The Construction of Turkish Identity with The Success of Turkish Origin Scientists during COVID-19 Pandemic

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ABSTRACT

It is aimed to make out how the media that reshapes the societies with the discourses affects the construction of Turkish identity that is influenced by the Turkish origin scientists' worldwide success about coronavirus pandemic. By studying the news and images, it is purposed to analyze whether the otherization of Turkey that is generally established with different kinds of many bad images, expressions from past to now is still keeping alive with all the images, discourses, expressions in the media. It is aimed to analyze if there is a different point of view in Germany with successful Turkish origin scientists who are being hope for all the world in the process of coronavirus pandemic. The aim of this study is to demonstrate how Turkey is described after the contribution of the Turkish origin scientists to the world about coronavirus, by examinig the news about Turkey in Der Spiegel International (Germany) throughout four months (October, November, December in 2020 and January in 2021) with using the discourse analysis method.

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COVID- 19 Pandemisi Sürecinde Türk Kökenli Bilim İnsanlarının Başarısıyla Birlikte İnşa Edilen Türk Kimliği

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ÖZ

Bu çalışmada, toplumlara yön veren ve yeniden şekillendiren medyanın, söylemleri aracığıyla Türk kökenli bilim insanlarının COVID-19 pandemisi ile ilgili dünya çapında elde ettikleri başarının etkisiyle Türk kimliğini nasıl inşa ettiklerinin ortaya çıkarılması hedeflenmektedir. Türkiye ile ilgili haber ve imgeler inceleyerek, genel olarak geçmişten günümüze, farklı birçok kötü imge ve ifadeyle aktarılan Türkiye'nin ötekileştirilmesi tutumunun; medyada kullanılan söylem, ifade ve imajlarla hala geçerli olup olmadığının ve bu tutumun COVID-19 sürecinde tüm dünyada umut olan başarılı Türk kökenli bilim insanları ile farklı bir boyut kazanıp, kazanmadığının analiz edilmesi amaçlanmaktadır. Bu çalışmanın amacı, genel olarak imajlarla olumsuz bir şekilde oluşturulan Türkiye algısının, Türk kökenli bilim insanlarının COVID-19 pandemisi ile ilgili dünyaya yaptıkları katkıdan sonra nasıl aktarıldığının, Der Spiegel International (Almanya) gazetesinin dört ay (Ekim, Kasım, Aralık 2020 ve Ocak 2021) süreyle, Türkiye ve bu konu hakkındaki haberlerin söylem analizi yöntemi ile incelenmesi sonucunda ortaya çıkarılmasıdır.

Anahtar Kelimeler: Türkiye, COVID-19 Pandemisi, Der Spiegel, Almanya, Medya Manipülasyonu

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INTRODUCTION

In this study, it is possible to see the reconstruction of Turkish Image and the general perception of German press about Turkey, in the process of coronavirus pandemic, by analyzing the news about Turkey. The aim of this study is to demonstrate how Turkey is described in Der Spiegel International (Germany) after the success of Turkish scientists, by examinig the news about Turkey with using the discourse analysis. Because, from past to now, in many discourses of foreign press, many bad images, phrases about Turkey, such as 'cruel, wild, violent' are used in different coutries' historical sources, written texts and Turkey is reflected as an 'other' and a symbol of 'a common enemy'. It is aimed to understand how the manipulation about a country is done and the general perception about a country in the process of coronavirus pandemic is established with the discourses and expressions in the media, in the study of "The Construction of Turkish Identity with The Success of Turkish Origin Scientists in COVID-19 Pandemic Process." It will be studied, according to Van Dijk's theory of discourse analysis, which is based on two basic analysis as "macro and micro structure". In this way, how Turkey is transferred to society in the foreign press, how Turkish identity in the news texts is established and how "the ideological perspective" of the analyzed texts is reflected are going to be understood.

The analysis of news texts, in which reality is reconstructed through "language and discourse" with discourse analysis method is very significant in terms of explaining the explicit and implicit meanings of the discourses, used in the news about Turkey and Turkish scientists. News texts are going to be examined to see what kind of messages are used in order to manipulate the societies about Turkey. It can be expressed that the role and functions of the media is controlling, directing and shaping the power centers of the masses, according to their interests and expectations, by mainly manipulating with their discourses.

BACKGROUND OF THE STUDY

The Media Manipulation and Reality

Media manipulation has a function that enables all other policy tools to be effective on the masses. Emphasizing the manipulative aspect of media tools, Burton states that the main strength of the media lies in the fact that it can shape people's worldviews and become the main source of their

thoughts and ideas. The acquisition of knowledge and opinion formation about most of the events that take place in the world are largely based on press reports, shared by billions of people (Burton, 1995, p. 14). Media institutions reconstruct reality, by constructing discourses. In other words, media institutions are also affected by opinions and thoughts in reporting and this causes the news to be subjective, unbalanced and biased (Hall, 1981, p. 272-273). Media is the most important tool that enables the individual to get information from the outside world. One sees, recognizes and learns the outside world through the media. The source of the information that reaches the individual shapes the people's view of the world and makes sense of the outside world through the reality. Perception is the whole of the physical, neurological and cognitive processes that start with the individual's receiving stimuli from the inner or outer environment through his sensory organs or through his senses. In other words, it is the process of making sense of what is happening around the person. Perceptions are shaped by a person's past or new knowledge. So, it can be said that perception is directly related to personality. According to social psychologists, structural and functional factors determine perception. Perception is not only related to the outside world and social environment, but also to the psychological accumulation, experiences and values. Human realities, perceptions, the values, beliefs and culture of the individual are shaped by what they learn, as a result of life experiences. So, perceptions of individuals are often affected by their expectations, desires and needs. There are many definitions of the concept of reality. The concept of reality refers to all the things that exist as real (Türk, 2014, p. 2-3). Media is one of the platforms where the fact of reality is most discussed, because individuals compare what they see here with their own perceptions, experiences in order to reach the truth. Advances in mass communication technology make life easier; but it also make difficult to distinguish between reality and illusion. In democracies, in addition to the legislative, executive and judiciary power, media is accepted as the "fourth power". Media has a large share in raising the target audience, in cultural transmission, in finding answers to problems, in developing an attitude. The media is able to mobilize the masses instantly and to put a desired subject or person at the top of the agenda. Although, there is often no link between the news text and the visual material associated with the content, the viewer associates these two elements and believes. Seçil Utma (2018), in her article "Psychological Power of Media in the Digital Age: A Theoretical Evaluation from Perception Management Perspective", examines media reality in three different dimensions. These appear as original, presentational and perceptual reality. Original reality is

the complete situation of the event published as news in the media. In other words, there is no manufacturer's interpretation and fiction; as the journalist personally has witnessed and observed the incident (Utma, 2018, p. 2-5). What is expected from the journalist is to convey the reality. When the original reality is commented, the news and the truth is transmitted from the window of the author. The news may be related to the reality, but it has been fictionalized, reshaped and lost its authenticity.

