Nurettin Bilici / Birol Akgül /
Ragıp Pehlivanlı (eds.)

Global Issues in Social Sciences

Different Perspectives – Multidisciplinary Approaches



PETER LANG

Nurettin Bilici / Birol Akgül /
Ragıp Pehlivanlı (eds.)

Global Issues in Social Sciences

Within a globalized scientific community, sciences are changing to worldwide perspectives and multidisciplinary approaches. The authors of this book illustrate this trend by looking at different study areas of the social sciences. They pay attention to economic developments in the context of globalization such as industry 4.0, new manufacturing methods, socio-technical modelling, cloud technology and accounting, international taxation, and financial literacy. Furthermore, the collection of articles covers issues of communication, media, and women's studies.

The Editors
Nurettin Bilici is Professor at the Law Faculty, Çankaya University, Ankara (Turkey).

Birol Akgül is Associate Professor at the Communication Faculty, Onsekiz Mart University, Çanakkale (Turkey).

Ragıp Pehlivanlı is a graduate student at the Economics Department, Hacettepe University, Ankara (Turkey).

ISBN 978-3-631-74715-5

www.peterlang.com

Personal Copy _ Please respect www.peterlang.com/howtoshare

Global Issues in Social Sciences

This is a personal reading copy for the author of this published work and limited to personal use only.

It is imperative to respect the publisher`s repository policy and copyright restrictions (www.peterlang.com/howtoshare).

Any use outside this policy and especially any commercial use is a violation of law.

Personal Copy _ Please respect www.peterlang.com/howtoshare

Personal Copy _ Please respect www.peterlang.com/howtoshare

Nurettin Bilici / Birol Akgül / Ragıp Pehlivanlı (eds.)

Global Issues in Social Sciences

Different Perspectives – Multidisciplinary Approaches

PETER LANG

Personal Copy _ Please respect www.peterlang.com/howtoshare

Bibliographic Information published by the Deutsche Nationalbibliothek
The Deutsche Nationalbibliothek lists this publication in the Deutsche Nationalbibliografie; detailed bibliographic data is available in the internet at http://dnb.d-nb.de.

Library of Congress Cataloging-in-Publication Data
Names: Bilici, Nurettin, 1960- editor. | Akgul, Birol, 1965- editor. | Pehlivan, Ragip, 1987- editor.
Title: Global issues in social sciences : different perspectives, multidisciplinary approaches / Nurettin Bilici, Birol Akgul, Ragip Pehlivan (eds.).
Description : Frankfurt am Main ; New York : Peter Lang, [2017]
Identifiers: LCCN 2017061495 | ISBN 9783631747155
Subjects: LCSH: Economic development--Turkey. | Social sciences--Turkey.
Classification: LCC HC492 .G56 2017 | DDC 338.9561--dc23
LC record available at https://lccn.loc.gov/2017061495

Cover Design: © Olaf Gloeckler, Atelier Platen, Friedberg

Cover Image © iStock.com/iremtastan

E-ISBN 978-3-631-74716-2 (E-PDF)
E-ISBN 978-3-631-74717-9 (EPUB)
E-ISBN 978-3-631-74718-6 (MOBI)
DOI 10.3726/ b13343

© Peter Lang GmbH
Internationaler Verlag der Wissenschaften
Frankfurt am Main 2017
All rights reserved.

Peter Lang – Frankfurt am Main · Bern · Bruxelles · New York · Oxford · Warszawa · Wien

All parts of this publication are protected by copyright. Any utilisation outside the strict limits of the copyright law, without the permission of the publisher, is forbidden and liable to prosecution. This applies in particular to reproductions, translations, microfilming, and storage and processing in electronic retrieval systems.

