

CONSTRUCTING ENVIRONMENTALIST SENSITIVITY: ECOLOGICAL NEWSMAKING IN TURKEY

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ABSTRACT

It is only after 20th Century that we can mention any forms of social consciousness about environmental issues. Industrialization and urbanization process altogether has caused a great deal of pollution in the environment. Since all human beings has to share the same air, water, soil and other natural sources, the pollution caused by industrialized countries threatens our future. Especially in the last ten years we are able to see the rising sensibility about environment. In democratic countries, as an information source for the society, media is expected to cover important issues about environment and contribute creating sensibility on environment. In this respect, as an industrializing country in Turkey, after 2000 we can see a great deal of issues about environmental problems in the media. There are even thematic programs and articles covering this subject. The aim of this paper is to investigate the tendencies of national press in Turkey about ecological news. For this purpose we are seeking to analyze three national daily newspapers' coverage about environment between the years 2008 and 2009. We assume that, after 1980 'tabloidization' process changed the tone of news texts. By analyzing news texts we will examine the discourse of Turkish press on ecological matters.

Keywords: *Environment, Daily Newspapers, Turkey, Tabloidization.*

ÇEVRECİ DUYARLILIĞIN İNŞASI: TÜRKİYE'DE EKOLOJİK HABERCİLİK

ÖZET

Ekoloji konusunda toplumsal bir bilincin oluşmaya başlamasından ancak 20. yüzyıldan itibaren söz edilebilir. Sanayileşme ve kenteleşme süreçleri beraberinde yoğun çevre kirliliği sorununu da getirmiştir. Ekoloji ve çevre konuları çok farklı disiplinlerin gündeminde ilk sıralara tırmanmış, özellikle son on yılda çevre konusunun, farklı açılarından ele alınmaya başladığı görülmüştür. Demokratik bir toplumda, medyanın bilgilendirme işlevi doğrultusunda, yaşadığımız çevre konusunda önemli noktaları ele alması ve bu konuda toplumsal bir duyarlılık yaratması beklenmektedir. Bu açıdan baktığımızda, Türkiye'de 2000'lardan itibaren haber yayınılarında sıkılıkla çevre sorunlarından bahsedildiği ve çeşitli yayın kuruluşlarında sadece bu konuya eğilen yazı ve programların yayılmasına başladığı gözümüze çarpmaktadır. Bu çalışma ile amaçlanan son yıllarda Türkiye'de ekolojik haberciliğin gelişim çizgisini ele almaktır. Bu amaçla 2008 ve 2009 yılları arasında ulusal düzeyde yayınlanan günlük gazetelerde çevre konusunda öne çıkan haberler, bunların yer alış biçimleri 1980 sonrası "tabloidleşme" perspektifi doğrultusunda incelenecaktır.

Anahtar Kelimeler: *Çevre, Gündelik Gazeteler, Türkiye, Tabloidleşme.*

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1. PREFACE

While it is clear that humans caused degradation of the earth's environment until very recently discussion about environmental issues begins. This damage is so widespread that it not only degrades local and national ecologies, but also affects the planetary environment (Magdoff and Foster). Industrialization and urbanization have caused a great deal of pollution in the environment. Global climate change and its consequences, contamination of the air and surface waters with industrial pollutants, damages on tropical forests, ocean acidification, and stratospheric ozone depletion are main greatest threats for the earth's species.

The mass media have an impact on virtually all contemporary societies. In the last ten years witnessed the rising sensibility about protecting the global environment. In this study we would like to analyze the mass media's role on this sensibility. In this context, according to the duty of the media as an information source for the society, it is expected to cover important issues about environment and try to form a sensibility around it. Public awareness for environmental issues can be correlated with the relative coverage by media organizations. In addition to this media attention is held to be a key determinant in the legitimization of the environment as a major political issue. (Allan, Adam and Carter, 1999) In Turkey, after 2000 we can see a great deal of issues about environmental problems in the media. There are even thematic programs and articles covering this subject. The aim of this paper is to analyze news about environment after 1980's. For this purpose we are seeking to analyze three national daily newspapers coverage about environment in 2008 and 2009. As we analyze news about environment we also seek to underline the process of commercialization. It is clearly seen that newspapers are making more and more sensational news. Our main assumption is linked to this commercialization. Environmental issues are highly crucial matters for all societies. As an information and education source, newspapers should be very careful when dealing with them. Nevertheless, media are usually dealing with that subject in the form of sensational news. Secondly, we remark that they are in the desire to emphasize individual initiative in stead of social consciousness. Especially news about pollution and drought are made in this manner.