As the use of mass media, social media, radio, television and newspapers icrease day by day, the communication process is also accelerated. The opportunity to be informed about the developments in the world in a very short time has been provided through the mass media. This development of communication technologies and media has also brought certain problems. The fact that the media, which is known as the fourth power after the legislature, executive and judiciary, has a great share in raising its target audience, in cultural transmission, in finding answers to problems, in developing an attitude. According to Baudrillard (2000), the mass accepts the message given to them without question. According to him, the critical side of the message is destroyed by the mass media. Thus, popular culture, which is a product of the culture industry, leads individuals to identify with the typical patterns and models of society (Baudrillard, 2004, p. 129-132). The ability of the media to dictate how people will think about which topic has led to the blurring of the line between the consumer's "real" and "ideal", which is also defined by the media. With the widespread use of new communication technologies and social media as a result of this, the media consumer has been exposed to messages about what the "ideal" should be through platforms, operating on televisions and internet. In the 19th century, the main subject of sociology was the birth and functioning of bourgeois society. Scientists such as Durkheim, Tönnies, Gustave Le Bon were trying to understand the masses in the new society that emerged with the industrial revolution. These masses were seen as a destructive force as isolated, alienated beings. It was thought that the mass media had a great power of persuasion on a mass of such individuals. The reason for this can be shown as the organization of the masses in the period from the end of the 19 th century. Especially in Nazi Germany, the use of radio as the primary propaganda tool is the first example. These events led to the development of an opinion that propaganda is a very powerful tool in directing the masses. Harold Laswell stated that, instead of using only physical force, political power is formed through mass media. Laswell's approach was based on the view that the mass media was used for propaganda and thus affected the public. Economic and political power could direct these people, by

using mass media (Mutlu, 1998, p. 211). In the "Two-Stage Flow" Model Berelson and Lazarsfeld, with their research, determined that mass media were not very powerful, especially in the presidential elections between 1940 and 1948. Especially the researches revealed that the election campaigns in the media did not have a direct effect on the voting behavior of the people. Berelson and Lazarsfeld (1948) examined the role of interpersonal communication as mediating the influence of media on viewers. According to the findings of the research, opinion leaders are not from the higher part of the population, but from the same social segment with the people that they influence. This finding showed that this behavior was also valid in the decision-making process of individuals (Lazarsfeld, 1948). The basic idea of the two-stage eyebrow theory is this; opinion leaders reform and interpret the messages by interpreting the information coming from the mass media. The effectiveness of the opinion leader is directly related to being seen as a safe and respected person in the society. Media messages reach people through interpersonal relationships. Marshall McLuhan, who pioneered the view that the media created a new reality says that in the electronic age, social and business life have been gradually separated from each other. According to McLuhan, the disappearance of spatial boundaries, especially with the widespread use of television in homes have changed the social experience of time and space (McLuhan, 1967, p. 123-127).

Media tools carried out in this way also serve as propaganda, by acting in the direction of some ideas in the society. In addition, this propaganda of the media draws people and people's attention in the desired direction. When the media's choices, emphasis and disregard are analyzed from this perspective, this function of the media can be understood. The most important of the media's main tasks is propaganda. Mass media serve as a system that transmits messages to the general population. The duty of the media is to entertain, report, inform and to impose the values, beliefs and codes. The media's fulfillment of this role requires a systematic propaganda (Erdoğan, 2001, p. 346-347). However, media texts also serve the dominant power through all kinds of discourses that they use. Because, linguistic patterns, used in media texts also includes power patterns, hierarchies and dominant thinking system.

In this study, the discourses of the news are analyzed to understand how they create Turkish image and reflect the news about Turkey. Because, the ideological structure of a society about a subject or a person is reflected through "language" and in this sense, "language" is instrumentalized and functions as the windows of societies. The news are not independent of opinions and thoughts, so they

can not be objective, balanced and impartial. Media institutions also operate in line with these defined trends. In other words, media institutions are also affected by opinions and thoughts in reporting and this causes the news to be subjective, unbalanced and biased (Hall, 1981, p. 272-273). For this reason, all kinds of messages in the media are encoded with certain meanings. This coding process is also influenced by the decision phase of the dominant power in determining the ideology of the discourses. is, discourse in a sense has a manipulating effect, depending on the context and environment in which it is used. Because, the dominant ideology reaches every layer of society through discourses and ensures that their thoughts are accepted by taking their minds under control.

The Concept of Identity and The Otherization of Turkey

The concept of "identity" which is attempted to make out as a field of study in various analysis is going to be handled in this study, according to the Turkish identity and otherization of Turkey. The identity, which is studied with a different dimension with each passing day, emerges as a subject that is highly discussed and still not be able to fully agreed on. The scope and the content of the identity, which is accepted and perceived from different perspectives in every society are still discussed. First, in its most general form, the concept of identity demonstrates who a person is or more precisely what are the characteristics of himself/herself. That's to say, the concept of identity is our main reference point that we organize and evaluate our relationships with the world, past, future and other people. Identity is the most subjective existence of man. Bilgin, defines identity as a person or group defining himself and positioning himself among other persons and groups. The concept of identity can be described as a person's definition of himself as that person on a psychological level. Here, identity includes the various representations (opinions, definitions, images, information, etc.) that we have about ourselves. Hence, identity is an expression of human self-understanding (Bilgin, 2007, p.78). The identity of a person starts to be constructed with the self knowledge process, although it continuously gains a new sides and meanings. But, it is debated whether other individuals in the society recognize the identity and if so, to what extent they recognize it. Groups that are involved in discussions about identity are mainly groups with different society, religion, race and culture. There are two different approaches about the identity concept, as the essentialist and the constructionist. As for those who adopt the essentialist understanding, identity is the expression of a substance, whereas according to the constructivist

