



EXAMINING THE VIEWPOINTS OF THE SPORTS JOURNALISTS IN TURKEY ON TRADITIONAL AND INTERNET JOURNALISM

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Abstract:

Research question: With the spread of the Internet, which has become a tool in reaching and spreading information in this information age, the change in journalism has become a matter of curiosity with its different dimensions. The purpose of the study was to determine the viewpoints of sports journalists, who guide the written sports media and visual sports media with their thoughts and interpretations and who make important contributions to the field on the present status of the traditional and online journalism in Turkey; and to evaluate their opinions on the future of sports journalism.

Research methods: In the context of qualitative research, interviews were made with 6 journalists, who volunteered to contribute to the study, which was conducted with the Interview Technique. The data that were obtained with the interviews were subjected to Content Analysis.

Results and Findings: The interviews were examined in detail and were divided into three main themes as “A General Look on Online and Traditional Journalism”, “A General Look on the Future of Traditional Journalism”, and “A General Look on the Future of Online Journalism”. Within the context of these main themes, different sub-themes were formed. As a result, it was emphasized by the participating sports journalists that traditional newspapers had to analyze their contents well, they had to bring good quality to the forefront in their news, there was no internal control mechanisms or the existing ones were inadequate, the academic education was important in building the journalist identity; and they mentioned that they had problems like journalism not being considered reliable, news was printed with commercial concerns, focusing on branch news, and their jobs being carried out under pressure due to various elements. **Implications:** This study was carried out in order to establish the current status of journalism, the changes in it and the way the sports

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journalists evaluate these changes. The findings of this study contribute to the field. This study is to be beneficial for the researchers and experts who would like to be informed about the opinions of the renowned sports journalists regarding the traditional and online journalism in Turkey.

Keywords: journalism, traditional journalism, internet, internet journalism, sports journalism

1. Introduction

The technology of the communication process was the most important determinant of the history of civilization. When we consider the civilization history, three of the most important discoveries which brought communication to a different dimension were; writing, paper and printing press. We may divide the communication used by human beings into two periods as verbal and written. It is already known that the transition of the mankind from verbal communication to written communication periods took a long time in history. It is claimed that Sumerians invented writing and the printing press, which is regarded as the beginning of the second period. Human beings were able to reproduce the information they acquired and transfer it to the desired destinations became possible in 1450s with the invention of the printing press by John Gutenberg (İlhan, 2009, p.11). The first example of the written press was a tablet found near the River Nile in Egypt 3400 years ago, which was accepted as the first newspaper of the world. Egyptians wrote the events they considered to be important on this tablet and circulated them from hand to hand (Şahin, 2010, p.23).

2. Method

The purpose of the present study was to determine the present status of traditional and internet journalism in Turkey with the viewpoints of sports journalists, who guide the printed sports media and visual media with their thoughts and comments, and who make important contribution to the field.

The data obtained in the present study were collected by employing the Content Analysis Method, which is among the qualitative research methods. Face-to-face interviews were made with the sports journalists, who contributed to the present study. The interviews were recorded by using the voice-recording feature of two smart phones; and the voice recordings were deciphered one-by-one.

The findings that were aimed to be determined in the scope of the present study were the opinions of the sports journalists who were well-known in sports public opinion on the current situation of the traditional and Internet journalism, how the participants interpreted the present situation, what kind of measures should be taken in the name of journalism to protect the traditional journalism, what should be cared for in the field of Internet journalism, and their viewpoints on the future of sports journalism.

Based on these findings, the current situation was determined, and as a result of this, recommendations were made to protect or improve the study topic.

The study universe consisted of sports journalists working in printed and visual media in Turkey. The sample consisted of 6 sports journalists who were well-known in the Turkish sports media due to their successful articles and commentaries. Among the 32 sports journalists, who were selected with the Purposeful Sampling Method, and who were contacted through telephone or message/e-mail, 6 stated that they would voluntarily contribute to the present study. The consents of the participants were received to write their names explicitly in the present study; and to prevent that it would affect the data that would be obtained in the study, this was stated to them when the study was completed, and their approvals were asked.