This publication has been peer reviewed.

www.peterlang.com

Personal Copy _ Please respect www.peterlang.com/howtoshare

Contents

Contributors 7

Birol Akgül and Zeynep Ayer
Restructuring of Manufacturing Sector Regarding Industry 4.0 11

Erol Tekin and Yasemin Hancıoğlu
The Effects of Innovation on Export Performance in Developing Countries 25

Erşan Yıldız and Naci Atalay Davutoğlu
The Effects of the Involvement of the Proprietors of Manufacturing Industry in Political and Relationship Networks on Penetrating into International Markets: A Case Study in Kayseri 39

Ahmet Coşkun and Onur Ok
Responsibilities of Accounting Vocation Members to Prevent Accounting Errors and Frauds and a Research in Uşak City 61

Göksel Karaş
The Impact of Cloud Accounting Practice on Management Accounting 81

Işıl Erem Ceylan, Fatih Ceylan and Koray Yapa
The Relationship between Bank Size and Profitability: An Investigation on Deposit Banks in Turkey 91

Aysun Kanbur and Engin Kanbur
Corporate Governance Efforts in the World: Developments and Practices in G7 Countries and Turkey 101

Naci Atalay Davutoğlu
Socio-Technical Modelling in Industry 4.0 129

Engin Kanbur and Aysun Kanbur
Acculturation as a Migration Reality: What can be Done in International Companies? 147

Nihan Yarmacı and Elbeyi Pelit
The Impact of Personality Traits on Career Barriers: A Research on Vocational Students 169

Personal Copy _ Please respect www.peterlang.com/howtoshare

Mehtap Karakoç and Eser Yeşildağ
The Financial Literacy Levels of the Students Taking Finance-based Lectures at the Schools of Applied Sciences 191

Işıl Alkan
Evaluation of Hazelnut Economy for Turkey: Policy Proposals Regarding International Competitiveness 207

Timuçin Yalçınkaya
The Tendencies in Economics in the Context of Globalization 221

Mustafa Karabacak and Ercan Bahtiyar
Economic Growth, External Debt and Inflation in Turkey: An Analysis of Cointegration Test with Structural Breaks 239

İbrahim Arslan, Selahattin Kaynak and Alan Nazar Ahmed
The Impact Macroeconomic Variables on FDI Inflows in Selected Countries: Panel-Data Model 253

Serhat Çoban
The Political Economy of the New Media Hardware: F and Q Keyboard Case 271

Mustafa Mayda
A Comparative Analysis of Printed and Online Newspaper Illustrations in Turkey in Terms of Business Management for Headline and Subheadline Design 285

Fatih Saraçoğlu and Öner Gümüş
The Role of Tax Auditing in Understanding Limits of Taxation 299

Neslihan Yılmaz
International Taxation and Aggressive Tax Planning in European Union 317

Ebru Karaş
Evaluation of Value Added Tax in Optimal Taxation Perspective 337

Sevcan Karcı
A Narration of Identity: The Case of Becoming a Woman in the Country 351

Personal Copy _ Please respect www.peterlang.com/howtoshare

Mustafa Mayda

A Comparative Analysis of Printed and Online Newspaper Illustrations in Turkey in Terms of Business Management for Headline and Subheadline Design

Abstract: Nowadays, when it is thought that the channels of reaching information and news have become varied, visual perception changes concordantly. Many new concepts such as Visual Culture, Digitalization, Digital Art, Virtual Culture, Digital Journalism, Communication Design and E-Literacy affect almost every aspect of life. Especially with the Internet, it is seen that the increase in the speed of reaching news and the consumption of news changes the way of presentation of news and affect the target mass. In this study, traditional printed newspapers and internet newspapers were tried to be analysed in terms of design discipline. It is scrutinised in the analysis tried to be discussed especially in terms of Headline and Subheading designs in what aspects the concept of design can affect visual perception of the reader.

The fact that semiotics as a discipline canalises itself through Internet and social media and promulgates itself to almost all layers of society is seen to put forward the fact that information is perceived through visual perception. This situation results in the rapid development of visual media and models together with technology. Emoji language can be seen as the most obvious output of this situation. When the subject is examined in the field of journalism, details of news or an incident whose visual quality is at the forefront, which you received as a message, has been elaborated and turned into an object in which various shapes, colours, lines, fonts and other graphical components are used in a way to attract to readers' attention. This news can now be regarded as a design product that is altogether news itself.

In this research, recent scientific techniques especially in newspaper design have been tried to be analysed through current examples and the terms in the scope of new concepts and new media systems have also been tried to be explained.

Keywords: Internet Journalism, Newspaper Design, Visual Communication Design, Digitalization, Visual Culture, Semiotics.

