a relatively new phenomenon. İbrahim Müteferrika was the first to introduce the state owned printing machine in Ottoman State in 1727 whereas the first news leaflets were out in the 1820s. The first Turkish newspaper, *Takvim-i Vekayi*, was launched by French journalist Alexandre Blacque in 1831 under the state sponsorship during the reign of Mahmut II (Koloğlu, 2006: 21, 25) (Koloğlu, 1998:66-88).

Like other sorts of publications, the arrival of the news magazines in the Ottoman cultural life was significantly delayed for almost two centuries. The marketing of magazines in the Ottoman State coincides with the proclamation of Tanzimat Royal Decree (*Tanzimat Fermanı*). Like their European counterparts, the first magazines in the Ottoman territories were published under sponsorship of a science society. *Vekayi-i Tibbiye*, launched under a special permission by the Sultan in 1849, was a professional magazine focusing on medical issues. *Vekayi-i Tibbiye* stayed in circulation up until 1850 as a health magazine which was the first publication in Turkish to feature graphic images (Ertuğ, 1970: 196).

However, the first ‘real’ magazine was out 12 years later in the Ottoman capital. The monthly *Mecmua-i Fünun*, launched by Münif Pasha in 1862, is considered the first news magazine in the Ottoman State. Ali Pasha, in a letter addressed to Münif Pasha in connection with the publication of the magazine, used the term ‘*Risail-i müfide-i muvakkate*’ instead of the notion journal or magazine (Ertuğ, 1970: 196).

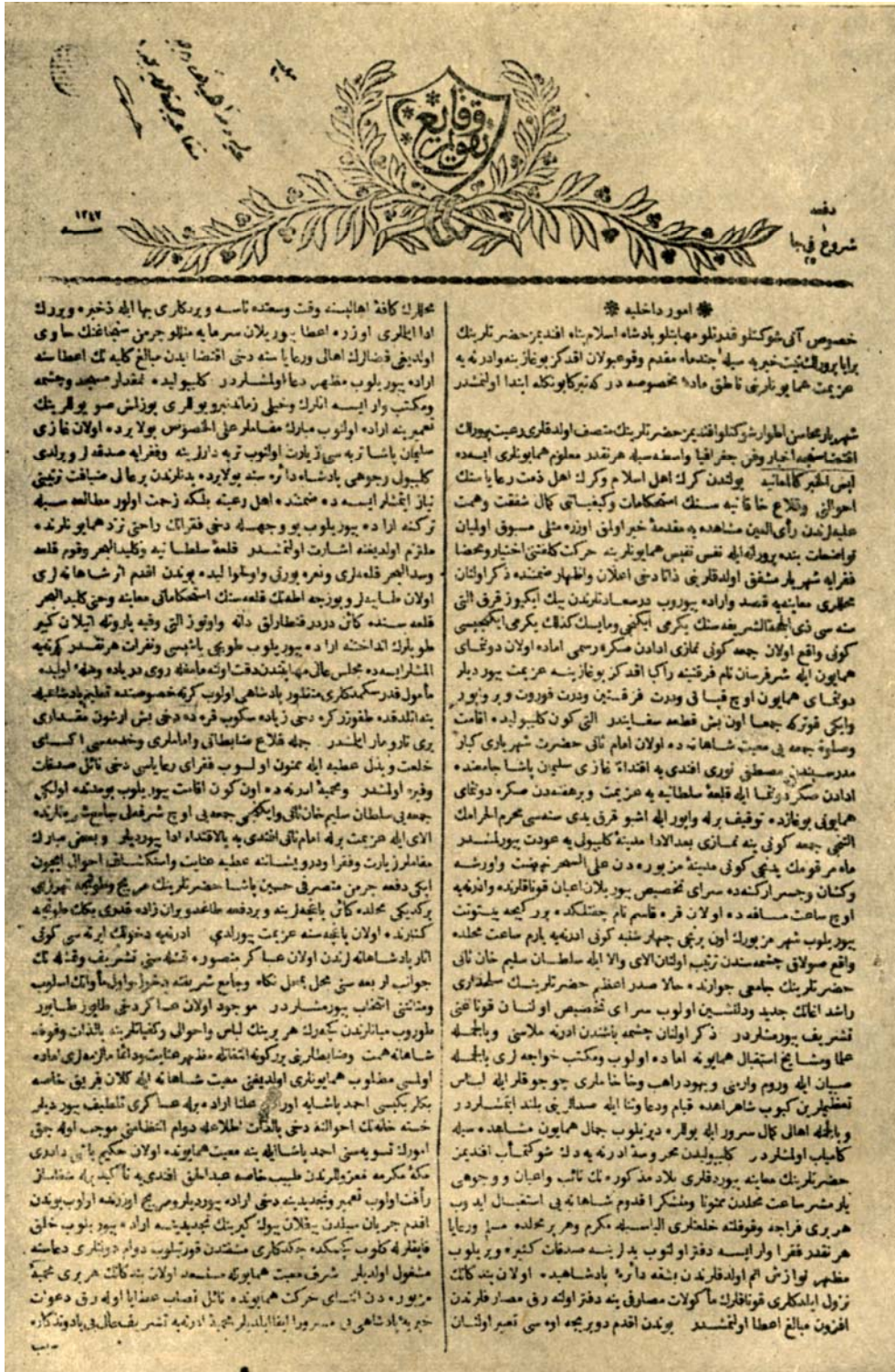


Fig. 8. The first issue (11 November 1831) of the first Turkish newspaper Takvim-i Vekayi. (Ertuğ, 1970: 145).

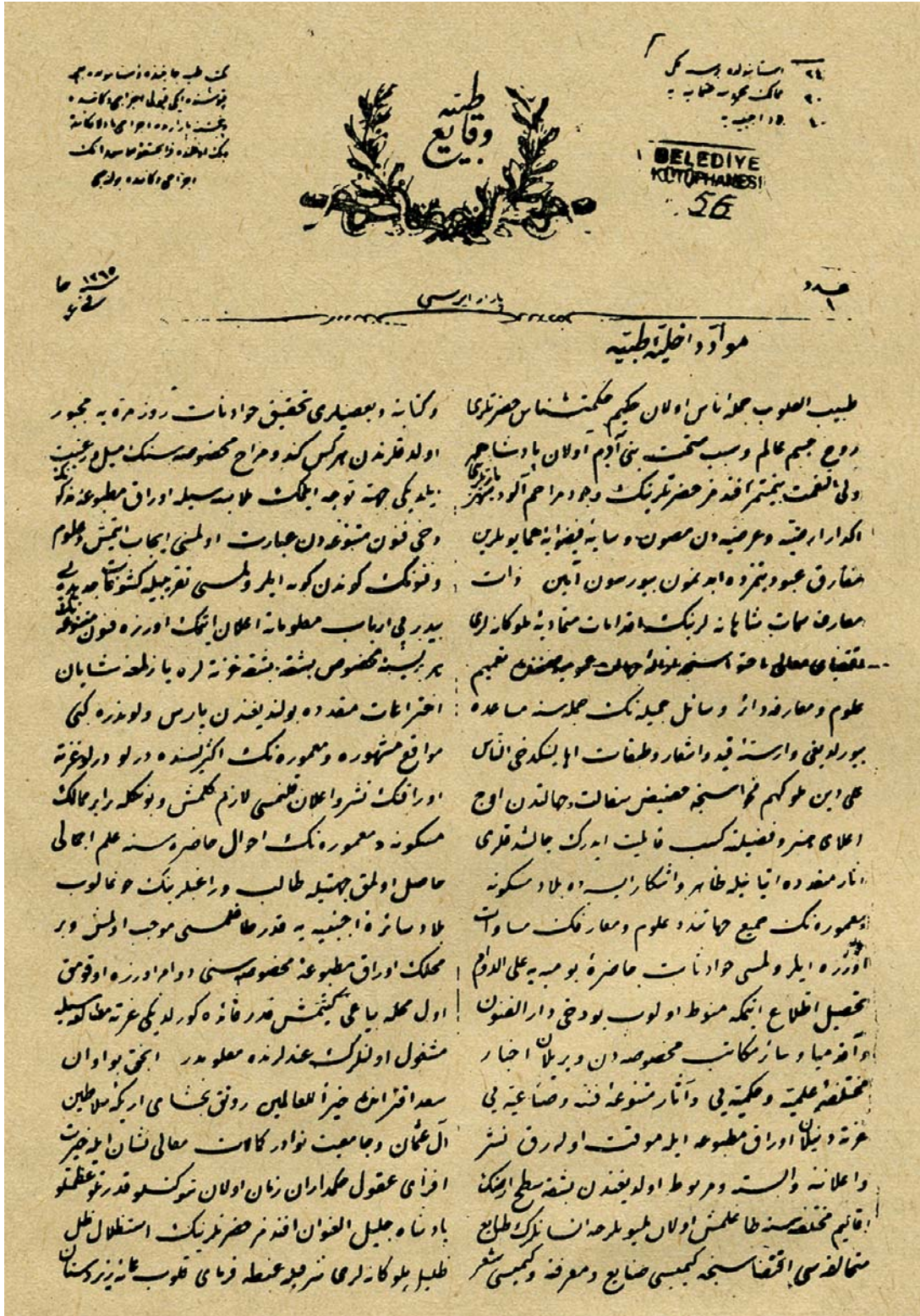


Fig. 9. The first page of the first Turkish magazine Vekayi-i Tibbiye published in 1850. (Ertuğ, 1970: 195).

Mecmua-i Fünun, a publication of the *Cemiyet-i İmiye-i Osmaniye* (Ottoman Society of Science), was initially printed 300 copies and distributed free of charge to the members in the society. The number of copies purchased by some natural persons or institutions in support of the society was 84. The remaining were offered for sale (Kabacalı, 2000: 69-70).

Münif Pasha attempted to resume the publication of the magazine after occasional suspensions due to health reasons; however, the magazine disappeared in 1883 because of lack of interest in the content of the publication. However, Fuat Süreyya Oral has a different explanation and comment with respect to the disappearance of the journal. Oral argues that the magazine was banned by Sultan Abdulhamit II because of an article that appeared in the magazine in 1882 where the author referred to the Sultan as ‘The bug of the Yıldız Palace’ (Yıldırım, 2006: 75).

Mecmua-i Fünun was a communication device that the *Tanzimat* intellectuals relied on to transmit their ideas to the public. The magazine was publishing any development on positive science and taking the developments in the West to the Ottoman agenda. From this perspective, it was a scientific journal. *Mecmua-i Fünun* which sometimes featured introductory pieces on different science was published in 47 issues. Some others followed the path of the *Mecmua-i Fünun* during the same period. However, most came out only a few issues.

Mir’at, published by Mustafa Refik who previously worked for *Tercüman-i Ahval*, stands out with its rich graphic content. When he was ordered by a court of law to publish an article of apology because of a previous article condemning *Mecmua-i Fünun* in the third issue, Refik terminated the print of the magazine to avoid the court verdict. *Mecmua-i İber-i İntibah*, published between 1862 and 1864, was printed two issues alone. It was noted that the magazine was published by a group known as *Cemiyet-i Kitabet*. This was followed by *Ceride-i Askeriye*, published by Erkan-ı Harbiye-i Umumiye (General Staff) between 1864 and 1919.

The magazine administered by Ahmet Mithat Efendi focused on military affairs. *Mecmua-i İbretnuma*, published by the *Cemiyeti Kitabet* between 1865 and 1866, *Takvim-i Ticaret* (Le Moniteur du Commerce), published bilingual between 1866 and 1873, *Ayine-i Vatan*, launched by Eđribozlu Mehmet Arif in 1876 and *Tuhfet-üt-tıb* that came out in 1876 were other examples that joined the intellectual spectrum of the time. Many others, not mentioned in the text, were published during this period. Most of these were of a scientific content with a special purpose to educate the general public (Yapar, 1999: 43-44).

A visible proliferation of papers and magazines was observed since 1865 in the Ottoman State. Nearly 200 paper and magazines were published through the end of 1890. At least 50 of these were magazines. Based on this, it is possible to argue that 8 periodicals were launched on average annually. However, it should be noted that most were printed a few issues alone (Kabacalı, 2000: 70-71).

It was *Servet-i Fünun* that left an indelible mark on Turkish newsweekly sector in the 1900s. Launched in 1896, *Servet-i Fünun* focused on literature discussions while covering personal and daily affairs as well. The magazine, sponsored by a society with the same title and published by Ahmet İhsan Tokgöz, remained in circulation up to 1901 when it was shut down because of a translated item that appeared on its pages. However, it was re-launched shortly. But its content became poor and lost impact. The magazine made room for graphic images. One of the magazines published during the period between 1881 and 1914 was *Mecmua-i Ebuzziya* published by Ebuzziya Tevfik. The magazine, published up to 1914, was focusing on literature issues; it attracts attention with its firm decision to use best quality paper (Kabacalı, 2000: 98-106).

Newsweekly publishing has been diversified in Turkey since 1908, with a much more colorful content and appearance. For instance, comic books were first introduced between 1908 and 1911; examples of this genre included *Davul*, *Alem*, *Kalem* and *Cem*. A magazine journal was launched in 1909. *Şehbal*, designed as a

bimonthly publication focusing on current events, covered a wide range of issues including fashion and women in social life. Sedat Simavi who was at his twenties in 1916 launched first comic paper *Hande* in the same year, *Diken*, another comic paper, in 1918, women magazines *İnci* in 1919, *Hanım* in 1921 and *Yeni İnci* in 1922. During the same period, political magazines focusing on ideational clashes and discussions also appeared. The relative dissolution of the repressive measures by Abdulhamit II seems to be the chief factor in this tendency. Number of magazines in circulation started to increase again following the end of Abdulhamit's reign in 1908 when the constitutional monarchy was promulgated. This strongly impacted upon the political thought and movements of the time. For instance, *Sırat-ı Müstakim*, a pro-constitutional monarchy magazine, run by poet Mehmet Akif Ersoy, was launched in 1908 and contributed a great deal to the popularization of a political culture. The line of the *Sırat-ı Müstakim* was subsequently borrowed by pro-Turkish and anti-Western magazines including *Genç Kalemler* and *Türk Yurdu*, both published in 1911. *Halka Doğru*, published in 1913, was pretty assertive with its team of writers including Halide Edip, Yusuf Akçura, Ziya Gökalp and Ahmet Ağaoğlu. *Yeni Mecmua*, launched in 1917, was sponsoring pro-Turkish ideology under the management of Ziya Gökalp (Yıldırım, 2006: 81).

Resimli Kitap magazine, launched in 1908, drew attention with its focus on ideas and current events. The magazine which came out 51 issues up to 1914 presented current events along with abundant graphic images. Conservative magazines also made an appearance during the same period. *Beyan-ül Hak*, launched in 1908, covered Islamic issues and current developments in this field (Yapar, 1999: 43- 44).

Years of War of Independence influenced the content and policies of the newsweeklies. During this period, magazine publishers were divided into two major groups: one supportive of the war of independence and the other standing against it. *Büyük Mecmua* (1919), *Ümit* (1919), left-wing *Kurtuluş* (1919), *Aydede* (1920) and *Aydınlık* (1921) sponsored by Turkish Labor-Socialist Group extended

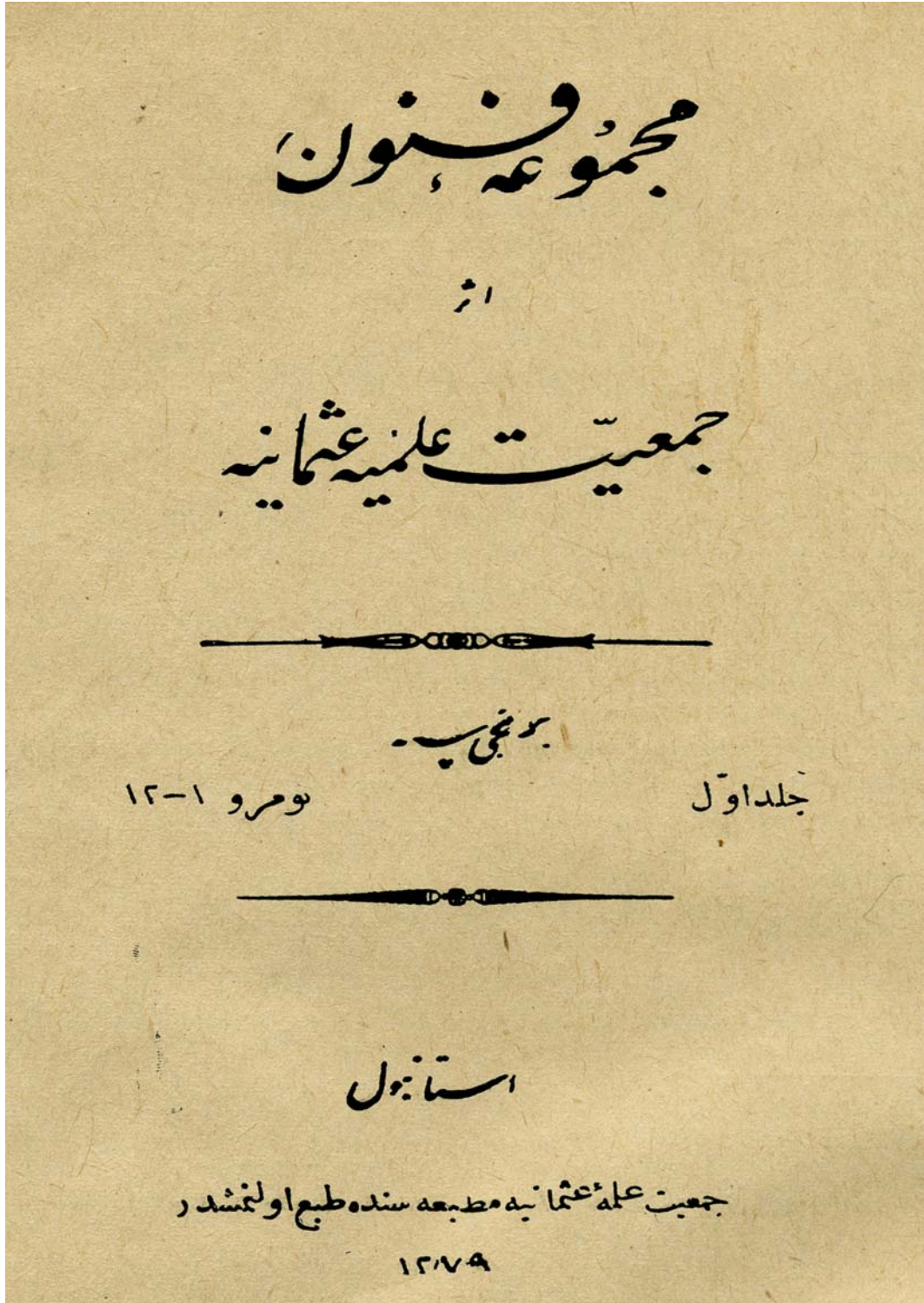


Fig. 10. The cover of the first issue of Mecmua-i Fünun that started its publication in July 1862 (Ertuğ, 1970: 185).