The data obtained in the study were collected by employing the Content Analysis Method, which is among the Qualitative Research Methods. The interviews were made face-to-face in Istanbul in the places and dates that were determined by the sports journalists who contributed to the study. The Interview Technique is carried out by asking the questions prepared previously by the researcher to the participants. The Interview Technique is the most suitable technique used to collect data from illiterate individuals, children and senior-level managers. The interviews were recorded by using the voice-recording feature of two smartphones; and a fifty-page written document was obtained as a result of deciphering the recordings. The data on the participating sports journalists and interviews are shown in Table 1.

3. Results

The data that were collected in the study were obtained by the Interview Technique; and the data are presented with a Descriptive Approach. In doing this, the raw data were considered firstly as much as possible, when necessary, the words of the sports journalists were reported directly. The interviews were analyzed in detail; and were divided into three main themes as “A General Look on Internet and Traditional Journalism”, “A General Look on the Future of Traditional Journalism”, and “A General Look on the Future of Internet Journalism”. Under the “A General Look on Internet and Traditional Journalism” theme, the following sub-themes were created; “Quality Content”, “Being Reliable”, “Journalist Identity”, “Despising the Profession”, “Reader Profiles”.

Table 1: Data on Sports Journalists and Interviews

Journalist*	Gender	Age	Years in Profession	Interview Duration	Interview Place	Interview Date
Bülent Timurlenk	Male	48	20	40' 12'	Istanbul	15.02.2018
Cem Dizdar	Male	53	30	44' 08"	Istanbul	8.02.2018
Emre Tilev	Male	47	26	35' 59"	Istanbul	11.02.2018
Haldun Domaç	Male	61	39	39' 06"	Istanbul	2.02.2018
Kenan Başaran	Male	43	23	35' 48"	Istanbul	28.02.2018
Neşe Berber	Female	41	13	25' 19"	Istanbul	21.03.2018

*The names of the journalists are given in alphabetical order.

3.1 A General Look on Traditional and Internet Journalism

According to the answers given to the question on the present situation of the internet journalism and traditional journalism, 5 sports journalists stated that the internet journalism overtook the traditional journalism, and 1 sports journalist stated that there was no such thing as internet journalism in Turkey.

“The concept, which we call ‘the new media’, which incorporates the Internet, shows a view that is ahead of the verbal-printed-visual media. In general terms, we may say that the internet journalism, or the new media, is starting to have a serious emphasis on the other press organizations. Because there are many structural differences between them. For instance, when you mention a news site, you may achieve a breaking news report; however, the printed press is far away from this now. Especially in the Internet journalism system, since there is faster communication, especially the written press has been pushed back a bit.” (Haldun Domaç)

“The present situation of the printed press is a little critical and has been shaken. Because it is difficult to arrive at the market one day later in the Internet age. Because everything people learn with regards to news, in other words, everything that is placed in the newspaper is actually the event of one day ago. Sometimes, it is the event that happened two days ago, when 24-hour time format is considered. When we consider the principle that acting fast is an advantage in journalism, the Internet seems to be in the forefront of the conventional media, in other words, newspapers and magazines... But you need the conventional one. For this, you need the library again. You must go back there. What is needed as an entity of this planet is that what humans produce themselves. Although this is carried out as if it is done by humans, actually, it has been turned into an instrument that produces on its own. It is out of the hands of humans now, because after some time, that matrix, I mean, the computer matrix, uses humans as a tool to improve itself. And as long as humans stay out of this process, they are lost in the spiral that they produce. I am still a conventional character; I read newspapers and books ...” (Cem Dizdar)

“(...) at the point where we have arrived in our present time today, we experience a period in which the internet journalism is surpassing, or about to surpass, the written, classic media. Hürriyet Newspaper, the world of Hürriyet describes itself in this way, digital media is now their first priority. In other words, conventional paper newspaper is left behind a bit, and digital media has come to the forefront with its 360-degree concept. For this reason, what is said to us is that our number-one priority is the digital media, which is the internet journalism.” (Kenan Başaran)

