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ABSTRACT

This study analyzes tobacco control related news and articles published in Turkish print media in 2007, 2008 and 2009 by focusing on their distribution in terms of newspapers and their points of view (pro-anti) on tobacco control. Within this research, a total of four national newspapers, news and articles were examined in 1999. The results of this analysis provide a first study to systematical examination of newspaper coverage and frames of tobacco issues in the Turkish press over the three years.

INTRODUCTION

Media has an essential role in supporting public health targets and presentation of health issues which affect formation of health policies. Media coverage of public health issues is an important way to encourage health-related policy change. Media advocacy plays a critical part in promoting public health goals and is an important component of comprehensive tobacco control programmes (1, 2).

Tobacco issues in the media, where, how and in what manner other health related issues are important research area courses. However, in literature and research on tobacco control focusing on media content has increased in recent years, although the number of studies is still quite limited (3).

When tobacco is taken into consideration, determining the main themes have important role in debates among public health advocates, policy makers and tobacco industry.

METHODOLOGY

This study analyzes how tobacco control news were framed in Turkish Press in 2007, 2008 and 2009 with which themes these news were covered. Turkey Tobacco Control Act was accepted in 2008. Therefore, consideration is done for the time period of before 2008 as well as after 2008. In this study, 1999 articles and writings in the main national and regional editions of *Cumhuriyet*, *Hurriyet*, *Sabah* and *Zaman* newspapers are examined.

All materials are codified as follows:

1. Proportion of writings according to years and newspapers,
2. The type of the writings (news, columns and others).
3. Tobacco control frames (Pro-tobacco control, Anti-tobacco control and neutral)
4. Dominant theme ("Economic", "Health", "Politics")
5. Distribution of "Tobacco Control Frames" according to dominant themes.