Fig. 11. 243rd issue of the literature and thought magazine Servet-i Fünun that started its publication in 1896. Source: Yusuf Çağlar archives.

unconditional support to the war. Sedat Simavi, a leading publisher of the time, launched *Güleriüz* in an attempt to promote the cause of *Kuvay-ı Milliye*, the national forces (Yıldırım, 2006: 82).

Before the Republican Era, the newsweeklies were focusing on literature and ideas. There were also publishers who paid attention to profitability rather than the content. Even though the magazines of the time focused on current developments, it is not possible to make reference to any sample that could be likened to a newsweekly printed in the US or Europe during that period. *Akis*, launched in 1954, was the first to adopt a line similar to that of *Time*. Cemal Kalyoncu who has been working with *Aksiyon* since its inception elaborates on the new style and dynamism that *Akis* offered in the realm of newsweeklies as follows:

“In fact, the news magazine publishing started with the Republica regime. The first newsweekly meeting the current standards in Turkey was *Akis*, launched on May 15, 1954. A political magazine, *Akis* was published by Metin Toker and two of his friends. However, Toker acquires all shares shortly. The magazine was inspired by *Time*, *L’Express* and *Der Spiegel*. The 1950s was pretty crucial for Turkey. The people who have suffered from the brutality of the CHP rule for 25 years embraced Democrat Party. *Akis* which was launched in 1954 when the DP won a landslide victory in the second general election that it took place actually considered pursuing an impartial policy. In its first issue, it publishes two articles, one from the chairman of the CHP and another from the chairman of the DP. *Akis* which had a visible focus on political affairs and current events also covered economic issues as well. Its coverage also included fashion, women, military, medicine, cinema, art, sports and culture. The magazine which emerged as an impartial publication has over the time changed its policy; it now pursues a policy of opposition. *Akis* which sells 3,000 copies of its first issue featuring an article by Celal Bayar beats this record with its second issue where Adnan Menderes appeared on the cover page. However, it made quite a reputation when it started its new policy of opposition to the DP. This is chiefly attributed to Metin Toker’s engagement with İsmet İnönü’s daughter. During the same period, the dispute between *Akis* and Mükerrerem Sarol from DP contributed to the popularity of the magazine which increased the number of copies in circulation. The magazine had a great opportunity for greater publicity and popularity because the dispute was referred to a court of law. Three days after the military coup on May 27, Metin Toker publishes a series where he narrated the coup. *Akis* was

published 150,000 copies almost all of which were sold out. The magazine where influential figures including Mümtaz Soysal, Dođan Avciođlu, Cüneyt Arcayürek, Kurtul Altuđ, İlhami Soysal and Haluk Ülman were serving as writers tried to change its orientation in 1967. While it was still influential with a total sale of 23,000 copies in late 1967, Akis had to shut down in 1968 due to economic reasons” (Kalyoncu, 2004: 52-53).



Fig. 12. Sevimli Ay was a dominantly literary journal but it also gave daily news. Source: Yusuf Çağlar Archives.

Tab.1: Kinds and numbers of magazines published between 1923 and 1940¹

Type	Number
Political Magazines	27
Official Magazines	107
Arts, Literature and Culture	288
Professional Magazines	8
Children and Students magazines	94
Sports Magazines	26
Cinema, Lifestyle, Comics	145
Business and other magazines	163
Total	1008

Tab.2: Classification of 227 magazines published in December 1940²

Type	Number
Public House Magazines	43
Official Magazines	62
Professional Magazines	46
Sports Magazines	8
Children and Students magazines	16
Cinema, Lifestyle, Comics	18
Cultural Magazines	34
Total	227

¹ Kabacalı, Alpay (2000), *Türkiye'de Matbaa Basın ve Yayın*, İstanbul: Literetür Press, p. 195.

² Ibid, pp.194-195.

CHAPTER 2

NEWSWEEKLY PUBLISHING DURING REPUBLICAN ERA

Arrival of the republican regime was a turning point for newsweekly publishing in Turkey. The magazines were influenced in terms of content during the war of independence, focusing on political issues. During the era of transition, there were magazines supporting either the Istanbul or Ankara-based governments; however, this polarization ended with the supremacy of the Ankara Government which won the war of independence after which the magazines aligning with the Sultan stepped off the stage silently. The adoption of Latin alphabet in 1928 forced the publishers to make a choice. The Takrir-i Sukun Law of 1925 restricted a discourse of opposition to the government. Left-wing journalists Cevat Şakir, Hüseyin Cahit and Zekeriya Sertel were tried in a martial court where they were sent to exile or sentenced to 15-year imprisonment. Number of journals and magazines aligning with Mustafa Kemal including *Güleriüz* run by Sedat Simavi has increased since the war of independence in 1922 (Koloğlu, 2006: 114, 121).

Papers launched in the 1910s have survived through the 1960s during the Republican era. These papers advocated a transition to a more democratic social setting that will make Turkish press more influential and effective. They published articles and pieces supporting the patriotic forces based in Ankara against the attempts by foreign armies consisting of British, French and Italian battalions to occupy the Ottoman capital and carve up the Anatolian region (Cumhuriyet Dönemi Türkiye Ansiklopedisi, 1983: 211).

Mustafa Kemal who met with a group of Istanbul-based publishers criticizing the Ankara government on Feb 4, 1924 asked them to serve as a strong block protecting the republic. He was aware of the influence of the press and seeking to attract their support to consolidate his power and implement his reforms. In a meeting with press representatives held in Izmir, Mustafa Kemal said:

“...A stronghold of ideas; a stronghold of mindset...It is the right of the Republic to ask this from press representatives. It is a necessity that the nation enjoys unity and togetherness. This is where the peace and future of the public lies with. The mission of the press in speaking to the hearts and minds of the people is crucial and vital.”(Gürkan, 1998: 38)

2.1. 1923–1950 Period: Transition from Science Magazines to Newsweeklies

The magazine publishing that started with *Vekayi-i Tibbiye* in the Ottoman era has progressed as an extension of a pro-Western approach in early Republican years. During this period, the magazines featured pieces on the Western lifestyle, also seeking to inform the readers on the scientific and technical advances in foreign countries. The magazines of the Tanzimat era (i.e. *Mecmua-i Fünun*, *Rehber-i Fünun*, *Servet-i Fünun*, *Hazine-i Fünun*) published the recent developments in Western countries in the fields of science, literature and arts, also focusing on education and ethics in an effort to make contribution to the process of modernization.

The periodicals published during the period between Abdulhamit II’s reign and the promulgation of the republican regime focused on ideas to address the contemporary issues and ideologies like pan-Turkism, pro-Islamism, pro-Westernization and liberalism to preserve the integrity and unity of the state and the nation. During this period, every ideology or movement is represented by separate publications or magazines. These periodicals are of scientific rather than political commentaries. However, it should also be noted that newsweeklies focusing on humor, women, magazine and children have emerged during the same time. The public houses (Halkevleri), introduced in different parts of the Anatolian region between 1923 and 1950s have contributed a great deal to the advancement of the newsweekly publishing. In addition, magazines sponsored by professional

قوسرو: ۷

سِرَاتِ مُسْتَكِيمٍ

چين فلسفه، ادبيات، حقوق و علومدن باحث هفتتا نطق رساله در

نسخه مي
۱۳۲۶

مؤسسى:
ابوالعلا زين العابدين - ح. اشرف اديب

مندرجات

مناسرتلى اسماعيل حقى	تفسير شريف
بركت زاده اسماعيل حقى	نجائب قرآنيه
محمد عاكف	صفحات حياتى : اذنان
كردبلى حسين رحيمى	رمضان
موسى كاظم	حررت - مساوات
احمد نعيم	عقيدة اهل سنتك مجلاى بيانى
{ مؤلفى : فريد وجدى مترجمى : خليل نعمة }	فلسفه حق
{ مؤلفى : فريد وجدى مترجمى : محمد عاكف }	مسلمان قادي
موسى كاظم	احجاز قرآن
{ مقررى : مناسرتلى اسماعيل حقى اقدى محررى : سيروولى ح. اشرف اديب }	مواعظ
	[آيا صوفيه ده دين درسلى]
	عمود
{ مقررى : بيوك حيدر اقدى مرحوم محررى : سلايك حقوفى معطرندن عادل }	اصول فقه درسلى
	[مكتب حقوفه]

Fig. 13. A cover of Sırat-i Müstakim, an early intellectual and literary magazine. Source: Yusuf Çağlar Archives.

organizations strongly influenced circles not affiliated with these organizations. While most magazines were published in Istanbul or Ankara up until 1950s, number of journals printed in other parts of the country is visibly small. Number of magazines has increased from 40 in early republican years to 120 in 1930s; however, the figure declined between 1938 and 1945 due to wartime conditions. During this period, influential magazines spent efforts to promote their views among the readers. Most of the writers or columnists affiliated with these magazines were renowned poets or writers (Yıldırım, 2006: 82-86).

The majority hold that the magazine business in Turkey started with the arrival of the republican regime. Magazine business with a particular interest in arts and ideas was dominant in early years of the Republican era. The emergence of news magazine in the current standards coincides with the 1950s in Turkey. The conditions of the multiparty system and time should be considered to better understand how Turkey moved to newsweekly business. Visible advances were made during the rule of the DP (Kalyoncu, 2004: 51). Before the promulgation of the republic, new magazines joined the sector despite economic difficulties. *Büyük Mecmua* was one of the publications with an indelible mark during this period. Published by Zekeriya Sertel since 1919, the magazine hosted renowned poets, writers and opinion leaders. The theme of the initial pieces is imaginary. Sertel speaks on the policy of the magazine as follows: “Those who seem to have remained silent vis-à-vis the invasion of Izmir by the Greeks erupted like a volcano. Each was trying to articulate the pain and anguish they people have been suffering from...” The magazine was seeking to raise awareness with respect to the occupation of Izmir and Istanbul in its reports (İnuğur, 1992: 61).

In addition to political magazines, humor journals were also published during this time to keep the public mood alive. Tarik Mümtaz Göktepe published *Ümid*, and Refik Halit Karay *Aydede* as humor magazines (Kalyoncu, 2004: 51).

Akbaba, the first humor magazine of the Republican era launched by Orhan Seyfi Orhon on December 7, 1922, has been published up to 1928. The writers of the magazine were previously affiliated with *Aydede* magazine known for its strong stance against war of liberation. *Akbaba* which attracted a great deal of attention did make it after the 208th issue. Yusuf Ziya republishes the magazine in December 1933. The magazine this time supports the CHP; however, it lost power and strength after the DP came to power. For this reason, its publication and circulation was suspended until 1952. But the readers react to its new policy by which the publisher and the writers criticize the CHP. The life of *Akbaba* which holds the title of a magazine staying in business the longest ends on Dec 28, 1977 (Kolođlu, 2010: 270, 271) (Yıldırım, 2006: 82, 83). *Kurtuluş*, launched by Dr. Şefik Hüsnü in 1919, was out for 5 issues alone; in addition to *Kurtuluş*, *Aydınlık*, published 30 issues between 1921 and 1925, was a leading piece during the republican era. *Aydınlık* was a publication promoting the policies of a socialist party (Yapar, 1999: 47).

Resimli Ay magazine was launched in Istanbul on Feb 1, 1924. One of the monthly magazine's partners was Zekeriya Sertel. *Resimli Ay* where leading figures including Mehmet Rauf, Reşat Nuri, Yusuf Ziya and Yakup Kadri served as columnists and writers was described as a paper seeking to raise public awareness. The publications of *Resimli Ay* may be analyzed in two separate periods. Up to 1928, according to Zekeriya Sertel, the magazine fought for achievement of real democracy and social issues were addressed. During the period between 1928 and 1930, socialist ideas came out. This was when the entire set of writers of the magazine was changed. Renowned left-wing writers and poets set in, including Sabahattin Ali, Suat Derviş and Nazım Hikmet. The number of copies sold declined after the adoption of Latin alphabet in 1928; out of disagreement, the partners suspended the magazine in early 1930 (Kalyoncu, 2004: 51-52).

In 1930s, magazines promoting the Kemalist ideology because of the rule of the single party government became more influential. *Kadro*, launched in Ankara in 1932, stayed in circulation for two years during which it promoted the Atatürkist

reforms and principles and drew the framework of these reforms. The founders of *Kadro* magazine, published 48 pages with a strong pro-state language and discourse, included leading names including Yakup Kadri, Şevket Süreyya, Burhan Asaf Belge and İsmail Hüsrev Tökin. They were the ideologues of economic pro-Statism promoted by İsmet İnönü. The magazine stayed in circulation for 36 issues between 1932 and October 1934 during which it remained committed to advancing and promoting Kemalist ideology. Despite its short life, the magazine is still remembered because of its influence (Yapar, 1999: 48).

7 Gün, published by Sedat Simavi in 1933, attracted attention with its graphics and illustrations. The magazine focused on women and family issues along with political discussions. In 1933, its circulation was 54,000, a stunning figure that could be considered a great achievement for a modest magazine. This earned the magazine a special place in the history of Turkish magazine business (Bayrak, 1994: 155-156).

Another political magazine that attracted a great deal of public attention during this period was *Büyük Doğu*, run by famous Islamist poet Necip Fazıl Kısakürek. Launched on September 17, 1943 in Istanbul, the magazine was offered for sale on Fridays. Owned by Behçet Adil Bağdatlıoğlu, the magazine was focusing on social and historical issues. It managed to survive despite some intervals of suspension in times of turmoil and difficulties in connection with wartime conditions and Turkey's transition to multiparty system. Initially, *Büyük Doğu* hosted renowned opinion leaders, writers and poets as columnists and reporters including Hüseyin Cahit Yalçın, Necip Fazıl, Burhan Toprak, Fikret Adil and Reşat Ekrem Koçu. *Büyük Doğu* suspended publication for one and a half year starting in 1944 when the line of columnists was expanded to include Peyami Safa, Sait Faik, Mahmut Yesari and Şükrü Baban. *Büyük Doğu*, published as a daily paper between March 30, 1956 and June 30, 1956, was printed as a magazine back again on March 6, 1959. Shut down once more in 1959, *Büyük Doğu* was reborn in

1964 since when it appeared on an irregular basis (Yıldırım, 2006: 84) (Kalyoncu, 2004: 52).

The list of magazines published during the period between early republican years and 1950s includes *Hayat Mecmuası*, printed by the Ministry of Education between 1926 and 1930, *Ülkü*, run by Ankara Halkevi between 1933 and 1949, *Varlık*, launched by Yaşar Nabi Nayır in 1933 (still being published), *Çığır*, published by Hıfzı Oğuz Bekata between 1933 and 1948 with a special focus on Fascism and pro-Turkism, *Atsız Mecmua*, sponsored by ultranationalist Nihal Atsız in 1931 (Topuz, 2003: 393).

Even though magazines were colorful and satisfactory in terms of content through the end of 1940s in Turkey, it was still impossible to talk about any newsweekly in this period. *Hürriyet* daily, launched by Sedat Simavi on May 1, 1948, contributed a great deal to improvement of Turkish press. *Hürriyet* appealed to the general public with its concise, brief and clear news reports, abundant photos and attractive coverage; for this reason, it actually deserves the title of first mass paper. *Hürriyet*'s approach was revolutionary in the media; Simavi's reliance on high quality photos and reports as well as professional journalistic methods ousted the novelists, writers and poets from the realm of journalism who had been dominating the field for decades. This contributed to the popularity and credibility of the daily, encouraging others to follow the same path for greater achievements (Cumhuriyet Dönemi Türkiye Ansiklopedisi, 1983: 218-219).

No visible example of newsweekly style has been observed during the period between early years of the republican regime and early 1950s despite the domination of magazine business focusing on arts and social issues. Turkey's transition to multiparty system and parliamentarian democracy was a starting point to move to publication of newsweeklies for the first time in Turkey.

