

COMPARING AND ANALYSING THE CONTENT OF
TURKISH AND ENGLISH LOCAL NEWSPAPERS

by

ALI MURAT VURAL, BA

A Master's Dissertation, submitted in partial
fulfilment of the requirements for the award of the
Master of Arts degree of the
Loughborough University of Technology

September 1991

Supervisor: Professor A J Meadows, MA, DPhil (Oxford),
MSc (London), FLA, FIInfSc, FInstP, FRAS

Department of Library and Information Studies

© A M Vural, 1991

ASACIN OYUN KUTUPHANE
KUTUPHANE

TABLE OF CONTENTS

	<u>Page No</u>
Dedication	i
Abstract	ii
Acknowledgements	iii
INTRODUCTION	1
CHAPTER 1: LOCAL PRESS	3
1.1 Press: Definitions	3
1.2 Local Press	7
1.3 Internal and External Influences of the Local Press	15
CHAPTER 2: METHODOLOGY	21
2.1 The Samples	21
2.2 The Interview Questions	22
2.3 The Procedure	23
2.4 The Samples	26
2.4.1 Analysis of Individual Issues .	26
2.4.2 Figures and Average of each Newspaper for One Month	44
CHAPTER 3: TURKISH AND ENGLISH LOCAL NEWSPAPERS .	50
3.1 Introduction	50
3.2 Turkish Local Newspapers	52
3.2.1 Sakarya	52
3.2.2 Olay	56
3.2.3 Ekspres	60
3.3 English Local Newspapers	63
3.3.1 Leicester Mercury	63
3.3.2 Loughborough Echo	67
3.3.3 Herald and Post	70

DEDICATION

This dissertation is dedicated to Anadolu University for the continued support and trust offered to me and to the local press whose struggles have not usually been recognised ...

* * * * *

Öğrencisi olduğum ilk günden bu yana bana sahip olduğu tüm olanakları tanıyarak destek olan Anadolu Üniversitesine ve ayrıca isimleri ve mücadeleleri göz ardı edilen Yerel Basının değerli emekçilerine ...

ABSTRACT

This dissertation begins by describing the importance, functions and circumstances of the local press and its influence on local people and their daily lives.

Since one of the main aims of this research was to investigate the different characteristics of the local newspapers of the two countries (Turkey and England) and the particular local circumstances which affect each newspaper, it has been considered important to examine the newspapers in various categories such as amount of news, number of advertisements, photographs, articles and features and the other information provided.

Three Turkish and three English local newspapers have been chosen and studied over six months with 2-3 randomly chosen issues from each month. The results have been put into graphs and tables then commented upon.

Finally the differences and similarities have been defined with their reasons and some observations and opinions have been suggested to Turkish local newspapers.

ACKNOWLEDGEMENTS

I would like to express my great appreciation for the kind help given by the following people:

Mr Zeki Güler who provided the Turkish newspapers and supported me from Turkey.

Mr Oğuz Baytok, editor of Ekspres newspaper.

Mr Bol Bilenser, editor of Olay newspaper.

Mr Ömer Duru, sub-editor of Sakarya newspaper.

Mr Önder Baloglu, editor of Sakarya newspaper, who replied to my letters and answered all my questions speedily and with good wishes.

Mr Alex Leys, editor of the Leicester Mercury.

Miss Linda Marsden, editor of the Herald-Post newspaper.

Mr John Rippin, editor of the Loughborough Echo newspaper, who all accepted my requests for interview and gave their time as to me with great enthusiasm.

To Loughborough University Library Serials Department staff, who never hesitated in providing help and allowed me to study the English local newspapers out of the library.

Mr Kenan Şanlıer who provided some information about Turkish local newspapers, from Turkey.

Mr Uğur Demiray for his kind suggestions.

Mrs C J Robinson and Mrs S A Hullond for their kind help.

Miss Şule Bilgin for her great help and suggestions on computers to get the very helpful graphs and tables.

Dr Memiş Acar, for his kind help and attitude.

Mr Michael Taboni and Hilary Stoppard for their distinguished friendship and help in proof reading my dissertation.

To my wonderful friends, Emine Gül Kapcı, Nil Ertuş, Hasan Ertuş and Gürol Seyitođlu for their helpful suggestions and remarkable desire to help throughout my dissertation.

To David Haworth, Sarah Rimmington, Margaret Rowley, Clare Spruce and Jill Scragg for their marvellous friendship throughout all my studies.

Also to my supervisor, Professor Jack Meadows, for his patience, help and kindly suggestions.

I would also like to express my gratitude to Professor Dr İnal Cem Aşkun who has shared many of his thoughts and ideas with me from which I learned a lot. It was he who gave me the most useful idea of the subject to research for this dissertation which will be extremely useful to me in my future career and for my further academic studies, as my supervisor in Anadolu University.

INTRODUCTION

Clearly, if we are to understand the society in which we live we must attempt to explore and theorise about the ways in which we communicate with each other. Students of the social sciences have paid increasing attention to the problems of philosophy, sociology and psychology which underlie the messages which we transmit to each other in person, through our culture, and through our institutions, including those which have been specifically developed as media of communication. This attention is justified, and for two reasons. Communication should have a key place in any models of man or of society which we may be striving to create and refine. And the understanding of communication processes and structures is a necessary preliminary to any effort we might make at improving our social relationships and institutions.

The local newspaper is one of the most important key elements in local communication in a mass media context. Local newspapers are local people's ears, eyes and voices. They organise local peoples' daily lives, they are published to inform and at the same time they entertain and influence. These are the main functions of local newspapers.

Therefore, the aims of this research were to find out the circumstances of the two countries (Turkey and Britain) newspapers, to

discuss and analyse their problems, to discuss the role of local newspapers in regional social life and to find out the differences and reasons for these differences in both countries newspapers. Then a number of recommendations and solutions for the Turkish local newspapers are made.

At the initial stage of this research project, three local newspapers from Turkey called Sakarya, Olay and Ekspres and three local newspapers from England called the Leicester Mercury, Loughborough Echo and the Herald Post were chosen. The samples cover six months from December 1990 to May 1991. Among the chosen local newspapers, the Loughborough Echo and the Herald Post are published weekly, and the others are published daily. Three issues for the daily papers and two for the weekly papers were chosen randomly from each month.

Examination of the local papers has been carried out mainly in three categories which are news, advertisements and others. As well as the above three categories, photographs, article features, information provided are also examined.

CHAPTER 1

LOCAL PRESS

1.1 PRESS

Definitions

The Webster's Third New International Dictionary's definition of Press is:

- A. The gathering and publishing or broadcasting of news
- B. Newspapers, periodicals and often radio and television news broadcasting regarded as a group.
- C. News reporters, publishers and broadcasters as a group.
- D. Comment or notice in newspapers and periodicals". [1]

According to the press, the definition of a newspaper is "a publication usually issued daily, weekly, or at other regular times that provides news, views, features and other information of public interest and that often carries advertising" [2].

However, C.P. Scott, in the Manchester Guardian (May 1921) said that a newspaper is much more than a business, it is an institution, it reflects and influences the life of a whole community, it may even affect wider destinies. It is, in its way, an instrument of government. On the other hand, Kingsley Martin, in his book entitled "The Press the Public Wants", underlined that the newspapers have always depended on their public, and the public does not hand out

fortunes to those who present the truest possible picture of public events" [3]. He also emphasised that the popular press can only exploit an existing movement: it cannot create anything except temporary excitement and subsequent disillusion and bewilderment [4].

The newspaper, as its name suggests, is primarily a disseminator of news - factual reports of what is happening to mankind in its personal and social life, politics, government, economics, crime, sport, science and the arts. To the newspaper's news core is added opinion, criticism, comment and interpretation. A third ingredient of the newspaper's formula is the entertainment feature.

Serving such an insistent human demand and upon the basis of this history and this formula the newspaper has today become a major social institution. It is influential and powerful, although not unlimitedly so. It can destroy, and build. It can motivate society or restrain it. So powerful has the newspaper become that concern is growing over the discharge of its public responsibility [5].

Short History of the Newspapers

Forerunners of the modern newspaper include the Acta Diurna ("daily acts") of ancient Rome - posted announcements of political and social events - and manuscript newsletters circulated in the late Middle Ages by various international traders, among them the Fugger family of Augsburg.

In England the printed news book or news pamphlet usually related to a single topical event such as battle, disaster, or public celebration. The earliest known example is an eyewitness account of the English victory over the Scots at the Battle of Flodden (1513). Other forerunners include the town crier and ballads and broadsides.

In the first two decades of the 17th century, more or less regular papers printed from movable type appeared in Germany, Italy, and the Netherlands. The Dutch "corantos" ("current news"), which strung together items extracted from foreign journals, became the sources for English and French translations published in Amsterdam as early as 1620. Rudimentary newspapers appeared in many European countries in the 17th century, and broadsheets with social news were published in Japan in the Tokugawa period (1603-1867).

The first English corantos appeared in London in 1621. By the 1640s the news book had taken the form of a newspaper - the title page being dropped. The first English daily was *The Daily Courant* (1702-35). Not until 1771 did Parliament formally concede journalists the right to report its proceedings. *The Times*, which became a model for high quality and later led in mechanical innovation, was founded by John Walter in 1785, and *The Observer* was founded in 1791.

The Thirty Years' War (1618-48) set back incipient newspapers in Germany, and censorship in various forms was general throughout Europe. Sweden passed the first law guaranteeing freedom of the press

in 1766. In France the first daily "Journal de Paris", was started in 1771, and the Journal des Debats (1789), published until World War II, was founded as a daily to report on sessions of the National Assembly. Papers multiplied during the Revolution and decreased sharply after it.

The first newspaper in the United States, "Publick Occurrences Both Foreign and Domestick" (Boston, September 1690), was suppressed by the colonial governor after one issue. In 1704 the Boston Newsletter began publication as a weekly issued by the postmaster. The Boston Gazette (1719) was printed by James Franklin, Benjamin Franklin's brother. Independent newspaper publishing in the English colonies is considered to have begun with James Franklin's New England Courant (1721) [6].

The first printing press in Turkiye (Turkey - formerly the Ottoman Empire) was set up in 1727. The first newspaper, Takvin-i-Vekayi, was published on 1 November 1831 in Istanbul in Ottoman Turkish. It was the government's official medium of communication to the public and was also published in Greek, Arabic, Armenian and Persian issues.

After Takvim-i Vekayi non-official newspapers started to be published during the Ottoman period such as Tercuman-i Ahval which was the first regular private Turkish newspaper (7).

1.2 LOCAL PRESS

Definitions

The Oxford English Dictionary's definition of Local Press is "a newspaper distributed only in a certain area and use, featuring local as distinct from national news" [8]. Also, according to Webster's Third New International Dictionary's definition of local press it is "a newspaper story or item of interest mainly to readers who live in the town or city where the paper is published" [9].

The Importance, Effectiveness and Responsibilities of the Local Press

The modern newspaper is society's primary instrument for mass communication. It has with greater regularity, over more years and in more places, kept a logbook of human affairs than any other medium of communication [10].

Although the local press clearly has a unique place in the life of the community, its investigation, to date, has been slight. Opinions might well differ as to the sense in which local newspapers may be regarded as instruments of government, but it is hardly in dispute that the press holds a central position in the relationship between the governed and the governors.

The Research Report on the Local Government Elector which was carried out for the Maud Committee on the Management of Local Government, attempted to uncover the sources and character of popular perceptions

of local government. The local newspaper, it was asserted, is "the biggest vehicle of communication for local government". The survey revealed that 79 per cent of the electorate claim to be regular readers of local newspapers, with another 10 per cent reading them irregularly. In the county boroughs the 'regular' total was as high as 84 per cent. When asked the source of information of 'the local news item most recently heard' (of those who had heard any news of their local council in the previous month) 68 per cent nominated the local paper as that source, compared with only 11 per cent for the next largest category, those who had heard it "by word of mouth" from friends, neighbours or workmates. The Skeffington Committee noted that "we have no doubt that the local press provides one of the vital means of publicity open to a local planning authority. It achieves enormous coverage, something approaching 90 per cent of the adult population are likely to read at least one local newspaper and, so far as the authority is concerned, such publicity is free". In their search for means of increasing public participation in planning, the Committee assigned press publicity a vital role. "Publicity alone" they comment, "is not participation, but it is the first essential step towards it" [11].

It is known that papers reach far more people than actually buy them. The Institute of Practitioners in Advertising estimate that three times the number of people who buy a paper actually read one. Unfortunately, their surveys do not cover the provincial or local press but, at the national level, they believe that 50 per cent of

people see more than one paper daily. The readership of the provincial evening newspapers as estimated by the Evening Newspaper Advertising Bureau in 1969 is particularly high. Generally, in the cities proper, these newspapers are taken by over three-quarters of the households. In terms of social class the readership is proportionally slightly more working than middle class, a margin which increases as one moves from the south to the north of England. The reverse is true in the case of the weekly paper which, generally, is more widely taken in the south than the north and by a larger proportion of the middle classes as one moves south.

The more 'local' a paper is, the greater the probability of its readers having read other papers at other 'levels', and that this will form an element in the overall context in which the local paper is viewed by its readers. However we are unable to say what degrees of overlap are involved. It would, in particular, be useful to know what proportion of readers of provincial morning and evening papers are readers of other local papers, such as weeklies, operating within the circulation area of the former [12].

News with a strong flavour of gossip and local colour is for many people simpler to understand, as well as having a stronger personal draw. In her comment on the local paper, for instance, this London housewife makes her attitude to the national paper equally clear: "I only read the local paper, there is a lot to do with local things, and I understand them, and the ups and downs of the rates which concern

us". Another working-class reader of a north London local paper enjoys his sense of identification with local celebrities; "There is the general news of the village, local news - I read all about the famous Spurs".

Even so, there is no doubt that working class people are more interested than the middle-classes in the local weekly. This is for the most part a matter of strength of feeling rather than of numbers approving and disapproving, but it is interesting that the local weekly is read equally by people of every income group, in spite of the more usual tendency for the better off to read more. This is undoubtedly due to the attraction of gossip and local news, 'serious' news is of less interest to working-class people than to the more adequately educated middle-classes.

A supplementary question in the second part of our main survey asked local weekly readers how they felt about their paper. More than half those who replied did so more or less favourably, and only about a sixth disliked it without the qualification that they read it for its local news and gossip. The most striking thing about the replies, however, was the class difference. A much higher proportion of working- than of middle-class people are favourably disposed towards the local weekly, although middle-class people tend to make up for their lack of approval by indifference, or with a grudging admission that they read it, rather than by any outright condemnation. However to some extent it seems likely that the middle-classes are merely

expressing what the less articulate working-classes feel. In all groups favourable feeling is seldom enthusiastic and it seems clear that indifference is a very common attitude where the local weekly is concerned. One in six expressing explicitly unfavourable feelings is probably a minimum estimate, based on the replies of those people who are most conscious of their feelings and most willing, able to express them directly.

At the lower level of the educational scale, the local weekly is enjoyed because of the ease with which local events can be understood and absorbed, and because the reader is more likely to be concerned with a restricted circle of interests. The upper level, on the other hand, can to some extent be represented by members of Mass Observation's National Panel of Voluntary Observers. In 1947, these were asked for an account of their habits and attitudes concerning the local papers of their area. Since the general term 'local paper' was used, many of the replies discussed provincial evening papers rather than local weeklies. As these present such a similar picture, however, they were all included in analysis of results, only excluding the London evening papers and any others with a circulation sufficiently widespread to forfeit their strictly local character.

The results are interesting. Two-thirds of the whole sample said they read local papers, the same proportion as read evening papers in the general population, and rather more than read local weeklies. One of the chief reasons why people in this group avoided the local paper was

again its conservatism. Entertainment announcements and advertisements are each nearly as often mentioned as all the varieties of news, and of the latter national news forms only an insignificant part, about a tenth of the total news mentioned. Where there is more than one paper available the one with the most 'local colour' is generally chosen - although in some cases all are taken for various reasons, for for its advertisements, another for its relative lack of political bias, and so on.

In this middle-class group, opinion about local papers is almost equally divided between praise and criticism. However this does not mean that these people are equally favourable and unfavourable towards the local paper, since there are still one-third who, for one reason or another, do not read a local paper at all [13].

The process of dissemination involves the sale of copies of the newspaper. This in turn involves the finding and keeping of a market i.e. purchasers, some of whose needs the paper is prepared to meet and go on meeting satisfactorily. The newspaper, to continue in business as a profitable enterprise, must do two things. First, it must sell space, from which comes most of its revenue. Secondly, it must retain reader-interest in order to sell copies so as in turn to make itself attractive to advertisers wishing to reach large numbers of people.

Advertising revenue is a far more significant contribution to income than sales. Hence readership is a more vital consideration to

newspapermen than circulation. Revenue comes roughly in the proportion one-third sales, two-thirds advertising. With weekly papers the advertising proportion goes up to 80 per cent. Of the latter about half is classified, i.e. local individual and domestic. Advertising revenue is thus a compensation for heavy loss on the cover price of the paper. It is, inevitably, sensitive to the state of the economy. The economic squeeze of 1966-8 lowered newspaper profit margins and led to strenuous newspaper campaigns to ensure more and new sources of advertisements of all kinds [14].

Newspaper owners and editors as businessmen must know their market and gauge that mix of information which will give them a viable level of profit. Basically this means that they must balance what is commonly called "news" with advertisements. The cost to the newspaper of advertising is more than borne by the advertisers. The cost to the newspaper of providing news of all kinds is some what recouped from sales of the paper and the generation of more advertisements. However those in the news do not pay to be in the press except where, as in the case of some local authorities, they employ public relations officers and staff. The imperatives of the newspaper are clear. It will find itself seeking to maximise advertising at the same time as it seeks to provide "news" which will ensure constant or growing sales, in turn to ensure its advertising income [15].

The local weekly paper and the metropolitan daily are unlikely to compete except in the sense that as commercial enterprises they are

both subject to economic conditions. A price increase on the part of the latter may well result in a fall in the circulation of the former, as readers decide which is the more dispensable. However, in general, they provide a somewhat different focus of interest for their readers. A series of weeklies operating under the umbrella of the large metropolitan daily cannot replicate the latter's service, but must seek to play the distinct role of providing information about local residents, local issues, local neighbourhood organisations etc.

Undoubtedly, as Berolson put it "different people read different parts of the newspaper for different reasons at different times" putting it to uses which do not always correspond with the newspaper's own avowed purposes.

Again, the papers provided a respite from personal care - hence the escape value of the "human interest" story. They also provided an essential tool for daily living - with their lists of entertainment, goods for sale, commercial information, births, deaths and marriages. "In short, there are many ways in which many people use the newspaper as a daily instrument or guide and it was missed accordingly". Finally, they provided a characteristically twentieth-century form of social contact - "they also supply guides to the prevailing morality, insight into private lives, as well as opportunity for vicarious participation in them, and indirect 'personal' contact with distinguished people". Berolson further suggested that, insofar as reading is in itself pleasurable and socially approved activity in

modern society, the newspaper was the most readily available and easily consumed source of these gratifications. In short, media use, in its various forms, takes place "because it has met needs in the past, or ... is being tried because it is expected to meet present needs" [16].

"They liked to read of their friends' activities". Lord Thomson asserts that much of the appeal of local papers is that "people like to see local names, local streets". There is clearly much that is valued in the regular news of births, deaths and marriages, which alone ensure the mention of hundreds, if not thousands, of families in the paper each year. Add to this classified advertisements, useful information such as matters concerning road-works etc. Politics as such, is of interest largely as a branch of general news - and some 'political' news is simply not popular at all. Doubt may be expressed as to how much political news is actually read at all or, if read assimilated [17].

1.3 INTERNAL AND EXTERNAL INFLUENCES OF THE LOCAL PRESS

It is well known that the internal influences on the press are the editors, correspondents, the paper's own organisation, working conditions, policies, political stance, stories and news coverage capabilities.

Also the external influences are the reader, advertisers, local authorities and the other media in the region.

Internal and external influences together affect the paper. These influences also create advantages and disadvantages for the local press. For instance, news gathering and publishing ability depend on the internal influence.

There are in general five channels of local news coverage available in the large urban centres of Great Britain. From the most parochial to the most general these are: the local weekly paper, the local daily paper (usually only an evening one although some provincial mornings survive), local broadcasting regional broadcasting and the national press. An important element in this context is the local freelance news agency, especially in determining what news item qualifies as a good story, because this is often the source by which news media at city, regional and national levels are alerted to stories of general interest at the borough or parish level. The chief concern here is with the press, although broadcasting features to a considerable extent in one of these case studies.

The local weekly press makes a poor showing as an object of study. At the mention of the parochial names of the local newspapers looks of amused contempt leap to the faces of academics engaged upon, say, studies of criminality among the Watutsi, or the educational backgrounds of flagellant nuns in southern Italy. This is hardly

surprising. No one who has been involved in local newspapers can have escaped noticing that many people regard them as unsophisticated, parochial and overfull of births, deaths and marriage announcements, not to mention advertisements for second-hand paraphernalia. However despite its limitations, the weekly newspaper in Britain performs a key role in the news-gathering network. In this it differs radically from its counterparts in the United States. This key role serves two main functions, the provision of trained personnel and trade-union members, and the supplying of news both as tip-offs and as written-up news stories to other parts of the news network [18].

What is distilled from these contacts as useful is written up, or in the case of advance notice of events such as weddings or spring fairs, entered in the office diary for coverage. Information is also telephoned and written in by contacts - headmasters, vicars, local government officers, officials of voluntary organisations and political parties. These contacts have often been carefully trained by the newspaper over a period of years into coming forward with news, and recognise what will make news.

The office diary is the means whereby the editor knows what needs to be covered and who is covering it: it contains appointments to see golden wedding couples for 'pic' and interview, the place and times of inquests, court cases, royal visits, strike meetings and the opening ceremony for the new sewage works. Against each job the initials of the reporter and photographer responsible will be entered. The

newspaper's coverage of such matters as councils, courts, inquiries, tribunals or inquests is routine and directly or indirectly protected by the legal obligations of such bodies to execute transactions in public view. Ceremonials such as mayoral dinners, the opening of exhibitions, the inauguration of a new commissioner of boy scouts are routine coverage. The participants want the publicity and the editor needs the news material, especially accompanying pictures with seas of full faces to boost circulation.

In all this the newspaper is totally passive, waiting for news to come in. However the paper also looks for news. Reporters make daily, weekly, monthly or occasional calls on a variety of contacts. These contacts occupy two kinds of position: officials who are "gatekeepers" in some formal network, or they are unofficial, local barrack-room lawyers, leather-mouths, receptacles of secrets who are nodally placed in informal neighbourhood, family or workplace networks of gossip. Daily calls are made to the police, fire and ambulance stations, hospitals and the coroner's office. They may be by telephone or in person. Personal visits are most likely to be made at the police station. The call may be a highly formal inquiry to an office holder, or it may be a friendly chat with a particular policeman or hospital secretary whom the journalist has known over a number of years. The information gleaned may be directly related to official business, details of accidents, fires and deaths, or it may be news of police wrestling tournaments, hospital dances or personal anecdotes about a fireman who has built a yacht in his back garden.

Weekly calls are made on people who are known as good sources of information, those well disposed towards the press. One paper may as a matter of policy send its reporters around to all its newsagents in an attempt to set up a network of informants. The general intention is to get news from all the geographically separate parts of the circulation area. The reporter visits or telephones vicars, mayors' attendants, shopkeepers, social club secretaries, trade-union officials and company professionals. Less frequent calls are likely to be made to headmasters, librarians and choral society secretaries, whose flow of information is geared to longer time periods such as school terms or seasons [19].

When the local newspaper editor comes to create his edition for the week or the evening he has to assess: (a) the raw material - bits of information - in the light of how much space he has available, which is calculated on the basis of a ratio of news to advertisements, the advertisements being a controlling factor, (b) the cost of particular kinds of coverage, (c) the circulation pull of any particular coverage bearing in mind the audience to which it will be directed, (d) the need to have something in the paper by the deadline, which is at the same time up to date. The reporter is aware when collecting his data of these sorts of factors, because he is acquainted with the news editor's or editor's previous responses to similar material [20].

In all, the following aspects of the influence of newspapers have been explored:

- a) Editorial influence on opinion
- b) The impact of reviews, specifically on cinema etc
- c) The impact of the sports page, specifically on filling in football-pool coupons
- d) The influence of the press in relation to that of other opinion-forming media e.g. books, radio etc. [21].

CHAPTER 2

METHODOLOGY

2.1 THE SAMPLES

At the initial stage of this research project three local newspapers from Turkey called Sakarya, Olay and Ekspres were chosen. Three local newspapers from England were also chosen: the Leicester Mercury, Loughborough Echo and Loughborough Herald Post.

The samples cover six months, that is December 1990 and January, February, March, April and May 1991.

Of the six papers chosen, the three Turkish papers and the Leicester Mercury are published daily. The other two English papers, the Loughborough Echo and Herald Post are published weekly.

For the daily papers three issues from each month were chosen randomly, similarly for the weekly papers two issues from each month were chosen (Appendix A). Consequently, the following number of issues were studied:

Sakarya	18 issues in 6 months
Ekspres	18 issues in 6 months
Olay	18 issues in 6 months
Mercury	18 issues in 6 months
Echo	12 issues in 6 months
Herald	12 issues in 6 months.

2.2 THE INTERVIEW QUESTIONS

Since one of the main aims of this research was to investigate the different characteristics of the local newspapers of the two countries and the particular local circumstances which affect each paper, it was considered important to find out the editors' opinions and knowledge of their own papers. For this reason face to face interviews were conducted with English editors, whilst a list of questions with a covering letter explaining the purpose of the interview, was sent to the Turkish editors. In order to get a clear idea of the newspaper the editors were asked the same 20 questions whether by post or in the face to face interview.

The editors' answers and the information received by post have been given, together with the researcher's own examination notes in Chapter 3, paper by paper.

Questions to the Editors

1. When was your paper first published?
2. How often is your paper published?
3. What is your method of distribution?
4. What is your geographical area or cities for circulation?
5. What is your circulation figure?
6. How many correspondents, editors and technical staff do you have?
7. In which specific fields do you have correspondents (departments of correspondents)?

8. What is the educational background of your staff?
9. How much do you use news agencies?
10. What kind of news do you think appropriate or inappropriate?
11. How is your liaison with the readers and local authorities?
12. Do you think there is competition between your paper and the other papers?
13. What sort of promotion do you do?
14. What is the percentage of income from advertisements and sales in relation to other aspects of the newspaper?
15. What is the amount of your weekly or monthly total expenses?
16. Which preparation and printing technique do you use?
17. How many pages do you usually run and what quality paper do you use?
18. Does the printing press belong to the newspaper? If so is there are other publication running besides your paper?
19. Are there are alterations which you are planning to do in the paper?
20. How would you assess your paper and problems if you have any?

2.3 THE PROCEDURE

Each newspaper and its issues have been examined as follows:

1. News
 - a) total number of news items (all kinds of news including sports news)
 - b) number of local news items
 - c) number of national news items

2. Advertisements

- a) total number of advertisements
- b) number of display advertisements
- c) number of classified advertisements:
 - for English papers: for sale/to let/wanted
 - for Turkish papers: to let/wanted
- d) number of trade advertisements:
 - recruitment/educational/fine arts/auctions/travel/business to
 - business/magazine survey/facsimile
- e) number of leisure (or entertainment) advertisements
 - food, drink, restaurants/opera, ballet, concerts/cinema,
 - theatres, holidays.
- f) number of for sale advertisements (for Turkish papers only)
- g) public announcements (or notices)
- h) personal announcements:
 - deaths/marriages/births/memories
- i) trade and professional advertisements
- j) motoring
- k) property

3. Photographs:

- a) total number of photographs
- b) number of news photographs
- c) number of advertisement photographs
- d) number of other photographs (e.g. authors or television programmes)
- e) colour photographs.

4. Total number of news pages
5. Total number of advertisement pages
6. Total number of articles and features
7. Total number of other items, that is television/radio programmes, competitions, horoscopes, stories, serial reports, cartoons, various information (e.g. weather, doctor or health line, chemists, police/fire/ambulance and other important telephone numbers), important events samples from old published issues, church services, childrens' games, bingo or word plays, crosswords, useful information bus/train/airline office telephone numbers, the paper's own announcements for readers or advertisers).
8. Total proportion of the rest of the news
9. Total number of news from news agencies
10. Total number of advertisement features.

Each newspaper was examined once from a technical point of view by number of pages, paper size, printed area sizes (in cm), number of colours, size of one column, number of colour pages, impact of layout.

In a further study, 3 issues from each month were collected from each daily newspaper (2 issues for weekly papers). The occurrence of articles, advertisements etc outlined above was counted. In this way the average figures for each item in each newspaper were calculated for one month. After this, all six months were added together and then divided by six to give an average figure for each item, for each newspaper.

2.4 THE SAMPLES

2.4.1 Analysis of Individual Issues

SAKARYA: 1 MARCH 1991

1. Technical Research

- A. Number of pages = 6
- B. Paper size = 57 x 80 cm
1 page size = 57 x 40 cm
Printed area size on one page = 52 x 38 cm
- C. Number of columns = 8
Each column = 4 cm
- D. Number of colours = 4 (black, red, yellow, blue)
Colours are used on pages 1 and 6
- E. Layout = big format letters; colourful pages; photographs are not in colour; news is very short; headlines are all different format (font). Many photographs. There are news, inner page and content announcements and an editorial on the front page. Name of the newspaper is at the top of the page.

2. News

- Page 1: total news = 6, local = 6, national = 80%
- Page 3: Total news = 7, local = 7, national = 50%
- Page 6: total news = 9, local = 9, national = 100%.

3. Advertisements

Page 1: total advertisements = 1/1 trade advertisement/5%

Page 2: total advertisements = 1/1 leisure advertisement/25%

Page 3: total advertisements = 4/4 display advertisements/30%

Page 4: total advertisements = 17/1 trade/5 for sale/11
display/60%

Page 5: total advertisements 3/1 public announcement/1
leisure/1 trade/80%.

4. Photographs

Page 1: 7 news photographs

Page 2: 1 advertisement photograph

Page 3: 3 news photographs/1 other photograph

Page 4: 1 advertisement photograph

Page 5: 4 advertisement photographs/1 other photograph

Page 6: 6 news photographs

5. Other

Page 1: 1 daily feature

Page 2: 1 daily feature, television programmes, horoscopes,
stories, crossword, births/marriages/deaths

Page 3: 1 daily feature

Page 5: 1 article

TOTAL:

Total news = 22, local news = 22, national news =	
Total advertisements	= 26
Display	= 15
Trade	= 3
Leisure	= 2
For sale	= 5
Public announcements	= 1
Total photographs	= 24
Total news	= 16
Total advertisement	= 6
Total other	= 2
Total colour	= -
Total News %	= 230 = 2, 5 pages*
Total Advertisements %	= 200 = 2 pages
Total articles and features	= 4
Others	= 7

OLAY: 28 FEBRUARY 1991

1. Technical Research

A. Number of pages	= 14
B. Paper size	= 57 x 80 cm
1 page size	= 57 x 40 cm
Printed area size on one page	= 53.5 x 35 cm
C. Number of columns	= 9
Each column	= 3.5 cm

* 1 page = 100 units or 100% = 1 page

D. Number of colours = 4 (black, red, yellow, blue)

Colours used on pages 1, 2, 3, 12, 13 and 14

E. Layout = there are big format letters; bright and very colourful pages; many colour photographs are used; there are lots of news items, but they are all summarised on the front page and the rest of the news is continued on the inner pages. Also there are lots of content and inner page announcements. Headlines are in similar formats but different sizes of type are used. The name of the newspaper is in the middle of the page.