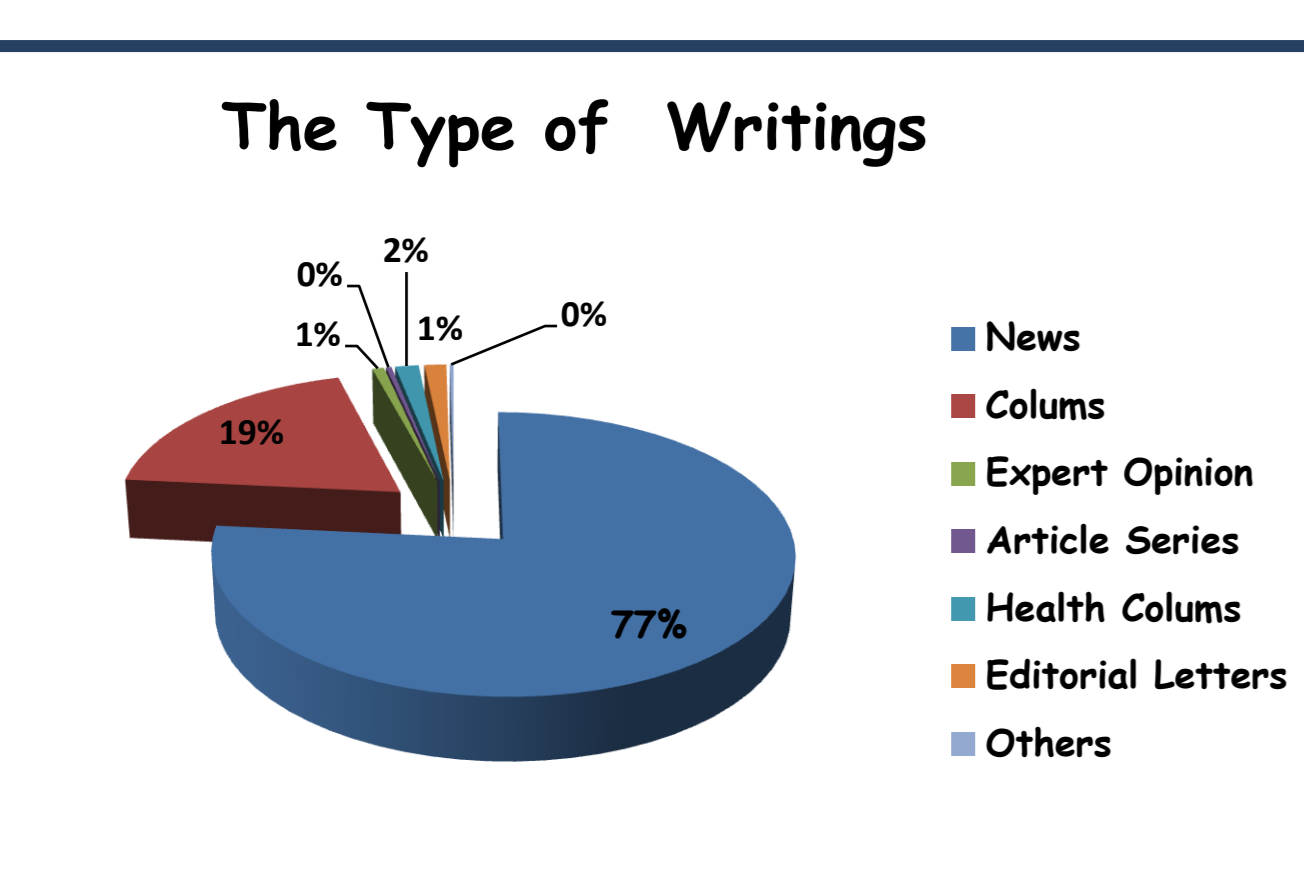
RESEARCH FINDINGS

1. Proportion of Writings According to Years and Newspapers

Newspapers	2007	2008	2009	Total
Cumhuriyet	55	77	115	247
Hurriyet	122	271	348	741
Sabah	112	264	265	641
Zaman	82	138	150	370
Total	371	770	878	1999