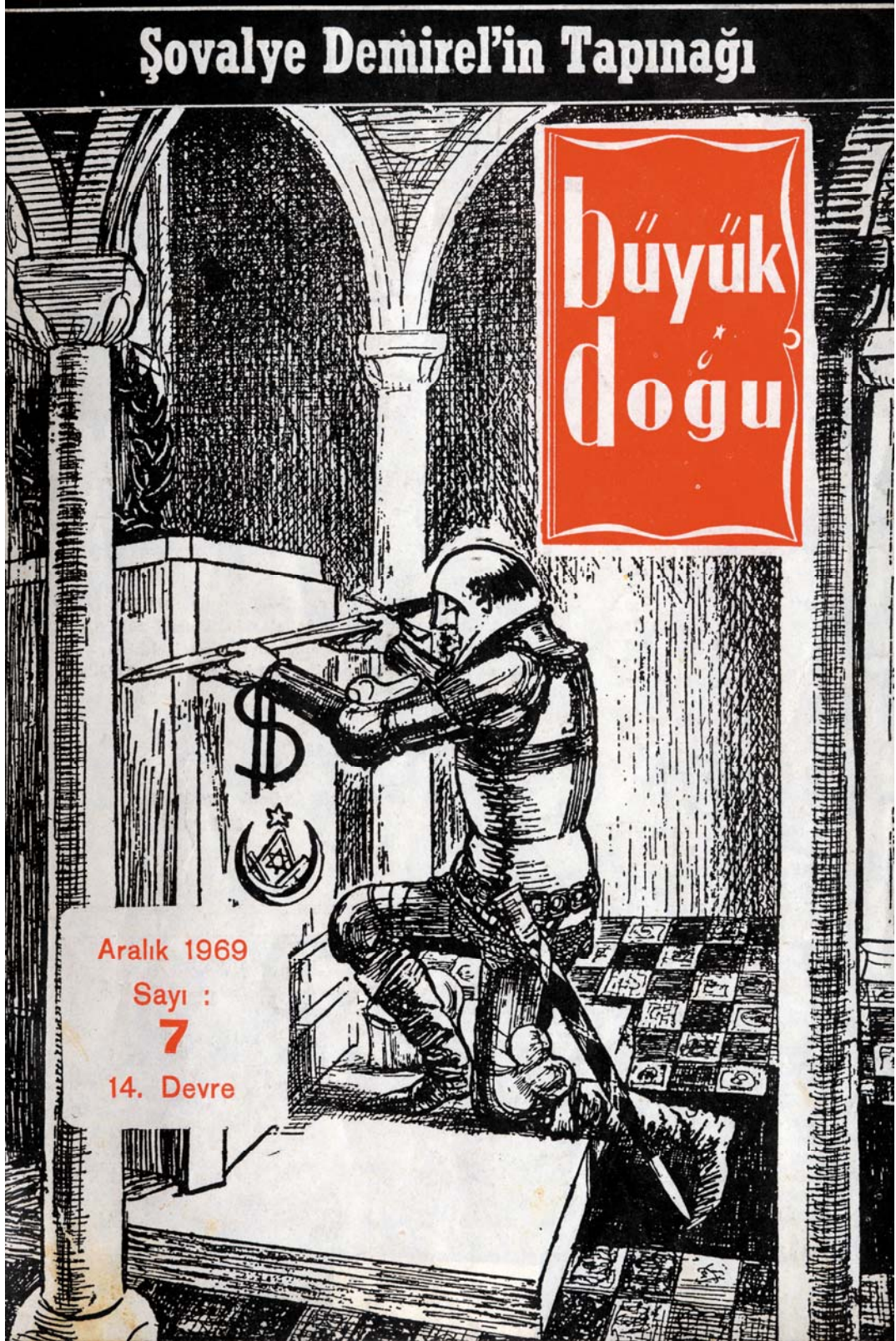


Fig. 14. Büyük Doğu published by Poet Necip Fazıl Kısakürek had an important place in the history of Turkish media history. Source: Aksiyon Archives.

2.2. 1951–1980 Era: Emergence of Western Style Newsweekly Business

The initial style of magazine business with special emphasis upon science and literature transformed into a new style embracing an ideological orientation after the proclamation of the republic; the newsweekly business, in global standards, started in 1950s. To this end, the following statement can be made to illustrate the whole point: the starting point for newsweekly business in Western standards is 1954. The first newsweekly launched in Turkey was *Akis*, launched on May 15, 1954. *Akis* magazine, run by Metin Toker, is the first newsweekly of Turkey with its style, content and form similar to those of *Time* magazine.

Journalist Cemal Kalyoncu, in an article “Haber dergiciliği *Akis* ile başlıyor” (Newsweekly business starts with *Akis*) published in *Aksiyon* Newsweekly in 2004, depicts *Akis* and the political environment where it was launched as follows:

“The first newsweekly meeting the current standards in Turkey was *Akis*, launched on May 15, 1954. A political magazine, *Akis* was published by Metin Toker and two of his friends. However, Toker acquires all shares shortly. The magazine was inspired by *Time*, *L’Express* and *Der Spiegel*... *Akis* which had a visible focus on political affairs and current events also covered economic issues as well. Its coverage also included fashion, women, military, medicine, cinema, art, sports and culture. The magazine which emerged as an impartial publication has over the time changed its policy; it now pursues a policy of opposition. *Akis* which sells 3,000 copies of its first issue featuring an article by Celal Bayar beats this record with its second issue where Adnan Menderes appeared on the cover page. However, it made quite a reputation when it started its new policy of opposition to the DP. This is chiefly attributed to Metin Toker’s engagement with İsmet İnönü’s daughter. During the same period, the dispute between *Akis* and Mükerrerrem Sarol from DP contributed to the popularity of the magazine which increased the number of copies in circulation. The magazine had a great opportunity for greater publicity and popularity because the dispute was referred to a court of law. Three days after the military coup on May 27, Metin Toker publishes a series where he narrated the coup. *Akis* was published 150,000 copies almost all of which were sold out... While it was still influential with a total sale of 23,000 copies in late 1967, *Akis* had to shut down in 1968 due to economic reasons.” (Kalyoncu, 2004: 52-53).

Akis made an appearance before its readers with a cover page on Celal Bayar. The front page was visibly inspired by the design of *Time* magazine; the title was inserted between quoting sign, with a subtitle reading “Weekly magazine of current events” (Haftalık Aktüalite Mecmuası). Photo of Celal Bayar elected president for another 4-year term was inserted on a scene from an election rally. *Akis* was almost the same as *Time* in terms of design and outlook. Metin Toker underlines this fact as follows:

“I did not invent this all by myself. This model is based on the design of *Time* in the US...Just like *Time* features sections on non-political issues including current events, economic issues, sports, cinema and arts as well as political issues, *Akis* put emphasis upon non-political issues as well. This was particularly the case at the beginning.” (Akis, 1967: 3).

Akis and many other newsweeklies were influenced by the social and political conditions of the time when they were published. *Akis* which made quite a reputation because of its strong opposition to the ruling Democrat Party failed to sustain this opposition after the military coup in 1960 when the DP was ousted from the political stage. This was the beginning of the end for *Akis* which had to retreat from the media business. One of the problems that the constitution drafted in the aftermath of the military coup in 1960 presented was its relatively democratic clauses which encouraged the public to discuss ideological and political matters more freely (Kabacalı, 2000: 217).

Toker divided *Akis* into sections, focusing in different issues in each. The main body of the magazine was classified into major sections on “current events in the country,” “current events in the world” and “developments in the economic and financial field.” However, over the time, the management has added new sections in an attempt to properly respond to the growing demands and needs. While *Akis* was focused on domestic politics, the magazine also made room for other forms of pieces and writings. The cover stories were focusing on a major current event

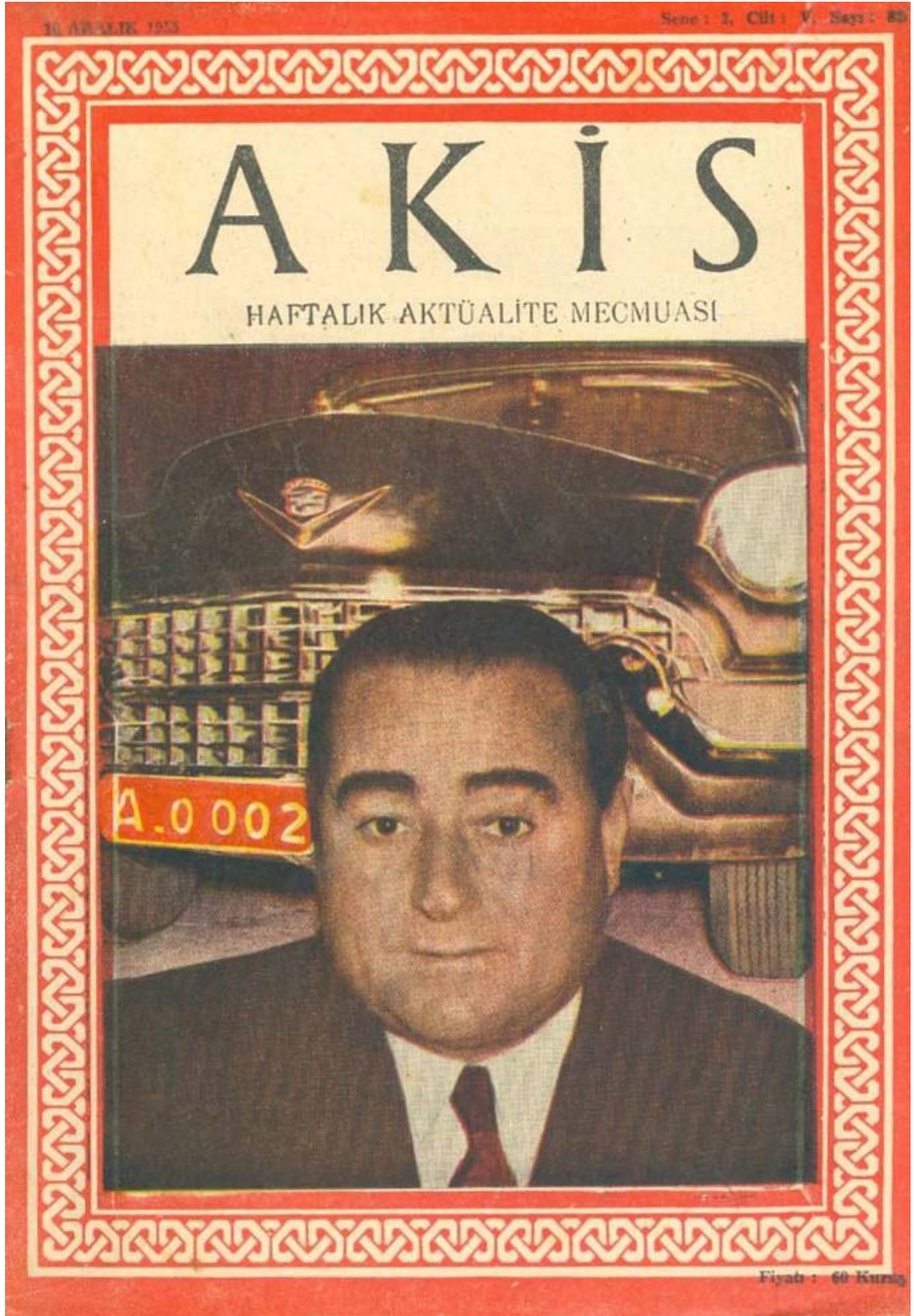


Fig. 15. Akis journal carried Prime Minister Adnan Menderes in its 83rd issue. Source: Aksiyon Archives.

depending on the political or economic developments of the time; an artist, athlete or a politician could make it to the front page of the magazine. The cover story included 4-5 page text on the story, photos illustrating the case or the event and details depicting the entire story. However, Akis became more focused on domestic politics after its first year of publication. The magazine has become a strong opponent to DP between 1955 and 1960. At the beginning, Toker invites diverse names from different parties or political backgrounds to his magazine. These included Fatin Rüştü Zorlu, Mükerrerrem Sarol, Fethi Çelikbaş, Hayreddin Erkmen, Hikmet Bayur, Faik Ahmet Barutçu and Server Somuncuoğlu. Prof. Cumhuri Ferman, Atilla Karaosmanoğlu, Prof. İsmail Türk, Doğan Avcıoğlu, Deniz Baykal, İlhan Selçuk contributed to the economy pages of the magazine whereas Çoskun Kırca, Mümtaz Soysal, İlhami Soysal, Güneri Cıvaoğlu, Kurtul Altuğ, Teoman Erel wrote on foreign policy, Halit Refiğ, Turhan Feyzioğlu on cinema, Turhan Dilligil, Turhan Selçuk, Egemen Bostancı, Kayhan Sağlamer, Dr. Esat Eğilmez on theatre and Seyfi Kurtbek who became defense minister later on military affairs (Ceyhun, 1985: 123-124).

Akis was pretty similar to Time in terms of not only style but also outlook and content. With its rich content and enjoyable language, Akis was all like Time. Akis attracted attention with its language during the period where it stayed in circulation. Years later, Toker notes that he administered the magazine like a dictator, adding that some sort of Akis style emerged out of this over the years and that all writers have come to terms of a certain style. Another innovation that Akis introduced to Turkish media out of inspiration from Time was under-photo texts (Suiçmez, 2009: 22).

Akis' credibility was seriously undermined in the aftermath of the general elections held after the military coup in 1960 when it argued that the CHP would attract huge popular support; however, its prediction proved to be untrue; the CHP won a modest victory, causing serious damage to the popularity of Akis magazine. It started to lose base and support in 1960s. Decision of Doğan Avcıoğlu and his

friends to leave the magazine and launch an alternative, *Yön*, because of disagreement of the left politics and socialism negatively affected the popularity of *Akis* magazine. Even though Toker attempted to restore his and the journal's reputation by reliance on light magazine reports, his efforts did not pay off to prevent the eventual collapse. Starting in mid-1960s, *Akis* published pieces depicting the impressions of Toker; this has remained the case up to 1968 when the newsweekly withdrew from the realm of newsweeklies. While it was still influential with a total sale of 23,000 copies in late 1967, *Akis* had to shut down in 1968 due to economic reasons (Kalyoncu, 2004: 52-53) (Yıldırım, 2006: 92-93).

Devir, launched on August 28, 1954, three months later than *Akis*, was an influential magazine of the time that left indelible marks. Founder of the magazine which survived three issues alone was Altemur Kılıç, son of Kılış Ali, known for his close affiliation with Atatürk. Kılıç argues that it was actually his idea to publish a *Time*-like magazine in Turkey and that Toker stole his idea. He made a clear statement on this issue in a letter published in the fourth issue of the magazine. Published in Istanbul in 36 pages, *Devir* magazine's rate was 50 cents. Unable to focus on political and current events because of lack of experienced and competent staff, *Devir* made cover pages on Sibel Göksel, winner of a national beauty contest, Nur Sabuncu, a female artist who played Hamlet, Fenerbahçe soccer player Lefter and actress Lale Oraloğlu. In its first issue, the magazine reserved its cover page to journalist Sedat Simavi. Not assertive in magazine business, *Devir* failed in other fields as well. *Devir* which paid attention to stay impartial changed its position later by adopting a policy of opposition to criticize the restrictions imposed upon press freedom; but this policy was a failure too (Şahin, 1984: 60-61).

Devir, published by support of famous banker Kazım Taşkent, was divided into different sections on domestic and foreign news reports, social news and culture. The magazine which secured modest amount of advertising revenues had to shut down within a year because of economic reasons. In 1970s, Kılıç attempted to publish *Devir* for the second time by relying on the support of TÜSİAD and Selçuk

Yaşar. He explains in a statement back then why this attempt failed: “Maybe being too objective did not work out. Maybe the Turkish readers expected us to become partial and more assertive. We were at least partially submissive to the Democrat Party. In the second term of the magazine, our revenues did not suffice for survival. TÜSİAD would have extended support; but they did not keep their promises.” (Kalyoncu, 2004: 53) (Yıldırım, 2006: 93).

The magazine that left indelible marks in late 1950s was *Kim* which imitated *Akis* in terms of outlook and form. *Kim* was the first magazine to identify itself as a newsweekly focusing on news reports on a weekly basis. It attracted attention with its strong opposition to the Democrat Party. A joint business venture by Özcan Ergüder, Ali İhsan Göğüş, Sefa Balcıoğlu and Orhan Birgit was launched to stage a bitter opposition to the ruling party since its inception on May 30, 1958. They even published an article explaining that their major goal was political opposition rather than material gains including profit. Focusing on domestic political affairs, *Kim* magazine also covered issues on art, cinema, sports and foreign policy. The list of writers affiliated with the magazine is also extensive and included Cihad Baban, Sadun Tanju, Emil Galip Sandalcı and Orhan Birgit. Banned for one month on Dec 23, 1959 because of its publications, *Kim* never wavered in its position. The day it was banned, the management of the magazine launched a new magazine with the title ‘*Mim*.’ *Kim* resumed its publications on January 26, 1960 and stayed opposed to the DP through the military coup on May 27, 1960. Expanding its size on Feb 28, 1966, the magazine was sold to another owner and shut down on April 5, 1968 without any explanation or public statement. It is obvious that demise of Sefa Balcıoğlu, one of the partners of the magazine, and election of Ali İhsan Göğüş and Orhan Birgit as CHP deputies, were major factors in this. Özcan Ergüder, a former partner of the magazine, also refers to the disappearance of the political conditions as another factor (İnuğur, 1992:340, 346).



Fig. 16. Devir started its publication in 1954. The cover here is from 1973. Source: Aksiyon Archives.

The 1960s represented a crucial period of time for Turkish magazine business. Number of newsweeklies has significantly increased in the aftermath of the military coup in 1960; these newsweeklies appealed to the general public. Magazines and newsweeklies with an ideological content have become fairly popular with huge amount of circulation figures that cannot be imagined even today. One of the leading magazines of the time was left-wing *Yön* published by Doğan Avcıoğlu along with Mümtaz Soysal and Cemal Reşit Eyüpoğlu. *Yön* reserved room for commentaries on virtually any subject. The magazine acted to shape the agenda. *Yön* whose circulation figures never declined below 30,000 has always been fairly successful in accessing to confidential information. This was partly because of the support it received from bureaucratic institutions. *Yön* which has become a brand name for a radical left-wing political movement played crucial roles in the emergence of a leftist ideology in Turkey. The magazine has advocated Kemalist socialism after 1960s. The *Yön* movement upheld that the method to be employed to acquire power was to be based on military coercion, although this has never been explicitly underlined. The *Yön* movement, led by Doğan Avcıoğlu, has some similarities with the *Kadro* movement of 1930s. They believed that revolution was achievable by an extensive front under the leadership of the Kemalist military and the guidance of Kemalist intellectuals; they have fought for this. However, they also declared themselves as the promoters of real democracy (Durukan, 2004: 55).