2. News

Page 1:	total articles = 14, local = 6, national = 8	100%
Page 3:	Total news = 7, local = 7, national = -	65%
Page 4:	total news = 8, local = 3, national = 5	75%
Page 5:	total news = 7, local = -, national = 7	50%
Page 7:	total news = 6, local = 6, national = -	40%
Page 8:	total news = 4, local = 1, national = 3,	55%
Page 11:	total news = 16 local = 15 national = -,	100%
Page 12:	total news = 6, local = 6, national = -,	100%
Page 13:	total news = 7, local = 6, national = 1,	100%
Page 14:	total news = 9, local = 7, national = 2,	100%

3. Advertisements

Page 2 total advertisements = 1/1 trade advertisement/15%

Page 3: total advertisements = 2/2 leisure advertisement/1
display/15%

Page 4: total advertisements = 4/1 trade/3 display advertisements/25%

Page 5: total advertisements = 1/1 display/5%

Page 6: total advertisements = 5/5 display/25%

Page 7: total advertisements = 6/6 display/20%

Page 8: total advertisements = 3/1 display/1 leisure/1 for sale/30%

Page 9: total advertisements = 124/76 classified/48 display/100%

Page 10: total advertisements = 63/36 classified/25 display/2 public announcements/90%

4. Photographs

Page 1: 8 news photographs

Page 2: 7 news/2 advertisement/2 others

Page 3: 9 news/2 others/1 advertisement

Page 4: 4 news/1 advertisement

Page 6: 2 news/2 others

Page 7: 6 news/1 other

Page 8: 10 advertisements

Page 9: 1 news/1 other

Page 12: 4 news

Page 13: 4 news

Page 14: 7 news

5. Other

Page 2: 1 regular feature/1 serial report/TV programmes

Page 3: 1 regular feature

Page 5: 1 regular feature

Page 6: 2 regular features/crosswords

Page 7: 1 regular feature/city guide

TOTAL:

Total articles = 84, local news = 58, national news = 26

Total advertisements = 209

Display = 90

Trade = 2

Leisure = 2

For sale = 1

Public announcements = 2

Classified = 112

Total photographs = 74

Total news = 52

Total advertisement = 14

Total other = 9

Total colour = 40

Total articles % = 785/8 pages*

Total Advertisements % = 325/3 pages

Total articles and features = 6

Others = 4

Total rest of news 100/1 page

Total news agency news = 9

* 1 page = 100 units or 100% = 1 page

1. Technical Research

- A. Number of pages = 10
- B. Paper size = 57 x 80 cm
1 page size = 57 x 40 cm
Printed area size on one page = 52.5 x 35.5 cm
- C. Number of columns = 9
Each column = 3.5 cm
- D. Number of colours = 4 (black, red, yellow, blue)
Colours are used on pages 1, 2, 11 and 12
- E. Layout = big format letters; not bright but colour pages;
some photographs are in colour; news is summarised on
front page but is continued in inner pages. Headlines are
in similar formats but with different sizes of type. There
are large photographs on the first and last pages. Name
of the newspaper is at the top of the page.

2. News

Page 1:	total news = 8, local = 6, national = 2	100%
Page 2:	Total news = 7, local = 7, national = -	100%
Page 3:	total news = 9, local = 9, national = -	100%
Page 4:	total news = 7, local = 7, national = -	60%
Page 5:	Total news = 4, local = 4, national = -	60%
Page 6:	Total news = 1, local = -, national = 1	30%
Page 7:	Total news = 9, local = 9, national = -	20%
Page 8:	Total news = 9, local = 9, national = -	100%
Page 10:	Total news = 8, local = 7, national = 1	100%

3. Advertisements

Page 1: total advertisements = 1/1 display/10%

Page 6: total advertisements = 1/1 leisure/10%

Page 9: total advertisements = 3/1 leisure/1 for sale/1
display/20%

4. Photographs

Page 1: 7 news/2 others

Page 2: 14 news

Page 3: 8 news

Page 4: 4 news/1 other

Page 5: 4 news

Page 6: 8 news

Page 7: 1 news

Page 8: 13 news

Page 9: 8 news

Page 10: 6 news/4 others

5. Other

Page 4: 1 regular feature

Page 5: articles/television programmes/crossword

Page 5: 5 features

Page 9: 2 features

TOTAL:

Total news = 62, local news	=	58, national news = 4
Total advertisements	=	5
Display	=	2
Trade	=	-
Leisure	=	2
For sale	=	1
Public announcements	=	-
Classified	=	-
Total photographs	=	81
Total news	=	74
Total advertisement	=	-
Total other	=	7
Total colour	=	-
Total News %	=	670/7 pages*
Total Advertisements %	=	40/half pages
Total articles and features	=	9
Others	=	2
Total last part of news	=	150/1,5 pages

* 1 page = 100 units or 100% = 1 page

LEICESTER MERCURY: 16 APRIL 1991

1. Technical Research

- A. Number of pages = 36
- B. Paper size = 64 x 43 cm
1 page size = 32 x 43 cm
Printed area size on one page = 40.5 x 28.5 cm
- C. Number of columns = 6
Each column = 4.6 cm
- D. Number of colours = black only
- E. Layout = few but long news items; just two or three photographs on page, usually one of two of them are quite large. Headlines are the same format and very similar size of type. There are inner page news announcements and summaries, advertisements. There are no colour photographs. The name of the paper is at the top of the page. Layout is very regular in each issue.

2. News

Page 1: total news = 5, local = 5, national = - 85%

Pages 3-5: total news = 11, local = 11, national = - 145%

Pages 6-8: total news = 13, local = 13, national = - 170%

Pages 9-11: total news = 14, local = 14, national = - 200%

Pages 13-14, total news = 12, local = 10, national = 2 200%

23:

Pages 15-17, total news = 14, local = 7, national = 7 200%

18-19:

Pages 21-22: total news = 3, local = 3, national = - 80%
Pages 15-26: total news = 7, local = 7, national = - 65%
Pages 34-36: total news = 25, local = 15, national = 8 280%

3. Advertisements

Pages 1-3: total advertisements = 13/13 display/75%
Pages 5-7: total advertisements = 9/9 display/75%
Pages 8-11: total advertisements = 38/30 leisure/3 display/5
classified/1650%
Pages 12-15: total advertisements = 64/44 trade and proof/19
display/1 property/160%
Pages 16-19: total advertisements = 12/9 display/3 motor/230%
Pages 20-22: total advertisements 23/23 property/220%
Pages 24-27: total advertisements 427/204 personal announce-
ments/28 display/195 classified/335%
Pages 28-31: total advertisements 442/417 classified/25
display/400%
Pages 32-33: total advertisements 16/16 classified/200%

4. Photographs

Pages 1-10: 23 news/7 advertisements/9 others
Pages 11-20: 22 news/17 advertisements
Pages 21-36: 20 news/7 advertisements/4 others

5. Others

Page 2: television programmes
Page 4: letters/features/horoscopes
Page 14: features
Page 23: 2 crosswords/2 word play/3 cartoons/information

TOTAL:

Total news = 104, local news = 85, national news = 19
Total advertisements = 1044
 Display = 206
 Classified = 633
 Trade/professional = 44
 Leisure = 30
 Public announcements = -
 Personal announcements = 204
 Motoring = 3
 Property = 24
Total photographs = 109
 Total news = 65
 Total advertisement = 31
 Total other = 13
 Total colour = -
Total News % = 1425/14 page*
Total Advertisements % = 1860/18.5 pages
Total articles and features = 3
Others = 10

* 1 page = 100 units or 100% = 1 page

1. Technical Research

- A. Number of pages = 64
- B. Paper size = 60 x 43 cm
1 page size = 30 x 43 cm
Printed area size on one page = 40.5 x 27 cm
- C. Number of columns = 5 or 6
Each column = 3.5 or 5 cm
- D. Number of colours = black only
- E. Layout = long news items; number of news items more than any other studied English newspaper. A few photographs (not colour). There are contents announcements for inner pages. Headlines are from different formats but almost similar size of type. Name of the newspaper is at the top of the page. Layout is regular.

2. News

Page 1:	total news = 8, local = 8, national = -	85%
Page 2:	total news = 13, local = 13, national = -	80%
Page 3:	total news = 10, local = 10, national = -	70%
Page 4:	total news = 9, local = 9, national = -	65%
Page 5:	total news = 4, local = 4, national = -	50%
Page 7:	total news = 5, local = 5, national = -	50%
Page 8:	total news = 7, local = 7, national = -	50%
Page 10:	total news = 4, local = 4, national = -	50%
Page 12:	total news = 4, local = 4, national = -	50%

Page 13:	total news = 7, local = 7, national = -	25%
Page 14:	total news = 5, local = 5, national = -	30%
Page 16:	total news = 1, local = 1, national = -	100%
Page 31:	total news = 8, local = -, national = 8	80%
Page 49:	total news = 1, local = 1, national = -	30%
Page 50:	total news = 7, local = 7, national = -	75%
Page 53:	total news = 5, local = 5, national = -	40%
Pages 54-55:	total news = 58, local = 58, national = -	200%
Page 57:	total news = 3, local = 3, national = -	55%
Pages 60-64:	total news = 32, local = 32, national = -	425%

3. Advertisements

Pages 1-16: total advertisements = 28/28 display/3 leisure/2 motoring/825%

Pages 17-30: total advertisements = 89/55 property/33 classified/1 display/1400%

Pages 31-39: total advertisements = 244/65 display/7 motoring/149 classified/23 public announcements/580%

Pages 40-52: total advertisements = 198/151 motoring/32 leisure/15 display/1155%

Pages 56-64: total advertisements = 296/43 display/127 personal announcements/22 trade and professional/104 classified/375%

4. Photographs

Pages 1-10: 15 news/11 advertisements/2 others

Pages 11-16: 11 news/13 advertisements

Pages 17-48: 280 advertisements

Pages 31-64: 29 news/2 advertisements/9 others

5. Others

Page 2: paper's opinion/competition

Page 6: letters

Page 7: advertisement feature

Pages 52-53: church services/crosswords/features/news from old
issues.

TOTAL:

Total news = 191, local news = 183, national news = 8

Total advertisements = 855

Display = 147

Classified = 286

Trade/professional = 22

Leisure = 35

Public announcements = 23

Personal announcements = 127

Motoring = 160

Property = 55

Total photographs	=	372
Total news	=	55
Total advertisement	=	306
Total other	=	11
Total colour	=	-
Total News %	=	1610/16 pages
Total Advertisements %	=	4335/43.5 pages
Total articles and features	=	3
Total advertisement features	=	1
Others	=	4

HERALD AND POST: 2 JANUARY 1991

1. Technical Research

- A. Number of pages = 24
- B. Paper size = 42 x 60 cm
 - 1 page size = 42 x 30 cm
 - Printed area size on one page = 40 x 27.5 cm
- C. Number of columns = 4 or 5
 - Each column = 6 or 4.5 cm
- D. Number of colours = black only
- E. Layout = News items are very few and not very long. There are quite large advertisements on the front page. News headlines are small and from different formats. No colour photographs. No announcements. There are just one or two main news headlines. Name of the paper is at the top of the paper. Layout is very regular for each issue. It is an advertising paper.

2. News

Pages 1-10: total news = 21, local = 20, national = 1 320%

Pages 11-24: total news = 19, local = 10, national = 9 195%

3. Advertisements

Pages 1-13: total advertisements = 46/43 display/3
leisure/730%

Pages 14-24: total
advertisements = 210/67 display/14 leisure/ 25
motoring/54 classified/50 trade and
professional/925%

4. Photographs

Pages 1-10: 14 news/7 advertisements/4 information

Pages 11-24: 7 news/2 advertisements

5. Others

Pages 4-10: features/advertisement features/articles/ cross-
words

Pages 12-13: television programmes/competition

TOTAL:

Total news = 40, local news = 30, national news = 10

Total advertisements = 256

Display = 110

Classified = 54

Trade/professional = 50

Leisure	=	17
Motoring	=	25
Total photographs	=	44
Total news	=	21
Total advertisement	=	19
Total other	=	4
Total colour	=	-
Total News %	=	515/5 pages
Total Advertisements %	=	1655/16.5 pages
Total articles and features	=	2
Total advertisement features	=	1
Others	=	3

2.4.2 The Sample: Figures and Average of Each Newspaper for One Month (April)

SAKARYA:

One Month (3 issues)	Total	One Month Average Figures
Total news articles	= 105	35.0
Total local news	= 105	35.0
Total national news	= -	-
Total advertisements	= 91	30.3
Total display advertisements	= 57	19.0
Total classified adverts	= -	-
Total trade adverts	= 6	2.0
Total leisure adverts	= 6	2.0
Total for sale adverts	= 21	7.0
Total public announcements	= 1	0.3
Total photographs	= 117	39.0
Total news photographs	= 76	25.3
Total advertisement photos	= 18	6.0
Total other photographs	= 23	7.6
Total colour photographs	= -	-
Total news pages	= 10	3.3
Total advertisement pages	= 7	2.3
Total articles/features	= 21	7.0
Total others	= 33	11.0
Total rest of news	= -	-
Total agency news	= -	-

Monthly totals divided by number of monthly issues to get the coverage figures.

OLAY:

One Month (3 issues)	Total	One Month Average Figures
Total news articles	= 209	69.6
Total local news	= 134	64.6
Total national news	= 75	25.0
Total advertisements	= 516	172.0
Total display advertisements	= 234	78.0
Total classified adverts	= 259	86.3
Total trade adverts	= 3	1.0
Total leisure adverts	= 9	3.0
Total for sale adverts	= 6	2.0
Total public announcements	= 5	1.6
Total photographs	= 187	62.3
Total news photographs	= 119	39.6
Total advertisement photos	= 40	13.3
Total other photographs	= 28	9.3
Total colour photographs	= 106	35.3
Total news pages	= 19	6.3
Total advertisement pages	= 13	4.3
Total articles/features	= 16	5.3
Total others	= 12	4.0
Total rest of news	= 4	1.3
Total agency news	= 50	16.6

Monthly totals divided by number of monthly issues to get the coverage figures.

EKSPRES:

One Month (3 issues)	Total	One Month Average Figures
Total news articles	= 148	49.3
Total local news	= 117	39.0
Total national news	= 31	10.3
Total advertisements	= 107	35.6
Total display advertisements	= 62	20.6
Total classified adverts	= 13	4.3
Total trade adverts	= 1	0.3
Total leisure adverts	= 25	8.3
Total for sale adverts	= 4	1.3
Total public announcements	= 2	0.6
Total photographs	= 215	71.6
Total news photographs	= 121	40.3
Total advertisement photos	= 69	23.0
Total other photographs	= 25	8.3
Total colour photographs	= 5	1.6
Total news pages	= 16.5	5.5
Total advertisement pages	= 6.5	2.1
Total articles/features	= 15	5.0
Total others	= 24	8.0
Total rest of news	= 2.5	0.8
Total agency news	= -	-

Monthly totals divided by number of monthly issues to get the coverage figures.

LEICESTER MERCURY:

One Month (3 issues)	Total	One Month Average Figures
Total news articles	= 294	98.0
Total local news	= 224	74.6
Total national news	= 70	23.3
Total advertisements	= 2981	993.6
Total display advertisements	= 299	99.6
Total classified adverts	= 1753	584.3
Total trade adverts	= 53	17.6
Total leisure adverts	= 95	31.6
Total public announcements	= 36	12.0
Total personal announcements	= 559	186.3
Total trade and professional	= 125	41.6
Total motoring	= 10	3.3
Total property	= 51	17.0
Total photographs	= 293	97.6
Total news photographs	= 191	63.6
Total advertisement photos	= 65	21.6
Total other photographs	= 37	12.3
Total news pages	= 42	14.0
Total advertisement pages	= 51	17.0
Total articles/features	= 12	4.0
Total advertisement features	= 1	0.3
Total others	= 28	9.3

Monthly totals divided by number of monthly issues to get the coverage figures.

LOUGHBOROUGH ECHO:

One Month (3 issues)	Total	One Month Average Figures
Total news articles	= 496	248.0
Total local news	= 477	238.5
Total national news	= 19	9.5
Total advertisements	= 1486	743.0
Total display advertisements	= 223	111.5
Total classified adverts	= 473	236.5
Total trade adverts	= 15	7.5
Total leisure adverts	= 89	44.5
Total public announcements	= 18	9.0
Total personal announcements	= 198	99.0
Total trade and professional	= 39	19.5
Total motoring	= 332	166.0
Total property	= 99	49.5
Total photographs	= 615	307.5
Total news photographs	= 111	55.5
Total advertisement photos	= 485	242.5
Total other photographs	= 19	9.5
Total news pages	= 39.5	19.7
Total advertisement pages	= 79	39.5
Total articles/features	= 6	3.0
Total advertisement features	= 1	0.5
Total others	= 9	4.5

Monthly totals divided by number of monthly issues to get the coverage figures.

HERALD AND POST:

One Month (3 issues)	Total	One Month Average Figures
Total news articles	= 87	43.5
Total local news	= 58	29.0
Total national news	= 26	13.0
Total advertisements	= 761	380.5
Total display advertisements	= 288	144.0
Total classified adverts	= 215	107.5
Total trade adverts	= -	-
Total leisure adverts	= 26	13.0
Total public announcements	= -	-
Total personal announcements	= -	-
Total trade and professional	= 165	82.5
Total motoring	= 67	33.5
Total property	= -	-
Total photographs	= 85	42.5
Total news photographs	= 34	17.0
Total advertisement photos	= 41	20.5
Total other photographs	= 10	5.0
Total news pages	= 9.5	4.7
Total advertisement pages	= 36	18.0
Total articles/features	= 1	0.5
Total advertisement features	= -	-
Total others	= 10	5.0

Monthly totals divided by number of monthly issues to get the coverage figures.

CHAPTER 3

TURKISH AND ENGLISH LOCAL NEWSPAPERS

3.1 INTRODUCTION

Turkish and English local newspapers have been examined mainly in three categories which are:

1. News
2. Advertisements
3. Other.

(Under 'Other' photographs, articles and features, advertisement features, TV and radio programmes, various competitions, horoscopes, stories, serial reports, cartoons and other information have been covered. 'Various information' has been explained in Chapter 2).

The Press have three functions:

1. to inform
2. to influence
3. to entertain [22].

According to these functions and the definition of the newspaper given in Chapter 1, newspapers take their format mainly from news (this includes all kinds of news), advertisements, and the other categories given as above which is the rest of the newspaper's coverage, apart

from news and advertisements. Because of restrictions on time the study will consider the main points rather than detail.

However, in this chapter, both countries' local papers will be described under the 25 main headlines with various details. These headlines are listed below:

1. First published
2. City of publication
3. Some information about the region
4. Frequency of publication
5. Circulation
6. Number of staff
7. Department or subject of correspondents
8. Educational background of staff
9. Awards
10. Contents
11. Supplements
12. Proportion taken from news agencies.
13. Usual sort of news
14. Appropriate news
15. Inappropriate news
16. Liaisons
17. The situation of the other newspapers
18. Promotion
19. Income

20. Expenses
21. Any other publications besides publishing the newspaper
22. Technical specialities
23. Impact of layout
24. Planning alterations
25. Editor's assessment.

3.2 TURKISH LOCAL NEWSPAPERS

3.2.1 Sakarya

1. First published: 24 December 1946
2. City of publication: Eskisehir
3. Information about the region: the population in Eskisehir is 600,000. The region is called Middle Anadolu (Anatolia). Eskisehir is two and a half hours from Ankara (the capital city), five hours from Istanbul, 7 hours from the west coast of Turkey and 26 hours from the eastern border of Turkey by bus.
4. Frequency of publication: Sakarya is a daily (except Sunday) newspaper. It is sold at 500 Turkish lira which is 10 pence.
5. Circulation: Sakarya has a daily circulation of 4000. It is circulated by post and by a paper distributing company to news agencies.
6. Number of staff: correspondents: 10; editors: 3; technical staff: 22. Total 35.
7. Department or subject of correspondents: news enquiry, sports news, town and village news, pictures.

8. Educational background of staff: the editors and one of the correspondents have Bachelors degrees. The rest of the staff have high school qualifications (A or O level).
9. Awards: Sakarya newspaper and its staff have awards from competitions about journalism.
10. Contents: as well as the news and advertisements, there are:
- | | |
|----------------------------------|----------------|
| The paper's opinion (editorial): | 21 x 65 cm |
| Daily features: | 52 x 14 cm |
| Horoscopes: | 18.5 x 7.5 cm |
| Cartoons: | 19 x 10.5 cm |
| TV programmes: | 35 x 9.5 cm |
| Useful telephone numbers: | 7.5 x 13.5 cm |
| Crosswords: | 20.5 x 9 cm |
| Births, deaths, marriages: | 13.5 x 17.5 cm |
| Useful information: | 20.5 x 4.5 cm |
- Irregular features: photographs, paper identification details such as address and telephone number, competitions, stories, education and art and culture pages.
- | | |
|----------------------------|------|
| Number of words on page 1: | 950 |
| Number of words on page 3: | 1400 |
11. Supplements: sometimes some inner pages are published as art and culture pages but not as a supplement.
12. Proportion taken from news agencies: they do not usually use news from news agencies.
13. Usual sort of news: police, municipal, political, society and local authorities news.

er yarında uygulanmış Üstün Genel
ölçüsü ve kalite güvencesiyle Üretilen

OTOMOBİLLERİNDE BİLGİSAYAR
2000 VECTRALARI İŞİMDİ
GÖRÜNÜZ

Ötümobil Sanayi ve Pazarlama Ltd. Şti.
Kurtuluş Mahallesi Publication Cad. No: 23/A
ESKİŞEHİR - Teli: 28 28 20 - 28 27 18

1926

KAMİL KOCALIK

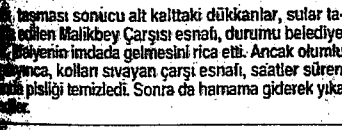
Ofis: Terminal No: 28 Teli: (22) 11 15 02 - 11 64 38 Fax: 11 64 38
Kızılkaya Terminali: (22) 14 77 30 Üniversite Terminali: (22) 16 37 15
Müdürlük: Ofis: H. H. H. No: 8



1. Plan Kollokyumu İki İnceleildi

Yumur fosseptiği aşırı suya Malıkbey'e mafi sabahladı

Yumur fosseptiği, Malıkbey Çarşısı esnafını, yaşamaları zorlaştıran bir sorun haline getirmişti. Belediye, fosseptiği dolan yağmur sularının basınçsız olarak suya boşaltılması sonucu, fosseptiğin ortama girmesiyle istila etti. Göz açıp kapayınca suyu yüzeye yükselen ve insan dışkılarının yüzde 80'inde, çarşı esnafı kendi olanaklarıyla kur-



3 Çocuk Babası Ahmed Akgül Hayatı Geçiren Vatandaşlarda Yardım Bekliyor

Ameliyat için 10 milyon gerek

● 14 Mayıs 1991 günü Yüksek İhtilası Hastanesi'nde ameliyat için randevusu bulunan 3 çocuk babası Hüseyin Akgül 10 milyon lira bulamazsa ameliyat olamayacak

ŞAHAN BAĞCI'NIN HABERİ 6. SAYFADA

Ameliyat için 10 milyon gerek

● 14 Mayıs 1991 günü Yüksek İhtilası Hastanesi'nde ameliyat için randevusu bulunan 3 çocuk babası Hüseyin Akgül 10 milyon lira bulamazsa ameliyat olamayacak

ŞAHAN BAĞCI'NIN HABERİ 6. SAYFADA

İLİ PELİKANI..

Önce sinet anımsayın.
"Görmeler kurtarmak için iki köpek
"Annenin başından ayıklıyor duk
"Eski kazağın kuratmaları."
"Nerede olan Panda"lar sık sık ekran
"Panda'nın abisi olan İki aveli klanı
"Yarınları, nasil kuydalar Panda'
"Panda'nın petrol kuyularını yak
"Panda'nın bir Pelikan geldi.
"Panda'nın batıp çıkıyor.
"Panda'nın yaşadı.
"Panda'nın abiydi."

Üniversitede 1. Plan Kollokyumu

Meselik, botanik bahçesi oluyor



1. Plan Kollokyumu İki İnceleildi

İnönü yanın Emirdağ'da

● **3 Çocuk babası yardım bekliyor**

Ameliyat için 10 milyon gerek

● 14 Mayıs 1991 günü Yüksek İhtilası Hastanesi'nde ameliyat için randevusu bulunan 3 çocuk babası Hüseyin Akgül 10 milyon lira bulamazsa ameliyat olamayacak

ŞAHAN BAĞCI'NIN HABERİ 6. SAYFADA

● **Partial tarafından**

Gazeteciler Cemiyet çatısında toplandı

● Eskişehir Gazeteciler Cemiyetinin olağan genel kurulu önceki gün yapıldı. Yılmaz Karacaoğlu, Önder Baloğlu, Bülent Özyazıcı, Engin Bayrı ve Sadık Sebahancı yönetim kurulu için oybirliğiyle seçildiği genel kurulda basının sorunları ele alındı.

HABERİ 6. SAYFADA



3 Çocuk Babası Ahmed Akgül Hayatı Geçiren Vatandaşlarda Yardım Bekliyor

Ameliyat için 10 milyon gerek

● 14 Mayıs 1991 günü Yüksek İhtilası Hastanesi'nde ameliyat için randevusu bulunan 3 çocuk babası Hüseyin Akgül 10 milyon lira bulamazsa ameliyat olamayacak

ŞAHAN BAĞCI'NIN HABERİ 6. SAYFADA

Gazeteciler Cemiyet çatısında toplandı

● Eskişehir Gazeteciler Cemiyetinin olağan genel kurulu önceki gün yapıldı. Yılmaz Karacaoğlu, Önder Baloğlu, Bülent Özyazıcı, Engin Bayrı ve Sadık Sebahancı yönetim kurulu için oybirliğiyle seçildiği genel kurulda basının sorunları ele alındı.

HABERİ 6. SAYFADA

Gazeteciler Cemiyeti'nin Yılmaz Karacaoğlu, Önder Baloğlu, Bülent Özyazıcı ve Engin Bayrı'dan oluşan yeni yönetimi kurulu özyeterimli oldu.

"Saglık personelinin alacakları ödensin"

● Dişhekimleri Odası Başkanı Ahmed Akgül "220 sağlık personelinin yol harcama hakkı ödenmelidir" dedi.

ŞAHAN BAĞCI'NIN HABERİ 6. SAYFADA

BARCELONA'YA 31-19 YENİLDİK



ETİ'den bu kadar!..

● Temsilcimiz Erişkinler dün Ankara'da güçlü Barcelona'ya farklı mağlup oldu. Rakibi önünde sayı bulmakta güçlük çeken ekibimiz özellikle ilk yarıda daha iyi oynadı. İkinci yarıda duran Erişkinler tur şansını verdi.

Ahmet Sarıoğlu'nun haberi Spor Sayfasında

PUNBOLDA



ES ES'ler son dakikada 1-0

Engin Bayrı ve İsmail Akkılıç'ın haberi ve yorumları 7. SAYFADA

ÜÇÜNCÜ LİGTE

Fotoğrafı maç öncesi kaptanlar birbirlerini kutlayan görüntü.

ŞEKERSPOR Bozüyük'te 2-2

Yılmaz Uşay ve Mehmet Ferah'ın haberi 7. SAYFADA

Velilerin telaşı!

● Bazı okullar öğrencilerden para toplaması tartışılmaktadır. Adana İktisadi ve İstatistik Enstitüsü'nün 22 Misan günü geçirdiği öğrencilerden burada öğrenim gören öğrencilerden 20'er bin lira para istendiği ni ilde eden veliler "Okul yöneticilerinin öğrencilerden para toplamasına kim izin veriyor. Bu parayı verecek var, veremeyecek var." dediler.

Üniversite sınavları olaysız geçti

● 50 okullu 633 salonda yapılan Üniversite sınavları ve yerleştirme sınavlarının olaysız geçtiği bildirildi. Sınavda 14 bin 312 öğrencinin sınavı yapıldığı belirtilen yetkililer "Kampüs ve dışarıdan gelen öğrencilerin her türlü sorunu ile yakından ilgilenildiği" dedi.

14. Appropriate news: in the editor's point of view, social activities, local authorities' activities and their explanations to the public, communities and union's work are very appropriate news for local papers.
15. Inappropriate news: murder and immoral news are not appropriate news for the front page for the editor of the Sakarya newspaper.
16. Liaison: Sakarya's staff do not have any problems in reaching news sources or local authorities. They have a good relationship with readers and authorities.
17. The situation of the other newspapers: there are four more local newspapers and five national newspaper's representative bureaux in Eskisehir. However, Sakarya still has the greatest popularity and circulation figures in the region.
18. Promotion: promotion is done for Sakarya as small advertisements in the telephone directory or on the city billboards.
19. Income: sales and advertisements: 75 million Turkish lira which is almost £11-12,000 for a month. Advertisements (daily): 1 million TL; Sales (daily): 1.5 million TL. Total: 2.5 million TL. 2.5 million x 30 days: 75 million.
(1 pound: 7000 Turkish lira, July 1991).
20. Expenses: mainly salaries, tax, machinery, materials (such as paper, printing plates, ink etc). Total: 65 million TL.
21. Technical specialities: Sakarya is printed by offset printing press and the appropriate preparation technique for offset printing press which is the computerised phototypesetting technique.

Paper sizes: 57 x 80 cm. Page sizes: 57 x 40 cm.

Printed area sizes: 52 x 38 cm. Number of pages: usually 8.

Number of columns: 8, each column 4 cm. Sakarya is printed in colour. Besides black, red (magenta) and yellow are used. The colour pages are 1 and 8 (or sometimes 6). Sakarya starts printing daily at 20.30 pm and finishes at 23.30 pm. It is printed on a single colour offset press.

22. Any other publications besides the newspaper: the printing press belongs to the newspaper. The printing press and the press are both the property of the family which owns the newspaper. Other commercial business printing is done on the paper's printing press when it is not being used for the newspaper. However, there is no other publication besides the Sakarya.
23. Impact of layout: big format letters are used. Pages are colourful. Photographs are not in colour. News is very short. headlines are in different formats (font). There are a lot of photographs. The news, inner page content indications (announcements) and the editor's article are on the front page. The name of the newspaper is at the top of the page.
24. Planned alterations: Sakarya's editor and other managers are planning to make some alterations to the paper like publishing a special news and article supplement on economics and more local town and village news pages.
25. Editor's assessment: Sakarya's editor has mentioned that like other local papers, they have some problems too. For instance, staff education and low salaries for correspondents and the other workers.

3.2.2 Olay

1. First published: 26 October 1987.
2. City of publication: Bursa.
3. Some information about the region: the population is 1.5 million in Bursa. The region is called "Marmara". Bursa is 5 hours from Ankara, 2 hours from Eskisehir, 5 hours from the west coast of Turkey and 27 hours from the eastern border of Turkey, 2.5 hours from Istanbul by bus.
4. Frequency of publication: Olay is a daily (seven days a week) newspaper. It is sold at 1500 Turkish lira, which is 25 pence.
5. Circulation: Olay has a daily circulation of 10,000. It is circulated by its own van and by a newspaper distributing company.
6. Number of staff: Editors: 9; correspondents: 50; technical staff: 38. Total 97.
7. Department or subject of correspondents: news enquiry, sports news, magazine news, town and village news, business, politics, council, police, fire, education, court of justice and picture correspondents.
8. Educational background of staff: 6 editors have Bachelors degrees. 3 editors have high school qualifications (A or O level). 20 correspondents have Bachelors degrees, 25 correspondents have high school qualifications (A or O level) and another 5 correspondents have a secondary school qualification.
9. Awards: correspondents have various awards from competitions.

10. Contents: as well as news and advertisements, there are:
- | | |
|---|---------------|
| Features: | 41.5 x 7.5 cm |
| Editorial: | 34.5 x 7.5 cm |
| Articles: | 52.5 x 7.5 cm |
| TV programmes: | 22 x 7.5 cm |
| Readers Letters: | 23 x 7.5 cm |
| Crosswords: | 20.5 x 7.5 cm |
| Paper's indications (announcements): | 2.5 x 7.5 cm. |
| City guide: police stations, hospitals, travel agencies,
emergency chemists: | 9 x 27.5 cm |
| Serials, stories, journalists' reports, interviews. | |
| Number of words on page 1: | 1000 |
| Number of words on page 6: | 4200. |
11. Supplements: There is a daily separate supplement with Olay. It is free and called "Cekirge". It has 4-6 colour pages and covers television programmes, womens', childrens' and magazine news. There is also another 28 page magazine supplement which is published once a week with the Olay and which covers magazine and sports news.
12. Proportion taken from news agencies; Olay uses all news agencies in Turkey (there are five in all) and in total the proportion of this news is almost 50 per cent.
13. Usual sort of news: national politics, local politics, police and municipal news, local social activities, agricultural, industrial and business news, environmental and union news.



Saddam'ın füzeleri rahat vermiyor...
İsrail diken üstünde
 İsrail, 36 saat içinde iki defa Irak füzelerine hedef alan SSCB'nin füze gücüne karşı...
 İsrail'in İsraili sığınmacı mültecilerine yardımından sonra ABD Başkanı Bush, barışın telafisi için Irak'ın füzelerini durdurmasını istedi. Bush'un füzelerin durdurulmasını istemesi, Saddam'ın henüz ardeten tehditleri İsraili tehdit ediyor. Bush'un İsraili sığınmacı mültecilerine yardımından sonra ABD Başkanı Bush, barışın telafisi için Irak'ın füzelerini durdurmasını istedi. Bush'un füzelerin durdurulmasını istemesi, Saddam'ın henüz ardeten tehditleri İsraili tehdit ediyor. Bush'un İsraili sığınmacı mültecilerine yardımından sonra ABD Başkanı Bush, barışın telafisi için Irak'ın füzelerini durdurmasını istedi. Bush'un füzelerin durdurulmasını istemesi, Saddam'ın henüz ardeten tehditleri İsraili tehdit ediyor.

Müttefik kuvvetler, Irak'ta henüz hava üstünlüğünü sağlayamadı...