This study aims to expose these tendencies of Turkish daily press. For that purpose, first we define main concepts about environment then in the light of this information we will try to interpret articles in the daily papers. Analyzing their discourse about this subject will be useful to discover general tendencies of press in Turkey. How mass media portray environment as a social problem.

2. THE CONCEPTS OF ENVIRONMENT AND ECOLOGY: MAJOR ENVIRONMENTAL ISSUES

Industrial revolution totally changed the relation between man and nature. Industry and city life brought together pollution and 20th century with all its technological

development caused even more ecological problem (Torunoğlu, 2005). Environment is our homeland. It has been a debate subject for scientists, politicians, scholars and ordinary people in human history.

Ecology is concerned with relations between living organisms and their environment. Ecologists have traditionally made a distinction between the biotic and physical environment. This environment comprises land, water, air and all other components of the physical environment and also the biotic environment, that is of course other living organisms (Vayda, 1977: 3). One of the most dramatic fears of humanity is the power matter. A lot of people fear that the disappearance of fossil fuels will be the end of civilization. When we look closely in the history, we see that energy crisis is not a matter of our day only. The first “energy” shortage occurred during Paleolithic times, the result of man’s reliance on a hunting and gathering economy, the sources were exploited harshly (Hardy, 1977: 57). Thousands of years later, ancient Rome had an energy crisis that was a man power shortage. Human muscle had powered the ancient world but it was not that they were ignorant of other power sources but they had an interesting understanding. If a man is replaced by some other source of power would be deprived of a job and forced to become a parasite on society. In a word, this was a common policy to prevent unemployment (Hardy, 1977: 58).

During the renaissance wood was the most important good in the market. Buildings, ships, furniture, ornaments, weapons-nearly everything was built up of wood. Wood fueled every domestic and industrial fire. The demands of growing population ended up forcing the price of wood rapidly. From the end of the sixteenth century to the middle of the seventeenth century, prices in general multiplied three times. As a result, governments imposed conservation measures. Consequently, coal-which was relatively cheap and plentiful, became a substitute as a power source (Hardy, 1997: 59). The energy situation of the world is changing fast. There are a lot of struggles about oil as a power source. Restrictions on oil delivery are the main economic weapon of the oil producing countries (Kristoferson, 1977: 73).

It is usually believed that nature takes forever. The world we are living dates back to Renaissance or Industrial Revolution. In fact our world begins after World War II. As we know, it was not until than II the plastics come into wide spread use (McKibben, 1999: 4-5). Evolution can take time, but enormous events can happen quickly. Dramatic changes can happen over a year or a decade or a century. In the last three decades the amount of carbon dioxide in the atmosphere has increased more than 10 percent. An immense hole in the Ozone layer has opened above the South Pole. According to the World Watch Institute in 1988 America ate more food than it grew (McKibben, 1999: 5). In the last century the amount of carbon dioxide in the air increased about 25 percent and can double in the next (McKibben, 1999: 18). This is a global problem not a local one. Big cities like New York and Istanbul have polluted air, usually in winter. Essentially, the problem is far more inclusive.

Even in the mountains where air smells good, the essence of air has changed. The effects of this change are quite indirect, but nevertheless absolute: the atmosphere will change the weather that will change recess. The temperature, the rainfall, the speed of the rain will change according to weather. The most common theory about these changes is an estimation of global warming. There are a number of possible effects linked to this warming. The seas may rise with the melting of polar ice (McKibben, 1997: 19, 21). The best example of global warming is the depletion of ozone layer. This depletion may damage plant and animal cells and cause among humans skin cancer and eye damage and may also kill many smaller and sensitive organisms (McKibben, 1999: 38).

The situation of the ozone layer created quite a shock among countries and urged action. Diplomats signed The *Montreal Protocol*; by which 50 percent reduction in chlorofluorocarbon production was phased by the end of the century. This was very important because it indicates that the international community is capable of cooperating when faced with a common threat (McKibben, 1999: 43).

Pollution is one of the dominant themes of modern societies. Most people are now aware of this threat and they are also able to quote a range of examples of its impact on their daily life. By pollution we mean a range of things. “The occurrence of an unwanted change in the environment caused by the introduction of harmful materials or production of harmful conditions” or “An event which adversely affects the health of organisms and their environment” or a more complete definition may be “An undesirable change in the physical, chemical or biological characteristics of air, water, soil or food which can adversely affect the health, survival or activities of human or other living organisms (Gillet&Gillett, 1999: 5).