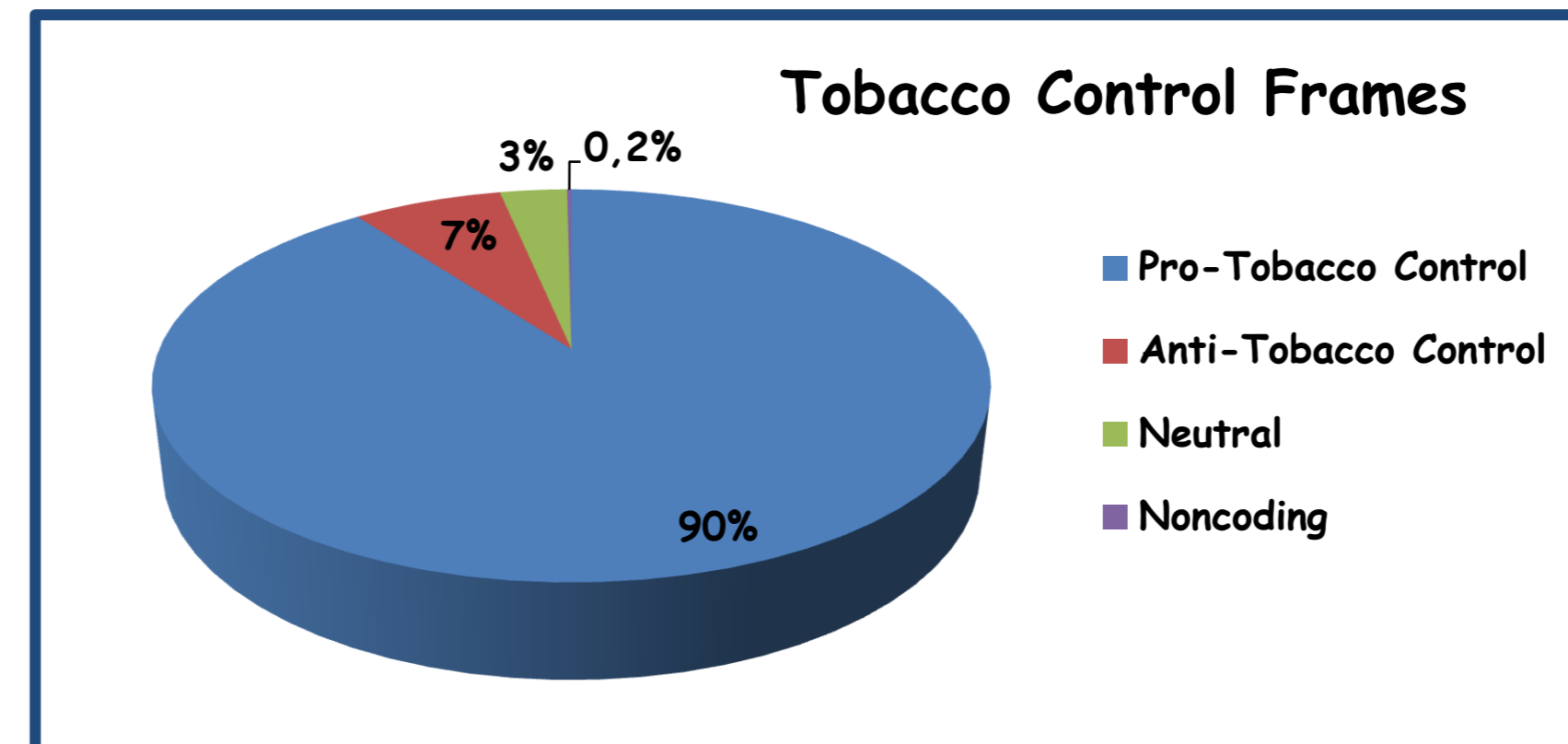
The tobacco control issue in the newspapers does not have a regular proportion for the years considered. Adoption of the Tobacco Control Act in 2008 increased the number of news. In 2009, the subject of prohibition of smoking in closed areas were often discussed in the media.