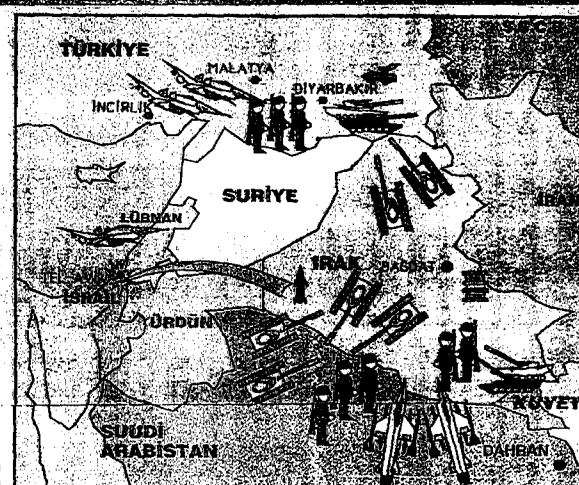
Pentagon: Zamana ihtiyacımız var!... **Yanlış hesap**

Bağdat'tan döndü

İrak'ın, ABD ve müttefik kuvvetlerince binlerce ton bomba atılmasına karşın askeri yeteneğini güçlü biçimde koruması tüm uzmanları şaşırtırken, Pentagon'un hesaplarını alt üst ediyor.

Saddam'ın stratejisi
 Irak Hava Kuvvetleri'nin saldırılara etildi biçimde karşı vermemesi ve tekniği pilotların hava kapışmalarından kaçınmaları önemli sonuçları oluşturmaya devam ediyor. Saddam'ın kademeli hatlarına olduğu kadar tüm hava kuvvetlerine "zafır" sürmekte olduğunu, bu nedenle zaman zaman saldırı ve kolayca "diye" uyardığını yazıyor.
 ABD Başkanı Bush'un SSCB Devlet Başkanı Gorbacov'a yazdığı mektupta Saddam'ın hava kuvvetlerinin güçlü olduğunu belirtmiş ve "Zafır zaman zaman saldırı" dedi. Fransa Savunma Bakanı Chirac'ın mektubunda "Tehditli rakıtları kendimizi korumak için, erken zamanlarda kullanılmayacak" diye konuştu.

Pentagon, Irak ve Körfez bölgesindeki stratejiyi gözden geçiren bir rapor hazırladı. Raporun başlığı ise "Saddam'ın Hava Kuvvetleri".
 ABD Başkanı Bush'un SSCB Devlet Başkanı Gorbacov'a yazdığı mektupta Saddam'ın hava kuvvetlerinin güçlü olduğunu belirtmiş ve "Zafır zaman zaman saldırı" dedi. Fransa Savunma Bakanı Chirac'ın mektubunda "Tehditli rakıtları kendimizi korumak için, erken zamanlarda kullanılmayacak" diye konuştu.



YORUM
 Saddam "akrep" ölümlerinde ama...
 Saddam'ın ölümlerinde günün ortasında ölümlerine sebep olan ama...
 Devran 2. Sayfada

Akbulut, "Ortadoğu'ya demokrasi getireceğiz"
 Başbakan ANAP'nın Eylül'de bir kongresine katılarak verdiği mesajta "Aracımız diktafer zincirini Saddam idaresine son vermek, Ortadoğu'ya demokrasi getireceğiz" dedi.
 Haber 9. Sayfada

Türkiye'yi kimin yönettiği belli değil
Ankara'da hükümet yok
 Sürekli toplantı halinde olan TBMM'de dün Hükümet yoktu. Türkiye'yi fiilen savaşa sokan Hükümet, muhalefet partilerinin hesap sormasına olanak tanımadı. Ülkemizde ne olur bitirildiği kimse bilmiyordu...
 Meclis iki gündür açık kapıya...
 SHP Genel Başkanı Erbil Köknar, hükümetin meclisle ilgili meclisler açılmadığını bildirdi. "Türkiye'nin savaşa sokulduğu, devleti yurt dışına, her tarafın kurtuluşu için savaşa sokulduğu" dedi. TBMM'den...
 DYP Genel Başkanı Süleyman Demirel de, Türkiye'deki askeri durumun, Türkiye için başlatılan savaştan kopulduğunu söyledi. "Türkiye'nin savaşa sokulduğunda (ABD'nin silahlarıyla) Türkiye yok" şeklinde konuştu.
 Haber 8. Sayfada

Doğalgaz ihalesi Alarko Holding'in
 TİSAS Yönetim Kurulu Üyesi Ekrem Barışık, Bursa'daki 105 bin ton doğalgaz ihalesinin yararlanmasını sağlayacak sebebinin, ihalesinin etki tipi mutlak ve isimli ihaleye teslimatına ilişkin ihale şartları ile ilgili olarak Alarko-Ronati Konsorsiyumu'nda kazanmış olduğunu açıkladı.
 Bursa Büyükşehir Belediyesi ile Doğalgaz ihalesi sözleşmesi projelerinin gerçekleştirilmesinde devre dışı bırakıldı. Bu durum, TMMOB Makina Mühendisleri Odası'nun ihalesindeki parçaları teslimatı uzatmaları karşısında eleştirilerek, "Belediye'yi ihalelerin bir modelle basarın ihaleleri mükemmel değildir" şeklinde yer verdi.
 Uzmanlar, Alarko-Ronati ortaklığına, beşerinin katılmasından, etki ihalesinin seçim ve teslimatı kadar sorumlu olacakları hatırlatarak, "İhale tek firmaya verilmekte, doğalgaz teslimatı yapılmıyor. Türkiye'nin, evine yerleştirilecek mutlak ve isimli ihalesinin beşerine zararlanmasını önlemek için ihalede konuluyor. Nelaş POLAT'ın..."
 Haber 6. Sayfada

Böbrek nakli yapılan hasta enfeksiyondan bitti...
Yeni böbrekle bir ay yaşadı
 Tip Fekültesi Hastanesi'nde yaklaşık bir ay önce gerçekleştirilen operasyonla böbrek nakledilen Burhan Kaya, tedavi gördüğü Nefroloji Servisi'nde hayatını kaybetti. Kaya'nın geçirildiği enfeksiyon sonucu olduğu açıklandı.
 Kaya'ya İstanbul'da 55 yaşındaki bir çocuğun böbreği nakledilmiş, operasyon sonrasında da sağlık durumunun iyiye gittiği bildirilmişti. Kaya, böbrek nakli yapılmadan önce üç yıl süreyle hemodiyaliz tedavisi görmüştü.
 (ÖZGÜR KURTULMUŞ)

ANKARA MEKTUBU
 Türkiye savasta...
 Başkent yıkıldı...
 OZDEN ALPOĞA
 Devran 8. Sayfada

ANAP'ta seçimlik kazandı
 ANAP için kongre, parti başkanları...
 AN KARAMAK

BUGÜN ÇEKİRGE DERGİ
 İSTEMEYİ UNUTMAYIN

OLAY 2. SERİ
 Herkese bedava NEVRESİM TAKIMI SADECE 33 KUPONA
 Kupon No:10

14. Appropriate news: in the editor's point of view, environmental, local and national politics, local economic and business news.
15. Inappropriate news: Olay's editor has mentioned that if any news is going to cause more harm to the public than good, they prefer not to publish it.
16. Liaison: the editor points out that they have very good liaison with readers and local authorities.
17. The situation of the other newspapers: there are 8 more local newspapers and national newspapers representative bureaux in Bursa, other than Olay, but Olay still has the most popularity and biggest circulation figure. However, there are two more local papers in Bursa which are very traditional and popular too. They are older than Olay, therefore the region is very competitive for local papers.
18. Promotion: Olay is promoted via television and city billboards and also some free gifts with a certain number of coupons.
19. Income: from sales (monthly average): 340 million Turkish lira which is £48,500. From advertisements (monthly average) 352 million Turkish lira which is £50,500. Total: 692 million (monthly) Turkish lira which is £99,000.
20. Expenses: monthly average 654 million Turkish lira which is £93,500. (Expenses are for the same items as Sakarya).
21. Any other publications besides publishing the newspaper: there are no other publications, but there is some commercial work done for private companies on the paper's printing press which is a part of the newspaper's own property.

22. Technical specifications: Olay is printed by web offset printing press and appropriate preparation techniques are used which are computerised phototypesetting systems.

Paper sizes:	57 x 80 cm
Page sizes:	57 x 40 cm
Printed area sizes:	53.5 x 35 cm
Number of pages:	12-14.

Number of columns: 9, each column 3.5 cm.

Number of colours used: Olay is a colour paper. Black, red, yellow and blue are used. Colour pages: 1, 2, 3, 10, 11, 12.

Olay is printed between 02.00-04.00 am.

23. Impact of layout: big format letters are used. The pages are bright and very colourful. There are a lot of colour photographs. There is a lot of news given in the summary and the rest of the news is continued in the inner pages. Headlines are of similar format but different size type. The name of the newspaper is in the middle of the page.

24. Planning alterations: Olay's editor mentioned that they are planning to change the layout and renew it. Also more technical investment and organisation and more expert staff are needed within the paper.

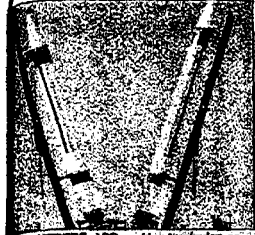
25. Editor's assessment: Olay's editor also pointed out that the price of publishing was increasing for most items like paper, tax etc, the lack of office space and staff in other big cities, and the difficulty of technical investment in machinery. The editor has mentioned that Bursa also has a large potential number of readers and advertisers. If they had more qualified staff, they could run a better paper for Bursa.

3.2.3 Ekspres

1. First published: 1 December 1982.
2. City of publication: Adana.
3. Some information about the region: the population is almost 3 million. Adana is in southern Turkey and on the Mediterranean coast. It is very close to the Syrian and Iraqi border lines. It is almost 12 hours from Ankara and Istanbul by bus.
4. Frequency of publication: Ekspres is published daily (seven days a week). It is sold at 500 Turkish lira which is 10 pence.
5. Circulation: Ekspres has a daily circulation of 4600. 3200 copies are circulated by the newspaper distributing company and the rest of them are circulated to subscribers by the paper's own motorcycle team.
6. Number of staff: editors: 5; correspondents: 27; technical staff: 22. Total: 54.
7. Department or subject of correspondents: news enquiry, sports, editorial, economic, agriculture, politics, education, municipal, police, fire news and pictures.
8. Educational background of staff: all the editors have a Bachelors degree. Correspondents or technical staff have a high school qualification (A or O level).
9. Awards: Ekspres's staff have some awards like best news, best layout, best interview and articles from some Turkey-wide competitions.

10. Contents: As well as the news and advertisements there are:
- 4 features: 20 x 19/51 x 11.5/36 x 15.5/20 x 19 cm
 - Competition announcement: 16 x 7.5 cm
 - TV programmes: 15 x 15 cm/2 serials: 36 x 5.5 cm
 - Weather, calendar, travel agencies, crossword: 15 x 19.5 cm
 - Journalists reports.
- Number of words on page 1: 700
- Number of pages on page 6: 3800
11. Supplements: sports supplements once a week and a special advertisement supplement once a month.
12. Proportion taken from news agencies: Ekspres uses news agency news only occasionally.
13. Usual sort of news: political, police, municipal, agricultural, local authorities' and social communities' activities news.
14. Appropriate news: in the editor's point of view, agricultural, politics, police and social activities and national news which is relevant to the local area are very appropriate for them.
15. Inappropriate news: Ekspres's editor has mentioned that there is no kind of news which they prefer not to publish, unless however it is going to cause harm to the public rather than good, then they would prefer not to publish it.
16. Liaison: Ekspres's staff prefer face to face communication with news sources like readers or authorities so that there is no misunderstanding between the source and the reporters.
17. The situation of the other newspapers: there are 3 more local papers and all national papers' printing presses and the main

Avrupa'ya göre; Füzeleer Adana'ya çevrildi



NEREDE: ABD uçaktan tarandıran pe-naliten zıranan Saddam Hüseyin'e füzeleerle Adana'ya 70'den fazla füze atıldığı konuşulmaktadır.

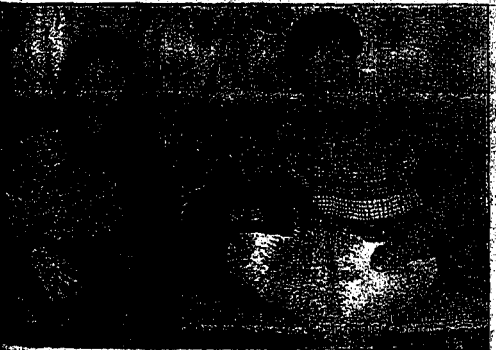
Yabancı basın-yayın organlarının Irak liderinin radyo konuşmalarına dayanarak verdiği habere göre Saddam Hüseyin'in Türkiye'ye saldıracağı iddia ediliyor.

- Almanya'nın sesli radyosu ile Amerikan CBS televizyonunda Saddam Hüseyin'in Türkiye'ye saldıracağı iddia edildi. Haberi duyan Adanalıların kitleler halinde sahraı terk etdikleri görüldü. Sahraı terk edenler yağlı illerin tabirihi edici tepiklerini yaptıklarını söylediler.
- Saddam Hüseyin'in elindeki füzeleerle 650 ile 3200 kilometre menzile ulaşabildiğini, Adana'nın da bu mesafede içinde bulunduğunu bütten Adanalılar, "Kırsak-batılıklar rüyalarımıza geliyor. Güleleerle yuymazsak hatırlayacak. Tek kurtuluş yolu Adana'dan uzaklaşmak"dılar.
- Adana'ya terk ederek terik, Bülürcek ve yazıklaçağ-den Adanalılarla babağiden hemşehirlileri yollanarak arayarak Saddam Hüseyin'in Adana'ya saldırabileceğini kendilerinin de sahraı terk etmelerini istedikler. Kahramanlık örneğini sergileyerek Adana'da katlan-larını duruma merak ediyor. (Yazısı 2.Sayfada)

Ekspres

32 Ocak 1991 Sayı 509 Lira (KDV Dahil)

Kendi canımızın derdine düşünce Ortadoğu'da çalışan işçilerimizi unuttuk



ORTADOĞU'DA İSTİYORUZ: Ortadoğu'da çalışan kadın ve kentsinden savaşın ilk gününden beri çalışmayan Halil Mercimek, eşi Mevhan Mercimek, çocukları Kamer ve Ceren ile kardesi Mehmet Mercimek... Mevhan'de aynı şeyi söylüyor: "Bir kaç olsun, sesini duyarak kalıyoruz".

- Suudi Arabistan'da çalışan Adanalı işçilerin elleri erimeye başladığı bölgesinde, Körfez savaşı başladıktan beri haberleşme olanağı bulunmadıklarını bildiren eller, "Yaklaşıyoruz öldü mü, yaşıyor mu bilmiyoruz" diye konuşuyorlar.
- Mevhan Mercimek ve Zehra Çiçek, Dahrin ve Riyad'da çalışırken kocalarının, Yürümler Belediyesi'nde çalışan Zakariya Kuduf'dan haber alınmadıklarını söyledikleri çocuk annesi Zehra Çiçek de Riyad'da bölge işlemlerini koruyan Sath Çiçekle son kez Riyad'da Irak tarafından füze saldırısı düzenlenen gece konuşulduklarını belirtti.
- Birleşmiş Milletler gücünün desteklenmesi Dahrin'de çalışırken 6 Aralık'ta döndü yapan Söyleman Mercimek, ağabeyi Halil Mercimek'i dönme için edememediğini belirtti. (Yazısı 5.Sayfada)

DYP Genel Başkanı Süleyman Demirel: Bize göre Türkiye savaşın içindedir

DYP Genel Başkanı Süleyman Demirel, Türkiye'nin bomba atmasıyla, Türk topraklarında bir başkasının bomba atması arasında fark bulunmadığını görüşünü savundu. (Yazısı 3.Sayfada)



INCIRLIKTE GÖRÜLEN: ABD'nin Irak'ı bombalaması Adana'ya gelen mültecilerden Ahmet Ercin (Ortalı), Fikri Sağır (Çoban), Çavuş Miskin (Hacı), Sedat Doğru, Mahmut Kaçallı (Adana) ve emekli-Tümgeneral Yaşar Demirdağ, Irak'ın Hava Üssüne girerek incirlikte bulundu.

SHP'nin kriz komitesi Incirlik'e girdi "Türkiye zorla Körfez Savaşı'na çekiliyor"

- SHP Genel Sekreter Yardımcısı Ateş, "Türkiye'nin zorla Körfez Savaşı'na çekilmek istendiğini ve bu olaydan dolayı tüm savaş bölgelerindeki illerde yaşayan vatandaşlarımızın tedbiri olduğunu belirtti.
- Öz çıkışı gazetecilerin sorularını cevaplayan Ateş, "Uçakların kamplarına "Kalkan uçakların Irak'ı bombalamadıklarını, sadece eğitim amacı için kalktıklarını söyledik" dedi.

ANAP Adana Milletvekili Mehmet Ali Biliçi

"Saddam Adana'yı vuramaz"

GAZETEMİZ ZİYARET ETTİ: ANAP Adana Milletvekili Mehmet Ali Biliçi, gazetemiz ziyareti sırasında Genel Yayın Yönetmenimiz Özgür Bayraktar ile birleşti.

(Yazısı 6.Sayfada)

SF Genel Başkanı Ferit İsever : Onurumuz da kiralanıyor

- Sosyalkist Parti Genel Başkanı Ferit İsever, bilgilennmek amacıyla geldiği Incirlik Üssü'ne alınmadığı ve görüşme taleplerini reddedildi. (Yazısı 6.Sayfada)

RP Adana İl Başkanı Yakup Budak : Haçlı seferlerine girmeyelim

- RP Adana İl Başkanı Budak "Türklerin eli Müslüman Irak halkının kanına bulanması bizim savaşımıza girmemektir". (Yazısı 6.Sayfada)

Körfez savaşı konusunda Adana basınının ortak görüşü: Saldırı olmaz ama hazır da değiliz

- Çukurova Gazeteciler Cemiyeti Başkanı Kurtar Çalın ile gazetelerin bölge temsilcileri Saddam'ın Adana'ya saldırıya geçmesini ama o bölge için de yeterli önlemin alınmadığını düşündüler.
- Saddam Hüseyin'in Adana'ya füze atmasını tahmin etmiş olduklarını belirten Cemiyet Başkanı ve Gazetecilerin Adana temsilcileri, Adana için su anda bir tehlikenin söz konusu olmadığını söylediler. (Yazısı 6.Sayfada)

Belediye eski Başkanı Aytac Durak: "Incirlik Adana'nın güven kaynağıdır"

- Adana eski Belediye Başkanı Aytac Durak "Incirlik Adana için tehlike değil, güven kaynağıdır. Saddam'ın sonu savaş başlamadan belli id'di". (Yazısı 6.Sayfada)



Yurtaç (Hümayun), Müzaffer Bal (Milletvekili), Erol Erk (Görüş Haber), Bülent Ulukan (Güneş), Çetin Yeğenoğlu (Cumhuriyet)

Adana (GCG Başkanı): "Saddam Hüseyin'e saldırma girişimini destekleme en büyük müdahaleyi". Aytac Durak.

regional bureau facilities are in Adana because of its regional importance for Turkey. Ekspres has the biggest circulation figures and effectiveness for the public inside Adana.

18. Promotion: Ekspres is not doing much but trying to organise social activities in Adana for its promotion.
19. Income: sales and advertisements: 132 million Turkish lira monthly. This is approximately £19-20,000. Advertisements: weekly 21 million TL and sales weekly 12 million TL. Total: 33 million TL. 33 x 30 days: 132 million TL monthly.
20. Expenses: mainly salaries, tax, machinery, materials such as paper, printing plates, ink etc: 125 million TL monthly which is £18,000.
21. Any other publication besides publishing the newspaper: the newspaper has a partnership. One of the national newspapers has 67 percent of its shares. The printing press is a part of the newspaper's property. However, there is no other publication or commercial printing business besides Ekspres.
22. Technical specifications: Ekspres is printed by web offset printing press and desk top publishing and other appropriate preparation techniques are used for offset printing.

Paper sizes: 57 x 80 cm

Page sizes: 57 x 40 cm and printed area sizes: 52.5 x 35.5 cm

Number of pages: 12, number of columns 9, each column 3.5 cm.

Ekspres is a colour paper. All colours are used. Colour pages: 1, 2, 11, 12.

23. Impact of layout: large format letters are used. The pages are not bright but colourful. News is given as a summary on the front page but is continued in the inner pages. Headlines are of similar format but different size of type. There are large photographs on the first and last pages. The name of the newspaper is on the top of the page.
24. Planned alterations: Ekspres's administration is planning to invest in technological development on machinery and preparation services.
25. Editor's assessment: Ekspres's editor pointed out that their problems are a low number of readers, lack of higher degree educated staff and unsatisfactory salaries. Therefore, they are having some difficulty sometimes running a better quality paper.

3.3 ENGLISH LOCAL NEWSPAPERS

3.3.1 Leicester Mercury

1. First published: 21 January 1874.
2. City of publication: Leicester.
3. Some information about the region: population is almost 1 million. Leicester is in the East Midlands of England. It is 2 hours from London by train.
4. Frequency of publication: the Mercury is published every day, except Sunday and is sold for 25 pence.
5. Circulation: the Mercury has a daily circulation of 137,000 and is circulated by the paper's own trucks or vans.

6. Number of staff: correspondents: 100; technical staff: 60-70.
Total: 500.
7. Department or subject of correspondents: business, politics, sports, features, general news and pictures.
8. Educational background of staff: various levels like Bachelor degree and A or O levels and in-house training courses.
9. Awards: some correspondents have these.
10. Contents: As well as the news and advertisements there are:

TV programmes:	full page
Readers letters:	half page
Editorial:	half page
Stars:	22.5 x 8 cm
Stories:	25 x 28.5 cm
Radio programmes:	8.5 x 28.5 cm
Mercury opinion:	24.5 x 8.5 cm
Political commentary:	15 x 37.5 cm
Crossword:	9 x 12 cm
Quotes of the week:	15 x 8.5 cm
Cartoons:	4.5 x 11.5 cm
Information: weather, chemists, bingo, cartoons, word games:	26 x 12.5 cm
Church services:	20 x 16 cm
Word play and crossword:	8.5 x 28.5 cm
Number of words on page 1:	1000
Number of words on page 4:	2400
Number of words on page 4-6:	3600.

...dies
Night
ning
night
8pm
Gifts by
of London
Rutland St.
518234

Leicester Mercury

YOUR COUNTY EDITION

PICTURE MIRROR
Large selection now in
also Brass Framed M
and our usual extensive
to suit all tastes.

TH
LOOK
GLA
MIRRO
55-78 Bras
Gate, Le
Tel: 34
On the 5th
Floor, Le

...w's weather: Mainly dry - but clouding over.

WEDNESDAY, DECEMBER 12, 1990

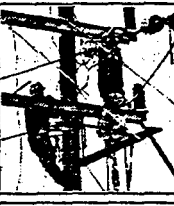
Price:

our Mercury - all the ingredients you need for a super read!

NEWS DIGEST



With a slice of good fortune you could win this luxury designer Christmas cake! We're giving away 20 in your Mercury tomorrow



Meet the men struggling to bring power back to our county on pages 16, 25

13th blaze is unlucky
THE 13th in a string of fires baffling fire chiefs in Leicester today, causing considerable damage.
Full story, Page 3.

Loughborough
Police
raise
snow
crisis
effort
Harry Martin

Water profit leap as home chaos lingers

EFFORTS of people in Loughborough to combat the crisis about by the Arctic were praised by policemen and officials.
authorities stretch resources to the minimise the hardship caused by Saturday's blizzard and its consequences and accepted that they had tremendous public in their efforts.
Loughborough police regional commander said: "Police and worked together to cope with emergency.
had offers of four-vehicles, tractors, snows, blankets, food accommodation from throughout the area.
demonstrated the community which exists here.
headquarters
the police force itself is severe financial constraints at the moment and police officers volunteered their services with remuneration.
Southfields Road Centre, on Saturday and Monday.
responded to a total emergency calls, of were alarm calls.
also set up an helpline, which with 500 other calls from appeals for and gas bottles to of accidents involving property people and re- for accommodation travellers stranded at Motorway and roads in the area.
emergencies were with in conjunction various other agencies including Social Security, Age Concern, local community col- wood borough sur- Mr. John Todd a 48-hour non- operation to clear from key routes in rough and he, too, the unstiming of his workforce.
more
ough area news, page 5.



Life's a tall order when you're only 5 years old...

HI THERE! Five-year-old Bryon Betts was captivated by Ben Lester, the clown on stilts, at a party at the Holiday Inn, Leicester. It was thrown by the Royal Mail for more than 30 Leicestershire children born on Christmas Day.

by Marc Astley, John Stone and Louisa Bayley

TAXABLE profits of Severn Trent Water, which was privatised a year ago, soared by 145 per cent to £135 million in the six months to the end of September.

The results come after the opening day's trading in East Midlands Electricity shares ended with a premium of 50.5p.

But they follow a weekend when 500,000 people in the region lost power and thousands of others were without water after Arctic blizzards swept the county.

The cuts were among the worst the East Midlands has ever seen. Even today more than 90,000 people are still without electricity - 11,000 in Leicestershire.

And EME officials today warned supplies may not be restored to some people until the weekend.

Dozens of villages around Hinckley and Loughborough were spending their fifth day without power.

But almost the whole of the county is back on tap, with only Higham-on-the-Hill waiting to be re-connected, according to Severn Trent officials.

'Be patient' plea

Almost 3,000 electricity engineers are working to re-connect blackout zones in the East Midlands.

In Hinckley a team of experts have been drafted in from Northern Ireland to help with the operation.

And today EME managers pleaded with people to remain patient and urged customers to conserve power once supplies are restored.

Work is being hampered by a string of minor faults which are only just being discovered.

Mr. Brian Birtles, EME's electricity installations manager today said he hoped that most people would be back on line by this evening.

"There have been instances in some areas where power has been restored and then lost again but this has been caused by an overloading of the system.

"We would appeal to people to
Opinion, Page 16.

Continued on page 3

Forewarned
LEICESTERSHIRE is in danger of having too many golf courses following a boom in the leisure industry, say planners.
Full story, Page 6.

Cash curb
A MAJOR scheme to improve food hygiene in Leicestershire could be hit by a cash shortage, claim experts.
Full story, Page 9.

'Misguided'
DO-GOODERS from Britain are causing more harm than good in Romania, claims a Rutland nurse.
Full story, Page 12.

Sea fears
UP to nine fishermen feared dead after their boat capsized in severe weather conditions in the North Sea.
Full story, Page 25

Signing?
Leicester City manager David Pleat was today hoping to sign a full back for "a fair amount of cash."
Full story, Back Page

OPEN LATE EVENING 7.30-11.30PM

FOR ALL THE BEST DEALS ON

Hi-Fi, Video, TV, Camcorders, Midi Systems & Personal Stereos

CALL DOWN TO 27 CHURCHGATE

PLEASE ASK ABOUT OUR PRIGE GUARANTEED

COMPUTERS
COMMODORE - ATARI - AMSTRA

AMIGA 500
SAVE OVER £50 ON RRP
INCL. MAYS 25 PROGRAM PACK, JOT-STICK, MOUSE AND MAT/DISKS ETC. Amiga Turtle Packs NOW IN STOCK!

THE BEST DEAL AROUND -
- RING FOR LATEST PRICE -

AMSTRAD PCW9512 WORD PROCESSOR
FREE 1 YEAR ON-SITE WARRANTY £545
FREE AUTO. A4 SHEET FEEDER. FEEDER. FEEDER. (INC. VAT)

ATARI 520ST Discovery Pack £279.9
Turbo and Power Packs £379.9
(includes extra software and joystick)

Commodore 64 with Light Gun Pack Now In Stock

LATE NIGHT WEDNESDAYS LOCAL PARKING
150 yards
NCP St. Peter's Lane
1 Hour free street parking St. Peter's Lane (opp store)
Loading permitted outside store in Churchgate

MAYS
27 & 57 CHURCHGATE LEICESTER.
Tel. 625625 Hi-Fi/TV
Tel. 516789 Computers

at's local news, read it first in your Leicester Mercury

11. Supplements: there is no separate paper but there are some supplements within the paper such as guides to property or motoring, for example.
12. Proportion taken from news agencies: the Mercury uses the Press Association, Reuter, and Press of India news agencies. The percentage of this news is 6%.
13. Usual sort of news: police, national, political and local community or social activities news, leisure news.
14. Appropriate news: in the editor's point of view, all news.
15. Inappropriate news: bad language and pictures of naked women.
16. Liaisons: the editor mentioned that there are very adequate liaisons with readers and advertisers. There are also good news connections and communication with them.
17. The situation of the other newspapers: there are national newspapers, local radio, and television broadcasting in the area. Also other evening, weekly and free newspapers. Therefore, Leicester is a very competitive area and there is a lot of competition between the Mercury and the others.
18. Promotion: billboards, bus side advertisements, the paper's own advertisements in the paper, own products and gifts, and advertisements in other newspapers.
19. Income: from sales and advertisements: that is 70% from advertisements and 30% from sales (the editor did not give any other figures).
20. Expenses: the editor did not give any information about expenses.

21. Any other publications besides publishing the newspaper: besides the Mercury the Leicester Mail is also published in the same organisation.

22. Technical specifications: the Mercury is printed by offset printing press and appropriate preparation techniques are used for it.

Paper sizes: 64 x 43 cm

Page sizes: 32 x 43 cm

Printed area sizes: 40.5 x 28.5 cm

Number of pages: changeable between 32-62 but usually 36-40 pages, number of columns, generally 6. Each column 4.6 cm.

The Mercury is not printed a colour paper. The Mercury is printed between 14.00-16.00 pm.

23. Impact of layout: there are a few articles but they are long. There are only two or three photographs on the front page. Usually one or two of them are quite large. Headlines are of the same format and very similar size of type to each other. There are inner page news indications (announcements) and summaries and advertisements. The Mercury is not a colour paper. There are no colour photographs. The name of the paper is on the top of the page. The layout is very similar for each issue.

24. Planning alterations: the Mercury has recently bought a new colour press. At the beginning of 1992 the Mercury is going to use this new press. Also the editorial team is launching a new weekly sports paper and some more local news coverage.

25. Editor's assessment: the Mercury's editor has mentioned that they are running a political paper. Every day they may support a different political opinion, but they are neutral and act as a referee. The editor has also called attention to the fact that newspapers are not just business. Their great customers are readers and they are running the newspaper for readers not advertisers. The advertiser can only use the paper to reach the reader.

3.3.2 Loughborough Echo

1. First published: November 1891.
2. City of publication: Loughborough
3. Some information about the region: population is around 100,000. Loughborough is in Leicestershire and it is 10 minutes from Leicester, 2.5 hours from London by train.
4. Frequency of publication: the Echo is a weekly paper and is published every Thursday and sold for 25 pence.
5. Circulation: the Echo has a weekly circulation of 22,000. It is circulated by its own van or hire van and by post to subscribers.
6. Number of staff: editorial part: 13 full time and several dozen part time correspondents especially for village news: Editors: 3. One of them is a deputy and the other one is sub-editor. Also there is one news editor. Technical staff: 100.
7. Department or subject of correspondents: village, general news, fire, police, council news departments.

OUR LOCAL ROVER DEALER
SALES, SERVICE, PARTS
AUTHORISED ROVER
BODYSHOP

ROVER

1981
100
YEARS
1881

1981
100
YEARS
1881

FRIDAY, 30th AUGUST, 1991
Price 25p

THE BIG ONE
Charterhouse
SALE
DON'T MISS OUT
GREAT VALUE —
GREAT QUALITY,
GREAT SELECTION
173 Charmwood Road, Shephard

Loughborough Echo

Tel: 232632; Tele-Ads 218321; Fax: 610090

THE BIG ONE
Charterhouse
SALE
DON'T MISS OUT
GREAT VALUE —
GREAT QUALITY,
GREAT SELECTION
173 Charmwood Road, Shephard

Caring bobby's off-duty service wins award



A MAJOR police award, the Harry Wiseman Memorial Rosebowl, has gone this year to one of Loughborough's best-known 'bobbies', Pc Mick Winterton.

An annual award, the rosebowl is presented to the member of the county's police force who has best used off-duty time to the benefit of people outside the police service.

Pc Winterton has been the principal beat officer for Shelthorpe and the university areas of the town for the last seven years. During this time, he was instrumental in setting up Shelthorpe Neighbourhood Watch Scheme and

citation says the success of the group 'is in no small degree attributable to the efforts on and off-duty of Constable Winterton'.

It extends to the collection of second-hand clothing for the 'less fortunate' children and the organisation each year of the Christmas party for youngsters on the Shelthorpe estate. In addition, Pc Winterton assists in the running of Shelthorpe Hearts junior football team, winners not only of championships but also of an award for the 'most sporting team'.

"Constable Winterton is respected as a caring and dedicated officer who looks after the people in his area 24 hours a day, receiving many visits in his off-duty hours but never refusing to help," the citation states.

Pc Winterton said he felt very honoured to have been given the award but was accepting it on behalf of the people of Shelthorpe.

"Nothing in the area would have been achieved without the support and help of the residents here," he said.

Acting Superintendent George Hannah of Loughborough police said he was very proud to learn the award winner of this year was a serving officer in the Loughborough sub-division. It was a just reward for Mick Winterton's work in the community and well deserved, he said.