The pollution has four dimensions: Land, urban, water and atmosphere pollution. Land and urban pollutions are usually described as local problems; on the other hand, water and air pollution is categorized as global problems (Gillet&Gillet, 1999: 2). Urbanization and industrialization causes diverse pollutions. The development of factories, railways and steamships in the nineteenth century increased air pollution (Gillet&Gillett, 1999:31). Pollution levels are generally much higher in urbanized areas due to their greater concentrations of residential, industrial and transport functions (Gillet&Gillett, 1993: 37). Potable (drinkable) water is an essential part of life. During 1990’s the United States initiated research about aquifer-based water supplies and the results were quite intimidating. 45 percent of the large public water systems served by groundwater were contaminated with synthetic organic chemicals which pose a potential threat to human life (Gillet&Gillett, 1993: 51).

Like the water pollution issue, atmospheric pollution is a global problem. As we mentioned above the phenomenon of global warming is affecting world’s climate. So called “acid rain” is also a major environmental problem. Burning of fossil fuels and the pollutant gases cause acid rains. The resultant cocktail of these gases dissolves in precipitation-forming moisture. This moisture returns to ground level as acid rain, snow or hail. By the mid 1980s, some of the European countries had

agreed to reduce their sulphur dioxide emissions from their 1980 levels by 30 percent (Gillett&Gilett, 1993:74-75).

In 1992 “The Rio Earth Summit” took place in Brazil. The main purposes were to assess the current state of the natural environment and monitor progress on development issues since the 1972 United Nations Conference on Human Environment in Stockholm. 178 countries participated, 120 of which were represented by their heads of state. Over 1000 non-governmental organizations took part in the organization. A dominant theme was “sustainable development”. The most important achievements were two conventions on climate change and biological diversity. The most notable failure was about forest issue. No conventions were made about this matter only a statement of forest principles was signed (Gillett&Gillett, 1993: 76-77). The Kyoto Summit (1997) on the other hand was described as stressful and tense. Kyoto protocol is an international treaty for minimizing the emission of dangerous gases. Scientists dealing with global warning claim that Kyoto can solve only the surface of the problem we are faced with (<http://bianet.org/bianet/cevre-ekoloji/54452-kyoto-protokolu-nedir-ne-degildir> (13.07.2009)).

It is also known that food production has many environmental side effects. (Groth, 1977: 85). Despite these limitations, many experts feel that the world is closer to global famine than it has been for decades.

Another part of ecological problems is disaster. Natural disaster is relatively hard to define. Specific criteria are hard to establish. We can say that natural disaster is caused by natural forces and are not under human control. They are uncontrollable for us because they are the product of the power that governs the Earth and atmosphere. When we say disaster, we don't mean all natural events. Disaster is something uncontrollable by human and also different from ordinary storm, rain or wind, it makes a lot of damage. Briefly, a natural event which causes huge damage is called a disaster (Bell ET all. 2001: 208). But all disasters are not natural. Technological disasters like *Chernobyl accident* (1986) can create terrible consequences.

3. MAIN CHARACTERISTICS OF TURKISH NATIONAL PRESS

It is often said that we are living in an information age and mass communication has made it possible to access to millions of information. It is true that Media is very important for our society like others. There are five main functions of mass communication, to entertain, to inform, to educate, to help socialization and to manipulate. We can say giving information is the main role of media. Just the same, one must not forget or underestimate the importance of media content. We must underline that quality is far more crucial than quantity.

In Turkey, before 1980 the owners of newspapers were families who have been in press sector for decades. Concentration of ownership and monopolistic structure in Turkish Press began after 1980's economical and political impacts. If we consider media as the fourth power of the country, we should be aware of the fact that a few powerful people are leading this sector. Commercialization process brought together tabloid journalism. Therefore, social responsibilities of newspapers are not taken into consideration anymore. We speculate that environmental news in big newspapers in Turkey is seriously affected by this commercial mentality.