“(...) now, every newspaper has an Internet website. It is even ahead of the newspaper itself. Instant news is made and shared. This is also shared through the social media. The titles come out with a lot of flash headers because it has to be legible. Breaking news is very important and valuable for us. When breaking news arrives, it is instantly entered,

there is no such thing in the newspapers ... Here, we see how important the Internet journalism is.” (Neşe Berber)

“In 21st Century, if you have a futuristic view, in other words, if you have a perspective for the future, the concept you refer to as the Internet journalism is the one that will mark the future. Because all the children born after 2000, whom we refer to as ‘the Z generation’, want to take everything as a pill. They want to reach it quickly and simply, they do not want to read, they do not want to analyze. One of the greatest examples is my own son. For this reason, when I observe him, I can see where the media, especially the sports media, may lead ... the Internet media, the media of the future.” (Emre Tilev)

“(…) Today, when I look back, I do not believe that there is a concept as the Internet journalism. Let me tell you why I do not believe in this; when it was projected to create a content on the Internet in 1999-2000, job proposals were sent to people who were in a very good position in the newspapers of those times, and those people, editors, writers, photographers and editors, reporters were employed with a considerable cost. And they produced high-quality works (…). In Turkey, in my opinion, the Internet journalism began idealistic; however, the economy of the job was not adequate to support it. Perhaps, a long-lasting suspension was needed. Except for the Cumhuriyet newspaper, I do not see any revolutionary work... there is no such thing as Internet journalism in Turkey.”

(Bülent Timurlenk)

3.2 Quality Content

Four of the sports journalists, who participated in the study, shared a common opinion and a common criticism, which was ‘*quality content is not produced in the Internet journalism*’. Instead of this, sports journalists agreed that traditional newspapers should become to an advantageous position by producing quality content against the Internet publishing where copy-paste publishing is preferred.

“I think this will emerge in the Internet media. I mean the ‘enriched content’. Because they all do the same thing. Aside for TV broadcasting, I call the Internet media as the “copy-paste media” (…). Content is important. The basic characteristics that will distinguish you from the others will appear in the form of “content”. Content must; 1-Be accurate. If you are mistaken once, the other person eliminates you. Because the number of options is too many. 2- The Internet content in the new media format will be fast.”

(Emre Tilev)

“The side of the traditional newspaper that needs to evolve is revealing the interpretation more intensely. In other words, the reader has already seen the news, the next day, there must be a news rationale that should differentiate in terms of the interpretation. Of course, it needs to change its quality. The printed media has arguments that can protect itself. Including sports, in all news, there are television, news bulletins and sports

bulletins that take the news of the following day as reference. Here, the important thing is heading towards quality, in other words, if you are doing quality work, then you are ahead of the news sites in a different form.” (Haldun Domaç)

“(…) It is expected that people who print something on paper change the story. S/he should change the shape of the narration and the language. I mean, a change in style is necessary. To attract attention, it is necessary to ensure that this media type is something else that was made yesterday. Here, the biggest benefit is from the literature and from the prose (…). A traditional newspaper should be able to turn the disadvantage of delay into advantage (…). Nowadays, the conventional media has to become a good chef. No matter whether both of them open up a craftsmen restaurant or luxurious café. The important thing is to have the taste of what you eat. The other one (the Internet) does not have a taste. The other one is fast-food. Always the same. The speed is the same, the production form is the same and it will remain the same because it is the way of producing knowledge and that speed will always keep it in the same form. And it will become cheaper and cheaper (…). Conventional one is romantic. It requires labor. It is melancholic, painful, requires effort and hardware. The Internet requires a pattern and fits the same pattern. Cut and paste, cut and paste. There is a difference between a suit made by a tailor and a dress made for common people. A tailor’s stitch is specific for you. The other one belongs to everybody. The difference between them is being humane. The difference of labor, the power of labor, the power of culture, the power of knowledge, the power of the accumulation of history of the humanity are embodied in the conventional one. The Internet just pretends as if it is doing and showing it. It goes on without stopping for it.” (Cem Dizdar)

“I do not abstain from using this word: I mean ‘dump’. The Turkish Internet is dump. Turkey’s Internet is dump, I mean. Now, why? (…). Let me tell you one very simple thing. They copy and paste so many pieces of news from each other that copy-paste publishing is the same when you get the results (…). 15 of the first 20 results are the same when you search for something. In other words, there is no authenticity. Nobody’s trying hard for this. No one has that kind of competence. They are copy-paste people.”