Pc Winterton is due to receive the rosebowl at the meeting of the county's police committee at the Enderby police headquarters on Monday.



Acting Chief Superintendent Hannah — just reward for Pc Winterton's work for the community.

Appeal to mark century

by Ron Morris

IN 1991, the centenary year of the *Loughborough Echo*, another important group also reaches its 100th birthday.

The Loughborough branch of the National Society for the Prevention of Cruelty to Children was formed in 1891 and is launching a special appeal to celebrate the fact.

Under the patronage of the Lord Lieutenant of Leicestershire, Mr. Timothy Brooks, the society aims to raise £10,000 to finance a full-time Play Therapy Project to be based at the NSPCC's Child Protection Team offices at Beaumont Leys.

Play Therapy can play a particularly valuable role in helping children who have suffered sexual abuse within the family. It is a natural activity through which children can express themselves, exploring things that have worried them, can be fun and help the youngster feel better.

Nurse plea by support group

by John Brindley

A CANCER support group has expressed concern that Loughborough area patients have been left "high and dry" by the lack of Macmillan nurse support in the last few months.

Problems have arisen since the Macmillan nurse in the Loughborough area, Wendy Winterton, went on maternity leave in June. The area has also been covered by Coalville nurse Mrs. Brenda Williams.

Gill Hard, organiser of the Loughborough Cancer Self-Help Group, which has around 25 patients on its list, said: "Several patients who they have been left 'high and dry'."

"In fact, one remarked that they would have been better not to have the support at all on the premise that: 'What if we never had, you don't know.'"

Requests

"As a group we are extremely concerned by the lack of any substitute for Wendy Winterton by patients' comments, she has been doing an extremely conscientious job and the regular contact and support which she has given to the patients and they are now missing this very much.

"It was a very sad state of affairs when there is sufficient provision to supply a nurse and the provision has been made to cope with Wendy's maternity leave.

"All our members feel very strongly that immediate action should be taken.

"Maybe one day members of our authorities will need a specialist nurse themselves when they would then certainly appreciate the position in which our patients find themselves."

Gill Hard said that there had been requests to Macmillan recently but patients now are being themselves without a specialist nurse.

Her comments were received by Mrs. Sue Clark, of 25 Shelthorpe Road, Loughborough, whose

Pupils obeying uniform rule

BADGER POEM A WINNER



Poetry success: Joanne Ballard, 14, with her mum and dad.

But 'jailed' is all in imagination

by Ron Morris

JOANNE Ballard wants to make it quite clear that her father is not in prison for badger baiting!

Joanne, aged 14 years, used her imagination to write a poem about the horrors of badger baiting which she sent in to television's 'Blue Peter' programme.

The popular children's programme was running a competition to celebrate the 50th birthday of Puffin Books. A staggering 41,000 youngsters sent in articles, stories, poems and drew pic-

by Yvonne Radley

A SCHOOL was claiming victory after hundreds of pupils walked through its gates on the first day of term on Wednesday dressed in new, compulsory uniform.

Garendon High School, Loughborough, announced the uniform rule at the end of last term after governors were given the power to determine policy on what pupils should wear.

Parents received news of the ruling in a letter from the headteacher, Mr. Stuart Unwin, and chairman of the governors, Mr. Donald Wix, at the end of last term.

The latter stated that if pupils failed to comply and came to school out of uniform —

Parents would be contacted and children would be sent home to change, they would be asked to wear a spare uniform kept at school or they would work in isolation. (People out of uniform would not be in general circulation).

Mrs. Ann Sullivan whose daughter attends Garendon contacted the *Echo* saying she disagreed with the policy of enforcing uniforms.

"Supportive"

But on Wednesday her daughter went to school in uniform. "We had no choice," said Mrs. Sullivan. "It would not be the parents who would suffer the consequences. It would be the children, and nobody wants their child to suffer."

Acting headteacher Mr. Mike Cahill said on Wednesday that the school had always been privileged to have a very supportive parent body.

"We are absolutely delighted with the response to the school uniform policy. The school wishes to thank all parents for their backing on this issue and looks forward to an enjoyable and successful year for all its pupils."

Loads of exam results on pages 12 and 71

HIGH INTEREST ACCOUNT

When you get to Mr. and Mrs. Hilton's age you think very carefully indeed where you put your nest egg.

A high rate of interest is, of course, vitally important. So is security. But the Loughborough Building Society offers you that little bit extra. Friendly service, expert advice.

And much more. Pop in and see for yourself.

12.00%* 9.00%
GROSS NET

*INTEREST WILL BE PAYABLE NET OF THE BASIC RATE OF INCOME TAX (WHICH MAY BE RELIEVABLE BY NON-TAXPAYERS) OR, SUBJECT TO THE REQUIRED CERTIFICATION, GROSS.
*RATE QUOTED ON BALANCES OVER £50,000.

Loughborough Building Society
110 HIGH STREET, LOUGHBOROUGH, LEICESTERSHIRE LE11 1JH
TELEPHONE 0508 310707



Index

Letters 6. Shephard 14, 15. News-hounds/Rambling/What's On 16. Property, starts 21. TV 39-42. Public Notices 46. Car test 51. Leisure 62. Sits. Vac. 65, 66. Weddings 70, 71. Village news 72, 73. Planning 73. Family Notices 74. Church Notices 75. Crossword 76.

CONTINUED ON PAGE THREE

8. Educational background of staff: All of them have A or O levels and full time correspondents have an in-house training course too.
9. Awards: some staff have these.
10. Contents: as well as news and advertisements, there are:
 - Papers opinion: 23 x 5.5 cm
 - Competition: 8.5 x 11.5 cm
 - Letters to the editor: 40.5 x 19.5 cm
 - Childrens' page, weddings page, Echo Woman
 - Village news page, leisure news page.
 - Television programmes, holiday movies, motoring page.
 - Church services: 40.5 x 15.5 cm
 - Echoes of the past: 25 x 19.5 cm
 - Articles: 14 x 19.5 cm
 - Crosswords: 18 x 7.5 cm
 - Number of words on page 1: 1600
 - Number of words on page 5: 3000.
11. Supplements: these are not published separately but within the paper. There are always some guides such as property or television guides.
12. Proportion taken from news agencies: 10% of news agencies news.
13. Usual sort of news: local politics, court and council news, police news, university news, town and village news, marriage news.
14. Appropriate news: in the editor's point of view, local area events are definitely most appropriate for them.

15. Inappropriate news: there is none but the important point is the language of the news.
16. Liaison: there is an open telephone line for readers to reach the paper at any time.
17. The situation of the other newspapers; there are the Leicester Mercury, Herald Post and Loughborough Mail. There is competition between them, but in Loughborough the Echo is the strongest and most popular one.
18. Promotion: supporting some sports competitions in the area and social activities.
19. Income: advertisements: 1.5 million pounds in a year.
Sales: £180,000 a year, 10% of income comes from sales and 90% from advertisements.
20. Expenses: monthly £100-110,000.
21. Any other publications besides publishing the newspaper: the Echo paper and printing press is a family company. There are some other commercial printing jobs in the printing press too. Besides the Echo there is also the Echo Extra free newspaper which is run in the editorial part of the paper.
22. Technical specifications: the Echo is printed by web offset printing press and it is prepared using appropriate preparation techniques for offset printing.

Paper sizes:	60 x 443 cm
Page sizes:	30 x 43 cm
Printed area sizes:	40.5 x 27 cm

Number of pages: this is very changeable but nowadays is usually set for 72. Number of columns: 5-6. Each column: 3.5 or 5 cm. The Echo is not a colour paper. It is printed on Wednesday in one hour.

23. Impact of layout: the articles are long and there are more articles than in the Leicester Mercury and Herald Post. There are few photographs and they are not in colour. There are indications of contents. Headlines are of different format but fairly similar size of type. The Echo is not a colour paper. The name of the newspaper is on the top of the page. Layout is regular. There is red print on some points of importance on the paper's first and last pages.
24. Planned alterations: obtaining the best coverage of local area news.
25. Editor's assessment: the Echo's editor mentioned that they prefer not to publish national news except if it has a local angle for the Loughborough area. The Echo has a big influence on local people therefore the editorial department is always competing with the advertisement department. The area is very busy. There are a lot of opportunities for local newspapers.

3.3.3 Herald and Post

1. First published: 1974
2. City of publication: Loughborough and Coalville
3. Some information about the region: the population is almost 80,000. Loughborough and Coalville are in the Leicestershire

region. Loughborough is 10 minutes from Leicester by train and 30 minutes by car, 2.5 hours from London by train.

4. Frequency of publication: the Herald Post is published weekly and is free.
5. Circulation: the Herald Post has a weekly circulation of 57,000. It is circulated by its own truck and by paper boys to the subscribers.
6. Number of staff: apart from advertisements, there is 1 editor, 1 general news correspondent and 1 sports news correspondent. There are no technical staff. Its printing is done in a printing house used by many of the region's newspapers in Derbyshire.
7. Department or subject of correspondents: general news and sports.
8. Educational background of staff: all of them have a degree and in-house training.
9. Awards: None.
10. Contents: As well as news and advertisements, there are:

Editorial:	11 x 6 cm
Cartoons:	5 x 9 cm
Television guide:	4 pages
Stars and health lines:	15 x 5 cm
Number of words on page 1:	1000
Number of words on page 3:	1100.
11. Supplements: no supplements but there is a television guide within the paper.
12. Proportion taken from news agencies: none.

YOUR LOCAL ROVER DEALER
SALES, SERVICE, PARTS
AUTHORISED ROVER
BODYSHOP



SALES & SERVICE (0509) 052777 PARTS (0509) 052723
EAST LEAKE GARAGE LIMITED
MAIN STREET, EAST LEAKE

September 11, 1991

Phone: Editorial: 0533-471333

Advertising: 0533-471000

Distribution: 0533-470055

40p where sold (VPM) (July-Sept. 1990)

PAGE EIGHT

PAGE TWO

Win a weekend for 2 in New York



TOWN HANDYMAN IS IN LINE FOR TOP MIDLANDS DIY PRIZE



TUNE BAKER HOWARD REVEALS WHAT THE STARS HAVE IN STORE FOR YOU ON PAGE 31

VILLAGE 'CAN' GO GREEN

Report by Julia Hay

LOCALS in Kegworth have joined forces to ensure that the village has a 'greener' future. The Midland and The Leam pub take charge of the banks within the next month as part of a scheme initiated by local school-leavers.

Reporters from Kegworth County Primary school started the aluminium recycling project in February. Since then the idea has spread — and it now has the support of many local businesses.

Mr Whitlam, parent teacher group chairman at the school, initially the scale of the scheme was small and manageable but it has now reached the point where they have had to develop an improved strategy.

The children are continuing to work on their own cans for sorting and recycling purposes.

Contributing to their own environmental awareness, the children can see that they are able to help others in their local community, especially local businesses, thereby providing them with a service in their own community.

The two can banks and 12 barrel-recycling containers, to be situated on the site of the participating companies, are being supplied by Tin Bin.

Mr Osborn, headmaster at the school, said: "We were very pleased to get involved with the scheme. It is definitely important to be more environmentally aware."

Mr Osborn, headmaster at the school, also praised the scheme.



• Tinbin campaigners: (left to right) Heather Ankers, nine; James Critchlow, nine; Tim Berryman, 10; David Critchlow, nine; Tara Sibson, eight; and (kneeling in the front) Sally Hayes, nine

"The children here are very environmentally aware — they are much more conscious that what happens now will affect the world in the future," he said.

Local builder's best a winner once again

Local builder has received an NHBC Top 100 award, one of the industry's highest accolades. The award was introduced by the National House Building Council to ensure the highest standards — more than 450 inspectors monitor progress at sites nationwide, looking for supervisors with great regard for quality, safety, tidiness and pride in the job.

LOCALS are being urged to take part in a sponsored event next month to raise cash for a children's charity.

A sponsored cycle, run, walk or crawl — whichever takes your fancy — will be starting at 9.30am from Betty Henson's Lane, Mountsorrel, on Sunday October 20.

All proceeds from the event will be donated to COPE, a child leukaemia fund.

For a sponsor form, or more details, telephone New Hammond on 0509 266501.

Fun way to help...

'Stall-ing' over health care...

CHARNWOOD health visitors National Health Visiting Week (September 16-20), will be stalling in Boots next Tuesday. The event, which celebrates town's health information centre, along with those in Syston, Barrow and Shepshed. The health visitors will be on hand to give advice and information about their role, child care, child health surveillance and health promotion.

Drive for freedom...

LOUGHBOROUGH Community Care have launched a new project aimed at giving more freedom to people without transport. Volunteers are available to drive for elderly and disabled people, and anyone who does not have easy access to a vehicle.

If you wish to take advantage of the service, ring 0509 267147.

The Charterhouse

Promise!

"We promise to provide all the family with Leisurewear of the Finest Quality and Latest Styles at a price that's right, guaranteeing maximum satisfaction"

THE FACTORY OUTLETS!

FAMILY CLOTHING		SPORT & LEISUREWEAR	
Girls Nightshirts	2.99	LA. Gear Hip Bags	2.99
5 Pairs of Ladies Briefs	2.99	Kids Plain Rugby Shirts	5.99
Men's Brushed Cotton Shirts	4.99	Mens Hi-Tec T-Shirts	6.99
Babies Playsuits	4.99	Ladies Simod Trainers	8.99
Boys Red Arrow Sweatshirts	7.99	Head St. Moritz Sports Bags	14.99
Kids Denim Jackets	10.99	Ladies Puma Shell Pants	14.99
Ladies Aran-style Cardigans	10.99	Kids Gola Shell Suits	19.99
Mens Plain Hopsack Trousers	13.99	Mens Puma Trainers	19.99

- Kids Cartoon Theatre • Free • Mother & Baby Room • No Quibble Exchange • Refund Guarantee
- Dog Park • Private Changing Facilities • Large Customer Car Park • Convenient Parking For Disabled
- Toilets • Bottle Bank

Charterhouse

Access • Visa • Switch

173 CHARNWOOD ROAD, SHEPshed. TEL: 0509 505050

OPENING HOURS:
Thursday & Friday: 10.00am - 8.00pm
Saturday & Sunday: 10.00am - 5.30pm



JUST TWO MINUTES FROM THE M1 JUNCTION 22

13. Usual sort of news: local community, municipal and social activities news only.
14. Appropriate news: definitely local area news.
15. Inappropriate news: scandalous news and swear words.
16. Liaison: there are no negative responses from the local communities.
17. The situation of the other newspapers: there are a lot of other newspapers, but the Herald Post competes with the Loughborough Echo and Mail. The Herald's main advantage is being a free newspaper. Real competition is over advertisers.
18. Promotion: supporting green issues and childrens' need programmes.
19. Income: the editor did not provide any information about this.
20. Expenses: £20,000 for 32 page paper a week.
21. Any other publications besides publishing the newspaper: None.
22. Technical specifications: the Herald Post is printed by offset printing press and appropriate preparation techniques are used for offset printing.

Paper sizes: 42 x 60 cm

Page sizes: 42 x 30 cm

Printed area sizes: 40 x 27.5 cm

Number of pages: 24-28

Number of columns: 4-5 and each column 6 or 4.5 cm

The Herald Post is not a colour paper. However red is still used to point out some parts on the first and last pages. The Herald Post is printed on Sunday but is circulated on Wednesday.

23. Impact of layout: there are very few articles and they are not very long. There are large advertisements. News headlines are small and of different formats. The Herald Post is not a colour paper, therefore photographs are black and white and not very large. There is one main headline. The name of the newspaper is on the top of the page. Layout is very regular for each issue.
24. Planning alterations: the editor plans to increase the number of pages and contents.
25. Editor's assessment: the editor pointed out that they wished to publish more news pages and more longer news stories, so that the reader can pick up the paper and read the stories freely and easily without spending money or much time.

CHAPTER 4

ANALYSIS OF THE TURKISH AND ENGLISH LOCAL NEWSPAPERS

4.1 CHARACTERISTICS OF THE TABLES AND GRAPHS

Since this research is a comparative study of the Turkish and English local newspapers, first of all newspapers are individually investigated by the methods given in Chapter 2 and the data are presented in graphical and tabular form in this chapter.

The first six tables (December 1990 to May 1991) show each newspaper's performance as far as news (local news, national news), advertisements (display, classified, trade, leisure, for sale advertisements), public announcements, personal announcements, trade and professional, motoring and property advertisements, photographs, news, advertisements, other, colour photographs, news pages, advertisement pages, articles and features, others, continued news, news from news agencies, advertisement features are considered month by month. Therefore each paper's monthly performance can be examined in these tables (Tables 1 to 7) which cover all data in the items given above.

The data mentioned is shown in the tables below:

- | | |
|-----------------------------|---------|
| 1. Newspapers for December: | Table 1 |
| 2. Newspapers for January: | Table 2 |
| 3. Newspapers for February: | Table 3 |

4. Newspapers for March:	Table 4
5. Newspapers for April:	Table 5
6. Newspapers for May:	Table 6
7. Newspapers for six months, total average:	Table 7
8. Selected items of Turkish and English local newspapers:	Table 8

The data mentioned is shown in the graphs as below:

1. Total average news:	Figure 1
2. Total average advertisements:	Figure 2
3. Total average others:	Figure 3
4. Total average photographs:	Figure 4
5. Total average news photographs:	Figure 5
6. Total average advertisement photographs:	Figure 6
7. Total average other photographs:	Figure 7
8. Total average colour photographs:	Figure 8
9. Total average articles and features:	Figure 9
10. Total average news pages:	Figure 10
11. Total average advertisement pages:	Figure 11
12. Distribution of news:	Figure 12
13. Number of news and advertisements and others pages:	Figure 13
14. Percentage news, advertising and others in paper:	Figure 14
15. Number of news, advertisements and others on one page:	Figure 15
16. Length of average news and advertisements in paper:	Figure 16
17. Sakarya - 6 months average:	Figure 17
18. Olay - 6 months average:	Figure 18
19. Ekspres - 6 months average:	Figure 19

- | | |
|---|-----------|
| 20. Leicester Mercury - 6 months average | Figure 20 |
| 21. Herald Post - 6 months average: | Figure 21 |
| 22. Loughborough Echo - 6 months average: | Figure 22 |

All the following graphs from Figures 1 to 11 show one item (such as 'news', 'photograph' and 'others') giving the average number of occurrences for each during six months, newspaper by newspaper. These graphs have been created from data given with details in Table 7. The method of calculation for obtaining Table 7 has been given in Chapter 2.

Figure 12 "The Distribution of News" graph shows the average number of local, national and total news items in one newspaper according to Table 7. Figure 13 shows the number of items of news, advertisements and other pages in one issue of one newspaper.

Figure 13 has been obtained by following calculation formulas as follows:

- a) Total number of pages in one issue x total average of news percentage = number of total news pages.

- b) Total number of pages in one issue x total average of advertisements percentage = number of total advertisement pages.

- c) Number of total news pages + number of total advertisement pages
= number of total news and advertisement pages.
- d) Number of pages in one issue - number of total news and
advertisement pages = number of total other pages,

However before these calculations, the percentage of news and advertisements was found by the following method:

1. Each issue of each newspaper was taken and each page of it was accepted as a 100 unit. This means that 1 page = 100 units or 1 page = 100%.
2. According to that each page was assessed from the point of view of news and advertisements only as a percentage (%).
3. After two hours all the pages of one issue were added together and then that total number divided by 100 to give an average number of news or advertisement pages for one issue.
4. Then the average news and advertisement pages figures found for each issue were added together and that total figure divided by 18 or 12 (the number of issues studied from each newspaper) to give a final average number of news and advertisement pages for one newspaper.

News and advertisements have the biggest amount of space and are two of the most important items which take up most of the space in newspapers. Because of that, only news and advertisements have been assessed as a percentage for each page.

Figure 14 shows the percentage of news, advertisements and other distribution in one issue of one newspaper, according to Table 8.

Figure 14 has been obtained by the following calculations:

- a)
$$\frac{\text{Total average news percentage}}{\text{Number of total (studied) issues from each newspaper}}$$
- b)
$$\frac{\text{Total average advertisement percentage}}{\text{Number of total (studied) issues from each newspaper}}$$
- c)
$$\frac{\text{Total average others percentage}}{\text{Number of total (studied) issues from each newspaper}}$$

Also before this calculation, news, advertisements and others percentages were found by the following method:

- a) the total news percentage or advertisements percentage was divided by the total number of pages in one issue to give an average news and advertisements percentage. These these news and advertisements percentages were added together and that result had 100 subtracted from it to give an average percentage of others in one issue.

- b) this calculation was done for all the issues studied from each newspaper.
- c) then all the results were added together and divided by the number of issues studied.

Figure 15 shows the number of news, advertisements and others in one page of one issue according to Table 8. Figure 15 has been obtained by the following calculations:

- a)
$$\frac{\text{Numbers of total news in one issue}}{\text{Numbers of average news pages in one issue}}$$
- b)
$$\frac{\text{Numbers of total advertisements in one issue}}{\text{Numbers of average advertisement pages in one issue}}$$
- c)
$$\frac{\text{Numbers of total others in one issue}}{\text{Numbers of average others pages in one issue}}$$

This calculation was carried out according to the results of previous calculations. Figure 16 shows the average length of one news and one advertisement item on one page of one issue according to Table 8. Figure 16 has also been obtained by the following calculation formulas:

- a)
$$\frac{\text{Number of average news pages in one issue}}{\text{Number of total news in one issue}}$$
- b)
$$\frac{\text{Number of average advertisement pages in one issue}}{\text{Number of total advertisements in one issue}}$$

- c)
$$\frac{\text{Number of average others pages in one issue}}{\text{Number of total others in one issue}}$$

This calculation was done according to the results of the previous calculations. All calculation details and charts are given in Appendices B, C, D, E, F and G.

Figures 17 to 22 show the six monthly averages for news, advertisements, photographs, articles, features and others, newspaper by newspaper, according to Table 7. Besides news and advertisements, photographs, articles, features and others have been included in these graphs.

The other three main items mentioned have also covered quite a remarkable space on the pages of the newspapers. Thus it was considered important to focus attention on those items given above paper by paper.

4.2 ANALYSES OF THE RESULTS

The study has mainly considered the items given in the list of figures and the reason for this has been explained in the previous part of this Chapter (4.1).

Hence, when one starts to examine the newspapers one can start from "total average news" items which covered Turkish and English local newspapers over a six months period. The differences between both

countries' papers are obvious - Figure 1. As can be seen in the graph, the Loughborough Echo newspaper has the largest amount of news of all the newspapers. The Leicester Mercury has the second and Olay has the third largest news coverage. The reasons are obvious. The Loughborough Echo is weekly and has 72 pages, the Leicester Mercury is daily but has 52 or 48-49 pages. Olay also has a larger number of pages than the other two Turkish newspapers. Sakarya is next with just 6 or 8 pages. The Herald and Post has 24 pages but it is free and contains mainly advertisements. Also each newspaper's own internal organisation and establishment influences the view. The Mercury and Echo are the two oldest and well established, well organised and traditional newspapers too.

The total average advertisement graph shows the advertisement coverage if each newspaper. The Leicester Mercury seems to have more advertisements than the other newspapers, but there is one important point here which is that the Mercury has the largest number of pages amongst the daily newspapers and Sakarya has the lowest amount. It seems there is no difference between two Turkish newspapers, Sakarya and Olay, in advertisement coverage. However there are obvious differences which are not reflected in the graphs. That is to say, that Sakarya is daily and has 6 or 8 pages and is not published on Sunday, but Ekspres is a 12-14 page daily (7 days a week). In spite of this Ekspres has less advertisement coverage than Sakarya. The reason could be because of the ownership of the papers, because one of the national newspapers has more than 60% of Ekspres's shares.

Echo is a 72 page newspaper, therefore photographs take up a large amount of space on this paper, but Sakarya is a 6 page newspaper and thus it has fewer photographs than the Echo. The Herald has preferred to leave less space for photographs than the others.

Figure 5, the total average news photographs graph, shows that the Leicester Mercury has the largest amount of news photographs. According to Figure 6, total average advertisement photographs, and Figure 7, total average others photographs, it can be seen that the total average news photographs is larger than advertisement and other photographs. The papers prefer to publish more news photographs instead of advertisement and other photographs, except the Echo. The Echo has the largest number of advertisement photographs and Sakarya has the lowest number. However, others photographs cover much more space than advertisement photographs.

Figure 8, total average colour photographs graph, shows a very clear indication that English newspapers do not have any colour photographs because they are not colour newspapers. One of the Turkish newspapers, Sakarya, is a colour newspaper but in spite of this it has not got any colour photographs on its pages. Olay newspaper is the only one which has colour photographs on almost all its pages.

Figure 9, the total average articles and features graph, shows all Turkish local papers and the English Leicester Mercury newspaper have left a large amount of space for articles and features on their pages.

They are all daily papers. They are observing the news daily, therefore besides news highlighting the daily events creating public opinion, supporting the news with these articles and features is a very important obligation for them. For this reason they leave space for articles and features.

Figure 10, the total average news pages, and Figure 11, the total average advertisement pages graph, shows the number of pages of these items in the paper. According to the graphs it seems Turkish newspapers are divided equally between news and advertisement pages in their papers because the news and advertisement pages are almost equal to each other. However in the English papers, the number of advertisement pages are definitely two or even three times higher than news pages. This could be due to a difference in the two countries' newspapers advertisement collecting organisations and both countries' local readers and advertisers habits may be different in publishing advertisements in the local paper.

Figure 12, the distribution of news graph, shows the numbers of total, local and national news distribution in the newspapers. As can be seen from the graph, the Echo newspaper publishes little other than local news which is the same in Sakarya. Among the Turkish newspapers, Olay has the most space for national news publishing, followed by Ekspres, but both Turkish local newspapers are distinguished by the importance of their city of publication in Turkey. Both papers' cities of publication are among the most developed and industrial cities in

Turkey and also their importance is nationwide. For instance, Bursa (Olay's city of publication) is central to the communications between Istanbul, Ankara and Izmir which are the three largest cities in Turkey. Also Ankara is important both agriculturally and because of its nearness to the Iraqi and Syrian borderlines which played a very important role in recent history during the Gulf crisis and war. Therefore Olay and Ekspres leave quite noticeable space for national news on their pages. The Mercury has the largest amount of national news of the English papers, which is still not as large as that in the Turkish newspapers.

Figure 13, the number of pages graph shows each paper's amount of news, advertisements and others pages in one issue. According to the graph there are no large differences between the items in Sakarya, Olay and Ekspres newspapers. The number of news pages is always more than other items. The Leicester Mercury's number of advertisement pages takes up the most, news pages take up the second largest space, and others pages take up third place in the paper, like the other two English papers, but this difference is most noticeable in the Echo as number of advertisement pages.

Figure 14, the percentage graph, shows the percentage of news, advertisements and others for one issue of each paper. For Sakarya news percentage takes up the most space, percentage of advertisements takes up second and the others percentage takes up third place, which is similar to Olay, but the Ekspres news is first, others second and

advertisements takes third place in the paper. This situation is different in the English local papers. Advertisements take up first, news second and others third place on the pages.

Figure 15, the number of news, advertisements and others on one page graph, shows number of news items, advertisements and others on one page of one issue. According to the graph it can be seen that others takes first place in Sakarya's one page, advertisements second and news third place. For Olay, number of advertisements takes up first, others second and news third place on one page. For Ekspres, others take up first, advertisements second and news third place on one page. For the Leicester Mercury, advertisements take up first, others second and news third places on one page. For the Herald and Post, and the Loughborough Echo, others come first, advertisements second and news takes third place.

Figure 16, length of average news and advertisement graph, shows the length of average news and advertisements on one page. According to the graph, news always covers more space than advertisements on one page in all the newspapers. All the newspapers length of average news and advertisements figures are very close to each other except the Leicester Mercury. In the Mercury news coverage on the page is considerably higher than the others.

Figures 17 to 22, Sakarya, Olay, Ekspres, Leicester Mercury, Herald Post and the Loughborough Echo's six months averages graph, shows each

paper's average news, advertisements, photographs, articles/features and others items coverage in the paper. According to the graph, for Sakarya, photographs take first place, news and advertisements together take up second, others third and articles and features take up fourth place in the paper. For Olay, advertisements definitely take up first, news and photographs together take up second and others and articles and features take up third place in the paper. There is a large difference between the first group news, advertisements, photographs and the second group, articles/features and others in amounts. For Ekspres, photographs take up first place, news second, advertisements third, others and articles/features take up fourth place in the paper.

For the Leicester Mercury, advertisements take up first place and news and photographs take up second place in the paper. Others and the number of articles/features is very low in the six months average as seen in Figure 20. For the Herald and Post and the Loughborough Echo the situation is exactly the same as the Leicester Mercury.

These graphs show that English newspapers do not have any problem with advertisements and they leave more space for them than other items. Also English newspapers give less national news than Turkish papers. English and Turkish newspapers leave almost the same amount of space for photographs, but Turkish local papers leave more space for articles and features and others.

CHAPTER 5

CONCLUSIONS AND THE IMPLICATIONS FOR TURKISH NEWSPAPERS

After carrying out this study, comparing and analysing the content of Turkish and English local newspapers, it has been shown that both countries' local newspapers have, more or less, similar techniques and principles of approach to events in their local area.

However, there are some big differences between the two countries' local newspapers. These differences are listed below:

1. From the technical point of view the first difference can be seen in the two countries' newspaper sizes. Turkish local newspaper sizes are 57 x 80 cm and they are colour newspapers, but English local newspapers are 64 x 43 cm and do not use colour printing. Also Turkish local papers use poorer quality printing paper than English local newspapers. However both countries' local papers are prepared and printed by the same kind of printing press. There are some differences in layout too. Turkish newspapers use colour print on the pages. Except Sakarya, the other two Turkish local papers use many colour photographs on the front page. These photographs are quite large and many of them are relevant to the news. As can be seen in Figures 5 and 6, Turkish newspapers definitely prefer to leave more space for news photographs than advertisement photographs. Besides photographs, Turkish local

papers use large format letters for headlines and news flashes. Articles are very short and are usually summarised on the front page, unlike English local papers, because English local papers use smaller format (font) and size type letters for headlines and newsflashes on the front page. Also news stories are longer than Turkish local papers.

There are also some differences in number of words on the front page - English local papers always have more words on the front page.

There is another sharp and very important difference which is the number of pages of each paper. For instance, of the Turkish newspapers:

Sakarya has 6- 8 pages

Olay has 14-16 pages

Ekspres has 12-14 pages

Of the English local papers:

Leicester Mercury has 32-56 pages

Herald Post has 24-28 pages

Loughborough Echo has 62-80 pages

Actually this is a very considerable point to emphasise. The number of pages in a newspaper influences many other circumstances too, such as number of articles, number of

advertisements, number of photographs and other information. The number of pages has a direct relevance on the paper's economical and organisational conditions, because there are big differences between 8-10 and 72-80 pages of publishing. If the newspaper can manage 80 pages this means it can manage a larger number of staff and an organisation with a strong budget. The situation depends on how well established the newspaper is.

2. From the point of number of news articles, there are different numbers of articles to each page in English and Turkish papers. Local English papers have more news than Turkish papers according to Figure 1, but in fact if the number of pages is not taken into account, it will be seen that Turkish newspapers publish more articles than English local papers. However, the number of pages affects the indicators and there is one obvious indication which is that English local newspapers publish more local, as opposed to national news, than Turkish newspapers. English local papers have more local news coverage organisation in their area. Therefore, English local papers are much more local than Turkish local papers.
3. From the number of advertisements point of view, this is another big difference and a considerable point for Turkish newspapers. There is a remarkable distinction between Turkish and English local newspapers in the coverage of advertisements (see Figure 2). The variety of advertisements is very small in Turkish newspapers, only one of them has any classified or trade and professional advertisements.

English newspapers do not have any advertisement collecting problems for many reasons. These reasons can be listed as follows:

- a) the idea of advertising is better established in England than in Turkey;
- b) there are well organised advertising departments within the newspapers. This is a very important point for advertisement finding or collecting or providing space for advertisers on the paper.

4. From the circulation figures point of view, this is an important element which influences the newspapers and their coverage of items. There are quite large differences between the circulation figures for Turkish and English local newspapers too. Turkish local newspapers are as follows:

Sakarya:	4,000	(daily)
Olay:	10,000	(daily)
Ekspres:	4,600	(daily)

English local newspapers:

Leicester Mercury:	137,000	(daily)
Herald Post:	57,000	(weekly)
Loughborough Echo:	22,000	(weekly)

Among the English local newspapers, the Herald Post is a free newspaper, but its circulation figures is considerable.

5. Another notable difference is number of staff within newspapers. English newspapers have more staff and support some social or sports activities for promotion. This kind of promotion is not popular for Turkish local papers. English local newspapers are much older than Turkish local newspapers and their incomes are obviously much better than the Turkish local newspapers because of larger circulation and more advertisement coverage.

To conclude, in this study it was intended to find the main differences between Turkish and English local newspapers and highlight the particular circumstances which create the newspaper's own individual advantages and disadvantages.