"Media became more and more sensational in this new period because of new relations of media companies, political economy of media and audiences' reactions to popular content" (Dağtaş, 2006:15). After 1980 media became the key factor of capitalist ideology (Dağtaş, 2006:33). We observe that after 1990 only big capitalists could make media investments and concentration of media ownership brings together degeneration of media content (Erken, 1999: 90-97). We observe that "high standards of yesterday are being undermined by sensationalism, prurience, triviality, malice, and plain simple credulity" (Sparks, 2000:1). As Sparks call it "the rise of the tabloid" has changed all journalistic content and practices. The serious media are also moving toward the news values of the tabloids. The fact that media owners worry about making a profit usually leads them to attack the established standards of serious journalism. Tabloidization is often seen as a threat to democracy. The logic of capitalism slowly degenerated media (Sparks, 2000: 4-7).

On the other hand the relation between environment and communication became a popular area of study after 1960's. In early years it was usually about public reactions about environmental issues, later social variables and environment problems were analyzed in the frame of public sensitivity (Yumlu, 1997: 9-11).

Media has an agenda setting function as MC Combs and Shaw claimed in 1972. Newspapers may not be able to change our thoughts completely but they can determine our public discussions. They may tell us what to talk about. (Derville, 1997: 61) The last section of this paper is trying to figure out what national papers in Turkey want us to talk about natural events.

4. WHAT DO NATIONAL PAPERS SAY ABOUT ENVIRONMENT?

Environmental problems are often seen as economic, technological, regulatory or political matters. Natural environment is in trouble because the ever-dominant model of neoclassical economics does not enable society to account for environmental outcomes sufficiently (Bryant, 2007: 56).

The newspapers help governments in avoiding the responsibility and focusing on individual responsibilities. Popular discourses within our technological age are essential to understand the meanings and understanding in society. This study on newspaper discourses on environment is realized to provide a detailed analysis of lack of media attention to environmental issues and also reveals that the

environment is often discussed in an unpleasant way. This means, if we think about the agenda setting function of the press we see that for audiences there is an unstopping news flow. But a close examination on the content of the press may enlighten the tactics of mass media about environmental issues. We can say that over the past several decades, popular understanding of environmental issues has shifted to a focus on individual irresponsibility and wastefulness. Press has the role of avant-garde, pressure group and gate keeper. Press can help to develop consciousness about environmental issues. Press ideally should take public's sight in every matter and should also be critical to governments (Sönmez, 1993: 9-11).

To show press' discourse about environment, we analyzed 3 mainstream newspapers in Turkey between 2008 and 2009. *Radikal*, *Hürriyet* and *Sabah* are three major daily newspapers in Turkey. We analyzed environment news from these papers in 5 main topics:

- Global Warming
- Kyoto Protocol
- Hurricanes
- Drought
- Pollution

And we tried to answer the questions below:

1. What is the importance of environment news in these papers?
2. What is the tone of these articles?
3. What is the source of this news? Is it unknown/university/government/expert?
4. Do articles bring a solution or give an advice to individuals?

The findings of our analysis are below:

4.1 Environmental News in Turkish Papers

We analyzed three national newspapers in Turkey between 01/09/2008 and 01/07/2009 the numbers of ecological news in three newspapers were:

Table 1. Environment news in Daily Papers

SUBJECTS	GLOBAL WARMING	KYOTO	DROUGHT	HURRICANES	POLLUTION	TOTAL
HÜRRİYET	66	21	74	21	27	209
MİLLİYET	8	3	59	3	66	139
RADİKAL	6	53	57	3	3	122
TOPLAM	80	77	190	27	96	470
%	17,02	16,38	40,42	5,74	20,42	99,98

Hurriyet had 209 total number of environment news and most of them was about drought. It was a very crucial problem for Turkey in 2008. So it is understandable that a local matter of such importance as that one formed the agenda. Kyoto treaty and hurricanes are international news and for that reason covers fewer places in Turkish papers. *Radikal* is more interested in international politics therefore we see 53 articles about Kyoto. It is nearly as much as drought issue.

4.2 Tone of the news

When we analyze the headlines, especially about global warming, we realize that most news has a **critical tone to governments, individuals and so:**

“What happened to the Earth?” (*Radikal*, 16.1.2009)

“Humankind consumes much more than his biological capacity” (*Hurriyet*, 8.5.2009)

“No one will say ‘stop’ to this?” (*Milliyet*, 2.3.2009)

“Ecologists: Do not save the riches, save the planet!” (*Radikal*, 7.12.2008)

“Do not underestimate environment crisis in Iraq!” (*Radikal*, 20.7.2009)

Some headlines have a warning tone:

“Last chance about climate changes” (*Radikal*, 7.12.2008)

“Iraq should make a complaint to UN about Turkey, who does not obey water treaty” (*Radikal*, 16.7.2009)

“If agricultural production does not double, starvation will be very serious” (*Radikal*, 8.4.2009).