approach, identity has no substantial reality. Because, for them, identity is a product of construction. However, the point that is agreed upon in the field of social sciences today is the idea that identity is established with a cultural-historical-social construction (Bilgin, 2007, p.78). It is seen that everything in society is built and realities exist. In this study, the identity will be evaluated with a constructivist approach, because it is reconstructed according to the conditions and requirements of the time. The constructivist approach that is used in this analysis is an approach that studies how people continuously and actively contribute to the formation of this world, rather than adapting to an existing world before them. According to this approach, society is a built reality. Individuals participates in the construction of reality. Therefore, it is aimed to find an answer to the question of whether Turkish image in Germany is varied and improved with the success of Turkish scientists. As a result of the fact that the expressions and images, used by society will have a guiding function, the constructivist approach argues that individuals continuously and actively contribute to the formation of world. As it is seen, societies constructs reality and individuals participates in the construction of reality. The anthropological perspective sees identity construction as the problem of all societies and all times, as when it is investigated in history of world, it is possible to find examples of the opposition between us and the other. That is, this phenomenon is an all the time reality. Therefore, the anthropological perspective sees identity construction as the problem of all times. When the distinction is made between us and the other, the basic image of the other is to be bad and immoral. In other words, identity is defined as construction that is carried out according to the arbitrary demands of individuals. In addition, stigmatization of people is another important factor in identity construction. Stigma is the disclosure of some characteristics of a person so that they can be seen by others. Stigma plays a big role in identity construction. Özdemir (2015), in the work, titled "The Image of Turkish Women Built in the German Press" analyzed the Turkish identity in Der Spiegel International (Germany) during the months of "July, August, September, October, November and December" in order to understand how the image of Turkish women in the German press is built in the globalizing world. It is evaluated according to Van Dijk's discourse analysis theory. About Turkey and Turkish women, in the newspaper of Spiegel Online International (Germany), "3 negative and 0 positive and 0 neutral" , totaling "3" news has been reached and as it can be seen from these data, Turkish woman image is completely built with a negative image. As a result of this evaluation, it is witnessed that the discussed newspaper Spiegel Online International (Germany) tries to reflect the

Turkish woman in a very negative way. In this study, it is seen that Turkish women are generally depicted as "people who are subjected to male violence, can not stand on their own feet, can not make a decision with their free expression" and are often humiliated (Özdemir, 2015, p. 86).

When a general analysis is done from past to now, various otherization attitutes are observed in the world. For Example, German professor of theology, priest, author Luther defined Turks as external enemies, by showing Turks as "the source of evils in the East". In addition, Luther, who is completely anti-Turkish, claimed that the Turkish threat was a divine whip on Christians (Toynbee, 2003, p. 52). Luther, in his religious advice titled "Von Kriege wider den Türken, Heerpredikt wider den Türken" in 1529 and "Vermahnung zum Gebet wider den Türken" in 1541, refers to Turks as "the whip of the God" and "the devil" that are sent by God to punish Christians (Burçoğlu, 2003, p. 16). So, according to him, the Turks were sent only to punish the Christian world. For this reason, the word "Turk", which symbolizes fear and barbarism in German, especially in Luther's discourses was also defined as "the punishment of God and the servant of the devil" in some religious songs. As Christians sinned, God punished them through the Turks (Kula, 1993, p. 72-77). Martin Luther was one of the important names who alienated Turks in terms of religion. Because, Luther started a war against the Turks, by declaring Turks as the "common enemy" of the whole Christian world. Luther who was totally an enemy of Turks, hated Turks so much. He often said the expression that "I would fight against the Turks and their gods until I die." Hegel, the German philosopher is also famous for his negative judgements against the Turks. According to the perception of this thinker, the power of the Turks is based on conquests and vulgar Turks "have no mind." In other words, Turks need the minds of others, because they have no mind of their own. French-born, Protestant Francis de La Noue, in his work Politicke and Militarie Discourses of the Lord La Noue (1589) claimed that the Turks had to fight against them, even if it was God's wrath. According to him, Turks are the common enemy of Christians (Çırakman, 2001, p. 33). In the works of the Italian writer, Diego de Haedo, the Turks were defined as "greedy, tyrannical and very arrogant people." Haedo said that their only goal as a nation was to seize the wealth of the West and to harm Christians as much as possible. According to him, Turk was synonymous with evil, betrayal, violence, theft and cruelty (Toledo, 2005, p. 270). As it is understood, Turkish identity is directly reflected as "the enemy" and it is aimed to reinforce hostile attitudes towards Turkish identity.

In the study of "The Evaluation of The Turkish Image That is Constructed in The Globalized World in The Foreign Press", Özdemir (2012) evaluates the news and images about Turkey during six months, in order to make out the position of Turkey that is affected by the changes with the globalization. The aim of this study is to demonstrate how Turkey is described and which images is used for Turkey in the newspapers of "The Washington Post (America), The Guardian (England), Der Spiegel (Germany) ve Le Monde Diplomatique (France)". Therefore, it is possible to understand how Turkish image is established and what kinds of images and expressions are used by four different newspapers. This study is aimed to evaulate the Turkish image that is constructed in the globalized world, by analyzing all the news about Turkey in terms of discourse analysis and by comparing the newspapers textes. Acoording to this analysis, there are 133 news about Turkey in the newspapers of "The Washington Post (America), The Guardian (England), Der Spiegel (Germany) ve Le Monde Diplomatique (France)", as 34 positive, 80 negative, 19 neutral news and as this number shows how the Turkish image reflected, negatively. In addition, in this study, it is seen that the perception of the Turkish image as a "barbarian, brutal" Turk from the past to the present has been transformed into a "devout, racist, combative" Turk and the Turkish identity is tried to be conveyed in a negative way at every opportunity with these qualities. Turkey, in general, in the discourse of the news constructed as a country that there is "devout and the restriction of freedom" and Turkish people are portrayed as a society "ignorant, rude and ignorant, acting according to religious rules" (Özdemir, 2018, p. 449). Mora (2009) analyzes Der Spiegel during 1996-1998, according to the Turkish image in the study of "Enemy Image in German Culture". This study demonstates that Turkish children are reflected as a victim in traditional family structures in many cases. As for this study, many of these young people's wives and 27% of women in Turkey are illiterate, according to UNESCO statistics. Because of the patriarchal, family structures, the Turks in Germany establish families, by illiterate couples. In the discourses of Der Spiegel in this evaluation, there is a prejudice that Turks are people with knives. When the news about Turkey are analyzed with the content analysis in this study, it is seen that there are 61 times "Turkey", 4 times "Islam", 2 times "Quran" words. The word "Turk" is used 29 times with violence and crime, 17 times with cultural difference and 8 times with insulting during 1996-1998 (Mora, 2009, p. 137). Turks are presented as problems to the reader in a negative and stereotyped way. It is depicted as Turkish society that does not give importance to education, is devoted to its traditions and can not adapt to the society. It is said that "they" are different