An ideological magazine, *Yön* shut down on June 30, 1967 when its 222nd issue was published. After *Yön*, Doğan Avcıoğlu launched *Devrim* in 1969. *Devrim* was seeking to serve as the civilian element of a left-wing administration that would come to power via repression and top-down movement. Avcıoğlu's efforts to keep publishing *Devrim* after the military warning issued on March 12, 1971, prove this argument. Hasan Cemal who served in *Devrim*, the publication promoting the ideas of the junta, speaking on these days, says: "İlhan Selçuk did not publicly speak; but his ideas on revolutionary violence were no different." Avcıoğlu, boss of this influential magazine, was arrested after the March 12 warning along with Cemal Madanoğlu for his alleged involvement in attempts to encourage army revolt; he

was tried in martial court and tortured during detention. The Newsweekly *Devrim* included leading names in its line of writers including Uğur Mumcu, Muammer Aksoy, İlhami Soysal, İlhan Selçuk, Hasan Cemal, Uluç Gürkan (Suiçmez, 2009: 32) (Yıldırım, 2006: 99).

A group of columnists and writers who resigned from *Yön* launched *Sosyal Adalet* together with the intellectuals affiliated with the Turkish Workers' Party (TİP) on March 19, 1963. The magazine declared its motto as saying: "We believe that it is wrong to hail saviors other than the people." *Ant*, launched on Jan 3, 1967, adopted a similar line of policy and approach. *Ant*, a magazine as influential as *Yön* with a total circulation of 20,000, had a fairly extensive content going beyond the daily events and developments. Rather than news, *Ant* focused on commentaries, analyses and special dossiers. Another major aspect of *Ant* was its focus and reference to international leftist movements and developments in its coverage. For leftist youth, *Ant* was invaluable because of its internationalist perspective. A number of lawsuits were filed against this magazine; heavy jail times were asked against its members; some had convictions at the trials. In 1969 when disagreements surfaced within TİP, other left-wing magazines including *Emek* and *Tüm* also emerged (Durukan, 2004: 56).

In 1960s, the first right-wing magazines also made appearance. One successful example of this genre during this period was *Düşünen Adam*. Number of the magazines with a similar line has increased since 1967. On October 24, 1967, *İttihat* was launched. Unlike left-wing magazines supporting military administration, the right-wing newsweeklies extended direct or indirect support for the political administration. Ali fuat Başgil was arrested because of his article that appeared in *Düşünen Adam* where he praised Democrat Party. The magazine was banned. The right-wing magazines were divided into two major groups: Islamist and pro-Turkish (Durukan, 2004: 57).



Fig. 17. A staunchly Kemalist Yön magazine started its publication in 1964. It was published for 222 issues. Source: Aksiyon archives.



Fig. 18. Doğan Avcıoğlu started publication of Devrim in 1967. Source: Aksiyon Archives.

During this period, the world of magazine business was not all about ideological content. For instance, *Hayat* and *Ses*, published by Şevket Rado as the Turkish version of American *Life* magazine, was as influential as political magazines. *Hayat* and *Ses* which adopted an anti-Communist stance sent its messages to the readers by graphic content. Thanks to *Hayat*, photo reporting emerged in Turkey. Before arrival of *Hayat*, Turkey was familiar with journalistic photography. But *Hayat* was assertive to print nice photos. For this reason, it preferred photos with aesthetics and expression and statement. Famous photo journalist Ara Güler worked for *Hayat* (Yıldırım, 2006:100-101).

Between 1950 and 1970, number of political magazines as well as family-women magazines has significantly increased. Magazines focusing on family members and appealing to their desires and preferences including *Hafta*, *Yirminci Asır*, *Resimli Hayat*, *Yelpaze*, *Hayat* were launched. These magazines mostly preferred illustrated magazine content to speak to their readers. The other magazines to be categorized in this classification during this period include: *Hemşireler Dergisi* (1950), *Modern Türk Kadını*, *Şule* (1950), *Yeni Familya* (1950), *Burda Moda* (1951), *Kadın Güzelliği* (1951), *Resimli Romans* (1951), *Kadın Dünyası* (1952), *Misafir* (1952), *Resimli Hayat* (1952), *Yelpaze* (1952), *Cennet* (1953), *İkimiz* (1954), *Anahtar* (1955), *Evim* (1955), *Kadın Dünyası* (1958), *Sim* (1958), *Aile* (1960), *Kadın Ansiklopedisi* (1961), *Moda* (1962), *Genç Kız* (1963), *Yuva* (1963), *El İşleri* (1964), *Türk Kadını* (1966), *Sağlık ve Kadın Dünyası* (1967), *Sen ve Ben* (1967), *Günün Kadını* (1968), *Ayşe* (1969), *Sevgilim* (1969). One point should be underlined here: feminist movements that became popular in Europe in 1970s were promoted by these magazines almost simultaneously in Turkey. These magazines mostly covered the status of women within the society, sexual freedom and women's emancipation. They also focused on light political issues considering that women developed interest in politics (Yapar, 1999: 66- 67).

During the period between 1970s and 1980s, extreme left-wing magazines also made appearance. Left-wing *Aydınlık*, published by Turkish Workers' Farmers'

Socialist Society in 1921, was replaced by *Prolete Devrimci Aydınlık* run by Doğu Perinçek in 1970s; it resurged with its original title in 1974. While it transformed into a paper between 1978 and 1980, *Aydınlık* became a magazine again after 1980. The pro-*Aydınlık* staff adopting a pro-Chinese stance (Maoism and China Communist Party) detached from the leftist movements in Turkey. They were influential up to 1975. In the second term, they adopted a different line. During this period, the most underlying characteristic was fear. They developed new theories out of fear suggesting that the Soviets would attack China; these theories even envisaged probable alliance with the US. During this period, they adopted a moderate approach. *Aydınlık* magazine did not promote the cause of the workers during the period between 1970 and 1980. *Aydınlık* which constituted an integrated whole with Doğu Perinçek attracted criticisms from leftist circles of the time (Söylemez, 2004: 60-61).

One of the influential newsweeklies of 1980s was *2000'e Doğru*, published by Doğu Perinçek, a prominent figure from the group sponsoring *Aydınlık* of 1970s. Launched on January 4, 1987, the magazine attracted the reaction of the official institutions and was subsequently banned because of its coverage on the East and the Southeast region in 1991; later it was launched as *Yüzyıl*. The magazine which renamed itself to *2000'e Doğru* was headed by Doğu Perinçek who chaired Turkey Workers' and Villagers' Party before 1980s. Perinçek served in this post until his move to become chair of the Socialist Party; he was replaced by Ferit İlsever as the new head of the magazine. Since its initial issues, the magazine focused on the Kurdish issue and the state policies towards this issue. The news reports focusing on such issues included the call by the Turkish military for the public to align with the state and stand against the PKK and the evacuation of the villages. These reports were controversial at that time (Akyol, 2005: 42).

Yarın, launched by Müfit Duru in Ankara on April 17, 1963, introduced itself as a weekly magazine of politics and economy. Through its 468 issues, the magazine focused on domestic and foreign political issues, economy, unions and

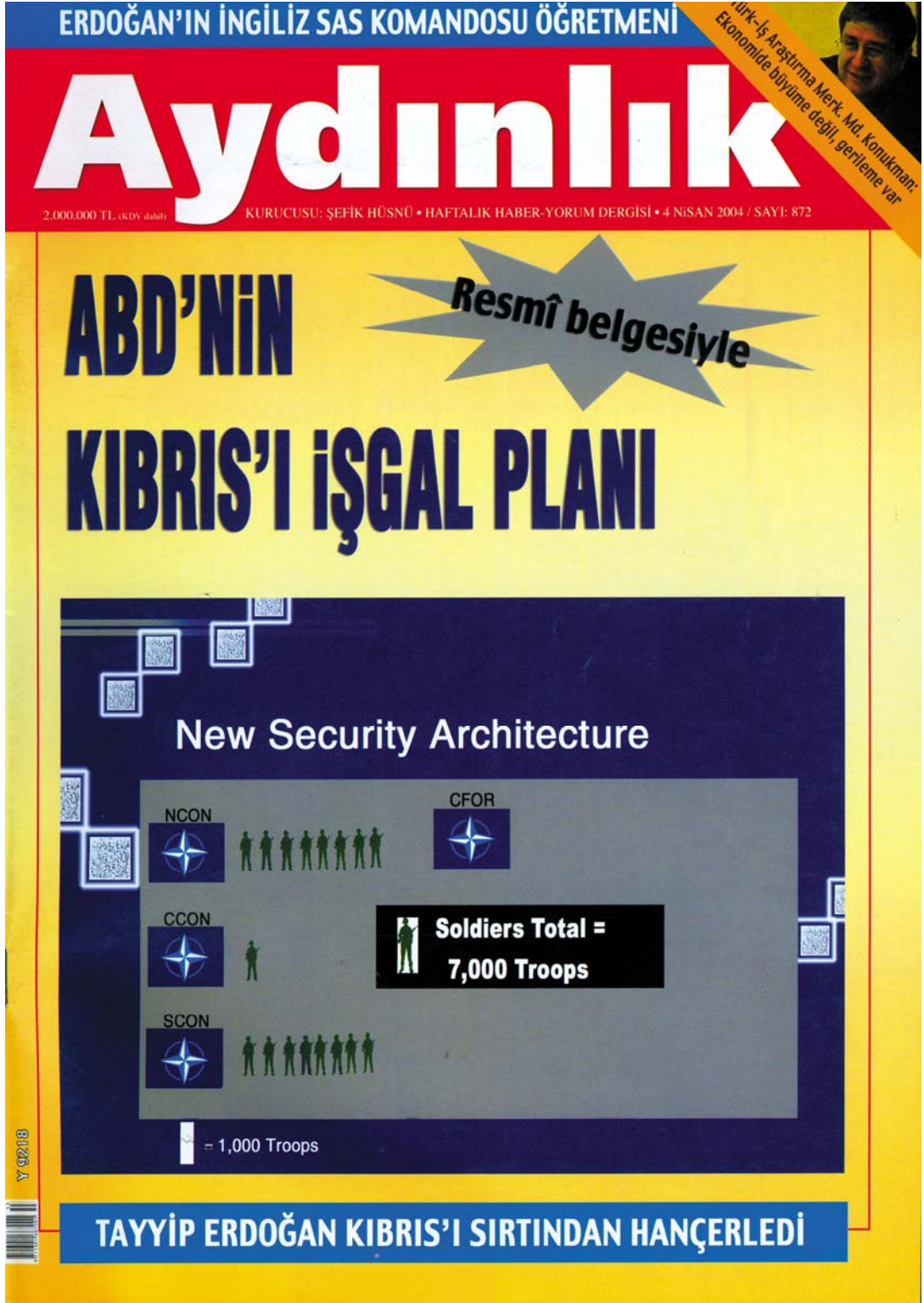


Fig. 19. Aydınlık was among the influential news magazines of 1980. It still continues its publication. Source: Aksiyon Archives.

social problems. What makes the magazine distinguished was its line of writers were mostly academics. One of the leading examples of newsweeklies during that period was *Durum*. Launched by Mithat Perin on October 8, 1964, *Durum* declared its goal and objective as “assisting the Turkish people in their endeavor to have the best conditions for the achievement of a truly democratic order and system free of influence of left-wing and right-wing views and ideologies.” Published 431 issues up to 1974, *Durum* has served as a journal of thought and struggle rather than a newsweekly. Its goals included promotion of free market economy, promotion of private entrepreneurship and liberal trade. With this line of policy, the magazine sided with the Justice Party, a center-right political party of the time (Yıldırım, 2006:101-102).

During the period between 1950 and 1980, with the exception of *Akis*, the newsweeklies focused on commentaries rather than direct news reports and looked for a proper place in the cultural and ideological struggle for hegemony. The magazines which aligned themselves with different camps during the Cold War years assumed a duty and mission to mobilize the public and the youth in line with their views and orientation. They spoke to their supporters. The right and left-wing magazines attracted a great deal of attention from the readers subscribing to the same worldview. This state of growing interest that would continue up to another military intervention in 1971 was replaced by a state of indifference and apathy through mid 1980s because of the growing pressure by military administrations and political rulers.

2.3. 1981–1990 Era: Transition From News Reporting to Illustrated Magazine

The 1980s was a period of opportunities and setbacks for Turkish newsweekly business. The restrictive measures and pressure over the media and freedom of expression in the aftermath of the military coup staged on September 12, 1980 forced the newsweeklies to abandon political issues and focus on daily issues instead. The relative transition to democratic order in connection with the

coming of Turgut Özal into power as a civilian ruler after the cease of military administration, democratization efforts and liberalization attempts created some opportunities for the publishers to discuss underlying issues and thorny debates. Some newsweeklies like *Nokta* achieved great size of circulation during this period. In late 1980s, the media business has gone a dramatic and structural transformation. With the injection of non-media capital into the sector by virtue of the incentives from political administration, the classical journalist boss concept was replaced by a businessmen media boss. The new style bosses who enjoyed relying on technological advances built holdings and media conglomerates hosting newspapers, journals, TV stations, agencies, distribution companies and publishing houses. This weakened political reporting, forcing the newsweeklies to direct their focus on lighter issues.

Journalist Ertuğrul Kürkçü, in an interview with *Aksiyon* Newsweekly in 2004, explains the change in the Turkish newsweekly business during the period between 1960 and 1990 as follows:

“To me, the most important magazine of the time was *Akis*. *Hayat* and *Ses* were also leading examples to consider...*Akis* was a magazine seeking to interpret the political sphere in reliance on ideas and thoughts; its print quality was poor but able to attract public attention because of its content and coverage. *Hayat ve Ses* which adopted an anticommunist stance during the Cold War era was publishing some unrealistic stories on communism that even the children could not possibly believe. In these stories, there were always somebody fleeing Russia and telling how relieved he or she was after the escape. *Akis* was the speaker of the parliamentary opposition whereas *Hayat* and *Ses* were working to impose an American lifestyle. They had surprisingly high rates of circulation. It is possible to argue that they attracted public attention and interest in an environment lacking of TV where the only mass communication device, radio, was under state control...In the world of 1960s, the nationalist and the Islamist magazines had their own loyal readers and subscribers. It was a period where the people had extensive discussions over the truths and facts held and promoted by others...Only humor magazines now secure high rate of circulation. However, humor cannot substitute thought and analytical views. There are now such magazines but they do not find support. It is all about the spirit of the time...I can say that the industry of thought was defeated by the industry of culture and entertainment in Turkey.

Current magazines are read in exam rooms or offices. People buy them in kilos. Even the soap foam has some sort of dignity.” (Kürkçü, 2004: 58).

In 1980s and early 1990s, the Turkish media has experienced a process of revival. A number of papers and journals joined the realm of publishing. Most did not survive long. Media wars erupted between the regular media and visual media in the 1990s after the arrival and popularization of the TV broadcasts. These wars were partly related to commercial competition. Media promotions also served as source of the wars. Papers took visible steps in this process. The trend of consumption in the West became influential in Turkey as well; in consideration of the growing tendency of the people to consume more, the media actors covered reports promoting consumption. The new developments and improvements in cultural and educational fields improved the quality of the media. For instance, magazines like *Erkekçe* and *Kadınca* published by Ercan Arıklı achieved great size of circulation figures. Mehmet Ali Yılmaz who acquired *Güneş* during the same period published new magazines including *Gergedan*, *Rapsodi* and *Adam* (Kabacalı, 2000: 247, 258).

Despite the growing number of newsweeklies, only a few could have visible impact, leaving indelible marks in the developments of the time. The leading examples of such influential magazines were *Nokta* run by Ercan Arıklı, *Tempo*, launched on December 6, 1987 and *Yankı* launched by Mehmet Ali Kışlalı on March 1, 1971. The following gives a brief of history of these magazines as Chapter III is devoted to the comparative analysis of these three newsweeklies.

2.3.1. Nokta

The repressive policies and practices by the military administration that came to power after the military coup in 1980 and Turgut Özal’s liberal approach when his government replaced the military administration played determinative roles upon the journalism style in Turkey. Restrictions forced the publishers to

focus on light and non-political issues. This sort of journalism attracted popularity during this period. Tan Newspaper, known for its inaccurate news reporting, was selling 1,000,000 back then. However, there were also publications assuming role of opposition in the absence of leading political figures including Süleyman Demirel, Bülent Ecevit, Necmettin Erbakan and Alpaslan Türkeş who were all banned from political activities by the military administration. Özal's policies as well as his family and private relations were covered by the media. The 1980-1990 period was also important because of involvement of non-media players in business. But *Nokta* magazine published by Ercan Arıklı played a key role in improving the modern newsweekly publishing (Akdağ, 2004: 62).

Nokta whose first issue was published on Feb 28, 1983 was offered for sale for 100 TL. Owner of the magazine was Ercan Arıklı on behalf of Gelişim ve Süreli Yayınlar Stock Corporation. The board of the *Nokta* where Dr. Yazgülu Aldoğan served as editor-in-chief included prominent names such as Hilmi Yavuz, Hıncal Uluç and Deniz İnel. Printed in Hürriyet daily's printing facilities, *Nokta* sold 52,715 copies in December 1986. Focusing mostly on political issues, *Nokta* was suspended because of controversial articles in 1983. While it went through some minor changes in terms of content, *Nokta* covered a wide range of issues including environment, religious affairs, economy and culture-art. A left-wing publication, *Nokta* remained loyal to its identity, addressing some controversial issues including homosexuality, women's rights and religious discussions. *Nokta* magazine was sold to Asil Nadir Group in 1989; the Group held the newsweekly until 1991; it finally ended up with Masum Türker's Nokta Basım AŞ in 1996 (İnuğur, 1991: 485- 486).

Since 1996, ownership of the magazine has been exchanged a few times. Masum Türker sold it to Lawyer Nida Ergenç due to economic difficulties. Nida Ergenç appointed Ümit Zileli as the editor-in-chief of the periodical. The magazine reappeared with a whole new content and outlook. Nida Ergenç sold the newsweekly to Ayhan Durgun who appointed Alper Görmüş as the editor-in-chief. The publication was introduced on November 2, 2006 under the management of the

new team. The line of columnists of the newsweekly included Ahmet Altan, Kürsat Bumin, Mahir Kaynak and Ümit Kıvanç. During this period, the newsweekly made fantastic reports and dossiers on coup plots; the magazine acted bravely to make sure that the plots are revealed and discussed freely among the public. However, publication of the coup documents and plans was the beginning of the process that would eventually result in the disappearance of the magazine. A number of lawsuits were filed against the management of the journal. Owner of the newsweekly Ayhan Durgun said on this process: “I was desperate and exhausted. I could not take it anymore and I decided to shut it down.” (Suiçmez, 2009: 88-97) (Yıldırım, 2006: 116, 125).