“Stop consuming, begin to save the World!” (*Milliyet*, 22.10.2008)

“Economical crisis should not come before environmental crisis” (*Radikal*, 11.1.2009)

“Take care of your city!” (*Milliyet*, 9.12.2008)

“Attention! World is about to starve!” (*Radikal*, 10.1.2009)

“We don’t want the third bridge in Istanbul!” (*Radikal*, 12.7.2009)

“Europe you explain yourself first!” (*Radikal*, 5.11.2008)

Some articles have a very desperate tone:

“Global crisis, global warming, global boredom...” (*Milliyet*, 22.11.2008)

“Globe is warming, time is passing by” (*Radikal*, 19.4.2009)

“Toward a struggle for survival” (*Radikal*, 2.11.2008)

“A report like a bad prediction” (*Hurriyet*, 29.3.2009)

“5 mortal effect of global warming” (*Hurriyet*, 23.3.2009)

Most of the headlines are informative:

“Sheep eating plastics bags died” (*Milliyet*, 20.2.2009)

“Natural gas crisis in Bulgaria is getting bigger” (*Milliyet*, 13.1.2009)

“Pollution can cause child obesity” (*Radikal*, 8.9.2008)
“Global warming increases tropical storms” (*Hurriyet*, 22.12.2008)
“Little Menderes river became a garbage dump”, (*Milliyet*, 23.12.2008)
“Diyarbakır is under dirty clouds” (*Milliyet*, 18.12.2008)
“England began to reduce carbon use” (*Radikal*, 30.7.2009)
“Clear water reserves are decreasing” (*Hurriyet*, 17.11.2008)

Most of the time news has an exiting and sensational tone:

“Environmental pollution is against manhood” (*Milliyet*, 8.12.2008)
“Can Hollywood stars save the world?” (*Hurriyet*, 10.4.2009)
“Tears of Eğirdir (lake)!” (*Milliyet*, 20.6.2009)
“Frightening news from the satellite” (*Hurriyet*, 15.12.2008)
“Turkey is in a very critical position for water” (*Milliyet*, 21.3.2009)
“Water good news” (*Milliyet*, 28.9.2008)
“Maldives are saving money to buy land” (*Hurriyet*, 9.11.2008)
“Great danger of balloon fish” (*Hurriyet*, 13.2.2009)

4.3 Source of the news

We found out that usually the source is a reporter or news agency for international news. Ongoing stories like, a meeting, a fire, a situation which lasts for a few days or weeks is often followed and stories are repeated by the newspapers.

“Manyas (lake) now has enough water” (*Hurriyet*, 14.3.2009)
“Manyas (lake) is back to life with water” (*Hurriyet*, 17.5.2009)
“Tuz Lake is almost dry” (*Hurriyet*, 20.01.2008)
“Tuz lake is back to life” (*Hurriyet*, 25.4.2009)

News sources are diverse. Some news quote scientists' or ecologists' comments and research notes:

“Stop global warming” (*Radikal*, 28.6.2009): American ecologist Bill McKibben spoke at a meeting...”
“Paint all the roofs into white” (*Hurriyet*, 7.11.2008): Biologist M. Ali Körpınar talks about global warming.
“Water, Energy and Health symposium in Aksaray” (*Hurriyet*, 28.0.2008)
“Financial crisis hits the environment too” (*Hurriyet*, 11.10.2008): German scientists claim that economical problems cause more ecological problems.

Some times news source is from the government or directors of associations:

“We will import principles to Kyoto” (*Radikal*, 12.2.2009): Energy minister of Turkey Güler speaks about Kyoto Protocol.
“Hisarcıklıoğlu: It is the first time in history that human faces three crises at the same time” (*Hurriyet*, 14.12.2008): Rıfat Hisarcıklıoğlu Director of Turkish Bourses makes a speech about crisis.

“According to Erzurum governorship the reason of pollution is plastic fires” (*Milliyet*, 30.12.2008)

“Director gives guarantee to energy central” (*Milliyet*, 4.2.2009): Enka energy group director Sinan Soydan talked about the Aliaga energy central.

