



REVIEW OF FOOTBALL PLAYER TRANSFERS IN SPORT PAGES OF NEWSPAPERS

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Abstract:

Our goal in our study entitled “Football Transportation: how is taking place in the sports pages of newspapers?” presented the news of the transfer of players in newspapers and the realization rate apprehended by comparing how many of the news written by the newspaper press are meant to perform ethical dimension evaluations. This research frequently used the content analysis of media method. In this study, a descriptive survey model aimed at describing the nature of the facts as they are used. It was analyzed using content analysis method. The news in the newspapers were screened between 1 July 2015 and August 31, 2015. The study analyzed the daily newspapers which are being published in Turkey. Press advertising agency regularly according to data published in daily newspapers has been identified as 46. Two newspapers from the right wing of the political spectrum; Turkey and time, using the rhetoric of the Republic and one day left, the liberal media group Hurriyet and Posta newspapers, sports newspapers and Fanatik newspapers as Fotomaç represented our study sample. In conclusion, according to the findings of the research we have achieved; 6-day transfer news newspaper sports pages, while the number of 304, 2 number of newspaper sports football transfer news 204, the total number is 508 8 newspaper's football transfer news. Transfer season in the transfer market newspapers have survived over the news for Besiktas, Fenerbahce, Galatasaray and Trabzonspor have seen their primary news.

Keywords: news, sports, transportation, football

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1. Introduction

Considering the fact that the media makes impartial and accurate news, it is extremely important to determine whether such an effect is present. The problem in the study entitled, "The Analysis of the Transfers of Football Players on the Sports Pages of Newspapers" is the determination of the current state of journalism ethics by newspapers reporting in the transfers of football players as if transfers that can not possibly be made might even be made.

The sports pages of newspapers are pages that many people read first. The transfer news on these pages is hopeful on the side when the transfer is realized, and frustrating when it does not happen. Football has become something like the substitution of politics in recent years. The energy and enthusiasm which have not made for politics, has begun to be devoted to football by newspapers and other media organs. When practices seen as "*ordinary jobs that are repeated every day in the world's biggest sporting event*" (Jennings, 2006/2007) get caught on the radar of the media and the law, the situation goes out of the routine. Interest and taste in football; on one hand led us to face the determination of a new situation with the wisdom saying there is a full world in football changing into a fanaticism of the world consists of football, on the other hand caused the discussion of what 22 men understand from running after a ball. "*The market idea, where the market constantly adjusts itself, is a complete utopia. If such an institution continues existing for a while, the result would be the destruction of the human and natural essence of the community*" (Keane, 1991/1993). Football, as a way of life, has become an absolute must of our daily relationships. Watching football on the bleachers, in front of the television has now become a part of sports culture. While the interest in football is being increased with the media, the dirty connections of it are being hidden by the media. It is clear that this study is very important in terms of preventing football knowledge from damage and regress and establishing a healthy relationship with other things and also increasing the enjoyment of this simple and beautiful game. "*Sports is the only humanitarian establishment based on idealism. A thing that is not based on morality can not be named sports. We can not encourage our children to enter here if this is a corrupt frame*" (Jennings, 1994).

Many people can not literally define sports because they are far from sports discipline in their daily lives. That is why we have to start from analyzing the word sports scientifically. This is because in the course of time, the colloquial language creates contradiction in terms. When we are making a scientific definition of a subject, we should also present it with features that distinguish it from other fields and define it with more specific new words rather than common daily general terms. When defining sports, such a way should be followed, that would help to understand that sports is a part of the social life (Tükenmez, 2003).