Nokta Magazine which had experienced a very hard time after publishing the coup plans and plots still had to deal with difficulties despite the closure decision taken by the owner of the newsweekly, Ayhan Durgun. Upon request by the Office of Military Prosecutor at the General Staff, the headquarters of the magazine was searched by the Istanbul Police on April 13. In its final issue, *Nokta*'s front page read: “Through real democracy, we will keep going the same...” (Suiçmez, 2009: 99-110).

The success of Arıklı and *Nokta* was attributable to their ability to create their own agenda. Particularly in 1985, *Nokta* met with its readers by a special and interesting cover page story. Some of these include stories on national intelligence agency, religious sects, virginity, and junta wars. The circulation figures skyrocketed from 15,000 to 50,000. The record sale was celebrated at a party in the headquarters of the magazine. The circulation nears to 70,000 in October. The torture confessions by a police officer are published on Feb 2, 1996. The magazine is printed in 100,000 copies. In the eve of second print, the magazine is collected by an administrative decision. But the second parts of the confessions are published the day after the decision. Many people were taken under custody from different ideologies during September 12 era. The torture allegations attracted a great deal of attention. Journalist Ayşenur Arslan who was working with *Nokta* during these days



Fig. 20. Nokta magazine was the largest circulating news magazine of Turkish history. It reached upto 100 thousand coppies of sale. Source: Aksiyon Archives.

says in relation to how it felt working in *Nokta*: “The working environment that reminds me of a drama stage was something that has no secondary player and actor. It was like the notion of brainstorming was invented for the job we were doing there, working with different persons often holding clashing ideas.” (Akdağ, 2004: 66–67).

2.3.2. Yankı

Launched by *Time*'s Turkey correspondent Mehmet Ali Kışlalı in Ankara on March 1, 1971, *Yankı* has been the most influential and longevous magazine between 1970 and 1988. The goal of Kışlalı was to create a *Time*-like newsweekly. İlnur Çevik, owner of Daily News, and Vedat Uras who resigned from Foreign Ministry also extended support to Kışlalı in this endeavor. From its first issue, the newsweekly sought to meet the needs of a new group of readers. In addition, the magazine attempted to make the news reports more colorful and enjoyable by inserting interesting details on the body of the text. Because it was a newsweekly, *Yankı* administration made it clear that they would not promote any particular ideology or political view, adding that they would impartially address the current political, economic and social issues. *Yankı*, offered for sale in 36-page format, was printed in Tercuman daily's facilities in Ankara by use of modern offsetting technique. *Yankı* was also the first to do editing in Turkey. The magazine was prepared by a professional team including university professors and scholars (Suiçmez, 2009: 39, 42) (Yıldırım, 2006:105-106).

Yankı declared its political stance as the left of the center. It condemned religiously motivated and ethnic separatist movements seeking to carve up the Turkish state during the rule of coalition governments. Like its predecessors *Akis* and *Kim*, *Yankı* served as a school for many journalists and correspondents. The administration managed to increase the total circulation up to 40,000 between 1977 and 1983 (Söylemez, 2004: 61).

Yankı had its own unique sections on domestic and international events, business life, legal affairs, education, economy, industry, labor, press, science, health, radio-TV, women, sports, art, religion, modern life, music, youth, books, people and weekly analysis. Publishing news reports on military has become a tradition of the magazine since its first issue. In addition, the newsweekly started a new tradition where it analyzed the sexual issues and gender-related problems based on questions from the readers. First issue was printed 12,000 and the second 4,000 copies. Problems were encountered in the delivery of the magazine. After a process of restructuring in fall 1976, the total number of circulated copies increased to 13,000. This figure became 40,000 in 1982. Partners in the Yeni Yankı Basın Yayın AŞ considered they could achieve a total circulation of 100,000 by taking the headquarters to Istanbul. Kışlalı resigned from his managerial post; the circulation dropped to 2-3,000 copies. Tercüman Group owned by Kemal Ilıcak funded the magazine between 1983 and 1988. In 1980s, the magazine came out with two supplements featuring quotes from *Newsweek* and *L'Express*. In 1988, *Yankı* merged with *Haftaya Bakış*, launched by Kışlalı, becoming *Yankı-Haftaya Bakış-Çağdaş Haber Dergisi*. Kışlalı became the editor-in-chief of the new magazine. The cooperation sustained through April 30, 1988 when it shut down (İnuğur, 1991: 464- 466) (Yıldırım, 2006:105-106).

2.3.3. Tempo

For newsweeklies, the 1990s were years of trends. This search for a new trend in the newsweeklies has become an assertion to become an address where the rising stars could be observed more properly and visibly. These magazines are now the addresses for new lifestyles, new rich people, trendy places, new role models of the youth and different political discourses. But whether this was something that the advertisers asked from the publishers or something that the publishers did on purpose still remains controversial. *Tempo* magazine which promoted liberties during this period focused on lifestyle as its main theme (Öztürk, 2004: 70-71).



Fig. 21. Mehmet Ali Kışlalı published Yankı in 1971 and it took Time as its example.
Source: Aksiyon Archives.

Tempo magazine sought to increase its circulation by speaking to the marginal groups in 1987. The first editor-in-chief of *Tempo*, run by Hürriyet Publishing Group, was Mehmet Y. Yılmaz who later administered *Aktüel*, launched by 1 Numara Yayıncılık owned by Dinç Bilgin in 1991 (Yıldırım, 2006: 128-129).

Graphic content has become even more important after the arrival of *Tempo* magazine. The magazine created a special place which featured photos alone. The new section, launched as photo-interview, was adopted by other magazines in a very short time. In this section which used to take 10 pages, a photo story of any current event was depicted. The 10-page section usually included fairly short statements and sentences underneath the photos. However, over the time, the magazines added a one-page statement to these photo-interviews (Suiçmez, 2009: 82).

Tempo which increased its number of pages, changed its logo and added the expression ‘Yaşadığımız çağın temposu’ (The tempo of our contemporary age) to its title reserved further room for naked women photos and for illustrated magazine in 1991. The list of its permanent writers and columnists through mid-1990s included Haluk Şahin, Doğan Uluç and Muhittin Sirer. In 1994, *Tempo* was handed over to Aydın Doğan. Its average circulation has been 50,000 in the first three months of its publication. Its average sales in 1989 were 11,000 copies. In 1995, it reached to 16,000 in 1995 and to 20,000 in 1996. This almost remained steady up to 2000s. In 2010, a vital decision was taken and the management moved from weekly format to monthly format and changed its content to lifestyle and illustrated magazine (Yıldırım, 2006: 133-135).



Fig. 22. Tempo magazine started its publication in 1987 under Mehmet Y. Yılmaz's editorship. It is today publishing on a monthly period. Source: Aksiyon Archives.

CHAPTER 3

A COMPARATIVE ANALYSIS OF NEWS USE IN NOKTA, YANKI AND TEMPO MAGAZINES

The prohibitionist mentality that emerged in the wake of the military coup of September 12 as well as the administrative practices by former Prime Minister Turgut Özal, the leader of the Motherland Party (ANAP), which came to power in 1983, played a decisive role on the news magazines of the time. Prohibitions urged the press to focus on illustrated magazines and there was a boom in the tabloid newspapers teeming with yellow journalism. At that time, Tan newspaper was selling about 1 million. As the bans imposed by the military rule were in force, the media rushed to fill the gap of criticizing the ruling ANAP, thereby acting as the main opposition party. Thus, it is possible to see that newspapers and journals published stories that could openly insult Prime Minister and his family. Journals would frequently criticize Özal's religious character and his easy goingness about it. Thus, reactionaryism was one of the top agenda items. The period 1980-1990 was particularly important in that many businessmen from non-media sectors started to become media bosses. As for the news magazine sector, three major journals, namely Ercan Arıklı's *Nokta*, Mehmet Ali Kışlalı's *Yankı* and Mehmet Y. Yılmaz's *Tempo*, stand out as the modern news magazines of this period. With its agenda-setting cover stories, the doyen of the new magazine business, *Nokta* news magazine, made its impression on the 1980s (Akdağ, 2004: 62-64).

Nokta, *Yankı* and *Tempo* were the leading news magazines of the period between 1980 and 1990. As the ruling ANAP opened up the country to the external world with the end of terror and violence and the military rule of September 12, the press and media organizations in Turkey saw a number of changes in content and design. Some topics which were previously considered as taboos started to be given room in the pages of journals which boldly published stories on homosexuality, the security forces' violent treatment of civilians, the disclosure of secret documents that

belonged to the National Intelligence Organization (MİT), and corruption claims about the government. For instance, the cover story of the 23rd issue of the weekly news magazine *Nokta* dated June 12, 1988 was about the fortune teller of generals. In the cover story titled, "We disclose the fortune teller of generals," it was stated that many high ranking generals tended to refer to a fortune teller about their promotions and appointments (Nokta, 1988: Vol.23: 27, 33).

Such a news story was unimaginable in early the 1980s. This applied to *Yankı* as well. One of the stories promoted on the cover of 890th issue of the journal dated April 16-22, 1988 was about sexual life in Anatolia. The story titled "Sexual life in Anatolia," published on pages 40-42, discussed sexuality as one of popular taboos of previous years with examples. Inclusion of such social topics in a journal with a dominantly political emphasis implies that news magazines felt the need to diversify their content in order to attract more readers (Yankı, 1988: Vol:890 40, 42).

Although the initial intention of *Yankı*, which started to be published as a weekly news magazine with Mehmet Ali Kışlalı at its helm on March 1, 1971, was to offer a serious news magazine like *Time* or *Akis*, the political stance it adopted affected its neutrality. *Yankı* positioned itself as on the left of the center on the political spectrum. In particular, despite its strong opposition to the separatist movements that attacked on the integrity of the country during the coalition governments in Turkey, it occasionally hurled unfounded criticisms against the Özal-led governments. It suffered from financial problems in spite of its circulation figures peaking at 40,000 in 1983. In 1980, it was transferred to Ilıcak, and in 1986, it merged with *Haftaya Bakış* magazine of the Milliyet newspaper to be renamed to *Yankı-Haftaya Bakış*. Its publication was suspended on May 6, 1988 (Söylemez, 2004: 61).

What distinguished *Tempo* from *Nokta* and *Yankı* in this period was the quality of its paper. In addition, it tended to use more and bigger photos in its pages than *Nokta* and *Yankı*. It was essentially a news magazine, but it also published

lighter stories or those that might appeal to general readership. In 1988, out of its 83 pages, *Tempo* allocated four of them to a TV guide. Under Mehmet Y. Yılmaz's conduct, *Tempo* usually offered extraordinary, provocative covers. With its covers generally featuring nude photos of men and women, the journal also contained political topics. For instance, the cover of its issue dated March 4-10, 1990 featured stories both of sexual and political nature. There was the new story titled "A new left party in the making" positioned next to the cover story titled "Taoist sex" (*Tempo*, 1990: Vol:10: 14, 30). With such diverse news topics, the journal was apparently trying to boost its circulation.

Despite the fact that it secured circulation figures greater than then-best selling journal *Nokta* when it was launched in late the 1980s, *Tempo* started to suffer from low circulation figures like other news magazines due to the economic crises of the late 1990s, and in response, it placed greater emphasis on lighter topics and nude photographs. After Kerem Çalışkan started to work as the editor-in-chief, *Tempo* introduced a number of major changes in its form and content and gave much emphasis on news publishing without abandoning its illustrated magazine identity (Dumanlı, 2002: 16).

In his article titled "We were deep down in trends in the 1990s" published in 2004 in the monthly news magazine *Aksiyon*, journalist Muhsin Öztürk discussed how news magazines shifted their emphasis from news reporting to lighter stories or illustrated magazine reporting:

"...It was a period in which the number of news magazines increased and at the same time, they led the way for diverse initiatives, albeit not always successfully. During those years, the cover journalism was the way to go as was the case with *Nokta*. Anything that drives the journal was a cover or flash story. Of course, another flashy figure would certainly be used next to this flash news. Journals never managed to secure circulation figures of international journalists, which frequently raised the question, "Why don't these journals sell?" Accordingly, a circulation figure around 20,000 would be considered as a success. Low circulation figures do not necessarily mean that these news magazines were not influential. During this period, they were closely followed and quoted by big

newspapers. They served as a good source of news for daily papers, functioning as their 'backbone.' Taboo topics, the stories that would stir up a hornet's nest, unimaginable news stories --such as interviewing a phone abuser-- found room in the pages of magazines. They claimed that they were writing the unwritten. With this attitude, they developed increased interest in discrepancy and opposition. Thus, they felt the need to include stories on gays in every issue of theirs. They exhibited sensitivity concerning the Susurluk scandal, torture, and antidemocratic developments, but at the same time, the 'lifestyles' depicted in the pages of these magazines increasingly shifted toward extremes, perhaps due to this search for disparity. The 1990s were also the years of 'trends.' Whether the trends were shaped by the journals or vice versa is unknown, there was certainly a form of connection between the two. This 'trend' fishing turned over time into these magazines' claim to be the address where 'those who rise to the top' can be tracked. New lifestyles, new rich people, new trendy places, new 'role models' for the youth, and different political discourses were these magazines. However, whether this was what the advertisers wanted from publishers or whether it was a mission that publishers willingly and knowingly undertook is something that should be discussed and settled like the 'trend' topic. During the 1990s, it was obvious that the magazine publishing business emphasized certain lifestyles. Thus, they imposed certain lifestyles on their readership and at the same time, as the news sources of these journals had advocated certain lifestyles and world views, which were naturally reflected to the stories of these journals." (Öztürk, 2004: 70)

In Chapter 3, the content and layout of these journals were compared before moving into a comparative analysis of their news selection and presentation. This comparison will be based on some striking historical events such as the attempted assassination of Özal, and the murder of journalist Çetin Emeç.

Tab.3. Circulation numbers of some weekly magazines as of November 1986³

News Magazines

Magazine	Circulation
Nokta	52.715
Yeni Gündem	15.555
Yankı	2. 209

Comics Magazines

Magazine	Circulation
Gırgır	343.842
Fırt	94.450
Çarşaf	30.970

Man Magazines

Magazine	Circulation
Erkekçe	17.164
Bravo	27.402

Woman Magazines

Magazine	Circulation
Kadınca	26.046
Elele	21.052

³ İnuğur, Nuri (1992) *Türk Basın Tarihi*, İstanbul: Gazeteciler Cemiyeti Press, p. 517.

3.1. A Comparison of Nokta, Yankı and Tempo Magazines in Terms of Content, News Profile, Staff and Design

Although they were the publications of the same period, there were significant differences among the news magazines in question. In this context, *Nokta*, *Yankı* and *Tempo* will be compared with each other in terms of their contents, staffs, and layouts in order to find out their differences.

3.1.1. Nokta

The weekly news magazine *Nokta* started to be published by Gelişim Yayınları on March 1, 1982 with Ercan Arıklı at its helm, and it advertised that it would pursue a *Newsweek*-style serious journalism (Akdağ, 2004: 66). While glossy paper was used for its cover page, the news magazine's inner pages were from matte paper. In 1988, the number of its pages varied between 80 and 82. Unlike *Yankı* and *Tempo*, its last page contained cartoons. Cartoonist Salih Memecan, who currently works for Sabah newspaper, used to draw cartoons for *Nokta* at that time. Its column was called "Kutu Kutu" (Nokta, 1988: Vol:21: 82). In its 1988 imprint, the editor-in-chief was Arda Uskan. His assistant was Gülay Göktürk. Memecan was also the visual director. Its culture editor was another famous figure: Haşmet Babaoğlu. In 1988, *Nokta*'s editorial board was quite populated. It contained 12 famous figures such as Duygu Asena, Korhan Atay, Hıncal Uluç, Hilmi Yavuz, and Engin Vardar. According to the same imprint, 85 people worked for the preparation of the magazine including the news center and the advertising department (Nokta, 1988: 5). Like *Tempo*, *Nokta* allocated some of its pages to a TV guide. Unlike *Tempo*, *Nokta* presented this section at the beginning of the magazine. In general, there were eight different sections in the magazine. These sections were, from the beginning to the end: Turkey, World, Economy, Cover, Society, Culture & Art, Sports, Other. In addition to all advertisement pages, about 40 percent of the magazine was printed in color.



Fig. 23. Nokta changed the agenda on 2 February 1986 when it carried the confessions of a torturer police officer to the cover story. Source: Aksiyon Archives.

Its pages were filled with photos relating to the topic in question, thought they were not as large as those used in *Tempo*. If the news story and the photos used were *Nokta's* own products, then the reporter's signature was used. The signatures were usually located below or on the side of the photo and at the end of the new story. The news stories and photos concerning the external world usually lacked such signatures (Nokta, 1990, 32: 46, 48). Its price rose from TL 1,200 in 1988 to TL 3,000 in 1990 (Nokta, 1990, 32: 1). In 1990s, Photo-Interview, a sports section with plenty of photos, was added to the magazine. Its cartoonist changed, and Latif Demirci started to draw cartoons for the last page. The journal started to use glossy paper for the inner pages as well. At the same time, the number of its foreign representation offices was increased. As of August 12, 1990, *Nokta* had foreign representation offices in the UK, France, Sweden, Italy, Greece, Cyprus, Germany and Spain (Nokta, 1990, 32: 5, 82).

In the 1990s, the magazine's design was very simple and stylish. In addition to the use of big photos in pages, the magazine was completely printed in color. During these years, the photo-interviews became an indispensable part of the magazine. They spanned over eight to ten pages (Nokta, 1990, 31: 38, 47). Another remarkable characteristic of the magazine in this period was the increase in the number of interviews. Thus, the magazine started to publish two interviews in each issue. In these interviews, the photos of the person being interviewed were amply used. For instance, in the 32nd issue dated August 12, 1990, the portrait of Cem Boyner was published in the accompany of four different colorful photos. In the interview titled, "Targets fly high," conducted by Nilgün Uysal, Boyner's versatile personality was described as follows:

"Ambitious, serene and peaceful... He wanted to be a pilot at the age of 12. He penned down a fascism-oriented book at the risk of being jailed for it at the age of 18. He became the youngest-ever president of the Turkish Industrialists and Businessmen's Association (TÜSİAD) at the age of 33. To these was soon added the appellation "targeted president" who was summoned to the prosecution office." (Nokta, 1990, Vol: 32: 54-46).