“Environment minister comment about air pollution” (*Milliyet*, 23.12.2008)

“Alternative systems for watering” (*Hurriyet*, 7.11.2008): Director of Turkish Watering Cooperation Association Halis Uysal declares that Turkey should build more dams for water management.

And some times ordinary people can be the source:

“Aliaga does not tolerate pollution” (*Milliyet*, 6.1.2009): High school students paid a visit to Trade Chamber Director and gave their thoughts about energy central project in Aliaga.

“Natives organize first global warming summit” (*Hurriyet*, 19.4.2009): In Alaska first global warming summit for natives began.

When we analyze the news it is clearly seen that usually governments or scientists are the source to ecological news.

4.4 Individual Responsibility or a Global problem?

It is our assumption that tabloid press deals with ecology as it is not a global problem but it is individual's own problem to solve. When we analyze discourse of three national newspapers in Turkey we find out that the situation is not like we thought it was. As we indicated before, some articles have a tone of complaint and some have a tone of advice to individuals. It is not possible to say all articles about environment put the blame on individuals for ecological problems. Articles such as,

“We must learn to consume before learning to save” (*Radikal*, 27.9.2008)

“To stop poverty we should sacrifice” (*Radikal*, 31.10.2008)

“Stop consuming, save the World!” (*Milliyet*, 22.10.2008)

“No one will say “stop” to this” (*Milliyet*, 28.2.2009)

“Expensive gas and free coal brought back air pollution” (*Milliyet*, 5.12.2008)

“They managed drought like this” (*Milliyet*, 23.9.2008)

“We were looking for young people to save the World and we found them” (*Hurriyet*, 14.11.2008)

“Local ignorance against global warming” (*Hurriyet*, 7.10.2008)

“Humankind consumes much more than his biological capacity” (*Hurriyet*, 8.5.2009)

“Scientists blame fat people” (*Hurriyet*, 18.4.2009)

“People in Bodrum raise your voice” (*Hurriyet*, 20.08.2009)

“If we use Turkey like an ashtray and dustbin that is the result” (*Hurriyet*, 11.8.2009)

“Call for Istanbul: Use less water” (*Hurriyet*, 7.6.2009)

As we see from the news above, scientists, reporters or government give advice or criticize ordinary people about ecological matters.

5. CONCLUSION

Press is seen as a power source in democratic countries. According to liberal narrative democratization process was strengthened by the development of press (Curran 2006, 4). It has power and responsibilities. It is educative, informative and entertaining. If we consider press as an agenda setter, a subject as important as environment has to be covered more carefully by newspapers. It also contributed to the expansion of the political community. All these ideas about media's democratic roles derived from a world where the media consisted principally of small circulation, political publications and the state was still dominated by landed elite. So these ideas need to be reassessed (Curran 2006, 217). But in this paper we would like to analyze Turkish press' tendencies towards ecological news according to 'ideal' democratic media system. We limited our study with three national newspapers in Turkey, *Hurriyet*, *Milliyet* and *Radikal*. These papers are also the most popular papers of Turkey. We tried to analyze articles about environmental problems between 2008 and 2009.

We explained our assumptions at the beginning of this study. Our main thesis was that popular press such as these three papers covered ecological stories in a sensational way and the tone is usually critical only for individuals. We must underline that press usually emphasize individual initiative instead of social consciousness, especially news about pollution and drought are covered in that manner.

We assume that in democratic countries, media as an information source for the society should criticize governments and big companies for their acts. Media must cover important issues about environment and try to form a sensibility around it. In this respect, as an industrializing country, in Turkey, especially after 2000 we can see a great deal of issues about ecological problems in newspapers. There are even thematic programs and articles covering this subject. Nevertheless as examples above indicate the source is generally experts and governments. We found out that these three papers pay a lot of attention to environmental issues but mostly local events/problems are covered. As numbers indicate, news about hurricanes and Kyoto Treaty is very limited. Turkey was late in participating in Kyoto Treaty which is the first legally binding international agreement to control greenhouse gas emissions. They should also pay more attention to global issues about environment. We also observed that the tone is sometimes sensational (especially news about natural disasters) and sometimes serious and informative.

Media is everywhere reflecting our World. It is not only a mirror to our society it is also an important part of it. Ecological problems are vital and more crucial than any other matter. Journalists, programmers, writers, academics, scientists, governments, global companies and other agenda setters must be aware of this urgent call of nature. Ecological sensitivity should be formed and activated before it is too late.

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