The answers given to the question of what is sports, reflect the perception of sports of the responder. It is very difficult to comprehend, shape or describe the sports with a single definition in an atmosphere where variety of pleasure and feelings are formed for the directed and directed, viewer and watched. This difficulty is hidden in

the fact that the history of humanity and the emergence process of the sports are intertwined. In a sense, sports history is equipped with important information and documentation about the history of humanity. When we examine many sports approaches rather than one-sided approaches, it will be seen that the definitions ignore one side of the sports when it is tightly wrapped around another side (Sahin, 2018). Thomas Jefferson says "*If I had the right to answer the question of should we have a government without a newspaper or newspapers without a government, I would choose the second one without hesitation*" in a statement he made in 1787 (Keane, 1993). Total circulation of daily newspapers in Turkey is 3.3 million. The share of entertainment and culture in consumption expenditures is 2.30%. People in the high-income group spend 10 times more than the ones in the low-income group on entertainment and culture (Arsan, 2008).

Sports and media are in close proximity when handled in terms of trade. In fact, media is expanding and increasing the importance of trade. For this reason, more attention is paid to how the sports are influenced by the media, and less is paid to how the media is influenced by the sports. But there is a linear relationship between these two parts of life, both affect each other, and they both continue while relying on each other for popularity and commercial success (Tükenmez, 2003).

With respect to media, Herman and Chomsky (1988/1999) said "*The mass media creates a system that communicates messages and symbols to the public. The functions of the mass media tools are to inform and entertain individuals and to instill in them the values, beliefs and behavioral patterns that will integrate them into the institutional structure of society*". Television and digital broadcast platforms are an important factor in bringing the triangle relationship plane to the quadrilateral relationship plane. As the main target audience for digital broadcast platforms and television, we again face with sports fan customer. While football directs and influences the television, television changes the color and the size of the event with the crowd of fans that it reaches, more precisely the football customer or consumer (Akşar and Merih, 2008).

According to Özsoy (2012), the sports media has an original structure with its own dynamics as one of the fields of general journalism all over the world. The fact that the subjects of the news are generally health, entertainment and "sports games" which are realized for reactive purposes, and outside of the reality of the life, puts the sports media in a different position. The sports media is evaluated as a "less serious" journalistic field with this aspect.

Sports journalism in Turkey is the most criticized part in the fields of media. These criticisms usually focus on the issues of the biased sense of publication and unreal news (Özsoy, 2012).

When it comes to sports journalism ethics, the first thing that comes to our mind is a sense of journalism which is performed while keeping the promise to the people, conveying the news in the right, comprehensive and honest manner, and taking the lessons from the mistakes and running the self-criticism mechanism. Essentially, the actions have always been performed to be sensitive to the ethical principles of journalism in the world and in Turkey; in fact a set of rules and standards has been

introduced to make the existing principles permanent. Nevertheless, the number of people stating today that they do not trust sports journalism and generally the media are quite a lot in Turkey as well as in many parts of the world. A study conducted in Canada revealed that most of the sportsmen did not trust the media. 64.5% of the sportsmen stated that what they said was broadcasted after being distorted by the sports media (Tükenmez, 2003).

The fact that there is no criteria to work in any field of the media in Turkey is seen as an important source of ethical problems in the media. The most significant examples of this happens in the sports media (Ilhan and Çimen, 2011).

Banar (2006) said that, in fact, it does not matter if they are educated in the school of the press or they are self-educated, in case of the right news and news that is in accordance with the principles of journalism is made, neither will personal rights come against with the freedom of expression and ethics, nor the events will become problematic judicial events awaiting resolution of law and professional principles. (Belsey and Chadwick, 1992) In their article titled Ethics and Politics of the Media: the Quest for Quality, they said: *“Journalism is an honorable profession, even though it fell into disrepute owing to the people who need to be more careful and often to the people in this profession. Regardless of their ideological tendencies, most governments often try to censor and control the press even when they do not explicitly intervene in it, and they usually succeed it. Newspaper owners, if we put their megalomania aside, use the media as a means to satisfy their quest for power and wealth.”* According to Belsey and Chadwick (1992), journalism is still an honorable profession. Because it has an honorable purpose to provide the circulation of information, including news, comments and opinions. This is an honorable purpose, because the health of the society -especially a society that claims to be democratic- depends on this.