from "us" and they will remain different all the time (Mora, 2009, p. 137). In the evaluation of "The Manipulation of the Perception of a Country through the Media: The Analysis of The Economic Conditions in Turkey in Foreign Press", Özdemir (2019) is aimed to make out how the manipulation about a society is done and the general perception about a country is constructed via the discourses, images and expressions in the media. This study has an objective to evaluate the news about the economic conditions in Turkey, in the newspapers of The News York Times (America), throughout six months (january, february, march,) in 2019. There are 2 negative, 0 positive and 0 neutral news are seen in January; 4 negative, 0 positive, 0 neutral news in March about the Turkey's economic conditions in The News York Times (America). In February, there is no news about their economic conditions in Turkey. With this analysis, it is possible to see the manipulation with the discourses, images and expressions of 6 negative news about Turkey and Turkey's economic conditions through analyzing the news in foreign press, negatively (Özdemir, 2019, p. 155). It is seen that another issue discussed about the concept of identity in multicultural societies whether other individuals who make up the society recognize other identities in the society. On the basis of this discussion, it is possible to see that the main problem of multicultural societies is the denial, exclusion and hostility of different identities. As it can be made out from the researches about the Turkish image from the past to the present, it is seen that Turkish people are mainly defined with bad expressions and discourses and they are marginalized by many societies. As it has been observed in the world, some people, living in a society are seen as "others", just because of their different characteristics. It is possible to see that the concepts of "prejudices and discrimination" are very effective on identity, especially in the formation of the other. That's to say, foreigners are the people who are the most exposed to prejudice and discrimination. For this reason, prejudiced and discriminatory behaviours towards foreigners create problems in terms of their identity. In today's communication age, where intercultural relations are intense, negative stereotypes, prejudices and images of foreign peoples and cultures continue to constitute barriers to the peaceful, cultural dialogue.

THE AIM OF STUDY

In order to reveal the ideological codes in the news, the implicit meanings must be analyzed to see the implicit interpretations of the news. It is purposed to analyze Turkey that is constructed in the process of coronavirus pandemic, by studying all the news about Turkey and Biontech Founders Türeci

and Şahin. The news and images about Turkey is studied, in order to understand the situation of Turkey that is affected by the success of Turkish scientists to the world. It is aimed to make out how the general perception about Turkey is established with the discourses and expressions in the media with discourse analysis method. The main purpose of this study is to find an answer the question of whether Turkish image that is widely represented negatively almost in every time and part of the Germany has started to be varied with the success of Turkish scientists.

THE UNIVERSE, SAMPLING AND THE LIMITATIONS OF THE STUDY

In this study, German press is defined as a universe in research. As a sample; Der Spiegel International (Germany) newspaper has been identified, as it is possible to reach more news about Turkey than other newspapers in Germany and has made a special news about Turkish origin scientists worldwide success during coronavirus pandemic. Der Spiegel International (Germany) is going to be analyzed, throughout October, November, December 2020 and January 2021 with the discourse analysis method. Because of the limitations of the study, only the most important examples are given from the findings of the analysis.

THE METHOD OF THE STUDY

In general, discourse analysis is a method that aims to analyze media texts ideologically and critically and to reveal the thought behind the texts. Discourse analysis is an analysis aimed at obtaining information through discovery (Sözen, 1999, p. 125-127). Therefore, in newspapers, selected as an example from the foreign press in this study, in order to reveal the thoughts about Turkey, the ideological and critical examination will be carried out. In this study, especially Van Dijk's theory is going to be used in the discourse analysis method in order to reveal the different perspectives that are intended to be conveyed in newspaper texts. The analysis of news texts, in which reality is reconstructed through "language and discourse" is very significant in terms of explaining the explicit and implicit meanings of the discourses. Discourse analysis is an analysis aimed at obtaining information through discovery. Therefore, it is aimed to make out how the media affects the construction of Turkish image that is influenced by the Turkish origin scientists' worldwide success about coronavirus pandemic. By studying the news and images about Turkey, it is purposed to analyze whether the otherization of Turkey that is generally established with different kinds of many bad images, expressions from past to now is still

keeping alive with images, discourses, expressions in the media <u>and</u> has started to acquire a different point of view in Germany with successful Turkish origin scientists.

The questions of this study are; "How Turkish identity in Spiegel Online International (Germany) is reflected after the success of Turkish scientists, Özlem Türeci and Uğur Şahin who are being hope for all the world?" and "Whether the way and whether the image of the Turkish, often referred to as the "other" in the German press, differs from the past in some aspects with the worldwide success of Turkish origin scientists?".

In this study, especially Van Dijk's theory will be used in order to reveal the different perspectives in newspaper texts. In the method of Van Dijk's discourse analysis, texts are divided into "macro and micro structures". "Macro structures" consists of news headlines, sub-headings, news spots, news entries, thematic structure, aiming to reveal which themes follow each other in the news and schematic structures of these themes. "Microstructures", on the other hand, includes the discourse of the news, which consists of lexical choices in the news, the structures of the sentences used and the relations of these sentences (Dijk, 1998, p. 31-45). In addition, according to Van Dijk, ideologies and thought structures in the news can be revealed through discourse analysis, whether they are conveyed explicitly or covertly. According to Van Dijk, the information, the memory is the mental structuring that helps to understand the text. The memory representation of information includes not only the meanings in the text, but also the details of the text. According to this specific mental model which is called the context model, the connection of discourse with the social situation and structure is organized (Sözen, 1999, p. 125-127). As it is understood, all kinds of linguistic, formal, expressive and contextual characteristics of a news text should be examined in detailed way to reveal the information. Because, news texts transform the societies and affect the social structure deeply, as they reconstruct the reality with the ideological ideas and codes. In addition, Van Dijk's discourse studies which propose a different perspective to the production, formation processes is a method focused on written news (Ülkü, 2004, p. 371-372). For this reason, when Van Dijk's theory of discourse analysis is considered in general, this theory, unlike many theories is a method that does not only evaluate texts within themselves, but also the levels of "understanding-interpretation" of the texts in society. Van Dijk defends the view that discourse is very important in the formation of an ideological perspective in a society. According to Van Dijk, ideology is a form of social cognition, shared by members of a group, class or other social