(Bülent Timurlenk)

3.3 Being Reliable

It was determined that Neşe Berber, Kenan Başaran, Haldun Domaç and Emre Tilev had common opinions on the reliability of the Internet and traditional newspapers. In this respect, traditional newspaper is more reliable and has the quality of being a document. Cem Dizdar, on the other hand, stated that he had a different viewpoint about reliability. According to Dizdar, it is not the traditional or internet newspaper that is important, but who governs/does it is important. The statements sports journalists on reliability are as follows:

“Traditional journalism keeps its reliability in that you cannot make fabricated news. Why can you not do it? Because there are boards, we are followed by the state. We have to make the accurate news, when we make fabricated news, the other party has the right to set a law suit. There is the possibility for you to pay compensation. The traditional one has the quality of being a document. This shows the importance of the traditional newspaper. They make news in the Internet journalism, for instance, you see at the title, you click, you enter into something else. Misleading ... They make such news to make more people click on their news.” (Neşe Berber)

“Now, firstly, when we compare the traditional journalism with internet journalism, the traditional one has an advantage since it does not compete over time and has the opportunity to work more comfortably. About processing the news. Secondly, there are century-old manners in the traditional one, there is an established journalism concept. For this reason, since the effect of a piece of news given by the traditional newspaper is more in the society than the Internet, it is necessary to pay more attention. Therefore, it cannot be claimed that Internet journalism is very reliable. The first reason for this is that they care for speed more than the content. The second reason is that they cannot produce original content.” (Kenan Başaran)

“We may claim that traditional journalism is a bit more reliable. Why? Because the saying “words fly away, the writing remains” i.e. “verba volant, scripta manent” is a nice saying in the traditional journalism. Now, you can say words that fly on the Internet, you can write and delete. However, there is no possibility that you can delete something written in the traditional newspaper. I think we must admit that at the point of production, the traditional newspaper, television and radio produce sources for the new media in other words, the Internet.” (Haldun Domaç)

“Of course, the traditional newspaper is absolutely reliable. The Internet journalism is cheaper. Everyone can be an internet journalist. There is no license, there is no certification. So, this is the most important handicap in our profession (...) I will tell you a story, x I am not an employee of a newspaper, but I provide outside support. But in the broadcasting company, I went to observe the World Cup in 2006. I watched the training of the Japanese national team. I took a photo with Zico. I sent the photos to my friends. I said, Zico. There were rumors about him to be transferred to Fenerbahçe for the future. I asked the man “Are you coming to Fenerbahçe? - He said, ‘It is the right place? This is the Japanese national team here’, he said. He said it was a nonsense question. I apologized, I sent to my boss, to the newspaper. My father called in the morning, may he rest in peace. I said, ‘Yes?’. He said, ‘My son, you are at the 9-column subheading. I saw that I had a big picture with Zico in the newspaper. The top headline said, “Zico stated to Emre Tilev that he would come to Fenerbahce.” What happened next? Zico came to Fenerbahçe. And we ate his product for two months. He first declared to us, first declared

to us... There is no such an explanation, but journalism, my moment (...) Not mine, I mean, the foresight of my boss." (**Emre Tilev**)

"I make decision not by considering the Internet, but by considering the person who is doing it. Who is making the news! Dogan Akin is operating T24. I rely on him with my eyes closed. I look at the man, I look at his reference, his background as a journalistic, the way of his managing business, and his time spent in the profession. I trust in T24. Done! I do not trust anything else. Because it can always renew itself, make me feel wrong, I do not know where it received that piece of news, I do not trust in the reporter. Today, the main thing that makes traditional journalism valuable is still old journalists. The people who chase news, of course, they took over the knowledge from the previous people, doing it with goodwill (...) The conventional media creates a traditional memory. In me, the effect is wider. It may be a narrow one in you. Depending on which subject, page, and what we are interested in. Therefore, the reliability issue is about the life lived. The more we trust in life, the more we rely in journalist. We rely on the media s/he represents. I have internet media that I trust. There are newspapers I trust. There are the newspapers I read. I have internet sites that I visit, but there are so many newspapers I do not read, I do not even open the page, I do not even know about." (**Cem Dizdar**)