2. The Type of the Writings (news, columns and others)



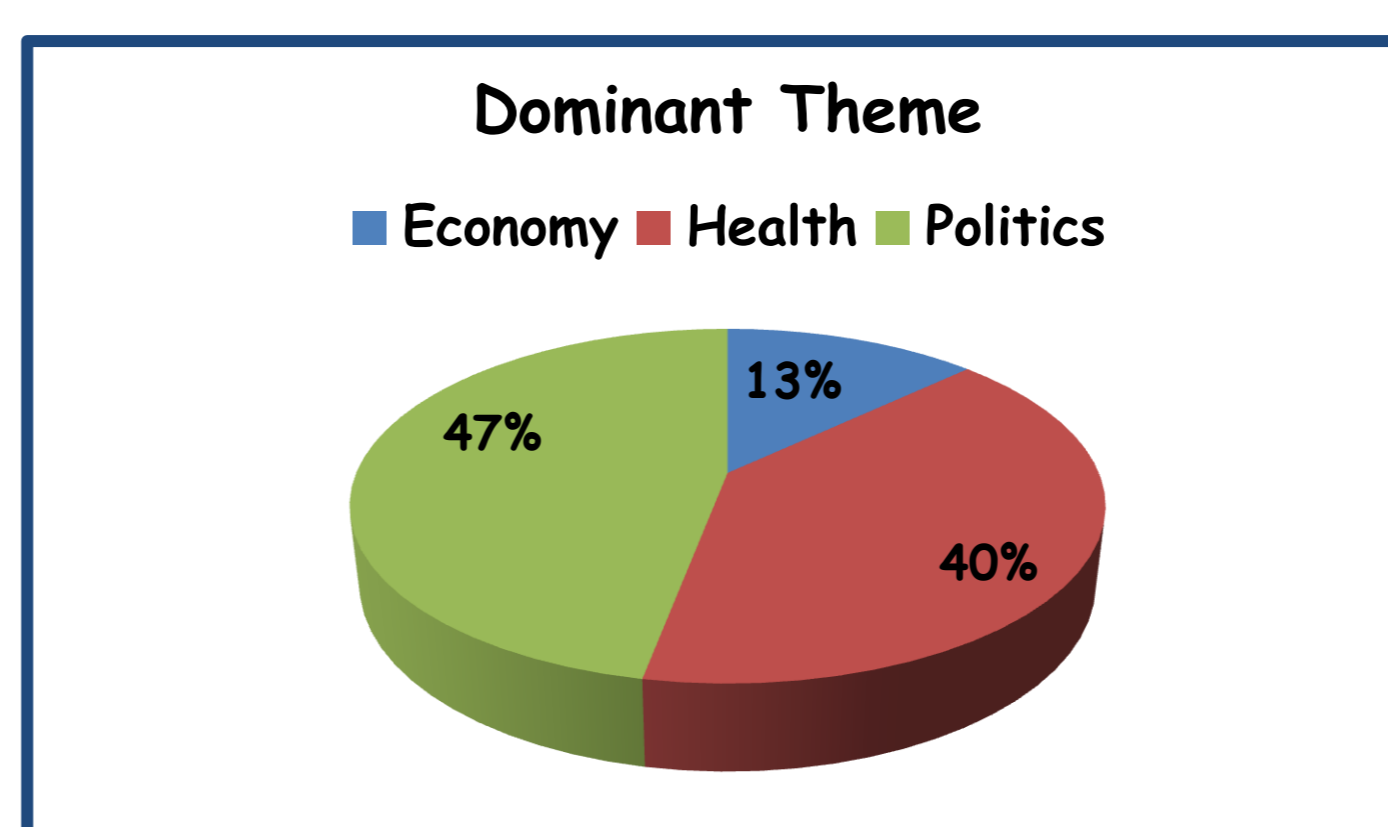
In all writings in newspapers 77% are news and 19% are columns. The number of editorial letters are lower (1%).