formations. Discourse and communication play a central role in the formation and transformation of ideology. Therefore, according to Van Dijk, with the structures, strategies and processes of discourse; there is a need for a clear analysis that discourse plays the specific role in the reproduction of ideologies (Van Dijk, 1999, p. 340-341). As it is understood, while analyzing the news texts, Van Dijk takes the discourse as his main starting point and conducts his studies in this direction. Because, according to him, "discourse" is a very important factor in the construction of ideological structures in a society and in shaping intergroup communication.

Since discourse analysis is a method that is including studying and analyzing texts, it is possible to make out all the inequalities, ideologies in the newspaper of Der Spiegel International (Germany) and how the realities about Turkey is reflected in this process with their discourses. It is planned to analyze the Turkey that is constructed in the process of coronavirus pandemic, by studying all the news in Der Spiegel International (Germany) about Turkey and Biontech Founders Türeci and Şahin. Therefore, it is tried to be made out whether their prejudiced attitudes to Turkey in many areas has changed or they continue their inequalities discourses even in this achievement situation. With this study, it is going to be seen how the ideologies, inequalities, bias of other countries are expressed in their newspapers with Van Dijk's discourse analysis.

THE FINDINGS OF THE STUDY

In this study, the discourses of the news are analyzed to make out how they create Turkish identity and reflect the news about Turkey and Özlem Türeci and Uğur Şahin, successful Turkish origin scientists, through expressions, images in general. In this way, Der Spiegel International (Germany) newspaper which is examined in this study as an example is going to be analyzed from an ideological perspective and the common perspectives of this newspaper will be revealed. Because, the ideological structure of a society about a subject or a person is reflected through "language" and in this sense, "language" is instrumentalized and functions as the windows of societies opening to the world. To make out Der Spiegel's (Germany) attitude to Turkey that is reflected during coronavirus pandemic, the news about Turkey in Der Spiegel International (Germany) is analyzed with the discourse analysis method. It is possible to see the manipulation with the discourses and expressions of the news about Turkey. It is going to be made out how Turkish identity is reproduced by this newspaper's discourses and whether

Turkey that is generally constructed negatively begin to be vary, or not with Turkish origin Scientists apparently seen success in coronavirus pandemic process. In this way, this analysis aims to study the ideological structure of German press. It is also possible to see the relationship between "language, ideology and discourse" with this analysis. Because, while the Turkish identity is constructed in Der Spiegel International (Germany), it is generally the language of Germany's society, its social, political, ideological structures with the coronavirus pandemic, as all societies use their ideological structures that reflect "language" and their discourses and images and their general ideological ways of thinking about a country image. When the news about Turkey are studied throughout with the discourse analysis method, it is seen that there are 10 news about Turkey.

Macro Structure

In this study, Der Spiegel International (Germany) newspaper which is examined in this study as an example is going to be analyzed from an ideological perspective and the common perspectives of this newspaper will be revealed. When the macro structure of the news texts, such as the main headline of the news, the news entries, the way the main event is handled, the context information, themes, the schematic structure of the themes and the evaluation of the event parties are analyzed, it is seen that there are 7 negative, 2 positive and 1 neutral, a total of 10 news about Turkey.

The headlines of the News in Der Spiegel (Germany)

Negative News

- -A Network of Lies on Facebook How To Fake Friends and Influence People (20.01.2021) (www.spiegel.de/international, 2021)
- Die Faszination des Gangsta_Rap (05.01.2021) (www.spiegel.de/international, 2021)
- Germany's Foreign Minister on the Future of Trans-Atlantic Relations "We Have Waited a Long Time for This (04.12.2020) -Maas on Antony Blinken, Joe Biden's nominee for secretary of state: We Have Waited a Long Time for This (05.12.2020) (www.spiegel.de/international, 2021)
- Through the Fog_Nagorno_ Karabakh Settles in for Five Years of Uncertainty (20.11.2020) (www.spiegel.de/international, 2021)
- People die of Adulterated Alcohol (13.10.2021) (www.spiegel.de/international, 2021)

- World Bank Chief Economist Reinhart on the COVID Crisis: "Many Businesses Are In Sectors That Aren't Going To Recover" (30.10.2020) (www.spiegel.de/international, 2021)

- Chancellor Kurz (right) with Slovenian Prime Minister Janez Janša (left) and European Council President Charles Michel (center) in October in Brussels: Trying to carve out as much as he can for Austria (14.11.2020) (www.spiegel.de/international, 2021)

Positive News

- BioNTech Founders Türeci and Şahin on the Battle against COVID-19 "To See People Finally Benefitting from Our Work Is Really Moving" (04.01.2021) (www.spiegel.de/international, 2021)

- Breaking the law has become an everyday occurrence at Europe's borders. (24.11.2020) (www.spiegel.de/international, 2021)

Neutral News

- Illegal Practices_ EU Border Agency Frontex Complicit in Greek Refugee Pushback Campaign (23.10.2020) (www.spiegel.de/international, 2021)

When the headlines of the news and the images, used in the news about Turkey are analyzed, by using discourse analysis method, it is possible to make out how the reader get an idea about the content of the news, through each headline. Via the news, readers start to have an idea how Turkey is constructed. To illustrate, when the headlines of the news that are mostly seen in this process are analyzed in Der Spiegel International (Germany), how the ideologies, inequalities, bias of other countries are expressed is seen in the newspaper of Der Spiegel International (Germany). It is possible to see there is a manipulation with the discourses, images and expressions of the news about Turkey. While, attempting to find an answer the question of whether Turkish image that is widely represented negatively almost in every time and part of the Germany has started to be varied with the success of Turkish scientists, it is explicitly made out that there is still an otherization of Turkey in the perception and an image of West. While the Turkish identity is constructed in Der Spiegel International (Germany), it is generally seen thata all societies use their ideological structures that reflect "language" and their discourses and images. In this study, it is seen that there are only two positive and one neutral news' headlines, such as positive "BioNTech Founders Türeci and Şahin on the Battle against COVID-19- To See People Finally Benefitting from Our Work Is Really Moving" (04.01.2021) and as neutral "Illegal

Practices_EU Border Agency Frontex Complicit in Greek Refugee Pushback Campaign" (23.10.2020) (www.spiegel.de/international, 2021). When these news' headlines are evaluated, it is seen that the discourses of these news mainly construct Turkey and Turkish image with a negative manner. Although Turkish origin scientists' contribution to German image and all the world is very significant, they even do not to prefer to improve their general attitude to Turkey and Turkish people, positively.