1 Introduction

First of all, the new order of life in which a person is bombarded visually in his daily life can be mentioned. It is seen that visual quality comes to the forefront with different and effective methods in all the areas that people come into contact

Personal Copy _ Please respect www.peterlang.com/howtoshare

with and reach. All new concepts such as visualization of knowledge, visualization of culture, visualization of news, visualization of image, and so on are a result of the fact that visual culture affects all areas of life indiscriminatingly. An emoji (visual character) or a news spot including an animation received by mobile phone is presented as a designed and designed information. When you read animated advertisements presented on digital screens or digital form of a book, all graphical elements at the point of eye contact or on the screen have become a phenomenon that enhances human visual literacy. The development of our visual literacy has changed dimension with the initiation of technology and the Internet.

Act of vision and perception of what you see seem to have transformed by the influence of digital cultures. As Arnheim says, *"the great merit of seeing is not only due to the fact that it is an extremely explicit transmission medium, but vision system also provides never-ending information about the objects and events of the external world"* (Arnheim, 2007: 34). Design shows itself to its users with different faces in all objects, spaces and visual areas touched in everyday life. Even the design of one's clothes we communicate with can become an element that determines our communication model against that person. It is seen that a person's learning action through communication model predisposes our sense organs to visual quality more and more. As the learning activity takes place with sense organs, "*we learn 1% of our learning by tasting, 1.5% of our learning by touching, 3.5% of our learning by smelling, 11% of our learning by hearing and 83% of our learning by seeing. As for the perception of information, we can keep in mind 10% of what we read, 20% of what we hear, 30% of what we see, 50% of what we see and hear, 70% of what we say and 90% of what we do during talking.*"(Sönmez, 2005: 122). In this case, it can be detected as a fact that visualization is very active in perceiving news as information. When it is thought that news becomes old very quickly especially in today's journalism in which technology is used so quickly and effectively, it can be determined that the share of design and visuality is great in perceiving the knowledge level of news at a high level by the consumer.

It is seen that transmission of news and information in the field of social media based on the Internet or traditional journalism has transformed in terms of spreading speed and depth of influence. The fact that a person passing by a newspaper vendor takes photo of a subheading he sees on a newspaper and shares it with the whole world through social media has turned into an action that can be carried out in the seconds. The fact that the user has the control during this action includes also the user as an actor in the spread of the news. One of the factors contributing to the user's being an actor in this process may also be the fact that the subheading design of the newspaper he/ she has taken photos turns into a well thought-out design product.

Personal Copy _ Please respect www.peterlang.com/howtoshare

2 Concepts and terms of journalism, design and digitalization

2.1 Communication

Communication as a concept can be defined as a concept that affects all disciplines in terms of its scope and shapes the relationship between human nature and the external world. It is seen that a person's seeing, hearing, touching and performing many sensory actions in relation to the environment are effective in shaping the communication model. It is seen that the concept of communication has many definitions in terms of the disciplines it correlates with. According to Rigel, *"Communication is sending information by benefitting from an environment. When examined on a person basis, it is the system of analysing the messages that the individual receives from his / her mental and emotional environment and developing new thoughts and behaviours according to these messages. The basic elements of process in the communication between people are message, source and consumer of the message."*(Rigel, 2000: 145). According to this definition, communication from first humans until now can be seen as a concept that shapes the human being as an individual and integrates it in terms of physical, social and cultural. When the concept is examined in terms of word root, it is understood that it is derived from the word 'communis' in Latin. The meaning of communication is met with the word 'communication' in Turkish. These approaches show the concept in such a position showing as a relationship between the human being and the environment and a sign of socialization (Çakmak, 2014).

2.2 News

In the digital age of the 21st century, it is seen that the speed of reaching news and spreading speed of news has improved very much with the help of technology. The transformation of societies and cultures is further accelerated by the impact of globalization. The shortening of the distance between the news and the consumer leads to redefining the news as a concept. As a conceptual definition, *"News is to reconstruct the reality to improve and transform the knowledge and interest of society in accordance with the structure, technology, and ideology of the media organisation to be published fictitiously. News is such a communicative structure that editing it formally is easier than defining and conceptualizing it due to the multi-layered structure it contains."* (Rigel, 2000: 177). When the concept of news is thought together with the communication tools of today, it is seen a different statement. A news piece from your e-mail or a news message you see on your mobile when you wake up in the morning is another matter that needs to be

Personal Copy _ Please respect www.peterlang.com/howtoshare

analysed how it affects your motive to receive news. If it is thought that a person is exposed to news from various channels throughout the day, it may be easier to identify the change in the way news is consumed.