Crossword puzzles and readers' letters were the most consistently published sections of the magazine. Indeed, every issue of the magazine contained these sections. An examination of the readers' letter shows that even the messages criticizing the magazine's publications were published (Nokta, 1990, Vol:34: 78, 79, 80). In 1986, the circulation of the magazine approached to the limit of 53,000 (İnuğur, 1991: 517).

3.1.2. *Yankı*

Yankı started to be published on March 1, 1971 by a former *Akis* employee, journalist Mehmet Ali Kışlalı, who intended to make it a *Time*-like weekly news magazine with support from Kemal Ilıcak and İlhan Çevik. Being a serious news-oriented magazine, *Yankı* made significant contributions to the news magazine publication business at that time. Aiming to win over readers by publishing special news and interviews and detailed investigations, *Yankı* filled the gap for a news magazine that was left behind when the news magazine *Kim*, which started to be published in 1958, ended its publication life in 1968. The magazine usually published news stories about political events and those coming from military circles, and in a statement it made on its 14th year of publication, it stressed that it was "not a magazine for struggle, but a news magazine" (Yıldırım, 2006: 105). In the letter titled "To our readers," published in its first issue, the magazine explained its aims as follows:

"...to report all remarkable news stories of the week in a short and concise manner, to touch on the issues ignored or unilaterally reported by the dailies, to discuss interesting details and bring the news stories to the attention of the readers who do not have the opportunity to read more than one newspaper..." (Yankı, 1971, Vol 312: 46).

Although its first issue was published in 12,000, its circulation was stuck between 3,500 and 4,000 in its early years of publication. Thanks to some ad campaigns launched between 1977 and 1983, the magazine managed to boost its

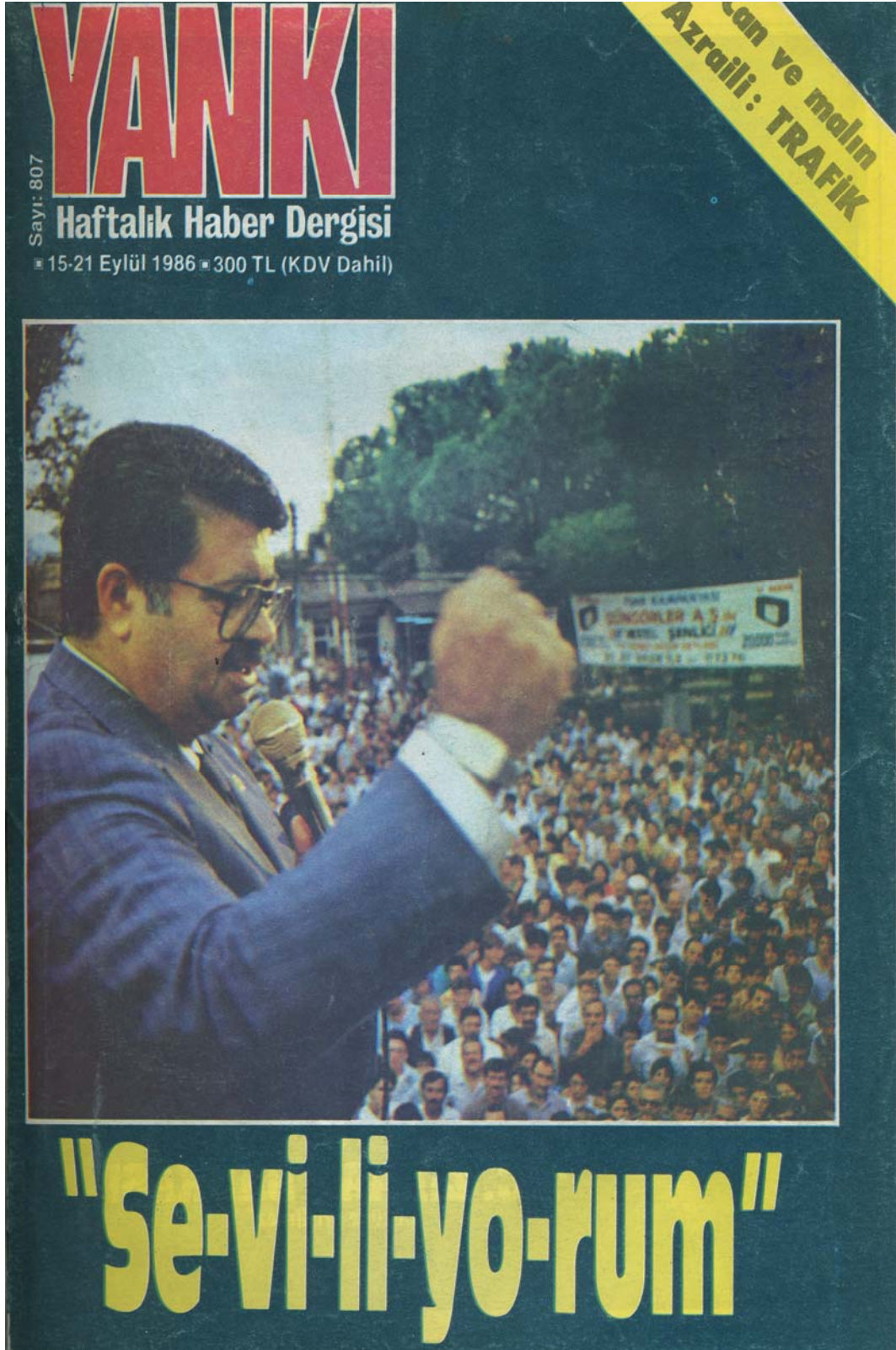


Fig. 24. The 807th issue of Yankı was featuring Prime Minister Turgut Özal. Source: Aksiyon Archives.

circulation up to 40,000. Because of increasing debts, Kışlalı transferred it to Kemal İlicak in 1980, and it was merged in 1986 with *Haftaya Bakış* journal of the Milliyet newspaper to be renamed to *Yankı-Haftaya Bakış*. The continuing decrease in its circulation led to the suspension of its publication on May 6, 1988. *Yankı* would criticize certain religion- or ethnicity-oriented separatist movements that were seen as threat to the integrity of the country, particularly during the coalition governments, and positioned itself as the left of the center in the political spectrum (Şahin, 1984: 64).

During the years it was named *Yankı*, the magazine used to print its covers on glossy paper and inner pages on white tracing paper. Like the news magazine *Time*, the first two pages were dedicated to the 'readers' column' which included letters from readers and news stories about how the magazine's stories were covered by other media organizations. It's pages were less colorful in 1980, but most of its pages started to be printed in color in the 1990s. *Yankı* had different sections than *Nokta* and *Tempo*. For instance, it had a "Parties" section spanning over two to four pages where major political developments of the week were discussed (Yankı, 1986. Vol: 805: 15-17). Other divergent sections included "Elections," "Event," "History," "Trade Union," and "Sexual Life." Like the other two magazines, it also contained such sections as "Economy," "World," "Turkey," "Culture," "Art," "Cinema," and "Sports" (Yankı, 1986, Vol: 805: 1-50).

According to the imprint in its issue numbered 882, the magazine had 55 people as its staff. Its publisher was Uğur Reyhan while Mehmet Ali Kışlalı was its editor-in-chief and a member of the executive board. It had eight representation offices abroad, and unlike other two magazines, it had representation offices in 12 provinces at home (Yankı, 1988, 882: 3).

Yankı was not as successful as *Tempo* or *Nokta* was in terms of design. In addition to the tracing paper it originally used, it had limited colored pages. Moreover, the sheer number of sections and the abundant use of boxes in pages

created additional burden on the design of the magazine. Although more and bigger photos started to be used later, the magazine could not get rid of the textual intensity that is reminiscent of intellectual magazines. Still, its single-page columns and Kışlalı's single-page analysis into the week's events, located at the last page, gave *Yankı* a distinct style.

Another important feature of *Yankı* was its use of special news reporting files. Inheriting *Akis*' motto, "Set your own agenda," it conveyed to the 2000s. Thus, in, early 1988, when *Tempo* and *Nokta* frequently ran cover stories on reactionaryism, *Yankı* would prepare special reporting files on the inadequacy of the Turkish defense sector. In its 875th issue dated January 3, 1988, *Yankı* ran a cover story, titled "Bottleneck of the defense industry," stressing the need for developing a national weapons industry (Yankı, January 3, 1988).

Yankı consistently published a crossword puzzle, and tended to use maps and graphics particularly concerning its stories about the world outside. It frequently published political news about the Middle Eastern countries, but refrained from travel-and-report style journalism. Another distinctive feature of *Yankı* was its use of boxes with different background colors in order to present details about the news story in question. It contained 66 pages for most of its publication life, and Haldun Dormen penned down a culture column for a while. When it was renamed to *Yankı-Haftaya Bakış*, the number of its colored pages increased and a TV guide was added, but the magazine never ceased to be a serious magazine. In particular, it always avoided cartoons.

3.1.3. Tempo

The weekly news magazine *Tempo* was published by İdeal Yayıncılık ve Ticaret A.Ş., affiliated with the Hürriyet group, on December 6, 1987. Although it was close to *Nokta* until 1991. It adopted a different news magazine style by giving greater emphasis on lighter or illustrated magazine topic, including more and

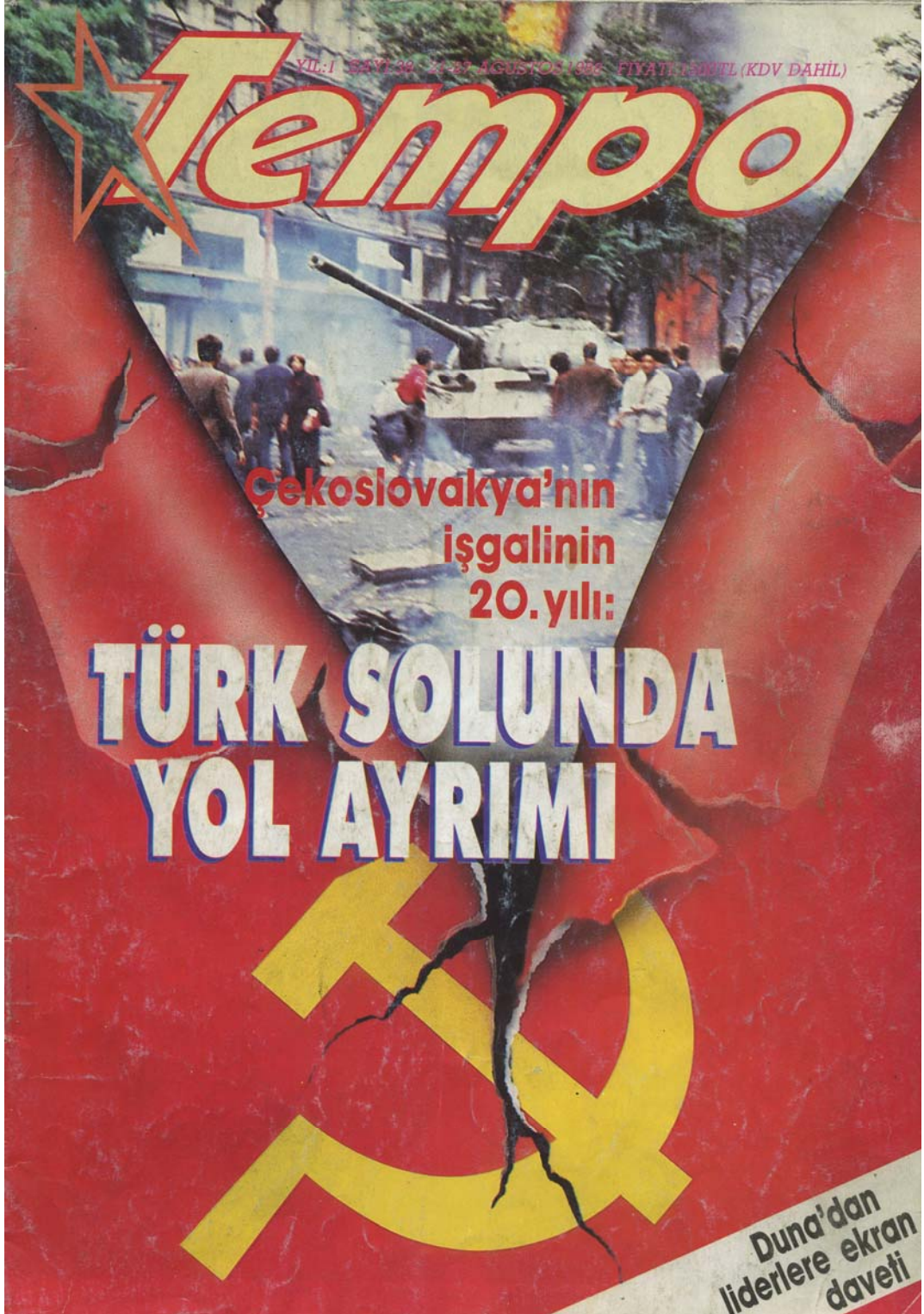


Fig. 25. Despite the fact that it was a lifestyle magazine Tempo used to cover hard core political issues also. Source: Aksiyon Archives.

shorter news stories, and introducing some formal changes. It gained an advantage over its rivals with its abundant use of photos in its photo interviews. It stood out as the new magazine that could make best use of photos. Its layout is similar to that of *Time* or *Newsweek*. In its early years, it placed the readers' letters at the end of the magazine and provided plenty of space to the theater and TV guide. Its habitual closing was with a crossword puzzle. With about 80 pages, *Tempo* was the thickest magazine of the 1980s (Tempo, 1988, Vol 5: 1-83).

Its staff was particularly strong. Some of the important figures in its imprint were: Cengiz Çandar, Murat Bardakçı, Emre Aköz, Ertuğrul Özkök, Doğan Uluç, and Sedat Ergin. Its editor-in-chief was Mehmet Y. Yılmaz (Tempo, 1988, Vol 5: 3). The magazine was particularly successful in discussing the developments around the world. The fact that it had offices in ten different locations around the world played an important role in discussing world issues (Tempo, 1988, Vol 5: 10). Although it later placed greater emphasis on lighter subjects, its original aim was to compete with *Nokta*. To this end, it published important news stories. A. Yetkin İşçen, who was the managing editor at that time, later explained in an interview the competition between *Nokta* and *Tempo* as follows:

"Hürriyet's Tempo started to be published as a rival against Gelişim Yayınları's famous Nokta. Later, Aktüel of Sabah emerged as a rival against Tempo of Hürriyet. Tempo's use of the best quality paper, glossy paper and all-colorful print was revolutionary in terms of product quality while Aktüel increased the size of the magazine to gain a competitive edge over Tempo. Later, all of them started to imitate the changes introduced by others. Tempo and Aktüel surpassed Nokta and other news magazines. I should also note that although they thought themselves to be news magazines, but Tempo and Aktüel had already become illustrated magazines. If you removed their logos from their covers, you would not know which one was which. By the way, Mustafa Küçük, the boss of the ABC agency, was having hard time in providing nude women pictures to these two magazines..." (Yıldırım, 2006: 135).

What distinguished *Tempo* from *Nokta* and *Yankı* was that it took the photos for its special news in a studio environment. Thus, it published its special news

stories in the company of special photos. In addition, *Tempo* did not use section names (Tempo, 1990, 18: 38-41).

Tempo's most prominent feature was its cover stories on sexuality. It would discuss topics which were considered as taboos using photos specially taken and anonymized witnesses. Thus, the cover story titled "Students going crazy" in its 8th issue, the cover story titled "This will happen when the satellite dish comes," in its 9th issue in 1990, the cover story titled "Asian type sex," in its 10th issue in the same year, and the news file titled "Poland's nudes," in its 36th issue in 1988 contained the most daringly obscene photos which most publications would avoid even today. This tradition of publishing stories on sexuality in the company of plenty of photos still continues today although it is currently published on a monthly basis.

Tempo's photo-joke section where political party leaders and their spouses were matched contained very harsh jokes. Thus, Turgut Özal, Süleyman Demirel and Erdal İnönü were ridiculed using their real photos (Tempo, 1988, 38: 4). In addition to these lifestyle news stories, *Tempo* also showed a serious opposition to the government. In its 36th issue in 1998, the government's Southeastern Anatolia Project (GAP) policies were criticized. The magazine openly criticized the government in its 6-page news story:

"Both ministers and the State Planning Organizations are oblivious in a secretly held meeting, Kamuran İnan and seven ministers were briefed last month. The result was that all ministers were ignorant about the GAP. The Japanese experts who gave the briefing are trying to complete the GAP Master Plan by the end of April. All stopped projects will be restarted according to the priorities in the master plan, of course on condition that they can be funded..." (Tempo, 1988, 38: 34-39).

Tempo frequently discussed the case of torture committed by the security forces as well as the MIT reports disclosed by retired MIT employees. In this context, it can be argued that the magazine had a say in diverse fields without specializing in any of them (Tempo, 1988, Vol 36: 16-17, 22-24).

3.2. A Comparison of Nokta, Yankı and Tempo Magazines in Terms of Major Events

Although all of them claim to be news magazines, *Nokta*, *Yankı* and *Tempo* adopted different approaches to some significant events and developments between 1980 and 1990. This section will discuss how certain historic events were discussed by these magazines.

3.2.1. September 6, 1986: Violent Attack against the Synagogue in Istanbul

In the violent attack against Neve Shalom Synagogue in Istanbul on September 6, 1986, 23 people, including two assailants, died. The suicide bombers interrupted the Friday ritual and raked the people with their machine guns before triggering the bombs in their hands (Milliyet, September 8, 1986: 11).