2. Method

In this research, content analysis method which is frequently used in media analysis was used to examine how transfer news was conveyed by newspapers. In this context, content analysis is a method based on quantifying visual and printed documents and texts after coding them according to predetermined categories, and interpreting them using quantitative research strategies.

In this study, a descriptive survey model is was used. It was analyzed with content analysis method. The news in the newspapers in hand were scanned between the dates of 01 July 2015 and 31 August 2015.

The researcher has taken an active role in the healthy execution of the study by selecting the news in the media in the application dimension of the research. Target population of the study consists of daily newspapers which are being published in Turkey. According to the data of the Press Release Agency, the number of daily newspapers published regularly was determined as 46. When we look at the contents of the publications of these published newspapers, their political lines, sense of publications, and political stances are understood from their statements. Two

newspapers from the right side of the political spectrum; Türkiye and Zaman, Cumhuriyet and Birgün that use left rhetoric, Hürriyet and Posta newspapers from the liberal media group, Fotomaç and Fanatik newspapers as sports newspapers was taken to our research sample.

3. Findings

Table 1: Number of Transfer Assertions in the Newspapers

	Akhisar	Antalyaspor	Beşiktaş	Bursaspor	Çaykur Rizespor	Eskişehirspor	Fenerbahçe	Galatasaray	Gaziantepspor	Gençlerbirliği	Kasımpaşaspor	Kayseri Erciyesspor	M.Sivasspor	Mersin İdman Yurdu	M.Başakşehir	Osmanlıspor	Torku Konyaspor	Trabzonspor	
Birgün		1	3	3			9	4											4
Cumhuriyet		4	3	5		1	14	14				1	2		1			2	3
Fanatik	3	11	8	3	3	3	13	16	3	1	3	3	7	1	2	5	2	2	2
Fotomac		1	28	6		1	25	42	1	1		1	1			3			15
Hurriyet	1	7	23	7	4	1	18	18			1	2				7	1	7	7
Posta	1	4	13	8	3	1	14	11	3	1	1	5	1		1	1	3	1	1
Türkiye		1	7	2			5	6				1	1					1	4
Zaman		1	6	3			3	4				1							3
Total	5	30	91	37	10	7	101	117	7	3	5	14	12	1	4	16	9	39	39

4. Discussion and Conclusion

According to the findings obtained as a result of the research; The number of transfer news from the sports pages of the 6 daily newspapers is 304, while the number of transfer news from 2 sports newspapers is 204, and the total number of transfer news from 8 newspapers is 508. It is seen that the newspapers primarily report about Beşiktaş, Fenerbahçe, Galatasaray and Trabzonspor in their news about transfer market during the transfer season. While the number of football players transferred to 18 Super League teams is 179, the number of players who have left these teams and transferred to another team is 181. A total of 360 players have been transferred during the 2015-2016 season. When the fact that the total number of football players of 18 super league teams is 500 is thought, the situation where 360 players are transferred in one season means that teams are being impetuous when looking for success, they are making transfers just for the sake of doing it, that too many transfers are made for early success, that they are having difficulty in obeying the financial fair play rules, thus they are facing sanctions and not being able to make transfers the next year.

According to the findings obtained as a result of the research; Cumhuriyet newspaper published 50 transfer news about football player transfers. The transfer news of the teams that are referred as the big 4 are given first. Most of the transfer news has reported about Fenerbahçe and Galatasaray. While a total of 24 player transfers that happened from Fenerbahçe, 11 incoming players and 13 outgoing players, Cumhuriyet

Newspaper published 14 transfer news in total. The Cumhuriyet newspaper was able to report slightly more than half, 58% of the transfers that happened to its readers. While a total of 30 player transfers that happened from Galatasaray, 8 incoming players and 22 outgoing players, the newspaper published a total of 14 transfer news and has not caught the actual data.