Turkish and English local newspapers have some differences. The main differences are number of pages, number of news items, number of advertisements, circulation figures, and some technical points. These differences have come about for many reasons. One of the main reasons is the establishment of the newspaper publishing dates in both countries. In England newspapers were first published in 1702, but in Turkey it was 1831 by the government. One of the newspapers studied, the Leicester Mercury, was first published in 1874, and the Loughborough Echo was first published in 1891. However the oldest paper amongst the Turkish local newspapers studied, is Sakarya which was first published in 1946. There is quite a big distinction between the two countries' press history which influences all the newspapers.

There is also the influence of the country's level of economical, educational and technological development on the press. Even the cultural structure of the societies plays a very important role in the press or attitude towards the press. In the general structure of society, local press can be affected negatively or positively. This depends on the society's cultural, educational, historical and economical background and present situation.

This is the result of the examination into the circumstances of the Turkish local press. The Turkish national and local press have developed very fast within the last 20 years. Also internal and external circumstances have changed, but need to change more.

There is one last point which has to be mentioned here. Both the countries populations are almost the same (57-58 million). According to the population, the Turkish newspapers circulation figures all together (including the local press) is 5 million. This figure cannot compare with the English newspapers' circulation figures because one English newspaper alone (the Sun) has a circulation figure of more than 3 million copies a day. Therefore circulation figures are not comparable to each other. However there are different attitudes to ownership of newspapers in both countries. In Turkey newspapers sold may only be 3 million copies a day, but they are read by over 12 million people because of the "sharing" mentality towards newspapers. It is different in England. In Turkey the individual does not consider a newspaper to be his property but will pass it around among

his friends, on the bus, for example. Many people read newspapers in cafes, barbers or at work which they have not bought.

The attitude of the English to newspaper ownership means that circulation figures are increasing.

Actually, under the television, radio and other media influences and competition, the most important point is not the circulation figures, but the number of readers. Therefore Turkish local papers still have quite an important mission. They need some encouragement, reorganisation and more involvement with local people and local events.

The Turkish press also has a different attitude to advertising. They consider their role to be providing news coverage and think of advertising merely as a means of funding. The English press sees providing advertisements as an important part of their role because it is providing a useful service to the public. The local advertisers and the public meet through the press.

BIBLIOGRAPHY

BAKER, Richard Terrill. The Encyclopaedia Americana, American Corporation Manufacture, USA.

COHEN, Stanley and Jack Young. The manufacture of news. Constable and Co. Ltd, London, 1973.

COX, Harvey and David Morgan. City politics and the press. Cambridge University Press, 1973.

KOLOGLU, Orhan, Basimeur. Basinin gecikme sebepleri ve sonuclari. Gazeteciler Cemiyeti Yayinlari, Istanbul, 1987.

MARTIN, Kingsley. The press the public wants. The Hogarth Press, London, 1947.

New Encyclopaedia Britannica. Volume 8, 15th Edition, Encyclopaedia Britannica Inc, London, 1988.

The Oxford English Dictionary, 2nd edition, Clarendon Press, Oxford, 1989.

OBSERVATION for the advertising service guild. The press and its readers, London Art and Technics Ltd, 1949.

PEP Political and Economic Planning, Report in the British Press, PEP, London, 1938.

SISSON, Keith. Industrial relations in Fleet Street, Basil Blackwell, Oxford, 1975.

TAYLOR, H.A. The British Press, Arthur Barker Ltd, London, 1961.

WEBSTER's Third New International Dictionary. G. Dell and Sons Ltd,
London, 1961.

WILES, R.M. Freshest advances early provincial newspapers in England,
Ohio State University Press, 1968.

REFERENCES

1. Webster's Third New International Dictionary, G.Dell and Sons, Ltd, London, 1961, p.1524.
2. The New Encyclopaedia Britannica, Volume 8, 15th Edition Encyclopaedia Inc, London, 1988, p.661.
3. Martin, Kingsley. The press the public wants. The Hogarth Press, London, 1947, p.67.
4. Ibid, p.74.
5. Baker, Richard Terrill. The Encyclopaedia Americana. Int. Edition, Volume 20, American Corporation Manufacture, USA, p.288.
6. The New Encyclopaedia Britannica, Ref.2, p.661.
7. Kologlu, Orhan. Basimeur-basinin gecikme sebepleri ve sonuclari. Cazeteciler Cemiyetr Yayinlari, Istanbul, 1987, p.106.
8. The Oxford English Dictionary, 2nd edition, Oxford, Clarendon Press, 1989, p.1078.
9. Webster's Third New Int. Dictionary, Ref. 1, p.1327.
10. The Encyclopaedia Americana, Ref. 5, p.288.
11. Cox, Harvey, Morgan David. City politics and the press, Cambridge University Press, 1973, p.1.
12. Cox, Harvey Morgan David. Ref. 11, p.6.

13. A report prepared by Mass Observation for the Advertising Service Guild, The press and its readers, London Art and Technics Ltd, 1949, pp.73, 74, 75, 76,
14. Cox, Harvey Morgan David, Ref. 11, p.9.
15. Ibid, p.10.
16. Ibid, p.11-23.
17. Ibid, p.25.
18. Murphy, David. The silent watchdog, the press in local politics, Constable and Company Ltd, London, 1976, p.12.
19. Ibid, pp 15-16.
20. Ibid p.17.
21. The Advertising Service Guild, Ref. 13, p.78.
22. Webster's Third New Int. Dictionary, Ref. 1, p.1524.
23. Cox, Harvey Morgan David. Ref. 11, p.16.

APPENDICES

APPENDIX A

THE LIST OF CHOSEN MONTHS AND ISSUES OF THE

SELECTED LOCAL NEWSPAPERS

TURKISH LOCAL NEWSPAPERS:

Sakarya:

1 December 1990/8 December 1990/31 December 1990
10 January 1991/14 January 1991/30 January 1991
25 February 1991/26 February 1991/28 February 1991
1 March 1991/22 March 1991/26 March 1991
4 April 1991/8 April 1991/9 April 1991
23 May 1991/27 May 1991/28 May 1991.

Olay

3 December 1990/4 December 1990/14 December 1990
17 January 1991/18 January 1991/20 January 1991
4 February 1991/12 February 1991/28 February 1991
17 March 1991/27 March 1991/28 March 1991
9 April 1991/10 April 1991/15 April 1991
24 May 1991/25 May 1991/30 May 1991.

Ekspres

4 December 1990/5 December 1990/6 December 1990

22 January 1991/23 January 1991/24 January 1991

25 February 1991/27 February 1991/28 February 1991

9 March 1991/10 March 1991/11 March 1991

4 April 1991/5 April 1991/10 April 1991

14 May 1991/20 May 1991/30 May 1991.

BRITISH LOCAL NEWSPAPERS:

Leicester Mercury:

1 December 1990/11 December 1990/17 December 1990

3 January 1991/16 January 1991/23 January 1991

4 February 1991/11 February 1991/26 February 1991

4 March 1991/18 March 1991/25 March 1991

16 April 1991/2 April 1991/30 April 1991

7 May 1991/15 May 1991/27 May 1991.

Loughborough Echo:

14 December 1990/21 December 1990

4 January 1991/11 January 1991

1 February 1991/15 February 1991

8 March 1991/22 March 1991

5 April 1991/12 April 1991

3 May 1991/17 May 1991.

Loughborough Herald Post:

12 December 1990/24 December 1990

2 January 1991/16 January 1991

13 February 1991/27 February 1991

13 March 1991/27 March 1991

3 April 1991/24 April 1991

8 May 1991/15 May 1991.

APPENDIX B

SAKARYA:
PERCENTAGE OF NEWS, ADVERTISEMENTS AND OTHERS IN ONE ISSUE

No of Pages	Month	% News	% Adverts	% Others
6	December	49.6	30.3	20.0
6	December	50.0	31.6	18.3
8	December	31.8	65.0	3.1
8	January	30.0	50.0	20.0
6	January	43.3	28.3	28.3
8	January	47.5	18.7	33.7
6	February	36.6	34.1	29.1
6	February	38.3	30.8	30.8
8	February	36.8	32.5	30.6
6	March	38.3	33.3	28.3
6	March	40.0	36.6	23.3
8	March	35.0	25.0	40.0
8	April	35.0	32.5	32.5
8	April	48.7	21.8	29.3
8	April	37.5	30.0	32.5
8	May	38.7	28.7	42.5
8	May	47.5	30.0	22.5
8	May	37.5	25.0	37.5
6 months total:		722.5	574.6	502.7
Dividing by 18 issues:		40.1	31.9	27.9

Sakarya is a daily newspaper

A total of 18 issues have been examined for a 6 month period

Three issues have been examined for each month.

TOTAL NUMBER OF NEWS, ADVERTISEMENTS AND OTHERS IN ONE ISSUE

No of Pages	Month	Total News	Total Adverts	Total Others
6	December	32	30	41
6	December	35	37	47
8	December	33	35	53
8	January	27	32	35
6	January	23	32	47
8	January	48	26	44
6	February	21	21	38
6	February	23	24	38
8	February	32	36	55
6	March	22	26	35
6	March	23	36	42
8	March	31	26	71
8	April	38	28	44
8	April	34	32	61
8	April	33	31	66
8	May	34	35	53
8	May	32	35	54
8	May	36	37	47
6 months total:		557	559	871
Dividing by 18 issues:		30.9	31.0	48.3

NUMBER OF NEWS, ADVERTISEMENTS AND OTHER PAGES IN ONE ISSUE

No of Pages	Month	No of News pages in one issue	No of Advert pages in one issue	No of Other pages in one issue
6	December	2.9	1.8	1.3
6	December	3.0	1.9	1.1
8	December	2.5	5.2	0.3
8	January	2.4	4.0	1.6
6	January	2.5	1.6	1.9
8	January	3.8	1.5	2.7
6	February	2.2	2.0	1.8
6	February	2.3	1.8	2.0
8	February	2.9	2.6	2.5
6	March	2.2	2.0	1.8
6	March	2.4	2.2	1.4
8	March	2.8	2.0	3.2
8	April	2.8	2.6	2.6
8	April	3.9	1.7	2.4
8	April	3.0	2.4	2.6
8	May	3.1	1.5	3.4
8	May	3.8	2.4	1.8
8	May	3.0	2.0	3.0
6 months total:		51.5	41.2	37.4
Dividing by 18 issues:		2.8	2.2	2.0

NUMBER OF NEWS, ADVERTISEMENTS AND OTHERS ON ONE PAGE

No of Pages	Month	No of News items on one page	No of Adverts on one page	No of Others on one page
6	December	11.1	16.6	33.0
6	December	12.5	20.0	50.0
8	December	14.2	7.1	0.1
8	January	12.5	8.3	25.0
6	January	10.0	20.0	25.0
8	January	14.2	20.0	16.6
6	February	10.0	11.1	25.0
6	February	10.0	14.2	20.0
8	February	11.1	14.2	25.0
6	March	10.0	14.2	20.0
6	March	10.0	16.6	33.0
8	March	11.1	14.2	25.0
8	April	14.2	11.1	20.0
8	April	9.0	20.0	33.0
8	April	11.1	14.2	33.0
8	May	11.1	25.0	16.6
8	May	9.0	16.6	33.0
8	May	12.5	20.0	16.6
6 months total:		203.6	283.4	449.9
Dividing by 18 issues:		11.3	15.7	24.9

AVERAGE LENGTH OF ONE NEWS ITEM, ADVERTISEMENT, OTHER ON ONE PAGE

No of Pages	Month	Average length of one news item on one page	Average length of one advert on one page	Average length of one other item on one page
6	December	0.09	0.06	0.03
6	December	0.08	0.05	0.02
8	December	0.07	0.01	5.66
8	January	0.08	0.12	0.04
6	January	0.10	0.05	0.04
8	January	0.07	0.05	0.06
6	February	0.10	0.09	0.04
6	February	0.1	0.07	0.05
8	February	0.09	0.07	0.04
6	March	0.1	0.07	0.05
6	March	0.10	0.06	0.03
8	March	0.09	0.07	0.04
8	April	0.07	0.09	0.05
8	April	0.11	0.05	0.03
8	April	0.09	0.07	0.03
8	May	0.09	0.04	0.06
8	May	0.11	0.06	0.03
8	May	0.08	0.05	0.06
6 months total:		1.62	1.26	6.36
Dividing by 18 issues:		0.09	0.07	0.35

APPENDIX C

OLAY:
PERCENTAGE OF NEWS, ADVERTISEMENTS AND OTHERS IN ONE ISSUE

No of Pages	Month	% News	% Adverts	% Others
10	December	53.0	40.0	7.0
12	December	52.0	30.4	17.5
12	December	41.2	37.9	20.8
16	January	61.8	22.1	15.9
12	January	57.0	22.9	20.0
12	January	55.4	21.6	22.9
10	February	61.0	26.0	13.0
14	February	48.9	31.4	19.6
14	February	56.0	23.2	20.7
12	March	52.0	25.0	23.0
12	March	48.7	27.5	23.7
14	March	57.8	26.4	15.7
14	April	60.0	18.9	21.0
12	April	54.1	21.6	24.1
14	April	28.5	55.3	16.0
16	May	48.4	33.4	18.1
14	May	57.8	29.6	12.4
12	May	46.2	25.4	28.3
6 months total:		940.3	519.1	340.4
Dividing by 18 issues:		52.2	28.8	18.9

Olay is a daily newspaper

A total of 18 issues have been examined for a 6 month period

Three issues have been examined for each month.

TOTAL NUMBER OF NEWS, ADVERTISEMENTS AND OTHERS IN ONE ISSUE

No of Pages	Month	Total News	Total Adverts	Total Others
10	December	37	197	62
12	December	66	204	76
12	December	49	204	76
16	January	80	169	111
12	January	72	161	78
12	January	64	139	65
10	February	57	147	64
14	February	70	162	95
14	February	84	209	84
12	March	68	166	62
12	March	73	198	76
14	March	83	208	85
14	April	95	164	85
12	April	73	167	72
14	April	41	185	58
16	May	96	287	90
14	May	104	272	81
12	May	83	255	78
6 months total:		1297	3494	1398
Dividing by 18 issues:		71.9	194.1	77.6

NUMBER OF NEWS, ADVERTISEMENTS AND OTHER PAGES IN ONE ISSUE

No of Pages	Month	No of News pages in one issue	No of Advert pages in one issue	No of Other pages in one issue
10	December	5.3	4.0	0.7
12	December	6.2	3.7	2.1
12	December	5.0	4.6	2.4
16	January	9.9	3.6	2.5
12	January	6.8	2.8	2.4
12	January	6.7	2.6	2.7
10	February	6.1	2.6	1.3
14	February	6.9	4.4	2.7
14	February	7.8	3.3	2.9
12	March	6.2	3.0	2.8
12	March	5.9	3.3	2.8
14	March	8.1	3.7	2.2
14	April	8.4	2.7	2.9
12	April	6.5	2.6	2.9
14	April	4.0	7.8	2.2
16	May	7.8	5.4	2.8
14	May	8.1	4.2	1.7
12	May	5.6	3.1	3.3
6 months total:		121.3	67.4	43.3
Dividing by 18 issues:		6.7	3.7	2.4

NUMBER OF NEWS, ADVERTISEMENTS AND OTHERS ON ONE PAGE

No of Pages	Month	No of News items on one page	No of Adverts on one page	No of Others on one page
10	December	7.1	50	100
12	December	11.1	100	50
12	December	10.0	50	33
16	January	8.3	50	50
12	January	11.1	100	33
12	January	10.0	100	25
10	February	10.0	100	50
14	February	11.1	50	50
14	February	11.1	100	33
12	March	11.1	100	25
12	March	12.5	100	33
14	March	11.1	100	50
14	April	12.5	100	33
12	April	12.5	100	25
14	April	11.1	25	33
16	May	12.5	100	33
14	May	14.2	100	50
12	May	16.6	100	25
6 months total:		203.9	1525	731
Dividing by 18 issues:		11.3	84.7	40.6

AVERAGE LENGTH OF ONE NEWS ITEM, ADVERTISEMENT, OTHER ON ONE PAGE

No of Pages	Month	Average length of one news item on one page	Average length of one advert on one page	Average length of one other item on one page
10	December	0.14	0.02	0.01
12	December	0.09	0.01	0.02
12	December	0.10	0.02	0.03
16	January	0.12	0.02	0.02
12	January	0.09	0.01	0.03
12	January	0.10	0.01	0.04
10	February	0.10	0.01	0.02
14	February	0.09	0.02	0.02
14	February	0.09	0.01	0.03
12	March	0.09	0.01	0.04
12	March	0.08	0.01	0.03
14	March	0.09	0.01	0.02
14	April	0.08	0.01	0.03
12	April	0.08	0.01	0.04
14	April	0.09	0.04	0.03
16	May	0.08	0.01	0.03
14	May	0.07	0.01	0.02
12	May	0.06	0.01	0.04
6 months total:		1.64	0.25	0.5
Dividing by 18 issues:		0.09	0.013	0.302

APPENDIX D

EKSPRES:
PERCENTAGE OF NEWS, ADVERTISEMENTS AND OTHERS IN ONE ISSUE

No of Pages	Month	% News	% Adverts	% Others
12	December	41.6	30.0	28.3
12	December	41.2	29.1	29.5
12	December	39.5	35.0	25.4
10	January	60.5	9.0	30.5
10	January	59.5	11.0	29.5
10	January	69.0	6.5	24.5
10	February	67.0	4.0	29.0
10	February	54.5	12.0	33.5
10	February	59.5	16.0	24.5
10	March	65.5	9.0	25.5
10	March	69.5	11.0	19.5
10	March	47.0	22.5	30.5
10	April	57.5	22.0	20.5
10	April	53.0	24.0	23.0
10	April	49.0	15.5	35.5
10	May	58.0	19.0	23.0
10	May	41.0	33.0	26.0
10	May	42.0	25.0	33.0
6 months total:		975.0	333.6	491.3
Dividing by 18 issues:		54.1	18.5	27.2

Ekspres is a daily newspaper

A total of 18 issues have been examined for a 6 month period

Three issues have been examined for each month.

TOTAL NUMBER OF NEWS, ADVERTISEMENTS AND OTHERS IN ONE ISSUE

No of Pages	Month	Total News	Total Adverts	Total Others
12	December	40	85	75
12	December	51	56	78
12	December	55	71	78
10	January	43	14	71
10	January	44	18	76
10	January	46	16	71
10	February	62	5	92
10	February	47	23	85
10	February	67	30	80
10	March	66	17	74
10	March	74	8	58
10	March	47	18	70
10	April	50	38	85
10	April	46	35	94
10	April	52	34	75
10	May	46	26	96
10	May	48	28	84
10	May	44	46	97
6 months total:		928	568	1439
Dividing by 18 issues:		51.5	31.5	79.9

NUMBER OF NEWS, ADVERTISEMENTS AND OTHER PAGES IN ONE ISSUE

No of Pages	Month	No of News pages in one issue	No of Advert pages in one issue	No of Other pages in one issue
12	December	5.0	3.6	3.4
12	December	5.0	3.5	3.5
12	December	4.7	4.2	3.1
10	January	6.1	0.9	3.0
10	January	6.0	1.1	2.9
10	January	6.9	0.7	2.4
10	February	6.7	0.4	2.9
10	February	5.5	1.2	3.3
10	February	6.0	1.6	2.4
10	March	6.6	0.9	2.5
10	March	7.0	1.1	1.9
10	March	4.7	2.3	3.0
10	April	5.8	2.2	2.0
10	April	5.3	2.4	2.3
10	April	4.9	1.6	3.5
10	May	5.8	1.9	2.3
10	May	4.1	3.3	2.6
10	May	4.2	2.5	3.3

6 months total:		100.3	35.4	50.3
-----------------	--	-------	------	------

Dividing by 18 issues:		5.5	1.9	2.7
------------------------	--	-----	-----	-----

NUMBER OF NEWS, ADVERTISEMENTS AND OTHERS ON ONE PAGE

No of Pages	Month	No of News items on one page	No of Adverts on one page	No of Others on one page
12	December	8.3	25.0	25.0
12	December	11.1	16.6	25.0
10	December	12.5	20.0	33.0
10	January	7.1	16.6	25.0
10	January	7.6	16.6	33.0
10	January	6.6	25.0	33.0
10	February	10.0	12.5	33.0
10	February	9.0	20.0	33.0
10	February	12.5	20.0	33.0
10	March	10.0	20.0	33.0
10	March	11.1	7.6	33.0
10	March	10.0	8.3	25.0
10	April	9.0	20.0	50.0
10	April	9.0	16.6	50.0
10	April	11.1	25.0	25.0
10	May	8.3	14.2	50.0
10	May	12.5	9.0	33.0
10	May	11.1	20.0	33.0
6 months total:		177.2	313.2	605.0
Dividing by 18 issues:		9.8	1.4	33.6

AVERAGE LENGTH OF ONE NEWS ITEM, ADVERTISEMENT, OTHER ON ONE PAGE

No of Pages	Month	Average length of one news item on one page	Average length of one advert on one page	Average length of one other item on one page
12	December	0.12	0.04	0.04
12	December	0.09	0.06	0.04
12	December	0.08	0.05	0.03
10	January	0.14	0.06	0.04
10	January	0.13	0.06	0.03
10	January	0.15	0.04	0.03
10	February	0.10	0.08	0.03
10	February	0.11	0.05	0.03
10	February	0.08	0.05	0.03
10	March	0.1	0.05	0.03
10	March	0.09	0.13	0.03
10	March	0.01	0.12	0.04
10	April	0.11	0.05	0.02
10	April	0.11	0.06	0.02
10	April	0.09	0.04	0.04
10	May	0.12	0.07	0.02
10	May	0.08	0.11	0.03
10	May	0.09	0.05	0.03
6 months total:		1.89	1.17	0.56
Dividing by 18 issues:		0.10	0.06	0.03

APPENDIX E

LEICESTER MERCURY:

PERCENTAGE OF NEWS, ADVERTISEMENTS AND OTHERS IN ONE ISSUE

No of Pages	Month	% News	% Adverts	% Others
52	December	36.5	46.1	17.3
40	December	31.0	53.3	15.6
36	December	47.0	39.5	13.4
40	January	28.0	58.8	13.1
36	January	33.3	48.4	18.1
40	January	34.6	51.7	13.6
36	February	39.8	47.6	12.5
32	February	42.6	43.6	13.7
36	February	36.8	49.7	13.4
36	March	39.8	52.6	7.5
36	March	42.6	47.9	9.4
36	March	40.0	49.4	10.5
36	April	39.5	51.6	8.7
32	April	43.9	44.8	11.2
36	April	39.5	50.2	10.1
40	May	37.5	53.0	9.6
40	May	30.2	55.1	14.6
32	May	52.1	38.4	9.3
6 months total:		695.2	882.5	222.2
Dividing by 18 issues:		38.6	49.0	12.3

Leicester Mercury is a daily newspaper

A total of 18 issues have been examined for a 6 month period

Three issues have been examined for each month.

TOTAL NUMBER OF NEWS, ADVERTISEMENTS AND OTHERS IN ONE ISSUE

No of Pages	Month	Total News	Total Adverts	Total Others
52	December	97	1617	416
40	December	106	1142	124
36	December	135	1186	127
40	January	101	888	89
36	January	98	1261	108
40	January	106	1476	107
36	February	112	1269	110
32	February	108	1057	111
36	February	112	1085	108
36	March	98	1205	142
36	March	107	1276	123
36	March	89	1373	99
36	April	104	1044	122
32	April	91	943	103
36	April	99	994	109
40	May	100	1373	122
40	May	91	1641	103
32	May	110	908	113
6 months total:		1864	21728	2336
Dividing by 18 issues:		103.5	1207.6	129.7

NUMBER OF NEWS, ADVERTISEMENTS AND OTHER PAGES IN ONE ISSUE

No of Pages	Month	No of News pages in one issue	No of Advert pages in one issue	No of Other pages in one issue
52	December	19.0	24.0	9.0
40	December	12.4	21.3	6.3
36	December	16.9	14.2	4.9
40	January	11.2	23.5	5.3
36	January	12.0	17.4	6.6
40	January	13.8	20.7	5.5
36	February	14.3	17.1	4.6
32	February	13.6	13.9	4.5
36	February	13.2	17.8	5.0
36	March	14.3	18.9	2.8
36	March	15.3	17.2	3.5
36	March	14.4	17.8	3.8
36	April	14.2	18.6	3.2
32	April	14.0	14.3	3.7
36	April	14.2	18.1	3.7
40	May	14.9	21.2	3.9
40	May	12.1	22.0	5.9
32	May	16.7	12.3	3.0
6 months total:		256.5	330.3	85.2
Dividing by 18 issues:		14.2	18.3	4.7

NUMBER OF NEWS, ADVERTISEMENTS AND OTHERS ON ONE PAGE

No of Pages	Month	No of News items on one page	No of Adverts on one page	No of Others on one page
52	December	5.2	71.4	50
40	December	9.0	55.5	20
36	December	8.3	90.9	33
40	January	9.0	38.4	20
36	January	8.3	76.9	16.6
40	January	7.6	71.4	20
36	February	8.3	76.9	25
32	February	8.3	76.9	25
36	February	9.0	62.5	25
36	March	7.1	66.6	100
36	March	7.1	76.9	50
36	March	6.2	83.3	33
36	April	7.6	58.8	50
32	April	6.6	66.6	33
36	April	7.1	55.5	33
40	May	7.1	66.6	33
40	May	7.6	76.9	20
32	May	6.6	76.9	50
6 months total:		136.0	1248.9	636.6
Dividing by 18 issues:		7.5	69.3	35.3

AVERAGE LENGTH OF ONE NEWS ITEM, ADVERTISEMENT, OTHER ON ONE PAGE

No of Pages	Month	Average length of one news item on one page	Average length of one advert on one page	Average length of one other item on one page
52	December	0.19	0.014	0.02
40	December	0.11	0.018	0.05
36	December	0.12	0.011	0.03
40	January	0.11	0.026	0.05
36	January	0.12	0.013	0.06
40	January	0.13	0.014	0.05
36	February	0.12	0.013	0.04
32	February	0.12	0.013	0.04
36	February	0.11	0.016	0.04
36	March	0.14	0.015	0.01
36	March	0.14	0.013	0.02
36	March	0.16	0.012	0.03
36	April	0.13	0.017	0.02
32	April	0.15	0.015	0.03
36	April	0.14	0.018	0.03
40	May	0.14	0.013	0.03
40	May	0.13	0.013	0.05
32	May	0.15	0.013	0.02
6 months total:		2.41	0.269	0.62
Dividing by 18 issues:		0.13	0.014	0.03

APPENDIX F

LOUGHBOROUGH ECHO:
PERCENTAGE OF NEWS, ADVERTISEMENTS AND OTHERS IN ONE ISSUE

No of Pages	Month	% News	% Adverts	% Others
56	December	31.2	56.2	12.5
56	December	33.0	58.0	8.9
64	January	29.3	64.3	6.4
64	January	28.3	69.4	2.2
72	February	29.8	64.7	5.3
64	February	25.5	71.9	2.5
64	March	30.5	61.7	7.6
64	March	25.1	67.7	7.1
64	April	33.5	58.5	7.8
64	April	28.1	64.7	7.1
72	May	25.2	67.9	6.8
72	May	29.0	64.7	6.1
6 months total:		349.0	770.3	80.6
Dividing by 12 issues:		29.0	64.1	6.7

Loughborough Echo is a weekly newspaper
A total of 12 issues have been examined for a 6 month period
Two issues have been examined for each month.

TOTAL NUMBER OF NEWS, ADVERTISEMENTS AND OTHERS IN ONE ISSUE

No of Pages	Month	Total News	Total Adverts	Total Others
56	December	96	649	168
66	December	218	577	208
64	January	210	528	405
64	January	207	817	381
72	February	251	838	501
64	February	227	623	460
64	March	252	817	386
64	March	191	855	380
64	April	261	650	294
64	April	235	836	337
72	May	238	828	543
72	May	290	874	486
6 months total:		2676	8892	4549
Dividing by 12 issues:		223	741	379

NUMBER OF NEWS, ADVERTISEMENTS AND OTHER PAGES IN ONE ISSUE

No of Pages	Month	No of News pages in one issue	No of Advert pages in one issue	No of Other pages in one issue
56	December	17.5	31.5	7.0
56	December	18.5	32.5	5.0
64	January	18.8	41.2	4.0
64	January	18.1	44.4	1.5
72	February	21.2	46.6	4.2
64	February	16.3	46.0	1.7
64	March	19.5	39.5	5.0
64	March	16.1	43.3	4.6
64	April	21.5	37.5	5.0
64	April	18.0	41.4	4.6
72	May	18.2	48.9	4.9
72	May	20.9	46.6	4.5

6 months total:		224.6	499.4	52.0
-----------------	--	-------	-------	------

Dividing by 12 issues:		18.7	41.6	4.3
------------------------	--	------	------	-----

NUMBER OF NEWS, ADVERTISEMENTS AND OTHERS ON ONE PAGE

No of Pages	Month	No of News items on one page	No of Adverts on one page	No of Others on one page
56	December	5.5	25.0	25.0
56	December	12.5	20.0	50.0
64	January	12.5	14.2	0.1
64	January	12.5	20.0	0.2
72	February	12.5	20.0	0.1
64	February	14.2	14.2	0.2
64	March	14.2	25.0	100.0
64	March	12.5	20.0	100.0
64	April	12.5	20.0	100.0
64	April	14.2	25.0	100.0
72	May	14.2	20.0	0.1
72	May	14.2	20.0	0.1
6 months total:		151.5	243.4	475.9
Dividing by 12 issues:		12.6	20.2	39.6

AVERAGE LENGTH OF ONE NEWS ITEM, ADVERTISEMENT, OTHER ON ONE PAGE

No of Pages	Month	Average length of one news item on one page	Average length of one advert on one page	Average length of one other item on one page
56	December	0.18	0.04	0.04
56	December	0.08	0.05	0.02
64	January	0.08	0.07	9.87
64	January	0.08	0.05	3.93
72	February	0.08	0.05	8.38
64	February	0.07	0.07	3.69
64	March	0.07	0.04	0.01
64	March	0.08	0.05	0.01
64	April	0.08	0.05	0.01
64	April	0.07	0.04	0.01
72	May	0.07	0.05	9.02
72	May	0.07	0.05	9.25
<hr/>				
6 months total:		1.01	0.61	44.25
<hr/>				
Dividing by 12 issues:		0.08	0.05	3.68
<hr/>				

APPENDIX G

HERALD AND POST:
PERCENTAGE OF NEWS, ADVERTISEMENTS AND OTHERS IN ONE ISSUE

No of Pages	Month	% News	% Adverts	% Others
24	December	15.4	75.0	9.5
28	December	14.6	76.7	8.5
24	January	21.4	68.9	9.5
28	January	17.1	74.2	8.5
24	February	18.1	4.5	7.2
24	February	17.0	75.0	8.0
24	March	14.8	80.4	4.7
24	March	21.2	72.0	6.7
24	April	17.3	78.5	4.1
24	April	22.7	70.8	6.4
24	May	17.0	76.6	6.3
20	May	15.5	75.2	9.2
6 months total:		212.3	898.3	89.2
Dividing by 12 issues:		17.7	74.8	7.4

Herald and Post is a weekly newspaper

A total of 12 issues have been examined for a 6 month period

Two issues have been examined for each month.