3.4 Journalist Identity

Bülent Timurlenk and Kenan Başaran evaluate the change in the identity of a journalist in terms of popularity, earning money, career etc. dimensions as follows:

"I think not only journalism, no profession may be performed by saying 'I will make money, I will sustain my life'. You earn money if you work in a business where you work eagerly and happily enough to put your head on the pillow comfortably and where your feet will not go backwards the next morning. That sector probably requires that you commute to work with Metrobus, maybe it provides you with a Mercedes. I think there is only one truth of life here: everyone goes from one point to another. When you go from one point to the other, the thing you travel with is not important after a while. This is my life philosophy. That's what I said; from the mother womb earth. The rest is only detail." (**Bülent Timurlenk**)

"The contact between the social media and journalism is being questioned nowadays. Now, journalists have started to take positions according to the reactions of social media followers, not according to their positions in their media organizations. Yes, in other words, if it is possible to say, he thinks, 'Where do I make money?' I think there is a tendency in journalism saying, 'if I please the followers in the social media, I will earn more, I will have a better career.'" (**Kenan Başaran**)

3.5 Despising the Profession

In their explanations, Emre Tilev and Neşe Berber stated that their profession was reduced to an easiness level, and that they did not consider it right that it was despised as a work that everyone could do:

“Now, the man is the bank manager, and he says ‘Emre Bey, I want to be a journalist’. ‘I tell the games very well; shall I tell one to you?’ he says. Let me tell you, for example, my cousin is a neurosurgeon. For example, if I say, ‘Kemal brother’ ‘Sir?’ ‘Should I carry out the brain surgery today? Let me open the brain.’ Can I say something like that? However, Turkey is at this point now in terms of the media, unfortunately. I mean, I am a 30-year journalist. I have had a press honor card for 20 years; however, I am a food engineer. I am a food engineer. I mean, where is the document showing that you are the man of your work? A press card in Turkey Journalists Association, TSE for 30 years. Is this a license? I do not think so. I have been working for 30 years in a profession; however, there must be a criterion. Could I tell it? I mean, you look and see that a person is the most beautiful pop star of the world. She says, ‘I am a news reader.’ Or the bank manager ... Do I say, ‘brother, I will manage Garanti Bank’? Neither do I have a master’s degree nor management skills, but there is no criterion. Without a certain, there is no possibility for the knowledge to be not adopted distilled correctly.” (Emre Tilev)

“Wonder, wannabe, they are at an incredible level. We are not a society who knows ourselves, unfortunately. Everyone knows everything in this country. Everyone knows every job, they are interlocutors for every subject, we have magnificence here. Everyone is a sports commentator.” (Neşe Berber)

3.6 Reader Profiles

Bülent Timurlenk, who mentioned that readers became used to ready-made things, and Cem Dizdar, who thinks that the mass of readers should be separated according to preferring the internet newspaper or traditional newspaper, mentioned the following points:

“In Turkey, people do not do sports, and then say, ‘why does the sports media not develop?’ One does not eat all his life, one day, he sits and does this. Either he wonders or he breaks eggs, I do not know what he does, but he still does.” (Bülent Timurlenk)

“You need to think that people who buy paper or people who reach the paper, and people who are comfortable in reaching something with a mobile phone are separate people. I mean, you have to make a distinction among people. They are other characters. I mean, characters that do not look like one another. You can change your style only when you turn to the people who are trying to transform the world, change the world, try to understand the world, not to everyone.” (Cem Dizdar)

3.7 A Look at the Future of Traditional Journalism

Very different opinions were stated by the sports journalists about the foresight of Philip Meyer, who is the writer of the book 'The Vanishing Newspaper: Saving Journalism in the Information Age' claiming that the latest copy of the newspaper would be published in 2040, by considering the advantages of Internet newspapers. In this regard, Cem Dizdar emphasized that such a thing could not happen; however, if it is like this, and if we know this, we need to take precautions. Although Bülent Timurlenk, Haldun Domaç and Neşe Berber stated that they did not agree with this foresight, Emre Tilev predicted that the traditional newspaper would be terminated much earlier than 2040. Finally, Kenan Başaran's opinions on this issue were parallel to Emre Tilev's opinions that the life of the traditional newspaper would be shorter if necessary investments were not made on it.