3. Tobacco Control Frames (Pro-tobacco Control, Anti-Tobacco Control And Neutral)



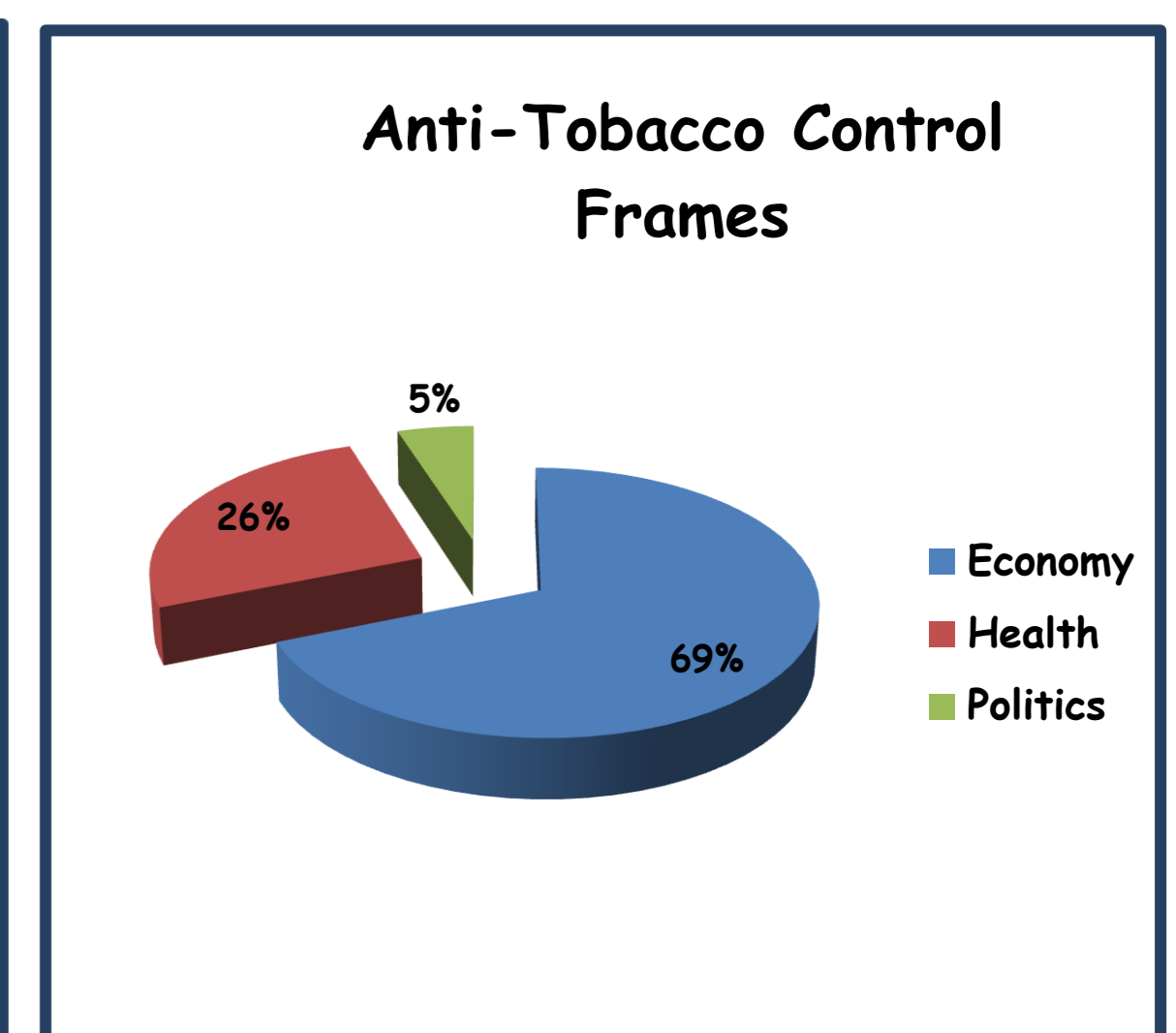
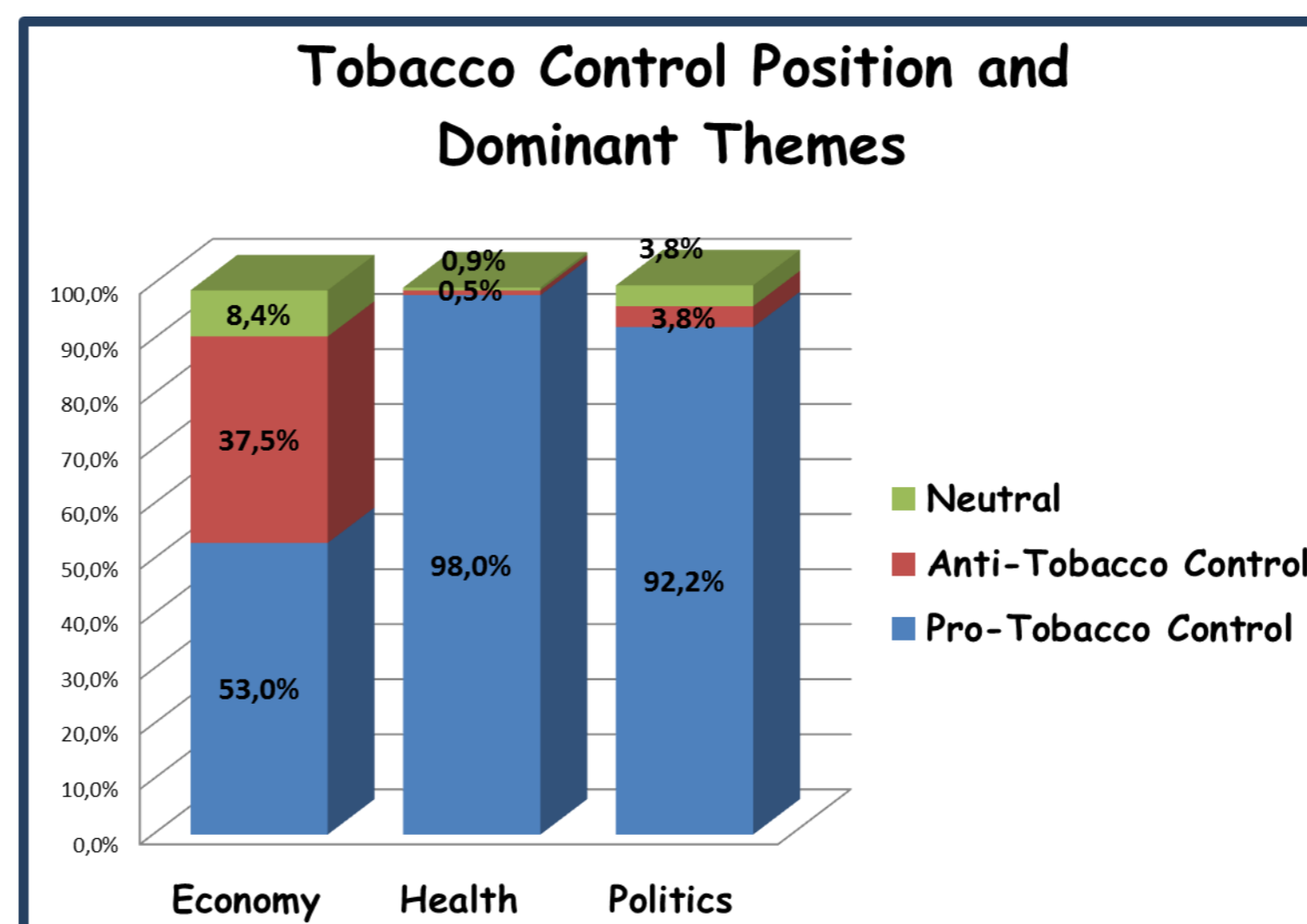
The position of the writings are generally pro-tobacco control (90%).