2.3 Headlines

Headline in the field of journalism is seen as one of the important sections on the main page in newspaper design. In general, the headline is defined as a section which is designed together with a big font size and a large picture-photograph under the newspaper logo. The level of importance of news given in the headline is among the high-level news. The reason why the headline is in big font size and the graphic elements used in the position are used aggressively may be to attract attention from the reader.

It is seen that the column width of the headline section is usually between 5 and 9 columns. The number of column can be set by the picture or photograph to be used in the headline. The headline design model (vertical and horizontal) preferred by the newspaper designer plays a role in the dimensioning and positioning of the headline section. It is seen that the titles are generally written in big and thick font sizes. In traditional newspapers, sizes may vary from 120p to 400p depending on the design style of the newspaper (Elpen, 2017). It is seen that elements such as colour, line, size, frame, positioning used in headline design are important in determining the newsworthiness and attention level of the news. "*One thing that has been known for years is that the news on the folding line on the first page is read more than the news below. The reason for this is the fact that it is ensured that the news is given in a striking way to attract the attention of people, though the news itself may be also important.*"(Rigel, 1995: 39).

2.4 Subheading

It can be considered on the main page of the newspaper that the section with the highest impact value is the headline section. Whether it is a printed newspaper or a digital newspaper, it is seen in various studies that the headline's level of affecting readers is always high. This situation can be explained by the fact that the headline is positioned at the top of the main page and that the headline of sensational news is presented most strikingly to the reader. When the elements that constitute the effect are analysed, it is seen that a visual perception in a way from the left to the right (except for the Arabic newspapers etc.), and from the top to the bottom is discussed when it comes to the following with eyes. When subheading section is analysed in terms of positioning, it is seen that it is designed as a section where important news is presented with thick and striking

Personal Copy _ Please respect www.peterlang.com/howtoshare

fonts at an average height of 8–10 cm (for printed newspapers) from the top. Until the middle of the 1980's, especially in Turkey, the use of subheading seems not to be very common. But then it is seen that many journalists have used subheadings very intensively (Elpen, 2017). Since the headlines and the subheading sections consist of the main headings on the main page, it is seen that the functions of the headings become important in newspaper design. In this sense, the functions and features of the titles can be specified as 'to attract the attention of readers', 'to give a summary of the incident', 'to determine the degree of importance among the incidents' and 'to make the newspaper attractive to the reader' (MEGEP, 2008).

2.5 Design

According to Heskett's definition, "*design can be defined as a person-specific talent which avails to form and constitute our environment, to serve our needs and to give meaning to our lives from the ways in which there is no example in the nature when we extract.*" (Heskett, 2013: 15). According to this definition, it can be said that design concerns people everywhere in life. It can be determined that the concept of design acts in common with the concept of communication at many points. It is seen clearly that the design moves towards a goal with its communicative and functional way (Barnard, 2010: 31). Design is divided into several subtitles when it is regarded both as an art form and as a communication language. According to another definition, design is that "*nowadays, the concept of design is used in many areas of our lives. In a general sense, it can be defined as the process of turning ideas or forms occurring as a result of a creativity process in the human mind into the objects that serve the real world.*" (Kızıl, 2013: 9). The area tried to be analysed in this study can be evaluated within the scope of the concept of visual communication design.

When visual communication design is considered with aesthetic concerns, it is seen as an art branch, and when it is examined technically, it is seen in a position approaching a communication model. Especially in the field of newspaper design, technical aspects of the job are seen to predominate. The sub-components such as point, line, texture, form, tone, area, measure, direction, colour, balance, integrity, symmetry-asymmetry, contrast, rhythm, motion and repetition constituting the technical direction of the design process emerge as the tools used in the newspaper design process (Küçük, 2013: 15–23).