This attack was covered by *Yankı* with many photos in its 807th issue dated September 15-21, 1986. The news story titled "Synagogue massacre: lots of claims and questions, but no evidence and answer" on the 34th page of the magazine provided details on the attack as well as the reactions from across the world. The news story clearly state that it was wrong to kill people just because they were Jews. The story penned by Gündüz Altan also stresses that according to terrorism experts, such a comprehensive attack could not be planned only by two people and there should be national and international shady forces behind the attack (*Yankı*, 1986, Vol 807: 34-36).

Beneath the photos showing the Synagogue after the attack and the burial ceremonies of the people killed in the attack were written: "Terror was next to us." The story also mentions about the rumors concerning the examination being conducted about three suspects who fled away from the Synagogue toward Perşembe Pazarı after the attack. According to the magazine, the license plate of the

car used by these suspects was fake. In the final analysis, the magazine announces that it is against such inhuman attacks irrespective of the victims' race, religion or nation (Yankı, 1986, Vol 807: 34-36).

With a two-week delay, *Nokta* ran a cover story on the attack. The title of the cover story that spanned over ten pages in the 37th issue dated September 21, 1986, was "Terror: Will get out of control." The magazine condemned the Synagogue attack and indicated that such attacks were on the rise around the world (Nokta, 1986, Vol 37: 26-37).

Unlike *Yankı*, *Nokta* also conducted an interview with Abu Firas, the Turkey representative of the Palestine Liberation Organization (PLO) concerning the attack and the atmosphere in its aftermath. Firas said that they found such terrorist attacks as unacceptable. He stressed that Turkish diplomats were against the killing of civilian Jews as they were against the murder of civilian Palestinians (Nokta, 1986, Vol 37: 30-31).

In addition to this interview, the magazine also included an American diplomat's analysis concerning the increasing terrorist attacks around the world. The interview Robert Oakley, former U.S. Ambassador to Zaire and Somalia and the head of the US Counterterrorism Bureau, made to the French magazine *Le Nouvel Observateur* was translated and used in the news story. In his interview, Oakley said that terrorism derived its strength from the press and that it would grow in size and scope globally and that harsh and bloody interventions as done by Israel would not stop such activities (Nokta, 1986, 37: 32).

In sum, the magazine pointed that the terrorist attacks like the Synagogue attack had increased by 4-fold since 1984 and there was a boom in the number of such attacks in 1986 and countries should jointly fight against this globalizing threat (Nokta, 1986, 37: 26-37).

3.2.2. March 7, 1990: Murder of Journalist Çetin Emeç

Journalist Çetin Emeç was killed in an armed attack at 09:20 o'clock in the morning as he was about to go to work in Suadiye, Kadıköy on March 7, 1990. His driver Sinan Ercan, too, was killed under crossfire. Emeç had resigned from his office as the chief editor of the magazines *Hayat* and *Ses* and started to work at the *Hürriyet* group. Emeç had worked as the chief editor of the *Hürriyet* newspaper until 1984 and he was transferred to the *Milliyet* newspaper in 1985 and started to work as the editor-in-chief. He returned to *Hürriyet* in 1986 and worked as the general coordinator. When he was murdered at the age of 38, he was a member of the executive board of *Hürriyet* and its columnist. In the last article he wrote on March 6, Emeç drew attention to the increasing terrorist attacks in the country and particularly discussed the murder of Muammer Aksoy (*Hürriyet*, March 8, 1990: 1).

The Emeç's murder was broadly covered not only by TV channels and newspapers, but also by the news magazines. In its 11th issue dated March 18, 1990, *Nokta* discussed the murder with its cover story titled "This police cannot end terrorism" (*Nokta*, 1990, Vol 11: 1). It dedicated eight pages to this story. The magazine even published the photos of Emeç and Ercan taken at the Forensic Medicine Council. It also published one of Emeç's recent photos as well as a photo from his funeral ceremony. *Nokta* also published Emeç's last article in its entirety, and with a good journalistic achievement, it found and made an interview with Erdoğan Tuncer, the owner of the stolen car used during the attack, and published his photos. It also published quotes from Emeç's close friends and colleagues including Mehmet Ali Birand, Uğur Mumcu, Yavuz Donat and Cüneyt Arcayürek. Allocating the last two pages of the story to MİT experts, politicians and military figures, the magazine obtained remarks from Erdal İnönü, Süleyman Demirel, Alparslan Türkeş, Turgut Kazan, Mahir Kaynak, Abdurrahman Dilipak and Necdet Üruğ (*Nokta*, 1990, Vol 11: 18–25).



Fig. 26. Nokta spared a lot of place to Çetin Emeç murder in its 18 March 1990 issue.
Source: Aksiyon Archives.

While it saw the attack as a provocation, it also critically noted that the police had serious omissions and that they were reluctant to solve the similar attacks in the past and that the assailants had passed through the Bosphorus bridge on the car used in the attack and that a patrolling police car had seen the stolen car near Emeç's house just before the attack, but did not do anything about it. Thus, the magazine stressed that even if it was a provocative attack, the security forces had serious omissions. With another journalistic success, it announced the two important steps the state would take after this attack: the establishment of a bodyguards department within the police organization in order to protect senior state officials, and the launching of a program that would investigate into murders at the state-owned Turkish Radio and Television Corporation (TRT), similar to the BBC's "Crime Watch" (Nokta, 1990, Vol 11: 18-25).

The magazine's stance concerning the Emeç's murder was summed up in the following sentences in the beginning of the news story:

"The questions asked after another murder are typically the same: Will a coup follow it? Is reactionaryism coming? Are foreign powers trying to divide the country? In a comprehensive examination conducted by Nokta, there also other questions were asked, with persistence: Why is there a police? What does the police do? Why is the police's impotence not eliminated? Unresolved murders are not a new phenomenon in Turkey. It is a deep-rooted and historic phenomenon that calls to mind the question, "Will a coup follow it?" each time. Now, new measures are being considered, according to the statement made to Nokta: such as making continuous program at the TRT and establishing a bodyguards department to protect senior state officials. After the senior officials get protection, the time will come for juniors like Akso and Emeç!" (Nokta, 1990, Vol 11: 19).

Let us now see how *Tempo* treated the same subject. *Tempo* ran a cover story titled "Bloody plot" in its 11th issue dated March 11, 1990. Although the magazine depicted the attack as an act of the organized terrorism, the news story in general harshly criticized the ruling ANAP and Prime Minister Turgut Özal (Tempo, 1990, Vol 11: 1, 13).

Compared to *Nokta*, *Tempo* used more photos in the news story. The attack was illustrated using 11 different frames featuring mostly Emeç and the day of the attack. However, *Tempo*'s 6-page story is not as comprehensive as *Nokta*'s. Except for the half-page opinion from sociologist Nur Vergin, *Tempo* did not include any expert opinion (*Tempo*, 1990, Vol 11: 14-19).

The magazine chose to clarify the attack by asking some questions and including statements from some columnists. It claimed that there were pro-National Salvation Party (MSP) police officers within the security organization, suggesting that the attack might be conducted by the Islamists. It also argued that some foreign powers that were disturbed by Turkey's improving ties with Iran might have masterminded this murder. It emphasized that three parliamentary parties, particularly including the ANAP, must quickly perform their responsibilities. The magazine rightly claimed that the Turkish-Islamic Commandos Troops, which assumed the responsibility of the attack, must be investigated thoroughly as the police did not have any records about them. The magazine's stance concerning the Emeç's murder was summed up in the following sentences:

"They killed first Muammer Aksoy and then Çetin Emeç. Both were the symbols of secularism. The purpose of those conducted these murders is to create a Muslim camp and a non-Muslim one in Turkey, to foment instability, to pit different groups against each other, to weaken hopes in democracy and to pave the way for military intervention. Their ultimate purpose is to turn Turkey into a third class country, a pawn and a poor international toy. Let us spoil this plot!" (*Tempo*, 1990, Vol 11: 14).

3.2.3. June 18, 1988: Attempt to Assassinate Prime Minister Turgut Özal

The major incident of 1988 was the attempted assassination of the-Prime Minister Turgut Özal. As he was delivering a speech at the Motherland Party's (ANAP) party congress held in Atatürk Stadium in Ankara on June 18, 1988, an assailant named Kartal Demirağ fired twice and a bullet bouncing off from the microphone stand had injured Özal by the hand. Demirağ, who was a commando

during his military service, tried to run away, but one of Özal's bodyguards wounded him by the leg and he was apprehended. After this incident that occurred on 12:18, Özal resumed his speech in a wounded manner. He made the following historic remarks: "Especially, I must note that no one can take away the life God bestowed on us against His will, and I, too, surrender to Him" (Sabah, June 19, 1990: 1).

Demirağ was first sentenced to capital punishment, which was later commuted to 20 years in prison on January 27, 1989. After serving four years in prison, he was pardoned by Özal in 1992. On the day he was released from prison, he said: "God did not want me to kill Özal. I knew that if I had killed him, I would die myself" (Mercan, 2001: 16).

Nokta discussed this incident with all of its aspects in a special issue dated June 19-26. In addition, they placed a reward of 200 million for anyone who would clarify the assassination. This 19-page special issue was titled "200 million to anyone who clarify the Özal assassination." The magazine found the apprehension of the assailant particularly important. It stressed that the incident should not go unresolved like the murders in the past. It suggested that the police should investigate into how Demirağ escaped from prison. Noting that Demirağ had roots in the nationalist/idealist youth movement, it inquired about the possibility of the idealist weapon smuggling mafia's involvement in the attack (Nokta, 1988, special issue: 6-11). *Nokta* also criticized the lack of proper security at the party congress. It reminded that Özal's bodyguards opened fires for 53 times, wounding 13 people. It also noted that Özal's bodyguards had panicked at the first moment and adequate first aid could not be provided to Özal.

A spacious portrait of Demirağ was also provided, stressing that he came from a poor and unhappy family. Notes from its preliminary cross examination were given. Thus, Demirağ said that he did not fire to kill Özal, but he just fired randomly and he did not know why he did it (Nokta, 1988, special issue: 18).



Fig. 27. Nokta covered the attempted Turgut Özal murder in 18 June 1988 with a special issue. Source: Aksiyon Archives.

Tempo's cover story for its 30th issue dated June 26 and July 2, 1988 was about Özal's attempted assassination. As this issue was published a full week after the attack, it discussed the attack quite spaciouly. 16 pages in three sections were dedicated to the attack. The first section contained the 6-page portrait of the Turkish mafia. In this section, the underground network was discussed with reference to Alaettin Çakıcı, a former Nationalist Movement Party (MHP) member, who conducts some illegal businesses. It explained that the idealist/nationalist fathers who had fought against the leftists before 1980 had gone underground after the coup and involved in some illegal businesses. The fact that Demirağ was a former idealist/nationalist urged the magazine to focus on the idealist fathers. The statements from former and active idealists as well as the testimonies of the citizens who had encountered such fathers made the news story attractive. Ahmet Çakar from the Nationalist Employment Party (MÇP) had some interesting remarks. He said that the people who conducted such illegal business were no longer idealists (Tempo, 1988, Vol 30: 12-15).

The second section consisted of six pages and depicted the date of the attack. Titled "Even a massacre is possible," this section contained 11 big photos and the impressions of Recep Tanıtkan, who witnessed the incident. This section also contained a long interview with Özal's technical advisor Erkal Zenger, who was next to Özal at the moment of the attack. Zenger admitted that bodyguards and security measures were ineffective. It also disclosed an important fact about Demirağ. The magazine's sources confirmed that the assassin was neurotic (Tempo, 1988, Vol 30: 18-32).

Moreover, *Tempo* also provided Engin Ardiç's analysis about the attack. His four-page analysis started on the page 58 and ended on page 61. Penned down in a satirical style, this analysis argued that many leaders worldwide condoned the mafias in the past, but they were eventually killed by those networks (Tempo, 1988, Vol 30: 58-61).

Tempo's cover story mainly focused on the errors and deficiencies of the government and the security forces.

3.2.4. June 1988: Religious Orders on the Rise

Religious issues were among the popular topics both for *Nokta* and *Tempo*. Both magazines published many sensational news stories about religious orders, communities and other religious organizations. In these stories, they generally used a critical and overlooking language. Between 1980 and 1990, the news magazines ran a number of stories about the Nakşi order, which was close to Özal. Almost all of these reports saw these groups as unlawful formations.

Let us have a look at two examples that justify our case. The cover stories of *Nokta* and *Tempo* in their issues dated June 12-19, 1988 drew attention to the increasing reactionaryism in the country. *Tempo* ran a cover story about the Nakşi order in its 28th issue while *Nokta's* cover story in its 24th issue was Adnan Hoca community (*Tempo*, 1988, Vol 28: 12–18) (*Nokta*, 1988, Vol 24: 12-21)

In its story titled "Dark return of Adnan Hoca," *Nokta* claimed that the Adnan Hoca community had recently expanded significantly. Pinned down by Ayda Özlü Çevik and Ruşen Çakır, the story included interview with Adnan Hoca and his close disciples. However, the story implied that Adnan Hoca established a secret network of rich men and women. The story claimed that many rich families had told them that their children had been alienated from them after starting to meet Adnan Hoca. The magazine noted that the Tayfun Baban, who had unexpectedly committed suicide, had been in touch with the disciples of Adnan Hoca. It also provided the remarks of Baban's father, Ertan Baban, who claimed that Adnan Hoca community was behind his son's suicide. The story further claimed that the communities were after certain sexual desires. For instance, the follow section was emphasized from the interview with Adnan Oktar: "I have a big love for women. I saw them far superior to women." (*Nokta*, 1988, Vol 24: 20–21)

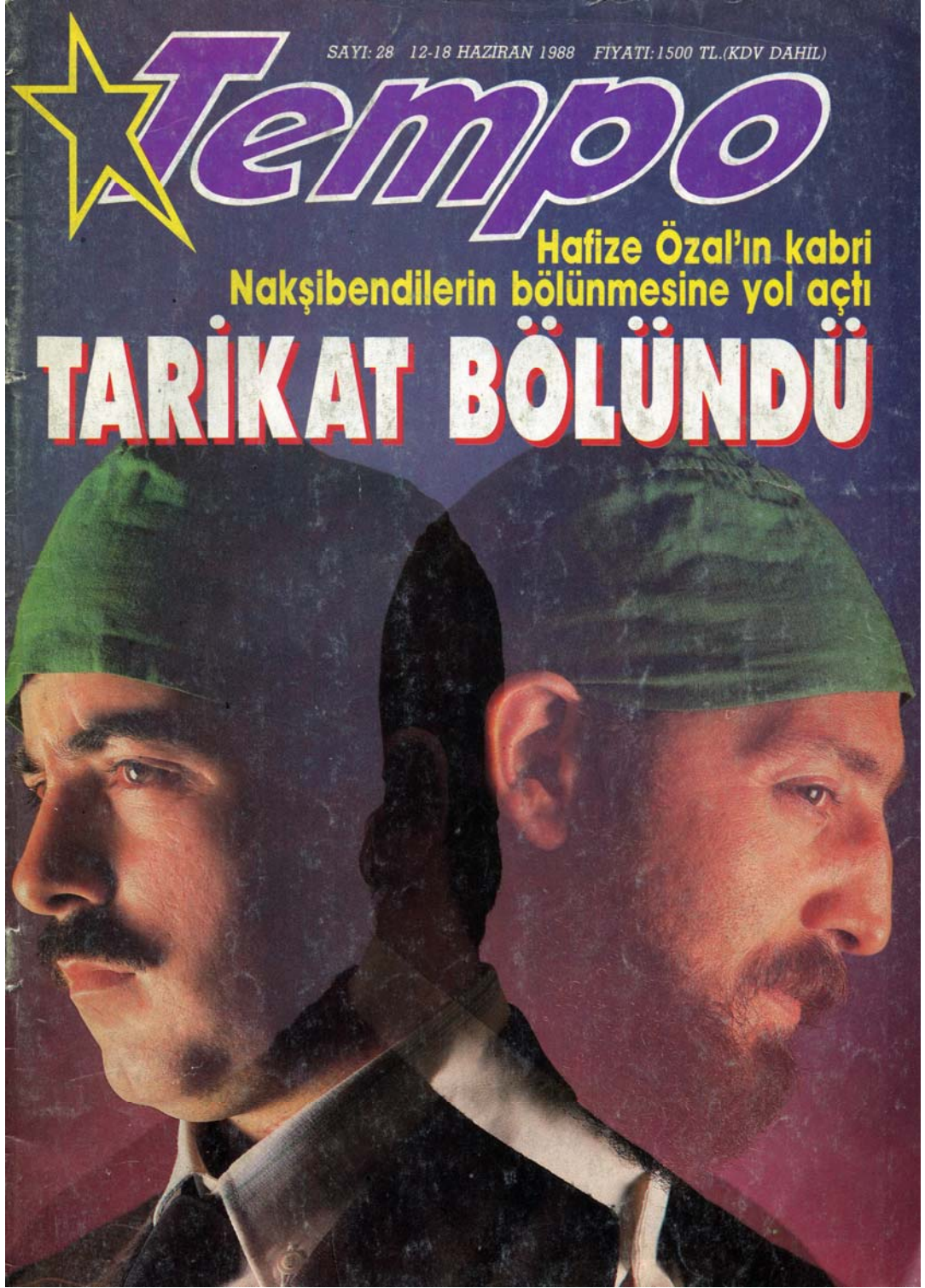


Fig. 28. One of the issues Tempo carries to its cover is the religious communities. Source: Aksiyon Archives.

This applied to *Tempo* as well. *Tempo's* cover story for its 28th issue dated June 1988 was about the Nakşibendi order (Tempo, 1988, 28: 12-18). Editor-in-chief Mehmet Y. Yılmaz explained why they ran such a cover story as follows:

"The official language of the Republic of Turkey is Turkish. Although the Constitution says it is a secular republic, but its official religion is Islam, given the state TV and the speeches of our seniors. According to what the people who are close to the religious groups tell, we have also an official order: Nakşibendi order. Of the deputies referred to in our cover story titled "Religious orders in the parliament," in Tempo's fifth issue, only one, Education Minister Hasan Celal Güzel, reacted. 'I am not a member of the Nakşi order,' he said. ANAP Deputy Chairman and Trabzon Deputy Eyüp Aşık openly declared that he was a member of the Nakşi order and confirmed Tempo's story... Since its establishment, the ANAP is known to be associated with Nakşibendi order..."