4. Dominant Theme (Economy, Health, Politics)



This analyses shows that "politics" is the dominant theme (47%). "Health" theme is second dominant theme (40%). "Economy" theme is the least analysed themes (13%).

5. Distribution of Tobacco Control Frames According to Dominant Themes



Pro-tobacco control frame is common in all the themes. The highest pro-tobacco control frames is the "health" theme (98,6%). In Anti-tobacco control frames are more common in "economy" themes (69%) and less in "politics" themes (5%).

CONCLUSIONS

During the period analysed in the Turkish press, the number of articles the subject of tobacco control has increased significantly. In 2008, as a result of the tobacco control regulations and limitations for the use of tobacco in public places the number of newspaper articles has increased.

While analyzing these four newspapers, it has been observed that the proportions of articles related to tobacco control on monthly basis are not regular and systematic. For an effective tobacco control policy in the media, along with being visible, systematical visibility is also important.

Tobacco Control Frames are generally pro-tobacco control (90 %) whereas 7% are anti-tobacco control. Furthermore, the sustainability and efficiency of this support are important. This situation is consistent with another study arguing that tobacco media coverage is generally pro-tobacco control.

The change of framework on tobacco control has experienced over the years in Turkish Press. In 2007, the dominant theme of the writings of "health", while in 2008 and 2009, "politics" is the dominant theme. Another important finding of this analysis is about the "economy" theme. Within the economy articles "anti-tobacco" frames are majority (69%). Anti-tobacco statements are to find more and more in the economy theme.

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