2.6 Semiotics

"Semiotics or semiology, with its most general and well-known definition, is the science that examines indicators and indicator systems. However, this definition

Personal Copy _ Please respect www.peterlang.com/howtoshare

is a definition based on the subject that semiotics handles. We can also define the semiotics according to the method it uses. Accordingly, semiotics is a science that applies linguistic methods to objects and attempts to describe everything by expressing (games, gestures, facial expressions, religious ceremonies, literary works, musical pieces etc.) and transforming all non-linguistic phenomena into language metaphor." (Dervişcemaloğlu, 2017). In terms of communication design, it can be seen as one of the most important of the communication codes in Günay's approach "*When collective common values are mentioned, it is also stated that society should have a common communication code. Living together means having some common values and sharing these values. A communication environment is required to use these values together, as well.*" (Günay, & Parsa, 2012: 11).

2.7 Visual culture

Rapid changes and diversification of consumer habits in the world can be seen as the most fundamental factors in the formation of perception that everything can be consumed. Visual quality has a considerable share in the development of this perception. Sales and marketing policies based on visual quality lead to the provision of almost anything to target group glamorously. In the act of acquiring information, the presentation of the information by using visuality has provided that the concept of 'visual literacy' came to the fore. Along with the concept of visual literacy, different approaches can come into question. As different types of literacy, it is seen that a variety of different types of literacy such as media literacy, cultural literacy, digital literacy, social literacy, environmental literacy and visual literacy emerges (Alpan, 2008). Along with the concept of visual literacy, different approaches can come into question. As different types of literacy, it is seen that a variety of different types of literacy such as media literacy, cultural literacy, digital literacy, social literacy, environmental literacy and visual literacy emerges (Alpan, 2008). In the visual culture, "*The concept of visual literacy has begun to be heard in developed countries in the mid-1960s. Even though the name of this concept is contemporary, it is difficult to say that it is new as a thought. Some antique age thinkers preferred various images for visual communication.*" (Alpan, 2008: 76). Nowadays, it is possible to see the term "ocularcentrism" based on visuality in all areas of life (Rose, 2001: 7). "*In general, gravity is considered as a force that forces and directs physical or mathematical objects. Similarly, visual attraction is related to the perception of spatial forces. The concept of visual attraction is one of the most important elements in visualizing relations such as physical and geometric properties. Accordingly, some cognitive linguistic researchers have tried to understand perceptions by using the conceptual tools of geometry in a space mentally*" (Onursoy, 2017: 21).

Personal Copy _ Please respect www.peterlang.com/howtoshare

2.8 Digitalization

In these years when the world passed from the third industrial revolution to the fourth industrial revolution, digitization emerges as a dominant concept. When entered inside the door of the virtual world, it is inevitable for a person to go through a very different paradigm shift in every field and discipline from the thought system to the communication model. When examined the meaning added by Internet to our life and the way it shapes our way of life, it can be said that the Internet is one of the breakthroughs after revolution. After that, the world is no longer the old world. Human being is not also the same old human being. As Jarvis, the author of the book 'What would Google do?', said, "*Give the control to people, let us use it. If you do not, you will lose us. This is the most basic rule of the new age. In the past, powerful corporations, institutions or governments believed that they had the control, and so it was. Not anymore. Now the internet allows us to talk to people all around the world, to organize ourselves, to acquire knowledge and disseminate it, to challenge the old rules and regain control.*" (Jarvis, 2010: 21).

The change that the Internet has made in our way of thinking can cause the communication systems to be redesigned from a sociological point of view. The world of science, especially social scientists approach internet from a very different angle. Writers such as Pierre Levy and McLuhan express an opinion positively and defend the opinion that Internet will improve democracy and increase social welfare. Philosophers such as Alain Finkielkraut and Paul Virilio see the Internet as a threat (Tarcan, 2005: 3). Considering that the Internet was first established in 1970 by the US Department of Defence as its own inter-computer communication network, the greatness of the position of technology in human history can be better understood in terms of its current situation and scope (Bölükbaş, 2005: 13).