TOTAL NUMBER OF NEWS, ADVERTISEMENTS AND OTHERS IN ONE ISSUE

No of Pages	Month	Total News	Total Adverts	Total Others
24	December	29	284	47
28	December	33	387	63
24	January	40	256	50
28	January	50	342	66
24	February	38	340	60
24	February	39	321	42
24	March	43	339	41
24	March	58	355	48
24	April	42	383	45
24	April	45	378	51
24	May	39	427	78
20	May	35	364	41
6 months total:		491	4176	632
Dividing by 12 issues:		40.9	348	52.6

NUMBER OF NEWS, ADVERTISEMENTS AND OTHER PAGES IN ONE ISSUE

No of Pages	Month	No of News pages in one issue	No of Advert pages in one issue	No of Other pages in one issue
24	December	3.7	18.0	2.3
28	December	4.1	21.5	2.4
24	January	5.2	16.6	2.2
28	January	4.8	20.5	2.4
24	February	4.3	17.9	1.8
24	February	4.1	18.0	1.9
24	March	3.6	19.3	1.1
24	March	5.1	17.3	1.6
24	April	4.2	18.9	0.9
24	April	5.5	17.0	1.5
24	May	4.1	18.4	1.5
20	May	3.1	15.1	1.8
<hr/>				
6 months total:		51.8	218.8	21.4
<hr/>				
Dividing by 12 issues:		4.3	18.2	1.7
<hr/>				

NUMBER OF NEWS, ADVERTISEMENTS AND OTHERS ON ONE PAGE

No of Pages	Month	No of News items on one page	No of Adverts on one page	No of Others on one page
24	December	8.3	16.6	25
28	December	8.3	20.0	33
24	January	7.6	16.6	25
24	January	11.1	16.6	33
24	February	9.0	20.0	33
24	February	10.0	20.0	25
24	March	12.5	20.0	50
24	March	12.5	25.0	33
24	April	10.0	25.0	50
24	April	8.3	25.0	50
24	May	10.0	25.0	100
20	May	12.5	25.0	25

6 months total:		120.7	254.8	482
-----------------	--	-------	-------	-----

Dividing by 12 issues:		10.0	21.2	40.1
------------------------	--	------	------	------

AVERAGE LENGTH OF ONE NEWS ITEM, ADVERTISEMENT, OTHER ON ONE PAGE

No of Pages	Month	Average length of one news item on one page	Average length of one advert on one page	Average length of one other item on one page
24	December	0.12	0.06	0.04
28	December	0.12	0.05	0.03
24	January	0.13	0.06	0.04
28	January	0.09	0.06	0.03
24	February	0.11	0.05	0.03
24	February	0.10	0.05	0.04
24	March	0.08	0.05	0.02
24	March	0.08	0.04	0.03
24	April	0.1	0.04	0.02
24	April	0.12	0.04	0.02
24	May	0.10	0.04	0.01
20	May	0.08	0.04	0.04
6 months total:		1.23	0.58	0.35
Dividing by 12 issues:		0.10	0.04	0.02

TABLES

TABLE 1

MONTH: DECEMBER

	Sakarya	Olay	Ekspres	Leics Merc	Herald & Post	Echo
News	33.3	50.7	48.7	112.7	32.0	157.0
Local news	33.0	30.3	42.7	89.3	30.5	154.0
National news	0.3	20.3	6.0	23.3	0.5	3.0
Advertisements	34.0	201.7	70.7	1315.0	335.5	613.0
Display Advert.	15.3	65.7	38.7	136.3	228.5	225.0
Classified Adv.	0.0	126.7	7.3	1070.0	81.5	288.5
Trade Adv.	4.0	1.3	1.0	77.7	23.5	74.5
Leisure Adv.	3.0	1.6	4.0	26.0	6.5	18.0
For Sale Adv.	8.3	1.0	0.7	0.0	0.0	0.0
Public Announ.	2.6	4.0	19.0	2.0	0.5	7.0
Personal Announ.	0.0	0.0	0.0	0.0	0.0	0.0
Trade/Profess.	0.0	0.0	0.0	0.0	0.0	0.0
Motoring	0.0	0.0	0.0	0.0	0.0	0.0
Property	0.0	0.0	0.0	0.0	0.0	0.0
Photographs	34.7	63.3	63.3	210.3	42.0	167.5
News Photo.	17.7	39.7	44.0	48.7	13.0	47.5
Adv. Photo.	15.7	19.0	10.7	150.7	18.0	86.5
Other Photo.	1.3	4.7	8.7	11.0	10.0	33.5
Colour Photo.	0.0	37.7	0.0	0.0	0.0	0.0
News pages	2.7	5.3	5.0	14.3	4.0	18.0
Advert. pages	3.0	4.0	3.7	18.0	20.0	32.0
Arts/features	4.7	4.0	4.7	7.7	3.0	3.0
Others	7.7	4.0	9.7	8.7	6.0	8.0
Continued news	0.0	1.7	1.3	0.0	0.0	8.0
News from agents	0.0	9.7	1.3	0.0	0.0	0.0
Adv. features	0.0	0.0	0.0	1.3	3.0	3.0

TABLE 2

MONTH: JANUARY

	Sakarya	Olay	Ekspres	Leics Merc	Herald & Post	Echo
News	32.7	72.0	44.3	101.7	45.0	208.5
Local news	29.3	47.3	38.0	85.7	35.0	208.5
National news	3.3	24.7	6.3	16.0	10.0	0.0
Advertisements	30.0	156.3	16.0	1208.3	298.0	672.3
Display Advert.	16.0	68.3	85.7	85.7	128.5	146.5
Classified Adv.	0.0	82.3	6.0	725.3	72.5	251.5
Trade Adv.	2.3	0.7	0.0	47.7	0.0	7.0
Leisure Adv.	2.0	1.7	1.0	38.7	16.0	27.0
For Sale Adv.	9.0	2.3	1.0	0.0	0.0	0.0
Public Announ.	0.7	1.0	2.3	8.0	0.0	4.0
Personal Announ.	0.0	0.0	0.0	215.7	0.0	133.5
Trade/Profess.	0.0	0.0	0.0	56.3	57.0	22.0
Motoring	0.0	0.0	0.0	29.0	25.0	56.0
Property	0.0	0.0	0.0	2.0	0.0	25.0
Photographs	27.3	75.7	64.0	82.3	50.5	380.0
News Photo.	19.3	51.0	53.3	44.7	19.5	57.5
Adv. Photo.	3.7	13.7	0.0	28.7	26.0	315.0
Other Photo.	4.3	11.0	10.7	9.0	5.0	7.5
Colour Photo.	0.0	37.3	0.0	0.0	0.0	0.0
News pages	3.0	7.8	6.3	12.3	5.0	18.5
Advert. pages	2.3	2.8	0.8	20.7	18.7	42.75
Arts/features	4.3	4.3	5.3	5.7	3.0	3.0
Others	10.3	4.7	3.3	9.7	3.5	3.5
Continued news	0.0	1.3	1.5	0.0	0.0	8.0
News from agents	0.0	10.0	0.0	0.0	0.0	0.0
Adv. features	0.0	0.0	0.0	3.7	1.0	1.5

TABLE 3

MONTH: FEBRUARY

	Sakarya	Olay	Ekspres	Leics Merc	Herald & Post	Echo
News	25.3	70.3	58.7	110.7	38.5	239.0
Local news	25.3	45.3	55.3	74.0	27.5	239.0
National news	0.0	25.0	3.3	36.7	11.0	0.0
Advertisements	2.0	172.7	19.3	1137.0	330.5	730.5
Display Advert.	18.3	74.0	3.3	104.7	126.0	133.0
Classified Adv.	0.0	92.7	4.3	698.0	85.5	232.0
Trade Adv.	1.3	2.3	0.0	5.7	0.0	0.0
Leisure Adv.	1.3	1.3	1.3	47.7	11.5	36.0
For Sale Adv.	4.7	0.3	1.7	0.0	0.0	0.0
Public Announ.	1.3	2.0	8.7	7.3	0.0	11.5
Personal Announ.	0.0	0.0	0.0	217.7	0.0	109.0
Trade/Profess.	0.0	0.0	0.0	52.7	70.0	17.0
Motoring	0.0	0.0	0.0	2.7	37.5	144.0
Property	0.0	0.0	0.0	0.7	0.0	48.0
Photographs	30.0	71.7	75.7	95.3	43.0	469.5
News Photo.	17.6	48.7	69.3	60.3	22.5	58.5
Adv. Photo.	4.7	14.7	0.0	24.0	15.5	403.0
Other Photo.	7.7	7.0	6.3	11.0	5.0	8.0
Colour Photo.	0.0	41.3	2.3	0.0	0.0	0.0
News pages	2.5	7.0	6.16	13.7	4.3	19.0
Advert. pages	2.2	3.3	1.0	16.3	18.0	46.3
Arts/features	5.0	5.7	6.0	4.7	2.0	3.5
Others	8.7	5.0	4.0	8.3	5.0	5.0
Continued news	0.0	1.0	1.3	0.0	0.0	0.0
News from agents	0.0	13.7	0.0	0.0	0.0	0.0
Adv. features	0.0	0.0	0.0	1.3	1.0	1.0

TABLE 4

MONTH: MARCH

	Sakarya	Olay	Ekspres	Leics Merc	Herald & Post	Echo
News	25.3	74.7	62.3	98.0	50.5	221.5
Local news	24.7	44.3	43.7	64.3	40.5	212.5
National news	0.7	30.3	18.7	33.7	10.0	9.0
Advertisements	29.3	190.7	14.3	1284.7	357.0	836.0
Display Advert.	13.7	61.0	5.3	129.7	134.0	141.5
Classified Adv.	0.0	125.3	2.0	878.0	92.0	297.5
Trade Adv.	2.7	1.0	0.7	5.3	0.0	0.0
Leisure Adv.	2.0	2.3	3.0	62.3	17.5	34.0
For Sale Adv.	6.3	0.3	1.0	0.0	0.0	0.0
Public Announ.	0.7	0.7	2.0	12.0	0.5	13.5
Personal Announ.	0.0	0.0	0.0	146.3	0.0	113.0
Trade/Profess.	0.0	0.0	0.0	49.0	77.5	22.5
Motoring	0.0	0.0	0.0	1.7	25.5	166.5
Property	0.0	0.0	0.0	0.0	0.0	47.5
Photographs	34.0	64.7	59.7	109.0	39.0	375.0
News Photo.	21.0	43.0	48.0	66.7	17.5	52.5
Adv. Photo.	6.0	10.3	6.0	33.1	16.0	310.5
Other Photo.	7.0	11.3	4.0	9.0	5.5	12.0
Colour Photo.	0.0	37.0	3.3	0.0	0.0	0.0
News pages	2.7	6.7	6.2	14.8	4.3	18.0
Advert. pages	2.0	3.5	1.3	18.0	18.5	41.7
Arts/features	5.0	5.7	1.3	4.0	0.5	3.0
Others	10.3	4.0	6.3	7.0	5.0	4.5
Continued news	0.0	1.2	1.2	0.0	0.0	0.0
News from agents	0.0	17.3	0.0	0.0	0.0	0.0
Adv. features	0.0	0.0	0.0	1.3	0.0	0.5

TABLE 5

MONTH: APRIL

	Sakarya	Olay	Ekspres	Leics Merc	Herald & Post	Echo
News	35.0	69.7	49.3	98.0	43.5	248.0
Local news	35.0	44.7	39.9	74.7	29.0	238.5
National news	0.0	25.0	10.3	23.3	13.0	9.5
Advertisements	30.3	172.0	35.6	993.7	380.5	743.0
Display Advert.	19.0	78.0	20.7	99.7	144.0	115.5
Classified Adv.	0.0	86.3	4.3	584.3	107.5	236.5
Trade Adv.	2.0	1.0	0.33	17.7	0.0	7.5
Leisure Adv.	2.0	3.0	8.3	31.7	13.0	44.5
For Sale Adv.	7.0	2.0	1.3	0.0	0.0	0.0
Public Announ.	0.3	1.7	0.7	12.0	0.0	9.0
Personal Announ.	0.0	0.0	0.0	186.3	0.0	99.0
Trade/Profess.	0.0	0.0	0.0	41.7	82.5	19.5
Motoring	0.0	0.0	0.0	3.3	33.5	166.0
Property	0.0	0.0	0.0	17.0	0.0	49.5
Photographs	39.0	62.3	71.7	97.7	42.5	307.5
News Photo.	25.3	39.7	40.3	63.7	17.0	55.5
Adv. Photo.	6.0	13.3	23.0	21.7	20.5	242.5
Other Photo.	7.7	9.3	8.3	12.3	5.0	9.5
Colour Photo.	0.0	35.3	1.7	0.0	0.0	0.0
News pages	3.3	6.3	5.5	14.0	4.7	19.7
Advert. pages	2.3	4.3	2.2	17.0	18.0	39.5
Arts/features	7.0	5.3	5.0	4.0	0.5	3.0
Others	11.0	4.0	8.0	9.3	5.0	4.5
Continued news	0.0	1.3	0.8	0.0	0.0	0.0
News from agents	0.0	16.7	0.0	0.0	0.0	0.0
Adv. features	0.0	0.0	0.0	0.3	0.0	0.5

TABLE 6

MONTH: MAY

	Sakarya	Olay	Ekspres	Leics Merc	Herald & Post	Echo
News	34.0	94.3	46.0	100.3	37.0	264.0
Local news	33.7	66.7	41.7	68.7	25.0	255.5
National news	0.3	27.7	4.3	31.7	12.0	8.5
Advertisements	35.7	271.3	33.3	1307.3	395.5	851.0
Display Advert.	23.3	87.7	20.7	119.3	130.5	139.0
Classified Adv.	0.0	175.3	2.7	941.7	109.5	287.5
Trade Adv.	2.3	0.0	0.3	3.0	0.0	0.0
Leisure Adv.	0.3	2.0	6.3	39.3	10.0	47.0
For Sale Adv.	9.7	1.0	1.7	0.0	0.0	0.0
Public Announ.	0.0	5.3	1.7	26.0	0.0	14.5
Personal Announ.	0.0	0.0	0.0	115.7	0.0	98.0
Trade/Profess.	0.0	0.0	0.0	41.7	96.0	26.0
Motoring	0.0	0.0	0.0	10.7	29.5	174.5
Property	0.0	0.0	0.0	10.0	20.0	64.5
Photographs	37.0	73.7	81.7	98.7	50.5	506.5
News Photo.	28.0	53.4	48.3	65.0	13.5	59.0
Adv. Photo.	2.7	12.0	26.3	23.3	32.0	439.5
Other Photo.	6.3	7.3	7.0	10.3	5.0	8.0
Colour Photo.	0.0	44.3	0.0	0.0	0.0	0.0
News pages	3.0	7.2	4.7	14.7	3.5	19.5
Advert. pages	2.0	4.2	2.7	18.5	16.8	48.3
Arts/features	5.0	5.7	5.0	4.3	1.5	3.0
Others	10.3	3.7	5.7	8.7	5.0	5.0
Continued news	0.0	1.3	1.0	0.0	0.0	8.0
News from agents	0.0	19.3	0.0	0.0	0.0	0.0
Adv. features	0.0	0.0	0.0	1.0	2.5	0.0

TABLE 7

TOTAL

	Sakarya	Olay	Ekspres	Leics Merc	Herald & Post	Echo
News	30.93	71.95	51.55	103.56	40.91	223.0
Local news	30.16	46.43	43.4	76.11	31.25	218.0
National news	0.76	25.5	8.15	27.45	9.41	5.0
Advertisements	31.05	194.11	31.53	1207.66	349.5	740.96
Display Advert.	17.6	72.45	15.73	112.56	148.58	150.08
Classified Adv.	0.0	114.76	4.43	816.21	91.41	265.58
Trade Adv.	2.43	1.05	0.38	26.18	3.91	14.83
Leisure Adv.	1.76	1.98	3.98	40.95	12.41	34.41
For Sale Adv.	7.5	1.15	1.23	0.0	0.0	0.0
Public Announ.	0.93	2.45	5.73	11.21	0.16	9.91
Personal Announ.	0.0	0.0	0.0	146.95	0.0	92.08
Trade/Profess.	0.0	0.0	0.0	40.23	63.83	17.83
Motoring	0.0	0.0	0.0	7.9	25.16	117.83
Property	0.0	0.0	0.0	4.95	3.33	39.08
Photographs	33.66	68.56	69.35	115.55	44.58	367.66
News Photo.	21.48	46.06	50.53	58.18	17.16	55.08
Adv. Photo.	6.46	13.83	11.0	49.61	21.33	299.5
Other Photo.	5.71	8.43	7.5	10.43	5.91	13.08
Colour Photo.	0.0	38.81	1.21	0.0	0.0	0.0
News pages	2.86	6.71	5.64	13.96	4.3	18.78
Advert. pages	2.3	3.68	1.95	18.08	18.33	41.75
Arts/features	5.16	5.11	4.55	5.06	1.75	3.08
Others	9.71	4.23	6.16	8.61	4.91	5.08
Continued news	0.0	1.3	1.18	0.0	0.0	1.33
News from agents	0.0	14.45	0.21	0.0	0.0	0.0
Adv. features	0.0	0.0	0.0	1.48	1.25	1.08

TABLE 8

	Leics. Merc.	Herald/Post	Lough. Echo
News (%)	38.63	17.7	29.08
Advertisements (%)	49.03	74.86	64.19
Others (%)	12.35	7.44	6.72
Number of News Pages	14.25	4.32	18.71
Number of Advert. Pages	18.35	18.23	41.61
Number of Others Pages	4.73	1.78	4.3
Length of Average News	0.13	0.1	0.08
Length of Average Advert	0.01	0.04	0.05
Length of Others	0.03	0.3	3.7
No of News on one page	7.5	10.01	12.62
No of Adverts on one page	69.3	21.23	20.28
No of Others on one page	35.3	40.16	39.66

	Sakarya	Olay	Ekspres
Advertisements (%)	31.93	28.34	18.54
Others (%)	27.93	18.92	27.29
Number of News Pages	2.86	6.74	5.58
Number of Advert. Pages	2.28	3.75	1.97
Number of Others Pages	2.07	2.4	2.8
Length of Average News	0.09	0.09	0.1
Length of Average Advert	0.07	0.01	0.06
Length of Others	0.35	0.02	0.03
No of News on one page	11.3	11.3	9.84
No of Adverts on one page	15.7	84.7	17.4
No of Others on one page	24.9	40.6	33.6

FIGURES

TOTAL AVERAGE NEWS

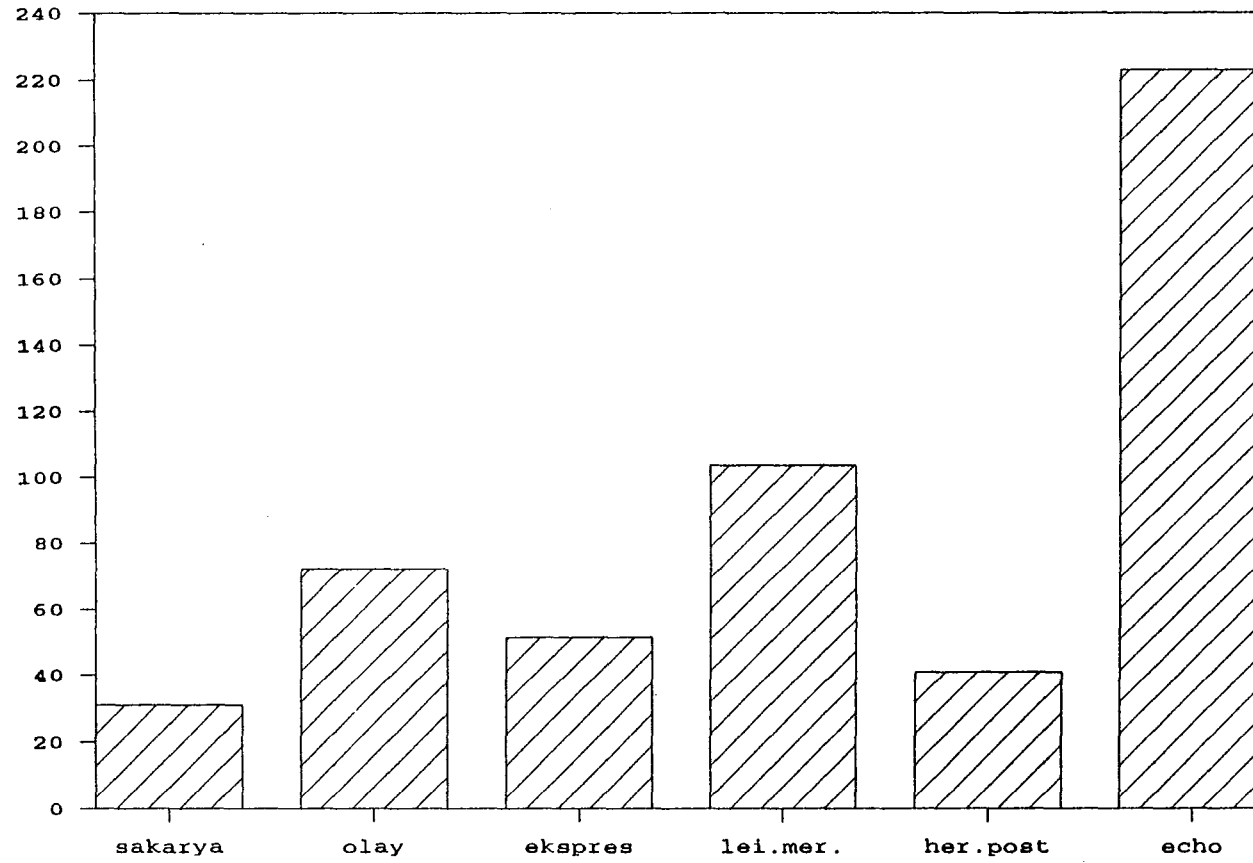


Figure 1

TOTAL AVERAGE ADVERT.

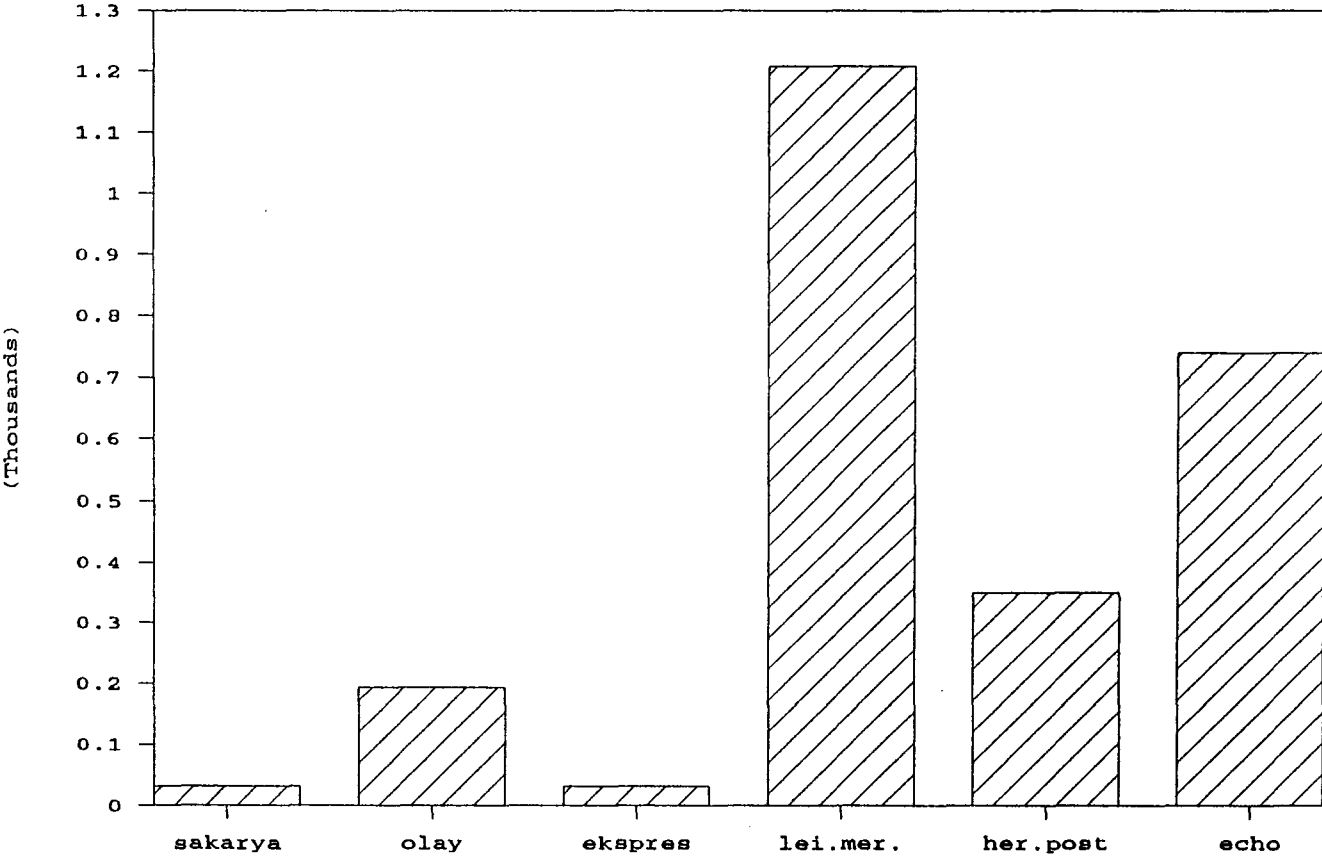


Figure 2

TOTAL AVERAGE OTHERS

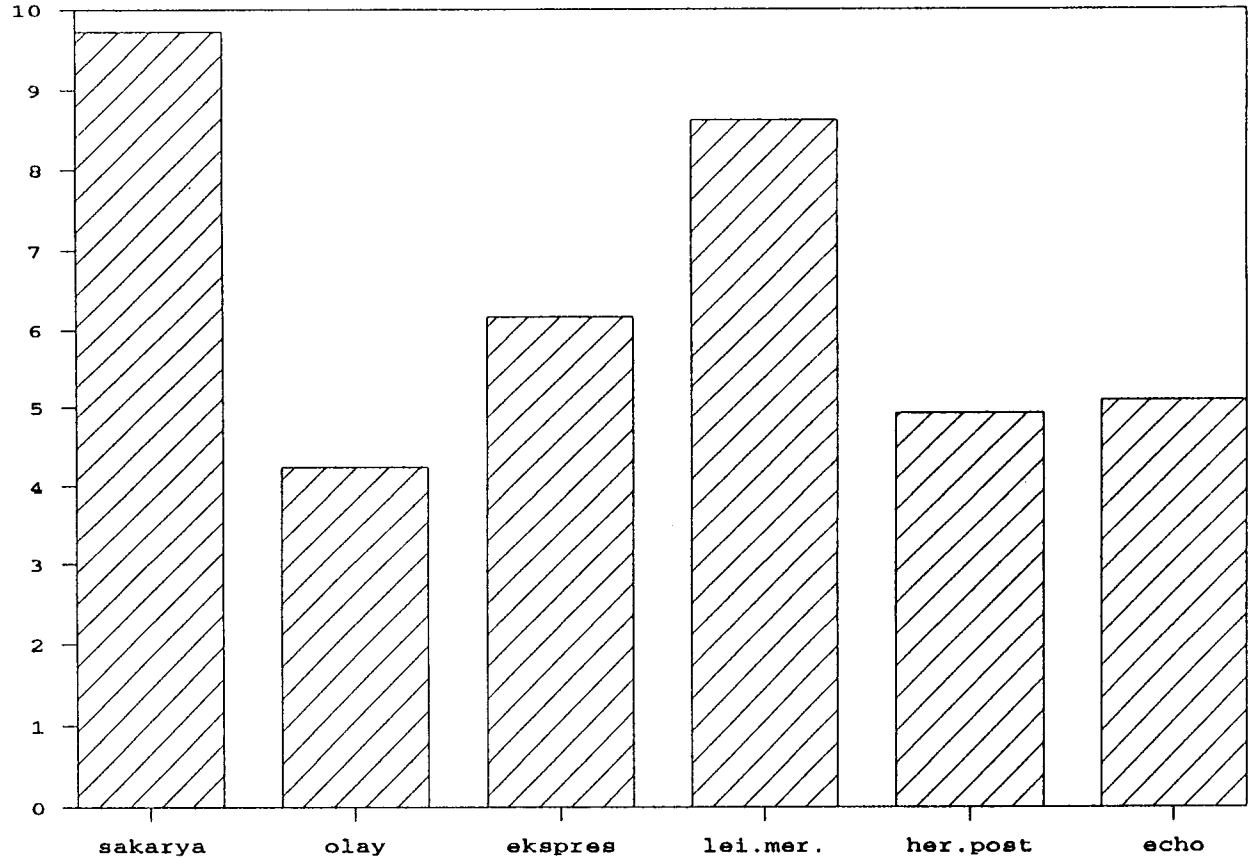
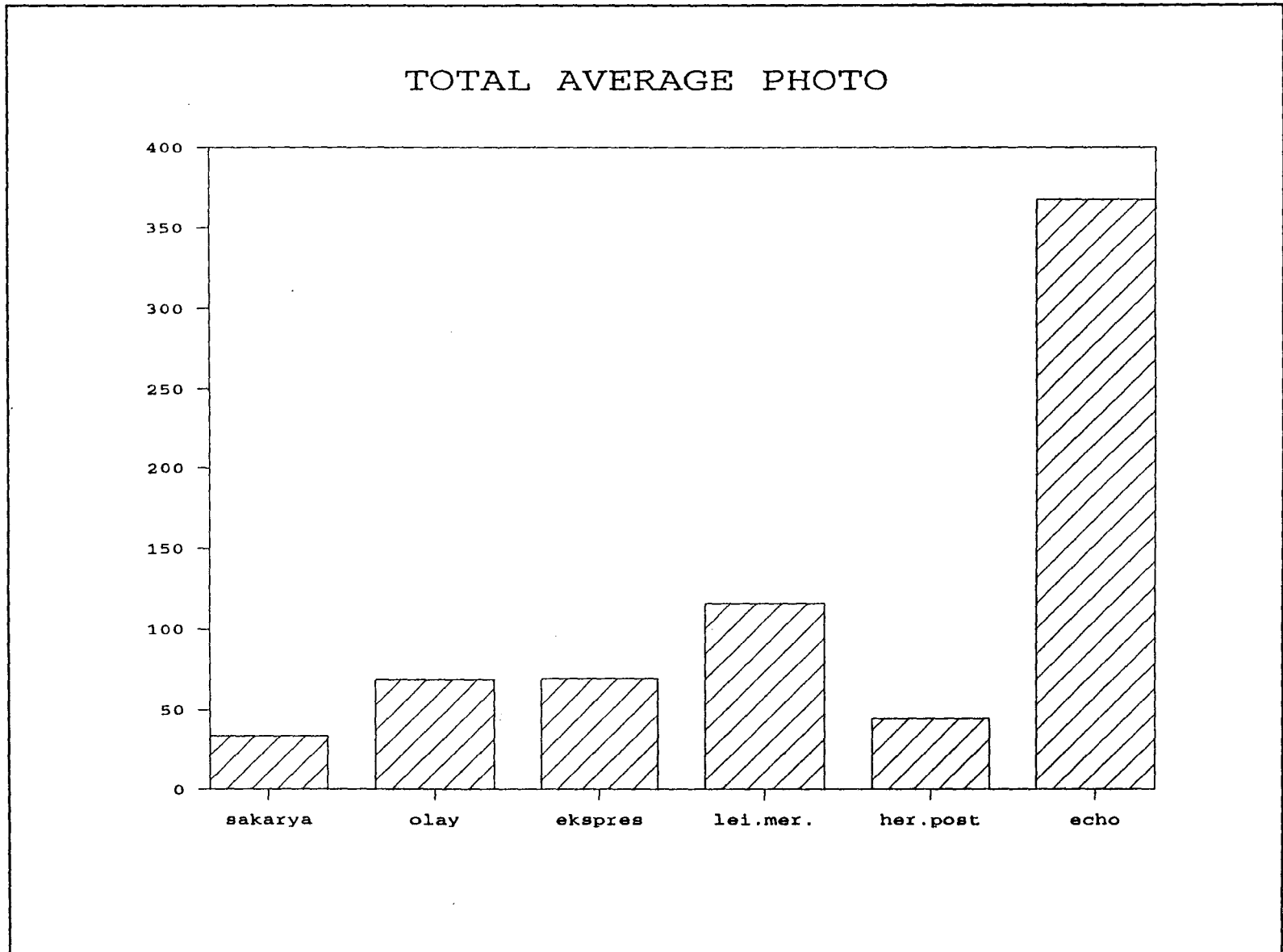