In the macro structure part of the method of Dijk's discourse analysis, another part is "news entries" where the summary of the event is given. In the news entry where important information about the incident is told, the summary of the event, the main event, the main theme of the news text and the gaze of the newspaper regarding the event are given (Özer, 2011, p. 84). In this way, the reader who reads news entries has a general idea about the news without reading the whole news. In this study, when the entries of the news about the Turkish image are read, a general idea is obtained whether the Turkish identity is conveyed from a positive, negative or neutral perspective. In addition, due to the limitations of the study, in this evaluation, the most important entries in the news will take place. To Illustrate, "A network comprised of hundreds of fabricated Facebook profiles disseminates political propaganda and also coaxes real users to reveal as much about themselves as they are willing. The social network appears to be impotent in its response to the professional saboteurs." news entry is seen in the news of "A Network of Lies on Facebook How To Fake Friends and Influence People" (20.01.2021) (www.spiegel.de/international, 2021) and it is possible to understand there is a criticism about social media with the entry of this news. As it is seen in this news, Turkish immigrants are reflected as troublemaker people in the German society and it is usually emphasized as because of Turkish people's regilion and their life styles. Although, people mainly have an idea about the news with the entries of newspapers, readers can not predict about the theme so much with this entry. In contrast, In the news of "BioNTech Founders Türeci and Şahin on the Battle against COVID-19 -To See People Finally Benefitting from Our Work Is Really Moving" (04.01.2021), reader have an idea about the theme and content of the news with the entry as "In a Der Spiegel interview, BioNTech founders Özlem Türeci and Uğur Şahin discuss the development of the world's first COVID-19 vaccine, what this success means to them" (www.spiegel.de/international, 2021) and they are able to see Turkey is reflected, positively with this news' entry. In this way, after the headlines, the readers who encounter the news entries will have more insight into how the news is conveyed and what is aimed in the news.

The thematic analysis of the news evaluates the way how the events in the news are handled, by examining news that are consisting of headlines, spots and news entries. The news texts are generally analyzed specifically. In addition, while Van Dijk's discourse analysis method deals with the "schematic structure" of the news texts, other parts of macro analysis criteria that should be studied are the presentation of the main event, results of the news, background, context information, news sources and comments. By reviewing the interpretative criteria, such as the form of transferring the main event is evaluated. In other words, in the "schematic structure" part of Van Dijk's discourse analysis method, the reader is informed about the news, by studying how the main event is handled, what the context and background information is and the comments about this news. It is understood that thematic and schematic evaluations are intertwined and can be handled together in the macro structure analysis. While studying the news, discussed in Der Spiegel International (Germany) to understand how Turkish identity is established and the perspective, another important steps in the macro analysis are the "schematic structure" of the event and "contextual information" that are the way of handling the event, background and general evaluation of some important characteristics of the news. In this study, when the discourses and the main subjects of the news are analyzed to understand how they create Turkish image and reflect the news about Turkey and Özlem Türeci and Uğur Şahin, some significiant themes are mainly seen as; "Alice Bergmann's big problem with Islam and Turkey, BioNTech founders Özlem Türeci's and Uğur Şahin's contribution to the development of the world's first COVID-19 vaccine, German Foreign Minister Heiko Maas' hopes for an improved atmosphere under incoming President Joe Biden, Mass's hope for being a guarantor of peace, democracy and human rights in alliance with the U.S. and his othering attitude, by saying "not giving any room for Russia and Turkey's games, Russian troops' leaving nothing to the arriving Azerbaijanis, Greek security forces' capturing the migrants, the World Bank's chief economist's comment as many business sector's not recovering, people's dying of adulterated alcohol In Turkey, according to media reports, dozens of people's dying within a week after consuming self-distilled alcohol, Chancellor Kurz and Prime Minister Janez Jansa's attitudes against entering the core of the EU". With a detailed analyze of all these themes, it is possible to find an answer the question of whether Turkish image that is widely represented negatively almost in every time and part of the Germany. As it is seen with the analysis of these discourses, Germany has not started to vary its otherization policy for Turkey.

In addition, when the wide coverage of the news are analyzed, it is seen that some significant issues are told directly or indirectly, by implying in the news' discourses as a historical and contextual information, such as; "Turkey's not respecting rule of law principles, Armenians' fought not with Azerbaijan, but with the much larger country of Turkey, Greek security forces' capturing the migrants, The Turkish coast guard's help for Syrian woman, Greek border guards' trying to stop Syrian woman, by pushing her and Turkish coast board's helping, vulnerabilities and difficulties in major markets in South Africa and Turkey, The problem is growing, apparently also because of higher taxes, In Turkey, at least 44 people's dying in the past week after consuming adulterated alcohol, high taxes for alcohol in Turkey, According to Chancellor Kurz, Turkish President Recep Tayyip Erdoğan's stoking the flames at the external borders of the EU, in Syria, in Libya, in Azerbaijan and their struggles for applying different standards to Turkeys' being EU member." As it is seen these all themes by using some historical and contextual information, it is attempted to construct Turkey and Turkish image in a negative way. Turkish image that is mainly established negatively almost in every time and part of the Germany does not start to vary dramatically. Turkey's economical problems are mainly handled in many news in order to construct a weakening county image, as it has been seen in many situation in German press.