2.9 Internet journalism

The Internet seems to have caused the rise of new species and a huge change in the world of media. The internet can be seen as a complicated platform in terms of reaching, storing, changing, directing and publishing the news (Aktas, 2007). It is also a fact that the culture of newspaper reading and habits have changed or converted due to the actions mentioned above. Nowadays, while alphabetic literacy rates are evaluated especially in developing countries, artistic integration of computer literacy is now being discussed in developed countries (Hubbard, 1985). In this case, it can be said that reaching and consuming the news through the digital platforms with the effect of the visual culture also becomes directly proportional

Personal Copy _ Please respect www.peterlang.com/howtoshare

to the level of your visual literacy. How you perceive news that you see on a platform, the reaction you give and the management of the next process are all in your control. It can be considered that the act of informing is now defined as a 'dialogue process'. "*If we need to define the reading process in traditional texts as monologues, this situation in electronic texts becomes a dialogue*." (Günay & Parsa, 2012: 171). In the abstract, internet journalism is defined as the presentation of information to people through the internet in various digital media. It is seen that internet journalism, which is defined as news service, digital newspaper, or virtual newspaper opened on the internet in a way, include some technical possibilities. These are 'communication of news and photographs', 'being an information source', 'news source', 'news itself', 'communication', 'discussion platform', 'publishing platform of news', and 'internet technology in the working process' (Korkmaz, 2009).

It is seen that Internet journalism is different from traditional journalism in certain points. As a matter of fact, what matters is that both types of news are delivered quickly and effectively to the target group. However, it was determined that they have differences in terms of methods, style, communication tools, visual design techniques and publishing model. In Internet journalism, the role of news consumer is more important. When the subject is handled especially in Turkey, the level of printed newspaper circulation is low. However, it seems that the internet newspaper has reached more expeditiously to the very different target groups in the society. Especially, it can be predicted that social media is an important contributor to Internet journalism. The increase in the rate of news dissemination with social media is somewhat uncontrolled in many settings. After publishing the news in the virtual world, it can be said that the control is passed to the consumer who controls the process. Design and visuality in the way of presenting the news in Internet newspaper can be seen as the most effective elements. When designing news on the Internet newspaper, it is observed that more intense digital techniques and styles are used especially in headline and subheading designs, in contrast to printed newspapers.

3 Comparison of headline and subheading design on printed and internet newspaper samples

The analysis we will attempt to convey through the newspaper examples below is a comparison of the printed newspaper and the Internet newspaper in terms of design elements. The focus areas here will be the headlines and the subheading sections. The examples analysed are the newspapers in the kind of "mass newspaper". The printed newspapers and Internet newspapers in the example are of the same date.

Personal Copy _ Please respect www.peterlang.com/howtoshare

Example:



Printed Newspaper



Online Newspaper

The newspapers whose pictures are indicated in the examples are the current newspapers operating in Turkey and it is envisaged that the readers' profiles are various. A comparative analysis can be initiated by first determining the structural differences between the printed newspaper and the Internet newspaper.

Printed newspapers are usually printed in four colours on a sheet of paper close to a light grey colour in printing house. What corresponds to this situation can be thought as a digital screen made of glass. This could be a mobile phone screen or a computer screen. When considered that the print quality of printed newspaper is very important, this situation in Internet newspaper comes out as the resolution level of the screen and the level of the screen light. One of the biggest structural differences between the two newspapers is that the printed newspaper is static and the Internet newspaper is very dynamic with instant updating. In the digital age when everything is accelerating, this can be seen as an advantage for the Internet newspaper. It seems that Internet newspapers have the chances to present the news and keep them up-to-date. In this sense, it can be thought that the printed newspaper remains very traditional and maintained as a habit. Another structural difference is the speed of obsolescence. The news in printed newspaper is published and presented to the reader. After this step, it seems technically difficult to transfer a second up-to-date information about the news. But a second or even third development about a news in the Internet

Personal Copy _ Please respect www.peterlang.com/howtoshare

newspaper can be presented to readers immediately during the day. This can be seen as an action that changes the scope and the target mass of the news. One of the other structural differences is that printed newspapers consist of a variety of supplements. These supplements are usually presented in four colours on separate paper as printing presses. These supplements can be printed with names such as Sunday supplement, puzzle supplement, art supplement, sports supplement, etc. in order to reach different target groups and increase circulation. In the Internet newspaper, supplements are available on the main page as titles with logo or spot (title details). Another element that can be added as a structural difference is the ads on the main page. It can be seen that there are many types of advertisements available on the main page.

