Chapter 4

How Is a Country Image and Identity Construction Reflected via Discourses in Press?

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ABSTRACT

This chapter is aimed to put the matter of how is a country image able to be constructed in hand through the medium of the online press, by evaluating The New York Times (USA), The Daily Express (England), Spiegel Online International (Germany), and Le Monde Diplomatique (France) in terms of “Turkish image and identity” throughout four months (January-April) in 2019. The author uses Van Dijk’s discourse analysis approach that is based on two main principles, macro and micro discourse analysis, and the content analysis technique. It is possible with this evaluation to determine how Turkish image and identity is established and what kinds of images, expressions, and representations are used by the foreign press, as well as their approach to Turkish identity.

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INTRODUCTION

In the study of “How is A Country Image and Identity Construction Reflected via Discourses in Press?”, all the news, images, expressions and representations about Turkey are elaborately studied for making out how the perception and position of Turkey that is affected by the changes with the globalization is reflected via discourses in four online foreign press throughout four months. This study has an objective to assess the Turkish image that is constructed in the globalized world, by analyzing all the news, images, expressions and representations about Turkey in terms of discourse and the content analysis technique, by comparing the online newspapers textes. Accordingly, the Turkish image that is established by the newspapers of “The New York Times (USA), The Daily Express (England), Spiegel Online International (Germany) and Le Monde Diplomatique (France)” and their approach to Turkish identity can be understood with this study. In addition, this analysis is done, by using various studying areas, such as image and translation studies and it acquires an interdisciplinary qualification.

THE AIM OF THE STUDY

The aim of this study is to demonstrate how Turkey is described and which images, expressions and representations are used for Turkey in the online newspapers of “The New York Times (USA), The Daily Express (England), Spiegel Online International (Germany) and Le Monde Diplomatique (France)”. Therefore, we are able to understand how Turkish image is established and what kinds of images and expressions and representations are used by four newspapers. In this analysis, it is aimed see how the position of Turkey is created by the discourses of the newspapers in various societies and whether Turkish image has been started to change with the globalization in some ways, or not.

METHODOLOGY

In this study, discourse analysis is one of the methods that is mainly used in order to understand how the Turkish image is established in the online newspapers of “The New York Times (USA), The Daily Express (England), Spiegel Online International (Germany) and Le Monde Diplomatique (France)” during four months in 2019. As discourse analysis is a field that is concerned with studying and analyzing written and spoken texts, it is aimed to make out the thoughts and ideologies about Turkey, are not especially expressed in four online newspapers texts from foreign press. It is possible to see inequalities, dominance, power, bias, prejudices in the texts and how the realities about Turkish image are reproduced within social, political, ideological, historical contexts, by making analysis of the texts with discourse analysis method. By the way, in this analysis, the reality how the discourses, in the newspapers of “The New York Times (USA), The Daily Express (England), Spiegel Online International (Germany) and Le Monde Diplomatique (France)” reproduce all kinds of information about Turkey, with some words, phrases, images, photographs is understood and it is clearly seen how the texts about Turkish image reflect a definite point of view with their discourses. All news about Turkey are going to be analyzed