Micro Structure

In this study, with the results that are obtained with the related news about Turkish scientists who are being hope for all the world, by analyzing the data of discourse analysis method's "micro structure" analysis section, it is possible to make out how the Turkish identity is established and how "the ideological perspective" of the analyzed texts is reflected, while creating discourses in this process. While analyzing the "microstructure" of the news texts, the words, sentences, expressions and photographs that make up the texts are evaluated in terms of some criterias, such as "syntatic analysis, regional harmony, word choice and rhetorical analysis" in order to reveal all the elements in Der Spiegel International (Germany). The way of transferring Turkish identity in Der Spiegel International (Germany are evaluated primarily according to the criteria of "syntatic analysis" and "regional harmony" which are the first stage of its microstructure and deal with news texts in terms of their sentences.

At the syntatic analysis level of Van Dijk in the "micro structure", the structures of sentences, such as "simple or complex sentences, active or passive establishment" are discussed. When the news

texts in Der Spiegel International (Germany), in which the Turkish identity and Turkey are discussed are analyzed in terms of "syntatic analysis", it is seen that the Turkish image is generally told with simple and understandable sentence structures and the reader can easily understand the meaning that is intended to be conveyed. In this way, the Turkish image, which is tried to be constructed in the mind of the reader in a positive or negative way, is conveyed through more understandable expressions and language. For example, in Der Spiegel International (Germany), in the news of "BioNTech Founders Türeci and Şahin on the Battle against COVID-19- To See People Finally Benefitting from Our Work Is Really Moving" (01 January 2021), it is possible to see many simple and understandable sentence structures and the reader can easily understand the meaning, such as; "Şahin studied medicine and worked as a doctor for internal medicine and hematology, oncology- first at the University Hospital in Hamburg. Şahin came to Cologne from Turkey with his mother when he was four years old. His father worked at the Ford plant in the city. What we are able to investigate pretty well is the prevention of asymptomatic infections." (www.spiegel.de/international, 2021) In addition, while the Turkish identity is being constructed, it is examined whether the sentences are formed as "active or passive sentences", it is mainly seen that active sentences, such as "Şahin came to Cologne from Turkey with his mother when he was four years old. His father worked at the Ford plant in the city." (01.04.2021) (www.spiegel.de/international, 2021) are prefered to be used. In other words, in the news about Turkey and Turkish identity, published in Der Spiegel International (Germany), it is seen that "subjects" are brought to the fore and the subject is emphasized, as it is seen in the examples.

In this study, in Van Dijk's discourse analysis, another important topic is "the choice of words" in micro level. Because, the words, used in a news texts can be accepted as the most effective news item that enables the ideological perspective, by the creator of the text and reshaping the reality in the reader's mind. Therefore, analyzing the words, used in a news text is very important in terms of revealing the ideological thought structures that are both said and implied in the content of the texts. To illustrate, in Der Spiegel International (Germany), in the news of "BioNTech Founders Türeci and Şahin on the Battle against COVID-19- To See People Finally Benefitting from Our Work Is Really Moving" (01 January 2021), some words that are used in Der Spiegel International (Germany) are seen as; "founders, catapulted onto the world stage essentially overnight, the first global breakthrough in the fight against the coronavirus pandemic, protected from contracting COVID-19, Şahin's coming to Cologne from

Turkey with his mother, a glimmer of hope, making an end to the pandemic, more than a distant hope, be the focus of global attention, currently the greatest hope for billions of people, over two decades of experience in immune engineering, triggering immune responses in the body, producing an immune response to this coronavirus, multifaceted nature of the immunological response, a new clinical study with tens of thousands of test subjects, fundamentally proved the efficacy and safety of vaccine, also preventing the transmission of the virüs, the prevention of asymtomatic infections, improving the specifications for transportation and storage, looking for solutions to increase production capacity, getting to the patient, wanting to develop immunotherapies for treating cancer, seeing people finally benefitting from our work is really moving, prospective innovative vehicle, succeeding in fundamentally changing how cancer is treated" (www.spiegel.de/international, 2021). When these words and expressions about Turkey and the news about Turkish scientists, it is made out that this news is reflected, positively. In contrast this news about Turkey, in the news of People die of Adulterated Alcohol (13.10.2021) (www.spiegel.de/international, 2021) in Der Spiegel International (Germany), Turkey is described with negative words and expressions, such as; "The problem's growing in Turkey, apparently also because of higher taxes, In Turkey, at least 44 people's dying in the past week after consuming adulterated alcohol, According to Turkish media reports, another 30 people's undergoing medical treatment for the consequences of consumption, In the province of Izmir alone, according to the newspaper "Hürriyet", 18 people's being died from contaminated alcohol so far, in the metropolis of Istanbul seven deaths so far, According to the police, 58 people's already being arrested in the course of the investigation." In this news, Turkey's economical problems are mainly handled in many news in order to construct a weakening county image, as it has been seen in many situation in German press. As it is understood from the examples, via the effect of the discourses of the news, reader can be manipulated, negatively or positively, according to the manner and ideological structure of the newspaper. Another element that is used for increasing the manipulation and effect of the newspapers is the rhetorical elements, such as "using numerical data, expert opinion, showing examples, using photographs and imaginary expressions". To illustrate, in the news of "People die of Adulterated Alcohol" (13.10.2021) in Der Spiegel International (Germany), the effect of the news on the reader is increased by using numerical data, such as; "In Turkey, at least 44 people have died in the past week after consuming adulterated alcohol. According to Turkish media reports, another 30 people were recently undergoing medical

treatment for the consequences of consumption. In the province of Izmir alone, according to the newspaper "Hürriyet", 18 people have died from contaminated alcohol so far, in the metropolis of Istanbul there have been seven deaths so far. According to the police, 58 people have already been arrested in the course of the investigation. They are said to have produced or sold black alcohol. Seven people are said to be still in custody." (www.spiegel.de/international, 2021).

Figure 1 Visual Samples taken from news of "People die of Adulterated Alcohol" (13.10.2021) Der Spiegel International (Germany) (www.spiegel.de, 2021)

As it is seen, by making use of the rhetorical element of "numerical data", the effect of the news on the reader and the power of being believable are increased. It can be said that some rhetorical elements, such as various photographs are used to increase the impact on the reader in the news. The perception of the Turkish image is reinforced with these effective photos in the readers' mind:

Figure 2 Visual Samples taken from news texts about Biontech vaccine (www.spiegel.de, 2021)

These photographs, as a rhetorical element are so important, especially the one that is used as the cover page of Der Spiegel International (Germany). Because, it reflects Turkish identity with very positive manner, as being the first leading coronavirus pandemic vaccine and hope for all the world in the first page. It can be very big step for Germany that is generally see Turkish people as "the other" in many areas, even though they live together with very successful Turkish people for centuries.