The story also featured many photos showing Prime Minister Özal's closeness to the Nakşibendi order. It noted the Nakşibendi order had arranged a funeral ceremony for Özal's deceased mother, Hafize, in Süleymaniye Mosque. The magazine openly declared that it committed a crime. One of the reporters had disguised as a discipline and phoned to Mahmut Efendi. This call was given in the magazine. This critical and combative style dominated the entire story (Tempo, 1988, Vol 28: 14-21).

3.2.5. 1990s: İbrahim Tatlıses and Arabesque

The Arabesque music was one of the favorite topics for the news magazines in the late 1980s and early 1990s. In particular, *Tempo* ran stories about Arabesque singers. For instance, it ran a cover story about İbrahim Tatlıses in its 16th issue dated April 1990. In the story titled "Behind the scene of İbo phenomenon," the rise of Tatlıses as well as his contention with mafia was discussed. In particular, his competition with Şehmus İlgin, a leading figure in the Zaza clan and the owner of Barış Müzik Üretim A.Ş. was examined. The story also contained a small interview with Tatlıses and emphasized that Tatlıses was not successful as a boss and had some debts, and barely escaped from being shot (Tempo, 1990, Vol 16: 14-17).

Another Tatlıses cover story came from *Nokta* in 1988. In the 10-page cover story titled "From lumpens to high society: İbo at the peak / Our music is Arabesque and our king is Tatlıses," Tatlıses' investments in the construction sectors as well as in the show business were discussed. In a Q&A interview, Tatlıses' past was discussed in the company of his new and old photos (*Nokta*, 1988, Vol 32: 52-60).

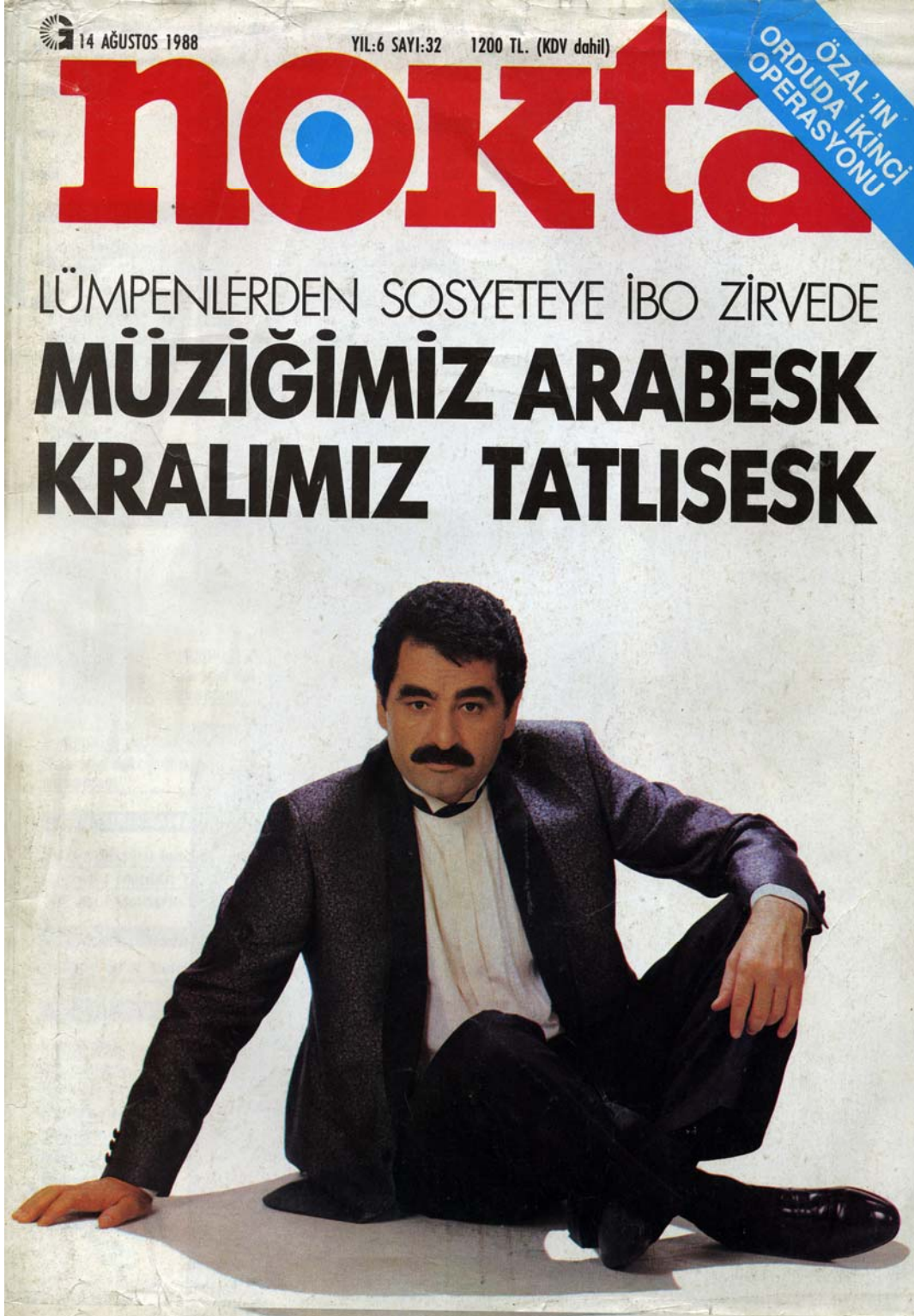


Fig. 29. Nokta brought detailed news items to its cover in the 1990s. Source: Aksiyon Archives.

CONCLUSION

We have reached certain results in this study that we analyzed the news magazines and the news magazine journalism in Turkey. It is observed that, like other media outlets, news magazines have been influenced by the social, economic and political conditions of their eras and because of this influence they have either created a new zone of activity for themselves, or have left publication lives altogether. Besides, the news magazines were able to influence governmental or state policies on several occasions, and in other times they have been able to contribute to the development of the country through their constructive opposition to these policies.

Turkish magazine journalism that had initially started as a profession of scientific or literary journalism evolved into an ideological identity subsequently. News magazine journalism in its real meaning came into the stage only after the 1950s thanks to the global examples in that era. Yet, even at that stage the news magazine journalism was not able to escape from ideological considerations and news items were not prepared with an objective perspective. The obvious result was the failure of Turkish news magazine journalism to put neutral journalism at the centre of their publication policies and thus failure to reach the level of success we observed in the West, where news magazines managed to sell in hundreds of thousands and even in millions and where they managed to establish a stable line of publication with the level of quality they reached and the benchmark of journalism they set.

History of Turkish news magazine journalism has a quite different historical line of development than their western counterparts. The first example of Turkish news magazine journalism appeared approximately 30 years later than the American *Time* magazine that is regarded as the first global example in this profession. This different line of development is usually attributed to the late development of the Turkish democracy and the realities of the economic

background. That same reason can explain why their life spans could not be as long as their counterparts in the West. Metin Toker, who started publication of the first Western style news magazine *Akis* in Turkey in 1954 managed to reach a weekly circulation of 23 thousand in 1967, but about a year later he had to close down the magazine because of economic difficulties (Kalyoncu, 2004: 52-53).

Turkish news magazine tradition experienced a great improvement between 1950 and 1960 when multiparty system was established. In those years several magazines entered into publication following the example of *Akis*. One can count *Kim* [Who], *Yankı* [Echo], *Yön* [Direction], *Ortam* [Context], *Devir* [Era], *Yedi Gün* [Seven Days], *Hayat* [Life], and *Ses* [Voice] among the prominent news magazines of that period. As an overall observation, compared to *Time*, none of the news magazines of the 1960s can be labeled as truly neutral and objective. In fact some of the news magazines published in this era had assumed the role of opposition to the government. This assumed role brought about their demise. Since they were clearly a party to political discussion, they failed to appeal to all the sections of the society and consequently their circulations didn't reach to numbers that would provide for their survivals.

During the 1970s the news magazines were influenced from the right-left polarization in the country and in the process that brought about the 1980 military coup some of these magazines moved towards extreme left and hence marginalized. *Ortam* and *Devir* weeklies were among these marginalized magazine and they had to cease their publications failing to reach 1980s (Durukan, 2004:54-59).

Turkey passed through immense changes after the 1980s. The country was opened to the world, both culturally and economically, and an economic vitality was realized. Consequently the social consciousness was reintroduced to concepts like democracy, freedom, individualism and human rights. The revolutionary improvements in economics and technology of the country influenced printing industry and publication tradition. Technologies used by the publishers were

developed and the qualities of printing and paper were improved in this era. Turkey managed to catch up with the standards of Western newspapers, magazines and TV broadcasting.

The 1980s also were the years the Turkish news magazine journalism made an enormous bounce forward. The weekly *Nokta* published by Ercan Arıklı brought new life to the sector. *Aktüel* (Actuality), *Haftaya Bakış* (Weekly Review), *Tempo* (Rhythm) and other news magazines were largely influenced by *Nokta*. The secret of *Nokta*'s success was in its initiation point. The magazine decided to form its own agenda from the very beginning and touched issues that were avoided until then. It carried issues related to sexuality, torture, National Intelligence Agency, mafia, army, religion and religious communities to its front page and made record sales. Indisputably, Prime Minister Turgut Özal, who came to power after the 1980 military coup and opened the horizons of the society, had a great share in the success of *Nokta*. He not only abolished several laws that opened the way to a military tutelage system in the national politics, but also helped media open their horizons and improve their qualities. In this era, apart from *Nokta* that published important news items, *Yankı* and *Tempo* became frontrunners of Turkish news journalism with their different style and contents. But we have to accept that the technological development and improved paper and photograph qualities didn't bring improvement of journalistic standards also. The visual qualities of the magazines increased the overall sales, but the numbers never reached to millions. The sole explanation for this is the failure of the news magazines to transfer quality news tradition of the Western media to Turkey.

In the 1990s news magazines passed through a serious refraction. The news magazines became possessions of the media bosses that emerged in the years of Turgut Özal, and with the fear of disturbing their relations with their bosses, news magazines decided to move towards lifestyle light content instead of engaging in serious journalism. *Aksiyon* and *Akis* continued to keep the standards set by *Nokta*, but together with *Aktüel* and *Tempo* all other news magazines moved away from

journalism and became lifestyle-celebrity magazines. Approaching to the 2000s, the content of these converted news magazines can be summarized as “visual effects more than the text” and “nudity more than news photography”. At this point we observe that the news magazines and the tradition of news journalism are passing through similar crises in Turkey. Whereas Time has celebrated its 87th year in publication, the strongest news magazine in Turkey, *Aksiyon*, is only 16 years old and its circulation is about 40 thousand a week. This number is far behind its Western counterparts. This situation proves that Turkish news magazine journalism could not make meaningful improvement in its 50 years of history. (See Appendice A and B)

Nowadays the retraction in Turkish news magazine journalism is continuing. While this thesis was being prepared, *Newsweek Türkiye*, the second largest circulating news magazine published in US-Turkish cooperation ceased its publication. Turkish news magazines that did not fell behind the Western examples in the last 20 years by means of printing quality and design fell far behind them by means of topic selection and analysis of news. The news magazines that failed to read the needs of the society, failed also to provide for the ‘detailed news’ expectations of the readers. Since they failed to do investigative journalism and put a difference between themselves and the daily newspapers, they tried to put a difference by using nudity and visual effects, but this didn’t prevent most of them from being closed down.

However today world is a global village in which distances lost their meanings and people became informed about events at the other ends of the world. While successful European and American news magazines are able to present detailed news items about events happening at further parts of the world, the Turkish news magazines are unable to do that. Thinking that *Yankı*, *Tempo* and *Nokta* had at least 10 foreign offices abroad in the 1980s, the recent situation of the news magazines is sad. While the Western examples are opening to the world, the

Turkish equivalents are stuck in the regional geography and world events are presented in two page panorama forms.

One handicap of the Turkish news magazine journalism is the fact that for the last 20 years all of them are part of a newspaper family. News magazines that are part of a larger media organization are not able to prevent striking news items they discover from being printed by the newspapers that belongs to the same family and hence they are unable to show attractive successes. This situation prevents news magazines from changing the agenda and from imposing an agenda to the nation. Another issue is the supplements printed by the newspapers that have the form of magazines. These supplements have diminished the need for news magazines since the readers are satisfied already with these supplements. The daily newspapers have also expanded their areas of interests and they started to produce dossier news that traditionally was seen only in the news magazines. This development decreased the competitive advantage of the news magazines also. With low levels of sales, the news magazines had to adapt a high price strategy in order to be able to cover their costs and in the long run this also contributed to their demise. Turkey does not have independent news magazines apart from marginal examples like *Aydınlık* [Enlightenment]. The successful examples of the world media, on the other hand, are products of independent companies. In news magazines that are part of larger newspaper families it is hard to train journalists specified in news magazine journalism. Position changes are never rare in holding structures and the cadres of the news magazines change more often than the newspapers. Whereas *Akis* and *Nokta* contributed to Turkish journalism through training names like Alper Görmüş, Emre Aköz and Gülay Gökürk, the new generation news magazines are infertile grounds for the future of the profession. They are no longer a school of journalism.

In the third chapter of the study we compared and contrasted the style and form of the news magazines in presenting important developments in the country. This led us to certain important observations. Our comparison reveals that the news magazines of the era had analyzed the same topic according to their ideological

worldviews and spared space for the views of the experts that will support their understandings only. For example, the attempted murder against the then Prime Minister Turgut Özal in 1988 was presented by *Nokta* from the angle of the negligence of the security forces and the growth of the ultra-nationalist mafia groups that were given a green light by the police; *Tempo* on the other hand approached to the attempt as an international conspiracy and as an attempt to destroy the stability of the country. In these differences in their standpoints about the news, the ideological positions of the news magazines about the personality of Turgut Özal and the Anavatan Party had a great share.

Another observation we made in this chapter is that in the decade after 1980 the news magazines started to resemble each other by means of the stories they carried to their covers. Religious communities, sexuality, sensational news about Özal and his family and lifestyle dossiers were at the head of these shared covers. When we look at the reasons of this situation, one explanation is that some news magazines were used by certain power centers for operational ends and they were used as tools of social engineering. Another explanation is about the internal dynamics of the profession. The news magazines that failed to produce their own agendas had to repeat some of the dossiers they worked on earlier and “save” the week. Both of these, inevitably, destroyed news magazine journalism.

The overall result this study reached is that the trend of becoming lifestyle magazines both visually and by means of their contents in the 1990s, decreased the influence of the news magazines and resulted in closure of most of them. Turkish news magazine journalism is still within this trap. The solution is turning to ‘detailed news items’ journalism. The weekly news magazines that are turning their publication period to monthlies have to turn back to their detailed dossier journalism and earn back the influence they have already lost. This is important not only for these magazines but also for Turkey. A country that does not have its own newsweeklies like *Time*, that can reshape the agendas of the world, cannot become a world power.

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APPENDICES

Appendix A: Circulation and prices table of magazines published in Turkey between September-October 2004⁴

Magazines	Price /Lira	Distribution	Sale	Difference
News Magazines				
Yeni Aktüel	3.000.000	25.000	12.539	-2.508
Aydinlik	2.000.000	9.039	3.276	225
Nokta	3.000.000	14.244	2.971	-1.479
Tempo	3.000.000	16.968	5.413	-1.693
Haftalik	3.000.000	17.156	9.958	4.277
Aksiyon	2.000.000	24.337	19.119	-309
Economic Magazines				
Para Ekonomi	3.000.000	15.000	9.691	648
Tek Borsa	3.000.000	21.481	14.749	223
Ekonomist	3.000.000	21.981	12.237	-952
Borsa Türk	2.000.000	12.004	5.272	-1.394
Life- style Magazines				
Şamdan Plus	5.000.000	12.000	5.474	1.567
Alem	4.000.000	17.495	6.298	25
Hafta Sonu	4.000.000	14.986	5.108	-34
Magazin	3.500.000	4.900	946	-85
Fısıltı	500.000	26.521	16.231	-783
Diva	4.500.000	2.225	951	289
Hello	5.000.000	13.987	4.067	-1.073
Gülümse	2.500.000	30.001	13.105	-3.378
Auto Magazines				
Oto Haber	2.500.000	17.000	9.572	-1.062
Auto Show	2.500.000	23.912	15.320	773
Comic Magazines				
Leman	900.000	97.464	41.628	1.109
Politics Magazine				
Siyaset Eksenı	500.000	5.304	1.396	60
Yeni Harman	1.500.000	18.968	3.224	146
Gerçek Hayat	2.000.000	7.424	2.554	-26
Others				
Tüketici	2.000.000	22.068	12.034	655
F.Basket	400.000	15.002	5.969	-136

Total: 239.102

⁴ <http://www.medyatava.com/haber.asp?id=16038> (28 December 2010)

Appendix B: Circulation and market shares of Turkish magazines as of 11-17 July 2010⁵

Magazines	Sales	Market Share
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News-Politics Magazines

Yeni Aktüel	6.569	12%
Aksiyon	41.447	73%
Aydınlık	4.253	7%
Newsweek Türkiye	3.541	6%
Gerçek Hayat	1.018	2%

Total: 56.828

Economic Magazines

Ekonomist	8.444	51%
Para	8.252	49%

Total: 16.696

Life-Style Magazines

Alem	4.803	17%
Hafta Sonu	4.721	17%
Hello	6.301	22%
Şamdan Plus	6.508	23%
Diva	668	2%
OK! Dergisi	5.121	18%

Total: 28.122

Auto Magazines

Auto Show	7.048	51%
Oto Haber	6.740	49%

Total: 13.788

Others

Tüketici	1.976	100%
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Total: 1.976

⁵ <http://www.medyatava.com/haber.asp?id=68663> (28 December 2010)