"Journalism will not be terminated in 2040, no, no, no... let me say in this way, tablets, screens, where are the preparations? Technologically, it is possible, but can you turn the pages of the newspaper's digital edition like this at home in the morning?" (Bülent Timurlenk)

"You will hurt art. If you hurt art, you harm humans. Damaging the aesthetics... I mean, you may do your work in the epistemological field. But you will have problems in aesthetic field. As a result, an individual who faces problems in the aesthetic field and the crowds that belong to him begin to have serious problems in the ethical field as well. In this way, you start 'to grind' yourself. Need produces itself. Time produces itself, do we have to live so fast? Do we have to eat so much food? Questions like 'Do we have to do so much sports?' come to the agenda. Life will impose it to you. Then you understand that the things in the past are precious. Embroidery, when made by hand, is precious. It is precious in aesthetic terms. It is valuable in terms of hand craft. The rugs and carpets woven in villages are precious in terms of the imaginations and dreams of the person who makes it. It personally represents the person. Human is labor. The other one tries to take you away from your labor. It makes you alienated to your labor. As it alienates you to your labor, it has you in its power. Labor becomes internalized for you, time becomes internalized for you. You start to think that everything is rushing. You say, 'This is life'. However, in fact, you do not need anything. Or you do not need as much as you think you do. Now, for this reason, the 2040 anticipation is horror for me, and I do not think it can be predicted so easily. Everything depends on a world war. I mean, I do not say this is wrong. I do not say this will not be. But is this true? I discuss it. I mean, should it end in April 2040? If we foresee this, I say we should keep this alive. Let us have a life in which we can spare 1 lira or 2 liras, let us have a life in which we spend effort for those who produce that newspaper or for walking to buy it from the newsagents. This effort is a precious thing. For yourself. Not for those who produces it. Yes, in our country, as well as in the world, newspaper production is a difficult thing now. It is under big governance blockades, under very hard inspections, under governance blockades theoretically. Even

in democracy, even in more developed societies showing serious resistance in these issues. When considered in this respect, if it will end in April 2040, it may be considered as a starting point for the doomsday of the world. It seems to me that it is the result of more American thinking. I mean you know a little, these kinds of narrations are actually means preparing the society for the thing that is desired. It is not that it is going to happen. Yes, the thing that is desired is usually narrated like this.” (Cem Dizdar)

“Of course, of course, the traditional newspaper structure will disappear gradually. For example, in 1940s, the founder president of the IBM Company said that five computers would be adequate for the world. Today, when you look at the situation, everybody has a computer. Or Charles Duell, who was the president of the US patent office, said in 1899 ‘everything that would be discovered has been discovered.’ One year after this, they found the climatization system. For this reason, the change is very fast. For example, American economists said in 1928 that the stocks had reached the highest point that could occur. However, today it has folded it to approximately 300. I find 2040 very utopic. 2040 will be a very different age.” (Emre Tilev)

“I do not think that newspapers are going to disappear totally, maybe something different can be done. Newspapers that can be converted into different formats. Let us talk about it in 2040 again. I have really wondered whether there could be something like this. I do not think they will disappear completely. I really cannot imagine newspapers having disappeared 22 years later. I think maybe it will not be that much, they will be printed in a way, I think they will be read even if not so many.” (Neşe Berber)