When started from the top for the subheadings design, it can be seen that the subheading is one of the most important parts on the main page. Sometimes, subheading is not preferred in printed newspapers. Instead, sub-headlines whose number depends on the news content are used. This news is generally supported by pictures and photographs and are presented in titles with medium sized font. When subheading presentation is preferred, a presentation is made with big and striking titles according to the level of importance of the news. The positioning of the subheading in the printed newspaper is a very important point. It can be thought that it is much easier to perceive particularly a news item that lies on the upper section of folding line or widely on the logo in a newspaper folded in a newspaper rack in a newspaper flier. When it comes to positioning the headline, the folding line can divide the headline and can often prevent it from being understood.

It is seen that subheadings are usually offered as four or five in Internet newspaper. The size of this number may increase or decrease depending on the update of the news and the duration of staying on the screen. At this point, it can be said that the subheadings constantly change over a certain period of time or they are preferred over the control of the user. As you can see in the examples, the titles of subheading can be presented with larger font sizes and more vibrant colours. It can be said that this situation arises from the fact that the elements such as colour, line, text, or texture used in the design are printed in printing machine; hence, they look differently on paper and look more differently on the high-resolution light-brilliant display. In printed newspapers, it is seen that the subheadings are generally positioned in the inverted 'L' shape starting from the upper left corner to the right. It is seen that the use of a single left column from top to bottom in the main page is generally not preferred. When it comes to Internet newspaper, the advertisement can be placed on the left column as you can see in the example. It is seen that Internet newspapers have various advantages in

Personal Copy _ Please respect www.peterlang.com/howtoshare

subheading design. As you can see in the example, it is seen that a newsflash can be placed in the form of a scrolling text on the subheading while sections of the newspaper or buttons of newspaper supplements can also be placed. This situation suggests that the external lines of the main page in Internet newspaper can be used more flexibly. Besides, sub-news can be placed under or right side of the subheading in Internet newspaper. This flexibility proves that Internet newspaper has more freedom to make changes to the horizontal and vertical positioning of news boxes while designing.

When the examples are discussed in terms of headline design, it is seen that the headline of the printed newspaper is generally positioned in a segment under the logo. When it comes to Internet newspapers, the headline section is usually in a position at the centre of the screen. It should be stated here that the name and logo of the newspaper are presented over of centre of the printed newspaper with big font size and generally left aligned. For the Internet newspaper, the name and logo are small in size and generally positioned at the top left corner of the page. The technical reason for this can be explained as the effort to open more space to the news boxes in order to give particular importance to the visuality of the Internet newspaper. In the headline design, the title in the printed newspaper is generally given with big font sizes over a picture, a detail spot is placed under the title, and the content of the news is generally presented with sub-titles over a picture under the detail spot. In the Internet newspaper, the title is presented widely over a picture as a main topic and sometimes as a detail spot depending on the content of the news. With this structuring, the general style of presenting news on the Internet newspaper can be described as the design of the main title with the visual in synchronism. When a reader clicks on the headline or the picture awakening his/her interest, he/she can read all the details of the news on a new page, which opens on the screen. This can also be seen as a factor affecting the circulation speed of the news in the newspaper.

In the headline design, while other news boxes can be placed to the right and below the headline in the printed newspaper, it is seen that the areas around the headline can be used more efficiently in the Internet newspaper. On the right side of the headline in the Internet newspaper, especially sports news and magazine news are seen to have been positioned in recent years. The news in this section may be moving or preferential again. Moreover, in the Internet newspaper, the authors can also provide information such as newsflash, stock market news or weather conditions news. It can be seen that the information other than the author section cannot be used very efficiently in printed newspapers. This situation can be explained by the fact that news or information, such as stock market, weather, newsflash has a variable structure that needs updating.

Personal Copy _ Please respect www.peterlang.com/howtoshare

4 Conclusion

It has been determined that there are many differences between the headline and subheadings presentations in terms of design in printed and Internet newspaper. With the culture of technology and digitalization, it has been analysed that the habits of reading newspapers and the way of getting news quickly has changed in favour of the Internet newspaper.