Figure 3

Figure 4



TOTAL AVERAGE NEWS PHOTO

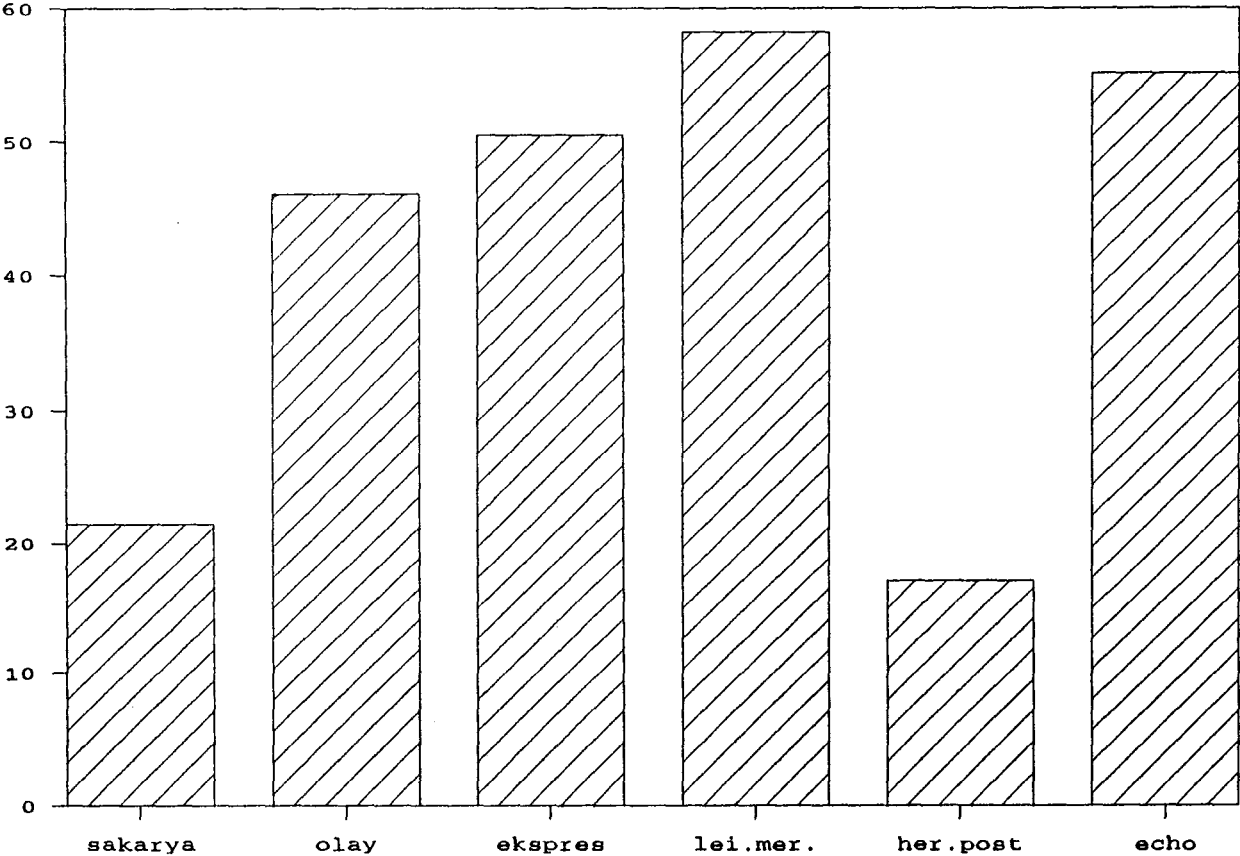


Figure 5

TOTAL AVERAGE ADVERT. PHOTO

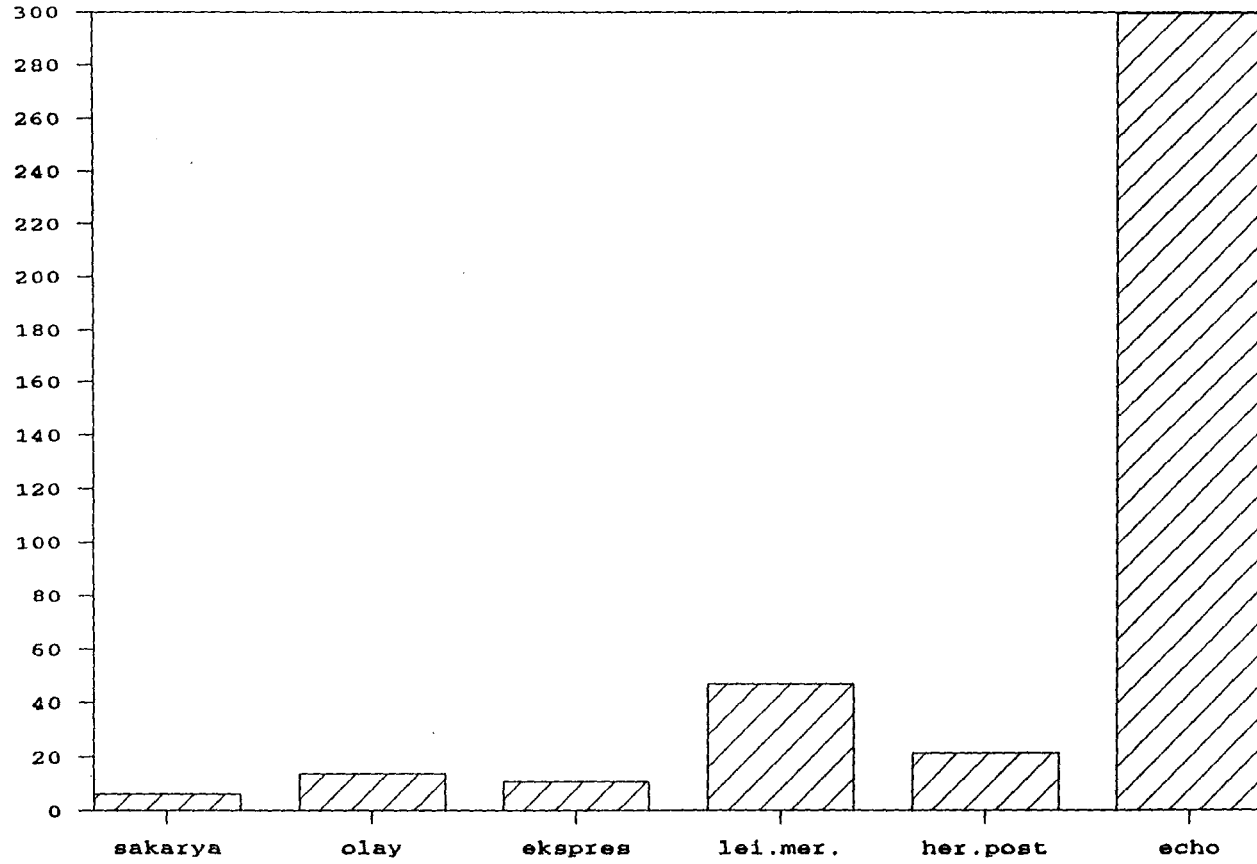


Figure 6

TOTAL AVERAGE OTHER PHOTO

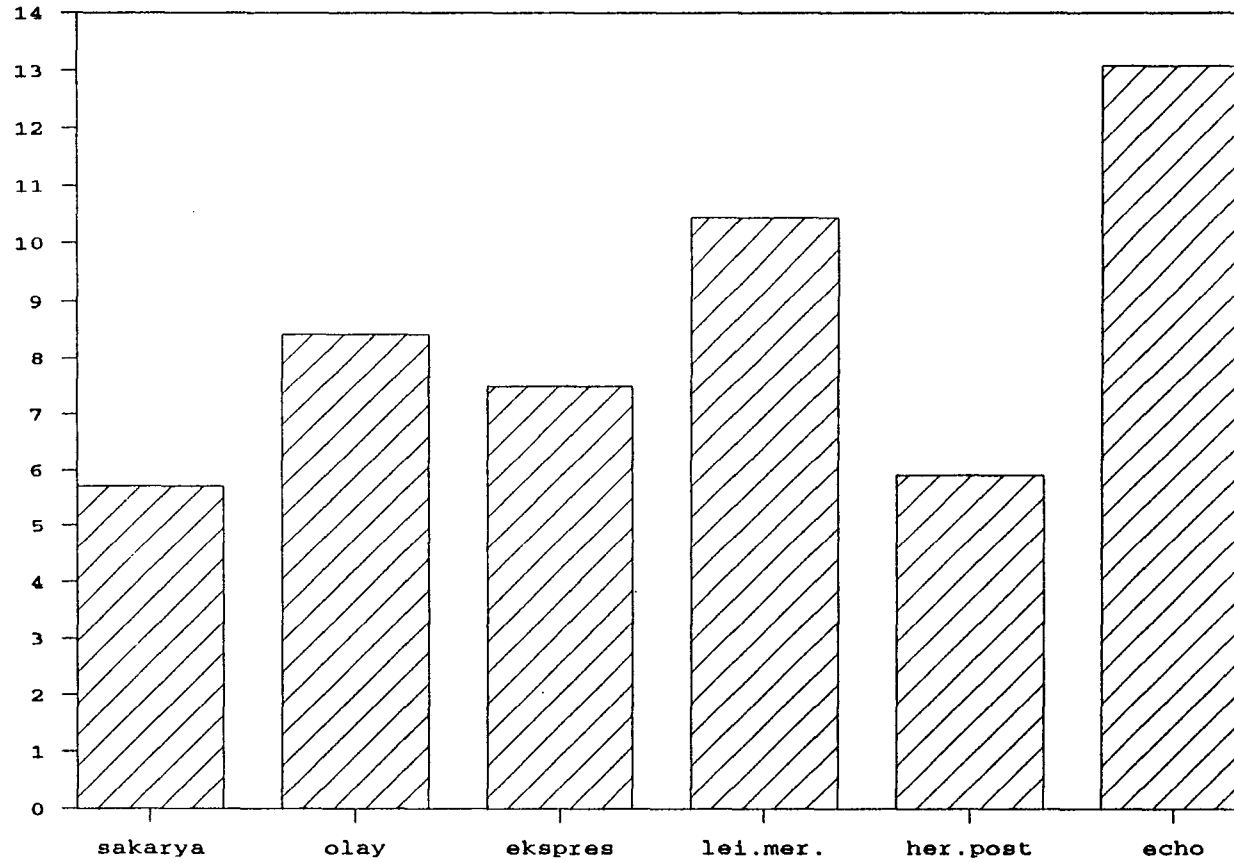


Figure 7

TOTAL AVERAGE COLOUR PHOTO

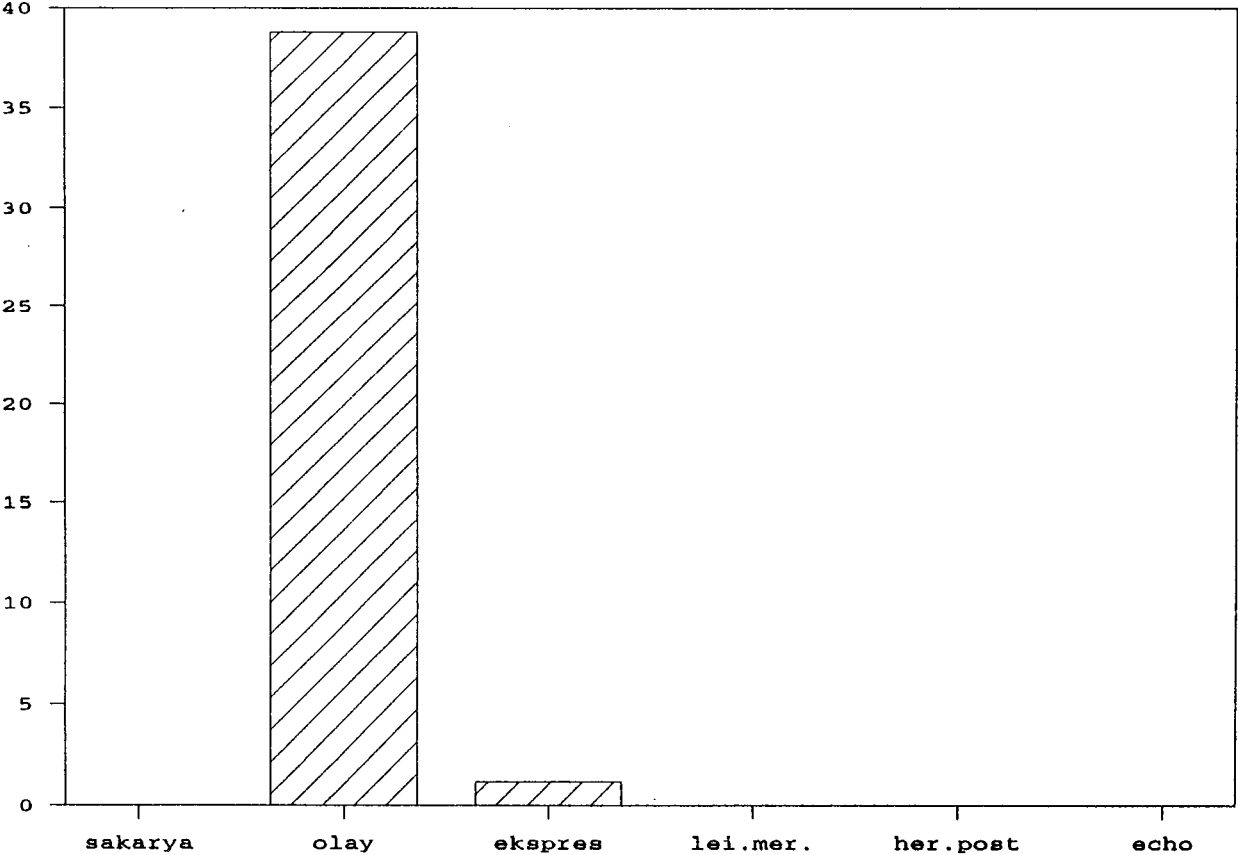


Figure 8

TOTAL AVERAGE ARTICLE FEATURES

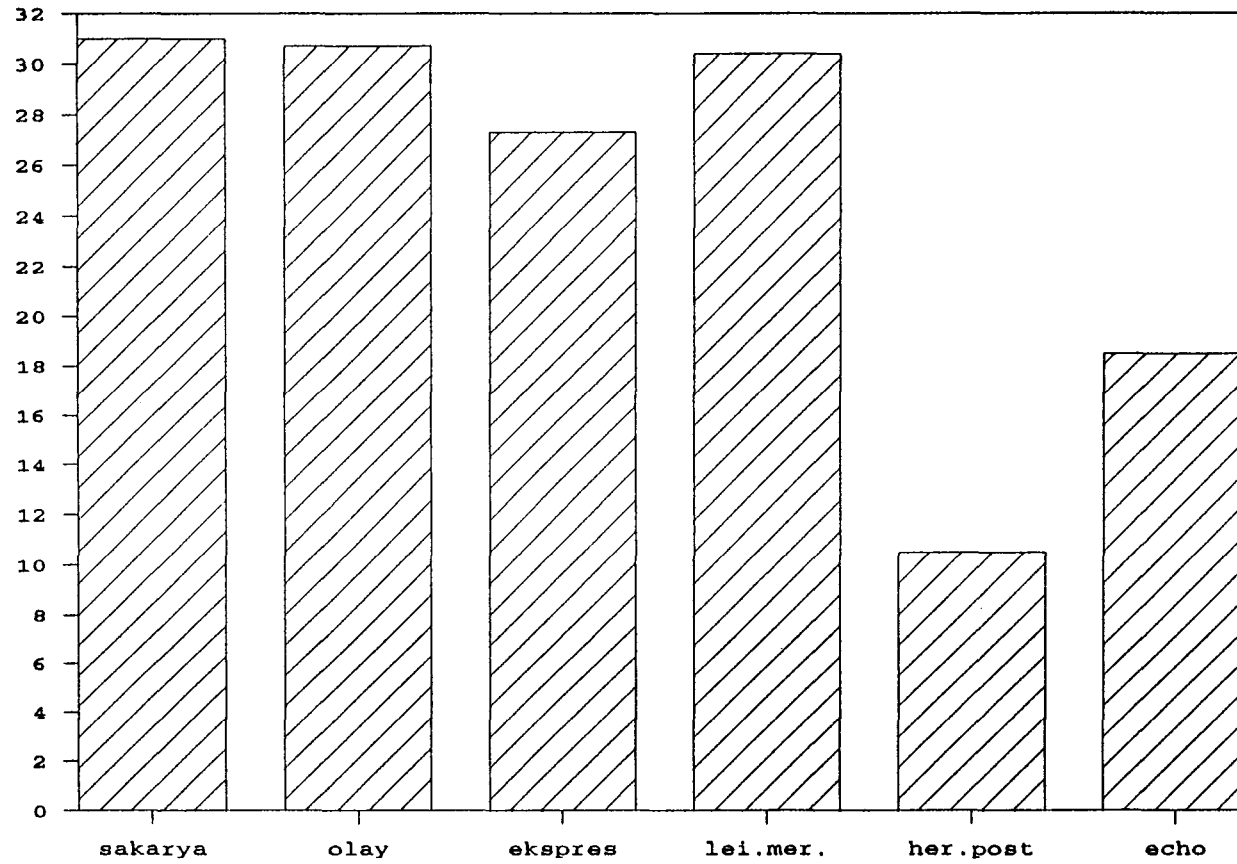


Figure 9

TOTAL AVERAGE NEWS PAGES

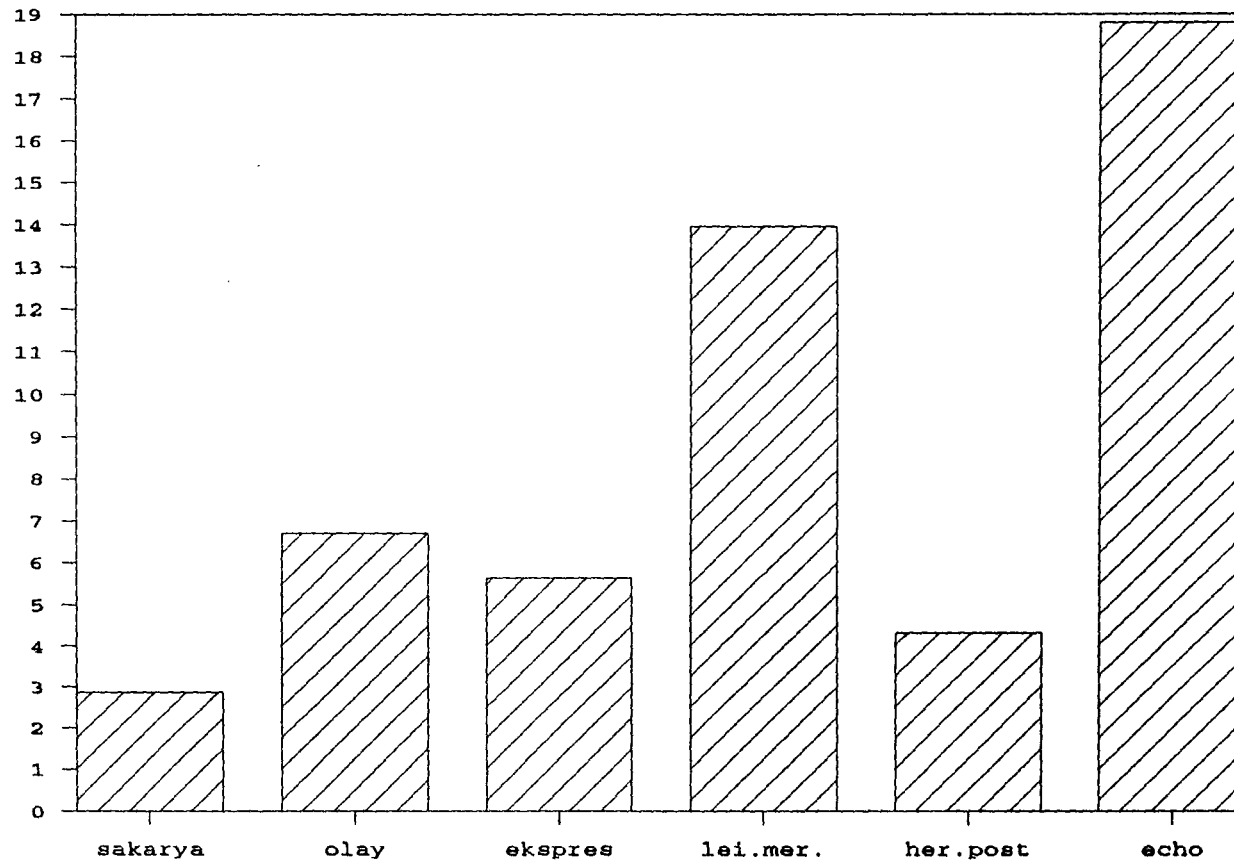


Figure 10

TOTAL AVERAGE ADV. PAGES

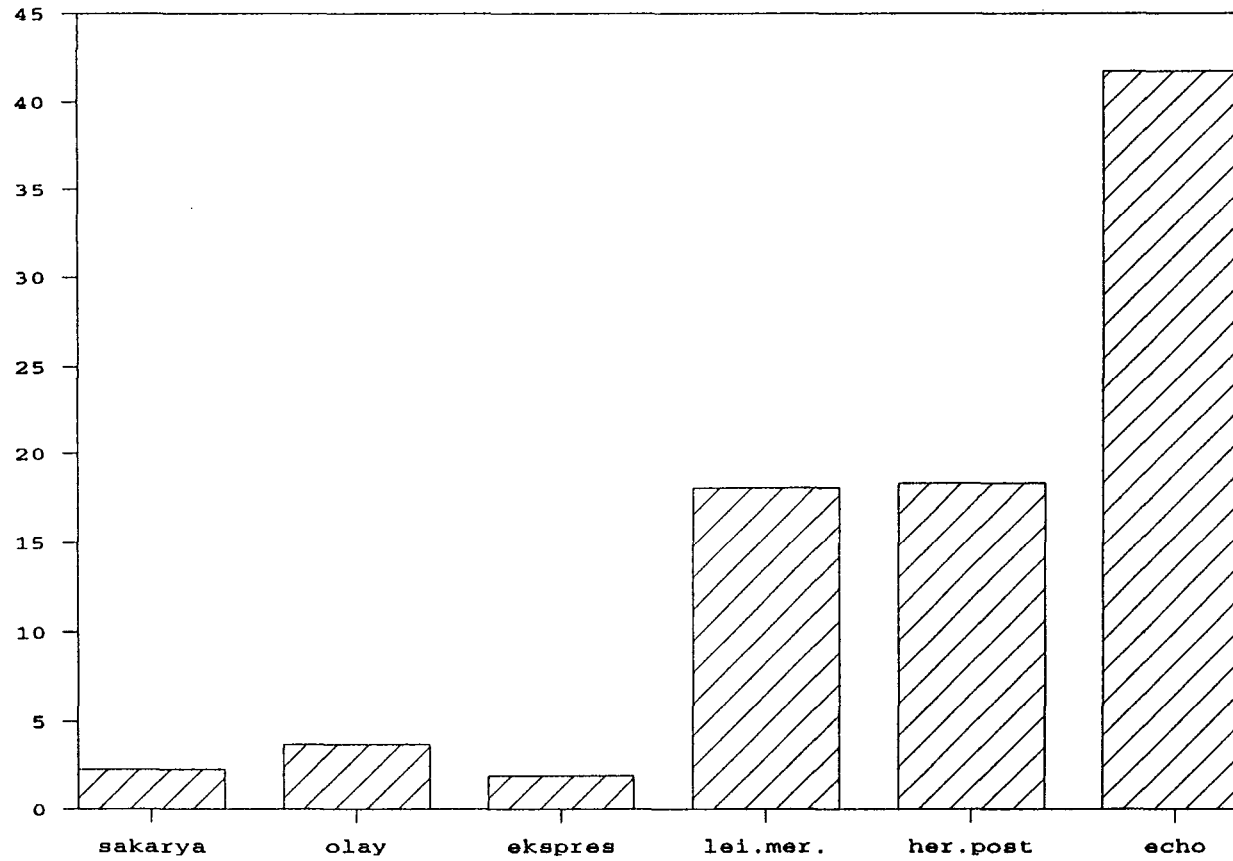


Figure 11

DISTRIBUTION OF NEWS

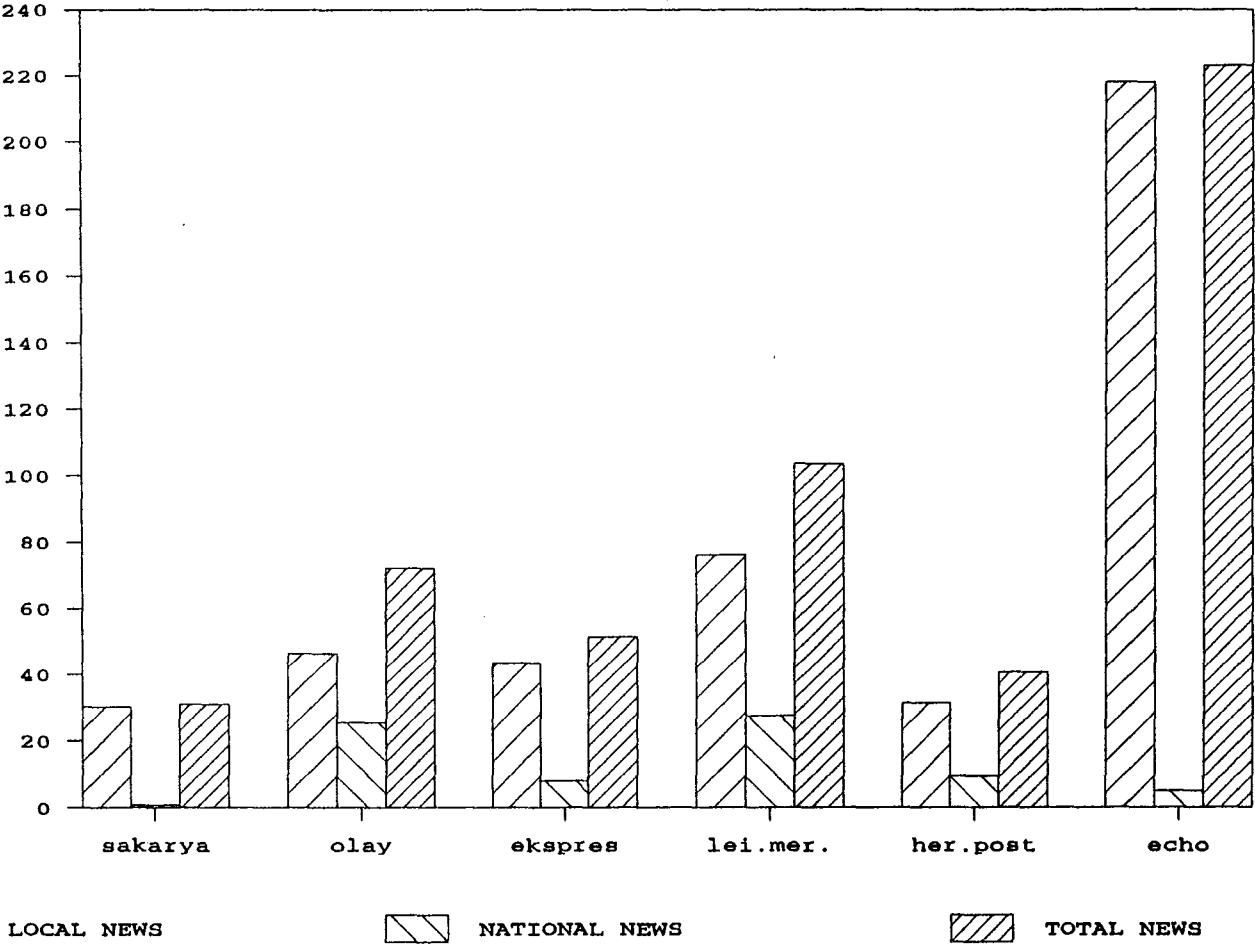


Figure 12

Figure 13

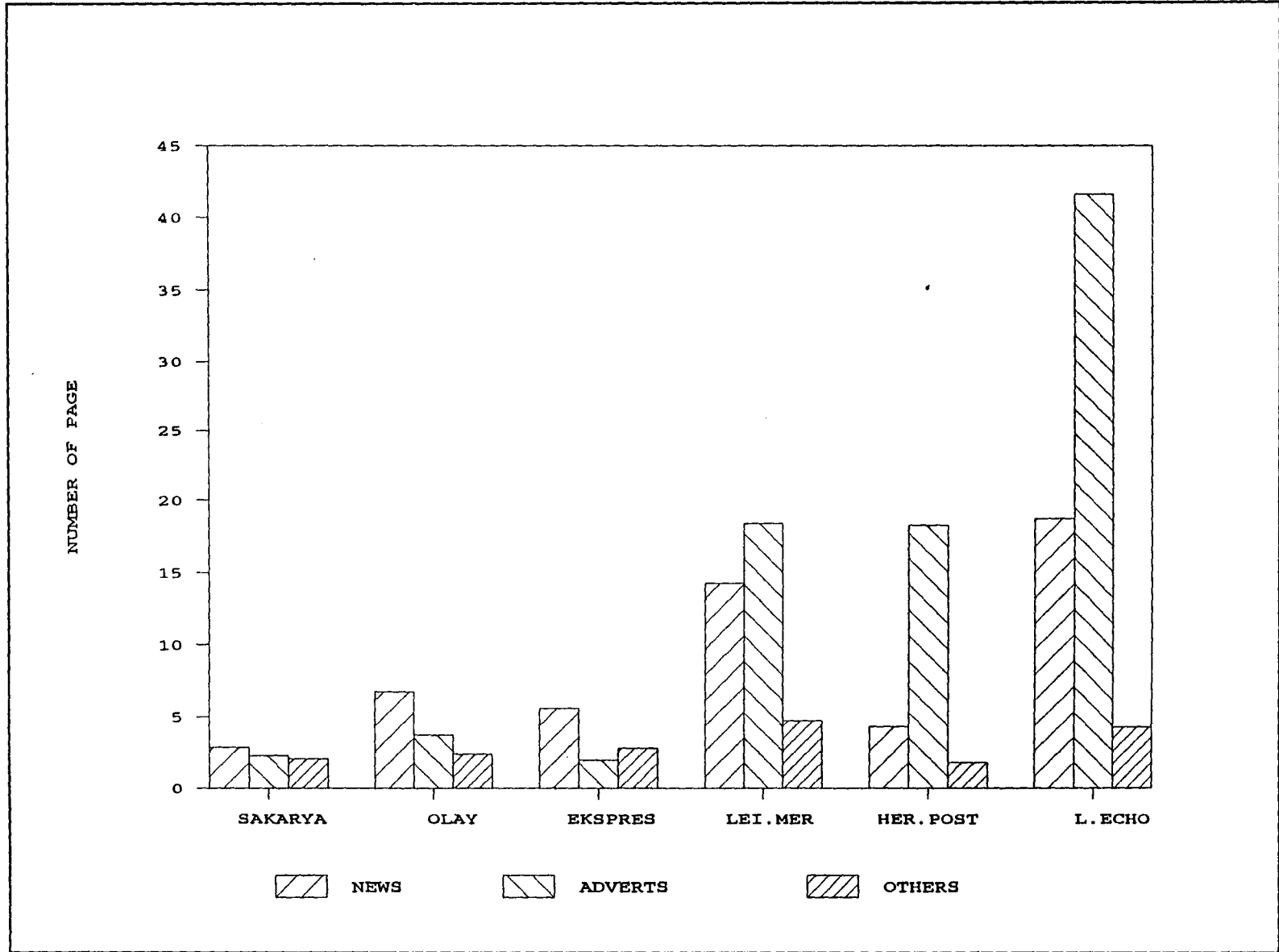
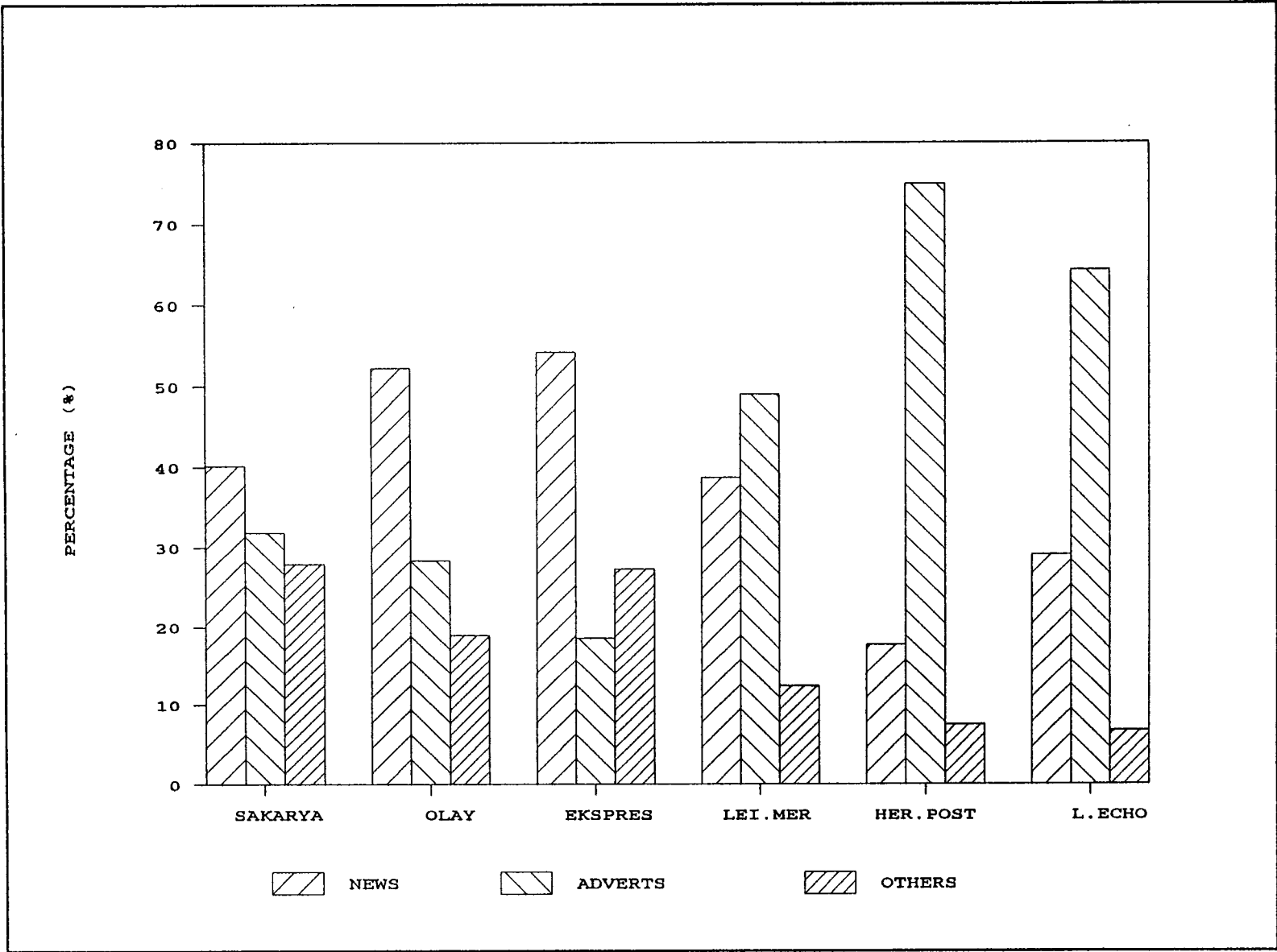