“I, too, stopped buying newspapers. Therefore, I think that the next generation will have this this habit quite quickly. Of course, not only the paper newspaper will disappear, but the format of the media will also be changed, and the media sources will also be changed. The life of the traditional newspaper is maybe even shorter because institutions must make investments on it to enable the existence of the paper. If they invest, it can stay up despite everything. In the reaction of the reader now, for example, I am involved in the paper part of this work. When there is a problem or a lack of something, the average age of the callers is over 40 and even over, it is a scientific number, it is 50 and over. Because the person who call say ‘I have been reading Hürriyet for 50-60 years. I have not received a reaction from a younger person yet. When the problems in paper is transmitted into the digital media, younger mass reacts, and sees it from there.” (Kenan Başaran)

“If you consider the process of it in history, it is a medium that has been used very efficiently for 100 years; the printed medium. I do not think that the printed media will disappear so fast from our lives. Still, the printed media has a very respectable place in the world. In this respect, there are still 2 million-selling, 8 million-selling newspapers sports newspapers in Japan. Maybe this is one of the points we cannot catch. I do not know if we can evolve to this point. Of course, newspapers may have a certain lifetime,

and the reason for this is that there is no reading habit in Turkey, we have the same problem in the books. Having not a reading habit may be a disadvantage, but I do not think it is going to be that fast.” (Haldun Domaç)

3.8 A Look at the Future of Internet Journalism

It was observed that the sports journalists, who participated in the study, found it difficult to foresee the future of the Internet journalism in the first place. The explanation on the predictions of the sports journalists in this respect are as follows:

“Actually, I think new media may appear in this point, because we are developing very fast. There will be more different things. It will definitely be. However, I think the social media will develop a little further. Something more comprehensive will appear.”

(Neşe Berber)

“Actually, like we could not predict the point where we are at present, the same is true for the future. I mean, this technological structure may change. I mean, what is done now is a machine again. A server store everything. Maybe its form will change. Maybe it will be stored on the satellite. I mean, the forms of these devices are definitely going to change. Nowadays, some geniuses say for example, there will come days when our brains will be transferred into the computer, so we will come in the evening and transfer everything in our brain to the computer. For this reason, not only the technology of the job, but also the reflections of it, the law, the ethics, the morality and the literature will also change. Everything is going towards a new person. Is this good or bad? It is a business that philosophers would know.” (Kenan Başaran)

“Could anything be done beyond this? For example, if we talked about this 3-4 years ago, if we considered whether such an intense e-commerce could be done, we could not say ‘yes’ to this. However, today, the companies that are selling sports goods have started to introduce themselves in this medium. I mean, they are doing both e-commerce and introducing themselves. When we look at this from this respect, the horizon of the work has expanded that much. How does it go further? Actually, I feel like we are at the top of everything that may be done. I mean, my imagination is not imagining further. We will wait and see, surely there are other things. I do not know, maybe technology can develop further; however, it is not possible to say anything over the Internet journalism.”

(Haldun Domaç)

“In the media structure of the 21st Century, the understanding of short, core, visual news reporting will come to the forefront. Now, it may exist in our traditionalism structure, but the vital curve may break us from traditionalism. What does this mean? This is a cost. And the paper you are using is also a cost, and how much of the sources of raw materials will carry on? For this reason, I think that tabloid journalism will gradually come out like this. Today, I have been reading the newspaper from my smartphone for the last two years. I enter Hürriyet website, there is a tabloid newspaper, it is the same of the

Hürriyet, and I read from there. After one point, it will return to this. Recently, I watched a video, they hang a light bulb on the ceiling, there are hundreds of cameras around it. And this camera sees you from every angle. This will be wonderfully active in architecture as well, it will make the house and design it. Think about it in Medicine, he will look at your heart, look at what is on the back wall and when he is carrying out ultrasound, he will look at it. Hologram publishing has begun to enter the system slowly. In 2022, there will also be hologram publishing. I think there will be a hologram newspaper after 2025. I mean, you press this button, the newspaper will be opened as hologram. This is inevitable.” (Emre Tilev)

“Now, in a place where electronic devices and the electronic environments are taken as indispensable factors in the world, this will open new areas that we cannot predict yet. I mean, the news flow may not be through our mobile phone, a tablet, a computer, but it may be reflected onto a billboard, for example. I even I expect in the near future that... I do not know how they do it... they may put something as the instruments in the glasses ... I do not know very well, I do not know very much, I cannot foresee much, this is a very unknown situation for me.” (Cem Dizdar)