Zaman Newspaper published a total of 21 news in this process, and most of its football player transfer news are reported about Beşiktaş with a total number 6 transfers. When we look at the number of transfers realized in Beşiktaş, we can say that 14 transfers happened, 5 incoming players and 9 outgoing players, and thus the newspaper could not catch the actual number.

Hürriyet Newspaper published a total of 96 news in this process, and most of its football player transfer news are reported about Beşiktaş with a total number 23 transfers. When we look at the number of transfers realized in Beşiktaş, we see that a total of 14 transfers happened, 5 incoming players and 9 outgoing players, and that the newspaper could not catch the actual number of transfers.

Türkiye Newspaper published a total of 28 news in this process, and most of its football player transfer news are reported about Beşiktaş with a total number 7 transfers. When we look at the number of transfers realized in Beşiktaş, we can say that a total of 14 transfers happened, 5 incoming players and 9 outgoing players, and that the newspaper could not reach the actual number of transfers.

Birgün Newspaper published a total of 24 transfer news in this process, and most of its football player transfer news are reported about Fenerbahçe with a total number 9 transfers. When we look at the number of transfers realized in Fenerbahçe, we see that a total of 24 transfers happened, 11 incoming players and 13 outgoing players, and that the newspaper could not reach the actual data of transfers. Posta Newspaper published a total of 71 transfer news in this process, and most of its football player transfer news are reported about Fenerbahçe with a total number 14 transfers. When we look at the number of transfers realized in Fenerbahçe, we see that a total of 24 transfers happened, 11 incoming players and 13 outgoing players, and that the newspaper could not reach the actual number of transfers.

Fanatik Newspaper published a total of 89 transfer news in this process, and most of its football player transfer news are reported about Galatasaray with a total number 16 transfers. When we look at the number of transfers realized in Galatasaray, we can say that a total of 30 transfers happened, 8 incoming players and 22 outgoing players, and that the newspaper could not catch the correct data about transfers.

Fotomaç Newspaper published a total of 125 transfer news in this process, and most of its football player transfer news are reported about Galatasaray with a total number 42 transfers. When we look at the number of transfers realized in Galatasaray, we can say that a total of 30 transfers happened, 8 incoming players and 22 outgoing players, and that the newspaper could not reach the actual number of transfers.

4.1 Suggestions

Our national newspapers should be ensured to make impartial and honest news in accordance with ethical principles. Journalists need to make news on sports news and commentary based on the principle of honesty. Honest news and commentaries are required in order to stay away from conflicts of interest. Respect for privacy must continue inside and outside of the field. Journalists must not decipher private lives of sportsmen without their permission.

Journalists must directly write the information they received from the sportsman. Besides destroying relationships, distortion also increases insecurity. The aspect of sports that brings society together and makes it healthier should be aspired; politicians or governments should be prevented from seeing it as a means of mass management towards their interests.

The way of giving news in our national newspapers should be presented in such a way that the reflection of the news in our country will be on the agenda and the parties will be covered. Unrealistic fiction of news, as if a star football player whose transfer is impossible is being transferred and they are on the bargaining table, should be avoided. The sports writer is responsible for treating fairly in the news commentary in his/her journal. Being unfair is simply his/her own thoughts being distorted for any reason.

The football clubs should refute the news about the players that will be transferred from the first day. After creating a bomb transfer perception among sports fans, it should not be presented as incompetence of the executives when the transfers could not be realized.

In 2015, Zlatan Ibrahimovic is the most-mentioned football player about the transfer of all of our newspapers. The chairman of the club which his name is associated with, said 30 days later that they did not have enough money to transfer him. If such news are refuted from the first day, these news do not continue.

Moving from the fact that the performance of the football player determines the transfer market, not the news of the newspapers, it is a deceptive approach to report a transfer news for their manager and the third parties who have interest in this news, and it is not ethical.

According to the transfer reports claimed by the newspapers, most of the transfer news should not be made about Fenerbahçe, Galatasaray, Beşiktaş and Trabzonspor teams, which are called "Big 4", to try to create overwhelming reaction from the sports fans and to deceive the public.

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