It has been determined that means of communication are diversified and an individual-centred understanding is spreading when it comes to the obtainment of information. This situation is an approach that prioritizes individuality in almost every area and brings service-specific service provision one step further. All these developments enable the diversification of the communication models of the new generation and the conversion of information into a form of design product.

It was tried to put forward in the analysis conducted that the headline and the subheadings in the newspaper design have improved in terms of the design style and techniques depending on the target mass, general publication policy of the newspaper, and technological developments. It is envisaged that design will play a more effective role in the models of obtainment information and news in the future considering its position in human life.

References

Aktaş, C. (2007). *The Internet Brings Innovation to the Field of Journalism,* http://dergipark.gov.tr/download/article-file/177921 (05.08.2017).

Alpan, G. (2008). "Visual Literacy and Instructional Technology", *Yüzüncü Yıl University Journal of Education Faculty*, 5 (2): 74–102.

Arnheim, R. (2007). "Visual Thinking", (Trans.) Öğdül, R., İstanbul: Metis Publications.

Barnard, M. (2010). "Art, Design and Visual Culture", (Trans.) Korkmaz, G., Ankara: Ütopya Publications.

Bölükbaş, K. (2005). *Internet and Society*, Ankara: Anı Publications. p. 13.

Çakmak, V. (2014). *The Effect of Communication Apprehension on the Use of Social Media: A Case study on University Students,* Unpublished PhD Thesis, Konya: T.C. Selçuk University Institute of Social Sciences.

Dervişcemaloğlu, B. (2017). *Semiotics*, http://www.ege-edebiyat.org/docs/493.pdf (04.08.2017).

Elpen, L. (2017). *Basic Concepts for Designing the First Page of the Journal,* http://www.grafikerler.net/gazetenin-birinci-sayfasini-tasarlamak-icin-temel-kavramlar-t56346.html (06.08.2017).

Personal Copy _ Please respect www.peterlang.com/howtoshare

Günay, D, & Parsa, A. (2012). *Visual Semantics*, İstanbul: Es Publications.

Heskett, J. (2013). "Design", (Trans.) Uzun, E., Ankara: Culture Library.

Hubbard, G. (1985). "Computer Literacy and the Art Program", *Art Education*, 38(March 85): 15–18.

Jarvis, J. (2010), "What Would Google Do?", (Trans.) İnan, G., İstanbul: Medicat Books.

Kızıl, Ö. (2013). *Importance of Graphic Design in Effective Newspaper Page,* Master's Thesis, İstanbul: T.C. İstanbul Arel University Institute of Social Sciences.

Korkmaz, A. (2009). "The Influence of Internet Journalism on Public Opinion", *Erciyes University Faculty of Communication Sciences Akademia Magazine*, 6–19.

Küçük, B. (2013). *An Analysis of Artistic and Cultural Posters in Terms of Visual Communication Design: International Istanbul Jazz Festival Posters,* Published Master's Thesis, İstanbul: T.C. İstanbul Kültür University Institute of Social Sciences.

MEGEP. (2008). Strengthening Vocational Education and Training System, *Layout of Journalism Field Layout*, http://www.megep.meb.gov.tr/mte_program_modul/moduller_pdf/Mizanpaj%20Tasla%C4%9F%C4%B1.pdf (05.08.2017).

Onursoy, S. (2017). "Visual Attraction in Newspaper Design: An Eye-Tracking Study", *Anadolu University Faculty of Communication Sciences International Refereed Magazine*, 25 (3): 20–29.

Rigel, N. (1995). *News Child and Violence*, İstanbul: Der Publications.

Rigel, N. (2000). *News in Message Design*, İstanbul: Der Publications.

Rose, G. (2001). *Visual Methodologies*, London: Sage Publications.

Sönmez, Ö. (2005). *L'Enseignement de la Culture-Civilisation Française dans les Manuels Scolaries Utilisés en Tuquie*, Master's Thesis, Nantes: Université de Nantes.

Tarcan, A. (2005). *Internet and Society*, Ankara: Anı Publications. p. 3.

Personal Copy _ Please respect www.peterlang.com/howtoshare