4. Discussion

At the point where sports media has arrived now, an academic structuring is necessary to eliminate all negativities, having qualified personnel in professional terms and for correct and unbiased journalism. It should be eliminated from having the identity of an elective course taught in the journalism departments of communication faculties at universities, and the department identity should be given as “Sports Journalism”. Employment opportunities should be provided to the graduates of this department, and the erosion in this profession should be prevented as soon as possible. In his study to determine the opinions of the public on sports media, Cerrahoğlu (2004, pp.33-34) proposed “possible academic education” to increase the quality and concluded that in-service training programs could improve the image of the sports media in the short term, and academic journal education in the long term. The sensitivity of the sport journalists on this topic is evident in the sample opinions given under the sub-theme in “Despising the Profession”. In our country, it may be claimed that journalism does not have a professional training and that this has led everyone to think they can easily perform this profession and that this caused that this job has lost its professional reputation. In this respect, Yılmaz ÖZDİL who wrote in Sözcü Newspaper on November 22, 2017 mentioned this situation as “Every three people in Turkey think that everybody can become journalists, Contracting, Politics. Journalism. No training needed. No qualifications are needed.” (<http://www.sozcu.com.tr/2017/yazarlar/yilmaz-ozdil/her-gazeteci-gazeteci-midir-2100386/>).

As a result of this study, it was determined that the owners or the managers of the media have responsibilities for the employees, the public and the dignity of the work they are doing. Some of these areas are; the subject of employment in media

institutions, reviewing journalism policies, not doing sports under the name of sports, but many sports, which have many branches. Çimen and İlhan conducted a study about the viewpoints of sports journalists on accuracy in the media and reported that football news was given the most place among sports branches, sports news was inflated, there were executive effects in the news and the actual news was not given (2007). These findings are in parallel with the viewpoints of the sports journalists who were included in the present study under the sub-theme of "Being Reliable". According to the traditional newspapers, although Internet newspapers have advantageous sides, they have a long way to go in terms of reliability.

The answer of the question "Does the Internet journalism end traditional journalism?" is still a matter of curiosity today. When the case studies on this subject were examined, it was determined that the data obtained show that the traditional newspapers will continue their existence. Today, in a world where technological changes that are taking people away from classical methods gradually, this result is acceptable. We can say that the viewpoints of the sports journalists, who participated in the present study, are partially in this direction. Among the sports journalists, contrary to this, there were some participants who thought that the life of traditional newspaper would be shorter than expected. In the study conducted by Özsoy, the sports managers of the newspapers stated that the traditional journalism would last for some time more (2012, p.95).

For the traditional newspapers to be successful in the competition with the Internet, they must include deep analyses in their news, make quality news and abandon their classical news understanding. According to the viewpoints of the participants of the study conducted by Özsoy (2012, pp.86-87) with the sports service managers and managers of newspapers, they were encouraged to prepare news in a more detailed since their readers reached the news through the Internet and television in a faster way. In addition, according to the findings of the study conducted by Özdemir and İlhan (2012, p.815) with the sampling of Milliyet newspaper to evaluate the traditional and internet journalism especially in terms of the use of news and photos, the quantity of the news in the newspaper was not reflected in the quality. The news that could not even be given in the traditional newspaper were given in the Internet newspapers. The findings of both studies agree with the opinions of the sports journalists in the "Quality Content" sub-theme.

In addition, in the face of the disappearing internet journalism sharing, it is still an advantage that the traditional newspaper has the quality of being a historical document.

In the study, the viewpoints of the sports journalists on traditional and Internet journalism under the sports journalism context were determined. A total of 32 journalists were sent e-mails by the researcher. However, 26 of these journalists could not participate for various reasons in the study. These reasons were work intensity, due to the reason for coming late, as well as journalists who refused to make interviews or who did not answer the e-mail at all. Unfortunately, this situation also shows that

sports journalists do not give the due importance to the academic aspect of their profession in our present day.

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