Figure 14



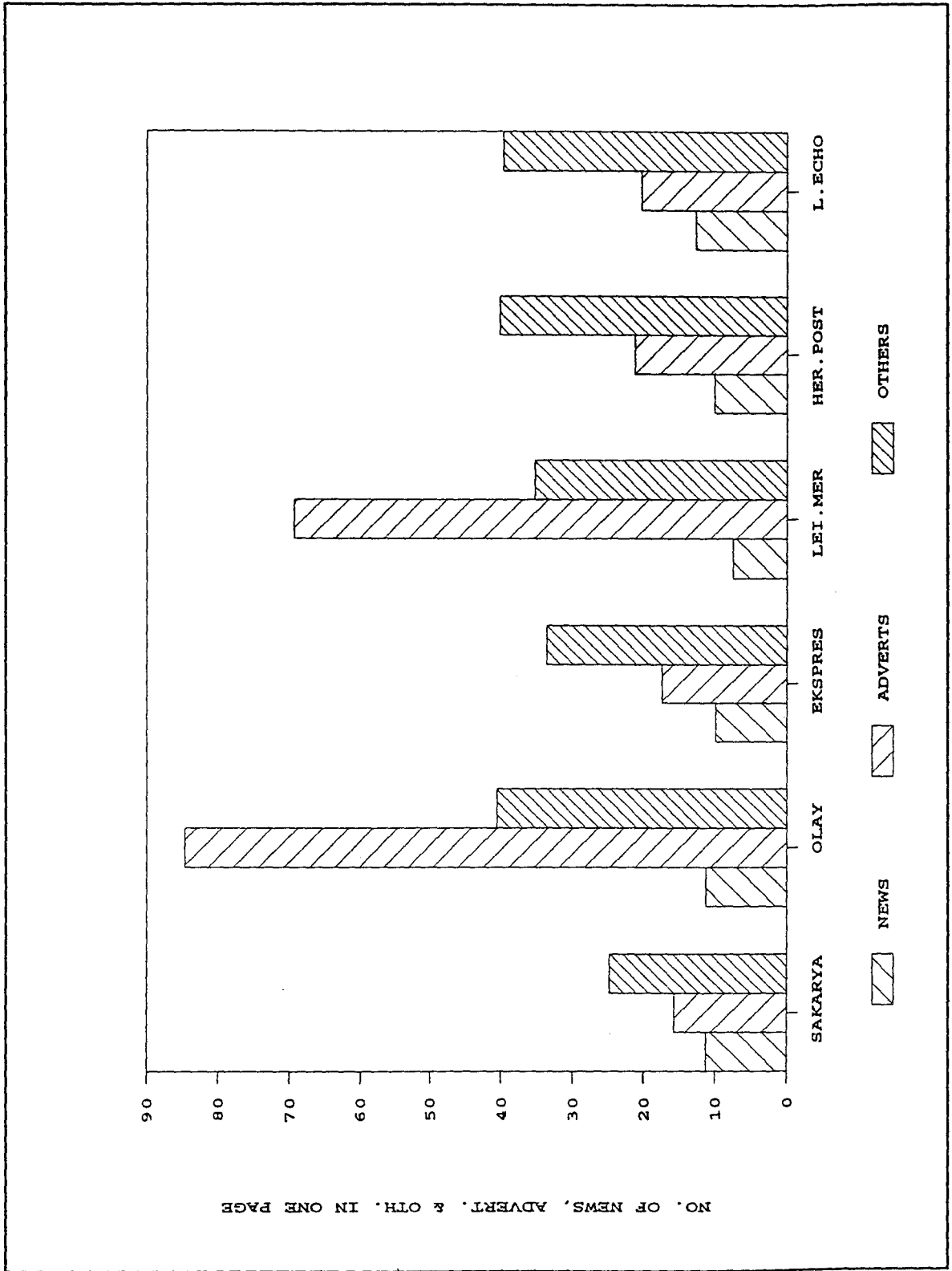
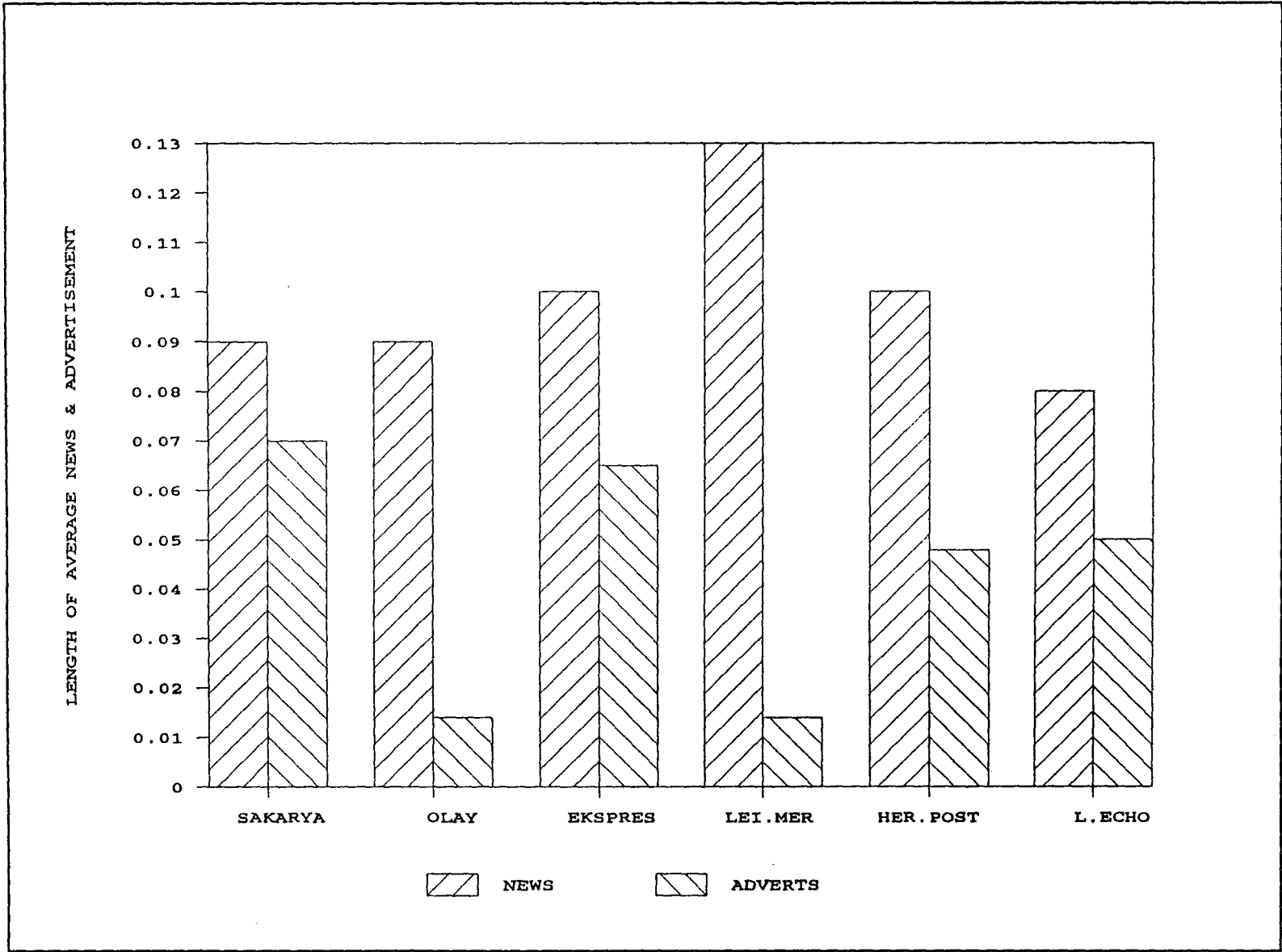


Figure 15

Figure 16



SAKARYA (6 MONTHS AVERAGE)

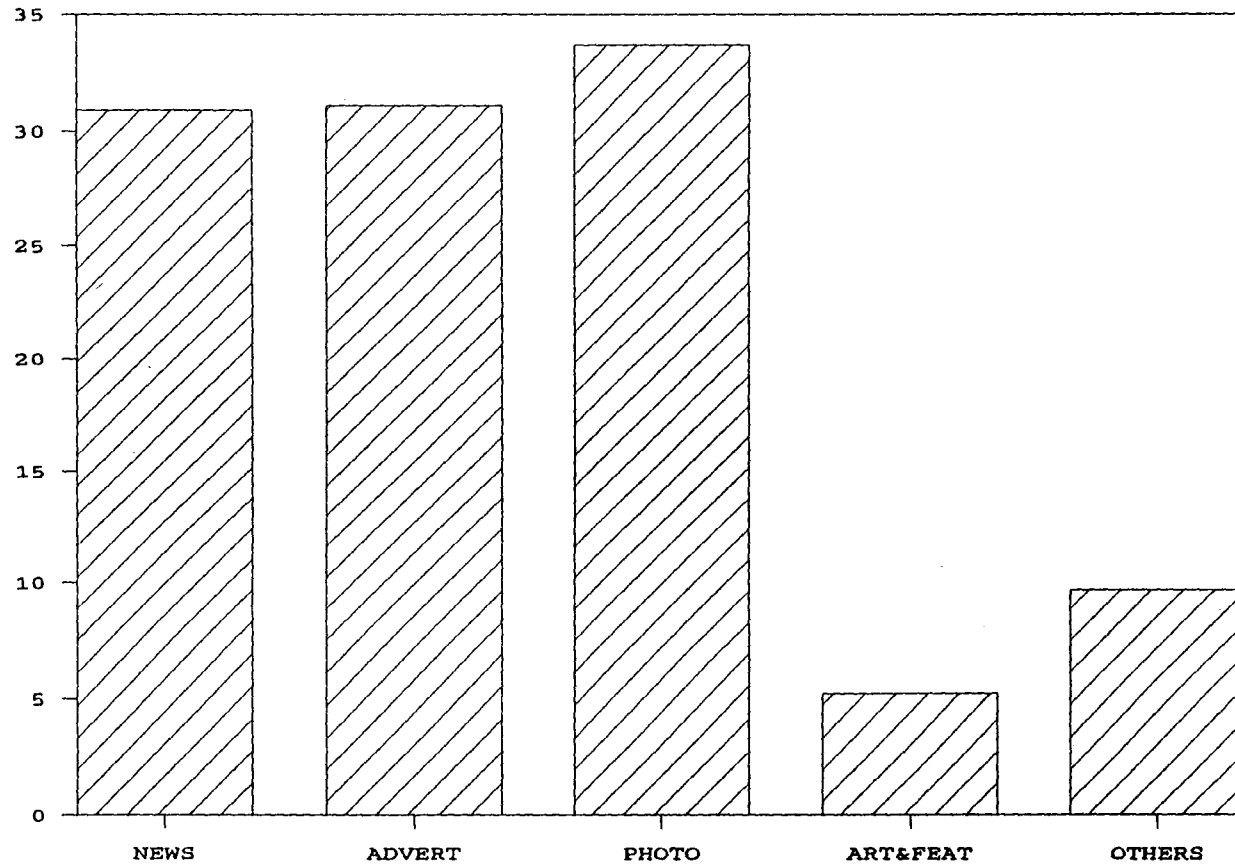


Figure 17

OLAY (6 MONTHS AVERAGE)

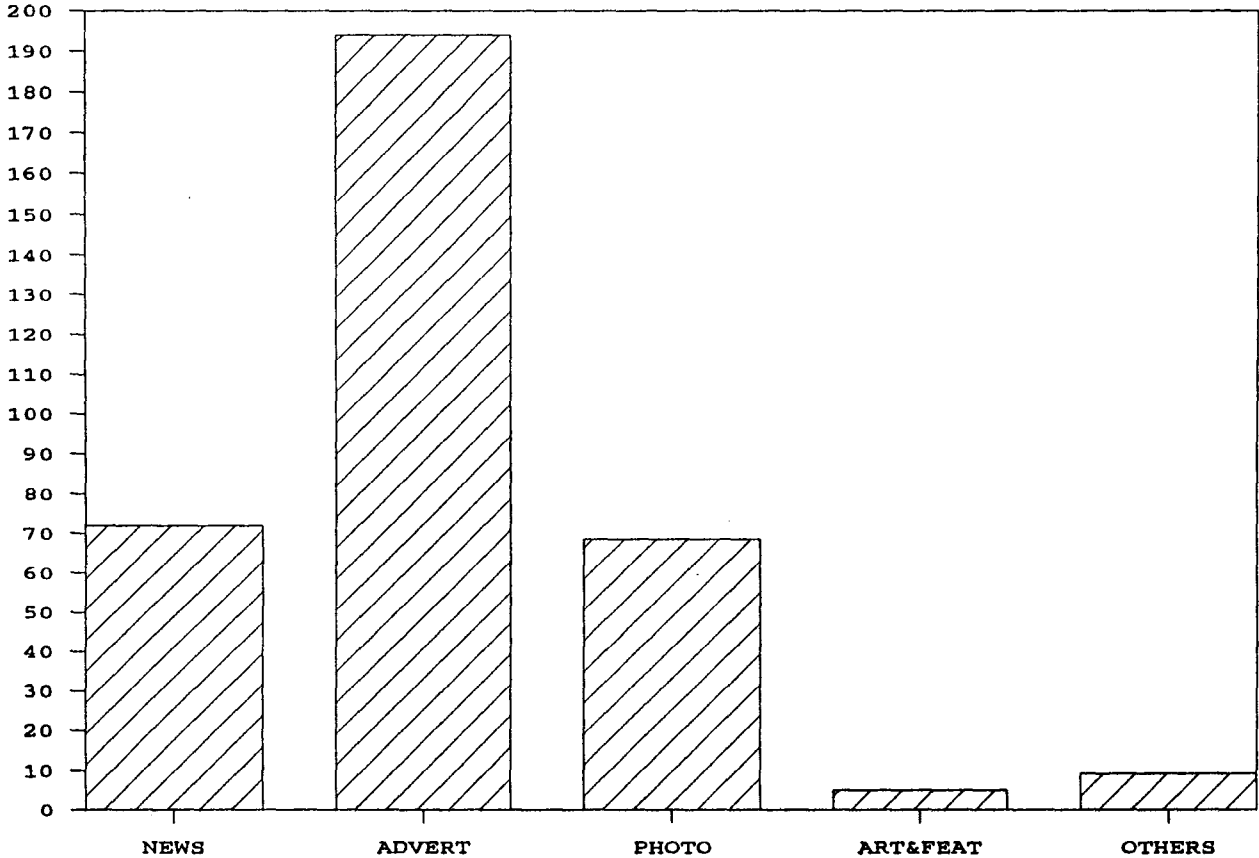


Figure 18

EKSPRES (6 MONTHS AVERAGE)

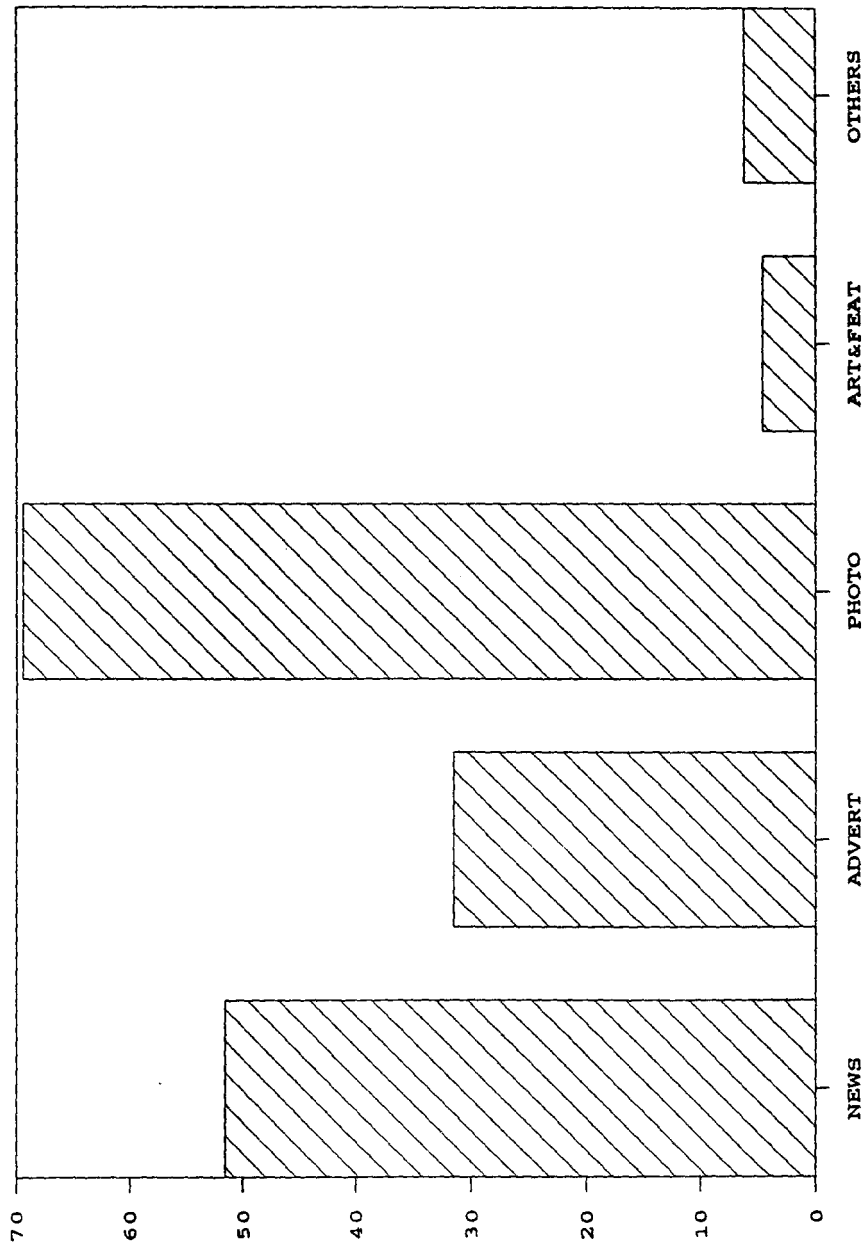


Figure 19

LEICESTER MERCURY (6 MONTHS AVERAGE)

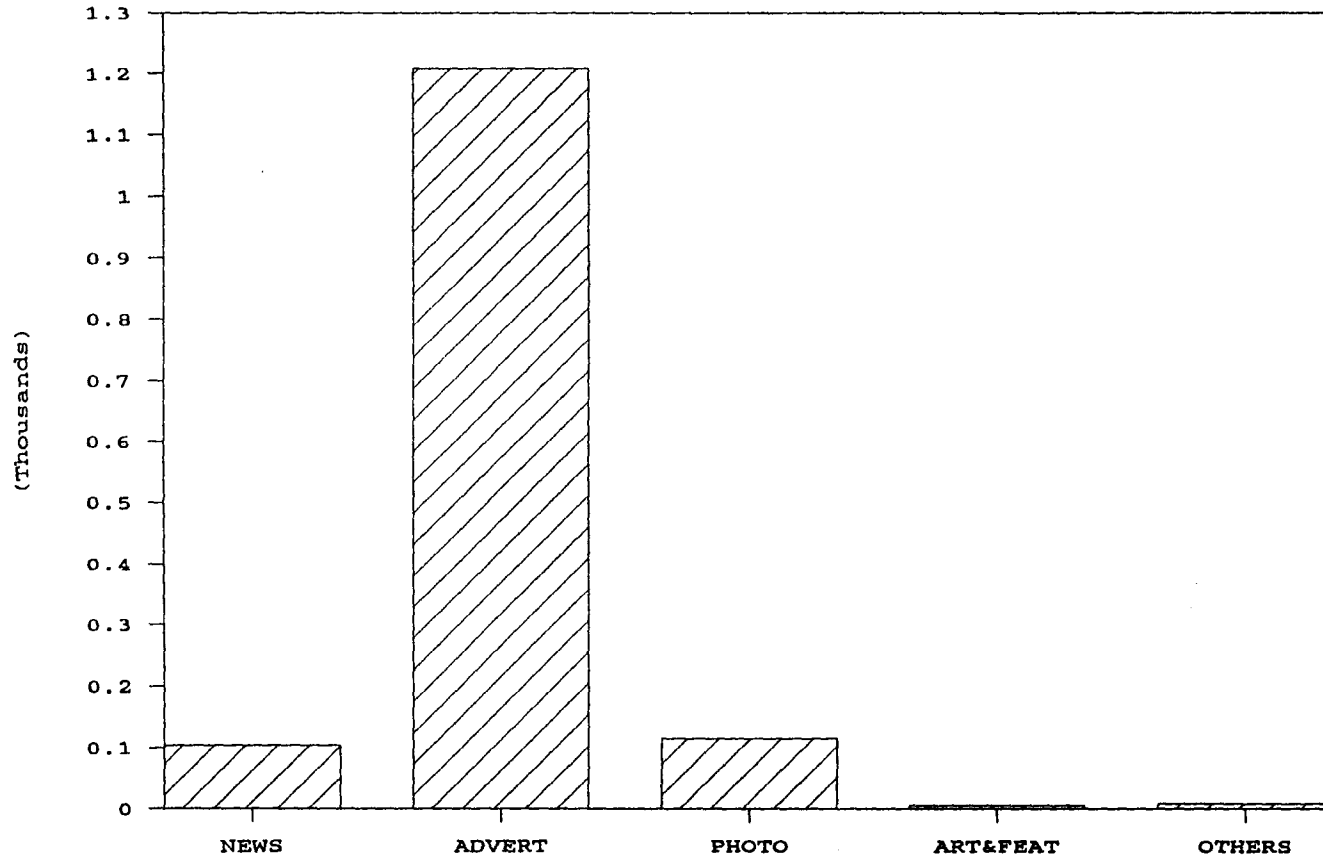


Figure 20

HERALD POST (6 MONTHS AVERAGE)

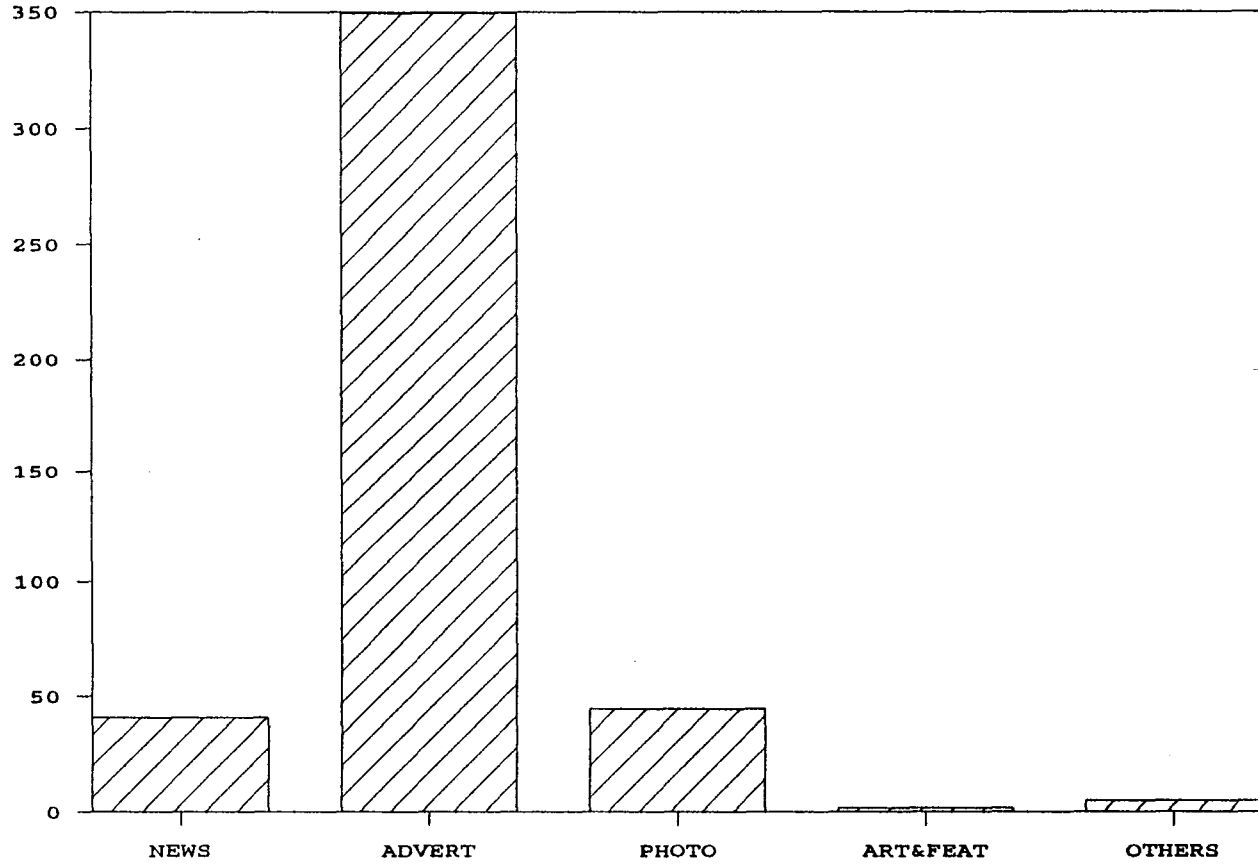


Figure 21

LOUGHBOROUGH ECHO (6 MONTHS AVERAGE)

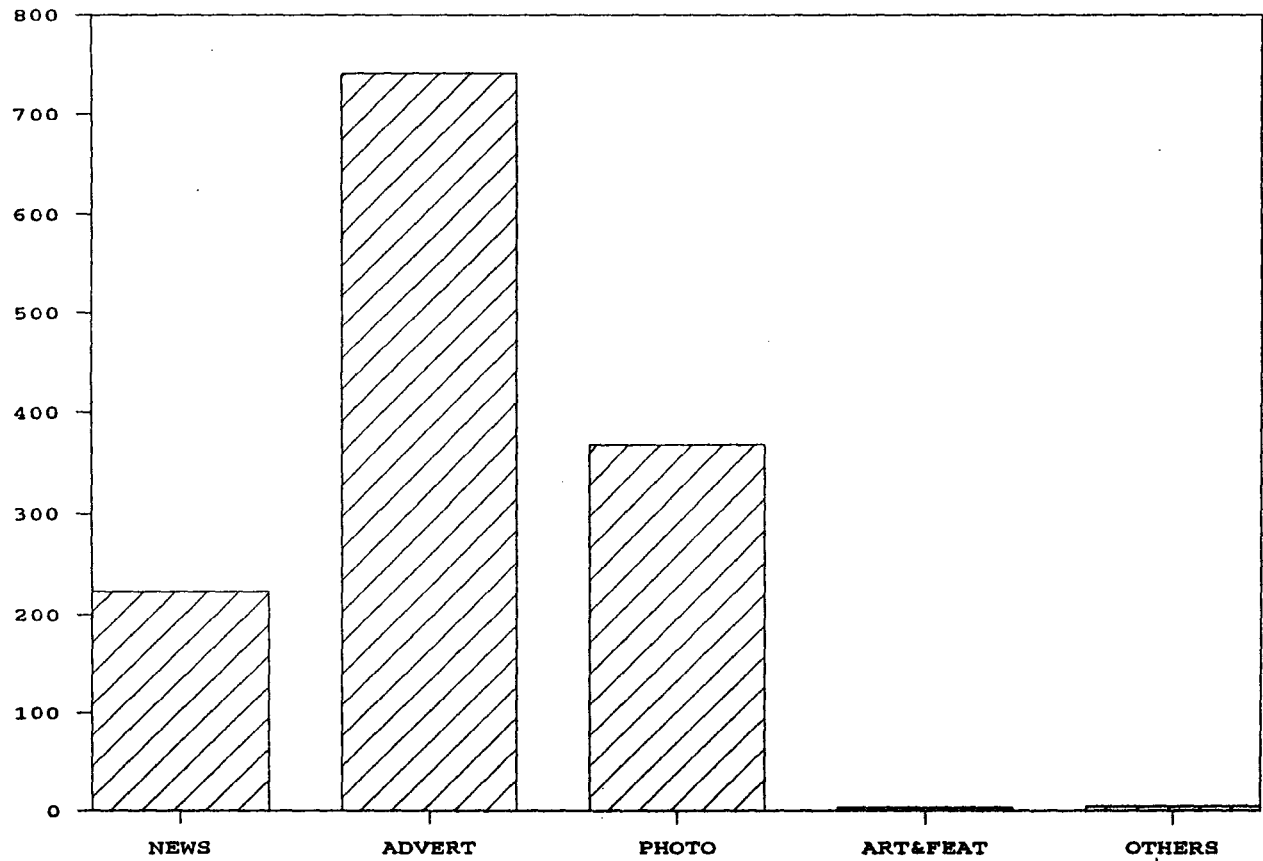
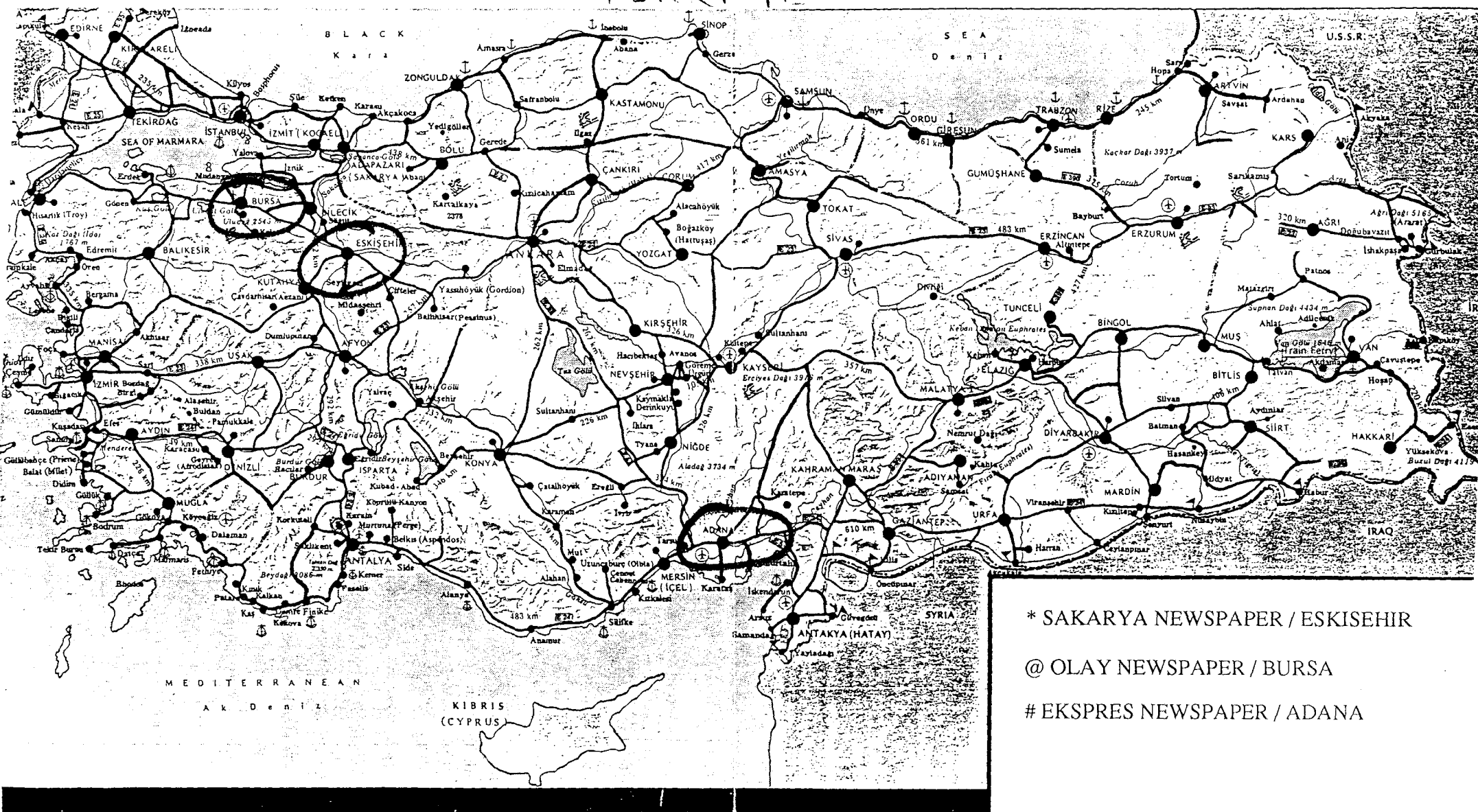


Figure 22

TÜRKİYE



* SAKARYA NEWSPAPER / ESKİŞEHİR
@ OLAY NEWSPAPER / BURSA
EKSPRES NEWSPAPER / ADANA