CONCLUSION

In this study, the way of the using language about the relevant news and the images that are used in Spiegel Online International (Germany), while creating the news are examined. By studying the news and images about Turkey, it is purposed to analyze whether Turkey has started to acquire a different point of view in Germany with successful Turkish origin scientists who are being hope for all the world in the process of coronavirus pandemic. In this study, it is possible to see the reconstruction of Turkish Image and the general perception of German press about Turkey. The aim of this study is to demonstrate how Turkey is reflected in Der Spiegel International (Germany), by examinig the news about Turkey with using the discourse analysis. In this study, it is aimed to reveal the implicit meanings of newspaper texts and the "images and expressions", used in the process of constructing these meanings. In addition, with the discourse analysis method, used in this evaluation, it can be understood how the "us and them" distinction that is constructed through "language". In other words, it is aimed to reveal the background of the dominant discourse and the under lines between the lines, by using the discourse analysis method in the process of transferring the distinction between "us and the Turks" in the newspaper texts. Because, it is seen that the ideological structure of a society is reflected, explicitly or implied, through "language" and causes a new perspective among people. In other words, "language" which is the means of self-expression of people and "discourse, image and various expressions" in this language always shape social relations and beliefs within and between societies. For this reason, this study examines the types of messages, through which the ideological structure that is aimed to be conveyed to the reader and how the discourse and images, used in the message of these messages are selected, while conveying the image of the Turkish in the foreign press, through discourse analysis. In general, discourse analysis is a method that aims to analyze media texts ideologically and critically and to reveal the thought behind the texts based on interpretation. Discourse analysis is an analysis aimed at obtaining information through discovery. As it is seen in the news, Turkish immigrants are reflected as troublemaker people in the German society and it is usually emphasized as because of Turkish people's regilion and their life styles. Turkey's economical problems are mainly handled in many news in order to construct a weakening county image, as it has been seen in many situation in German press. Although Turkish origin scientists' contribution to German image and all the world is very significant, they even do not to prefer to improve their general attitude to Turkey and Turkish people, positively.

In this study, with the evaluation of Turkey's situation in Germany, how they use language, images, when creating news is determined. It is possible to have an idea about what they want to evoke in the public and the various social, ideological, religious, cultural reasons behind this attitude are examined. In this way, it is tried to understand how the Turkish identity, which is constructed in different societies by means of the media and whether the Turkish image, which is generally conveyed as "the other" differs from the past in some aspects with the success of Turkish scientists. That is, in this study, the "image of the Turk" has been reconsidered and interpreted together with the concepts of "multiculturalism, identity and otherness" that are intertwined with the changing world with coronavirus pandemic. In addition, the assessment of all processes related news transmitted at the designated Turkey in terms of "discourse analysis" and review of the text of this newspaper is made. In this way, how the Turkish identity is established in Der Spiegel International (Germany) is studied in this analysis. Therefore, It is aimed to evaluate the Turkish image that is established in the changing world with the coronavirus pandemic, by analyzing all the news about Turkey and Biontech Founders Türeci and Şahin. The news and images about Turkey is studied, in order to see the situation of Turkey that is affected with the coronavirus pandemic. According to this analysis, there are 10 news about Turkey, as 7 negative, 2 positive, 1 neutral news about Turkey and as it is seen, there are 7 negative news about Turkey that this analysis shows how the Turkish image is still reflected, negatively in Germany with the otherization approach. Since it can be seen from these data, as the total "10" of news text, "7" of the being transferred to the reader in a negative direction, this process is observed that Turkish identity is built entirely with a negative way. As it is seen in the news, Turkish immigrants are reflected as troublemaker people in the German society and it is usually emphasized as because of Turkish people's religion and their life styles. Turkey's economical problems are mainly handled in many news in order to construct a weakening county image, as it has been seen in many situation in German press. Although Turkish origin scientists' contribution to German image and all the world is very significant, they even do not to prefer to improve their general attitude to Turkey and Turkish people, positively. There is stil otherization of Turkey in the perception and an image of Germany.

GENİŞLETİLMİŞ ÖZET

Geçmişten bugüne bir değerlendirme yapıldığı zaman Türk imgesinin, Türk devletlerinin ilk kurulduğu zamanlardan beri, yaşanan her türlü "savaş, yenilgi, galibiyet"... vb. gibi olaydan etkilenerek inşa edildiği ve her dönemden silinemeyecek izler taşıdığı görülmektedir. Türk imgesinin oluşmasında ve her dönemde yeniden inşa edilmesinde, kültürel değerlerin, dinsel farklılıkların, gelenek ve yaşam biçimlerinin, her toplumdaki pozitif ya da negatif düşünce yapılarının derinden etkisi bulunmaktadır. Ayrıca, Türkler hakkındaki negatif imgelerin, geçmişten bugüne aktarılmış olmasının sebeplerinin başında, birçok devletin Türkleri ve Türk yaşam biçimlerini, geleneklerini tanımaya çalışmak yerine, yüzyıllardır süre gelen kemikleşmiş ifadeleri sorgulamadan kabul etmesi bulunmaktadır. Genel anlamda Almanya, İspanya, İngiltere, İtalya ve Avusturya gibi ülkelerdeki, çeşitli ifade şekilleri aracılığıyla inşa edilen Türk imgesi incelendiği zaman, çoğu zaman Türklerin dışlanıp, ötekileştirildiğine şahit olunmaktadır. Bu çalışmada, toplumlara yön veren ve yeniden şekillendiren medyanın, söylemleri aracığıyla Türk kökenli bilim insanlarının COVID- 19 Pandemisi ile ilgili dünya çapında elde ettikleri başarının etkisiyle Türk kimliğini nasıl inşa ettiklerinin ortaya çıkarılması hedeflenmektedir. Türkiye ile ilgili haber ve imgeler inceleyerek, genel olarak geçmişten günümüze, farklı bir çok kötü imge ve ifadeyle aktarılan Türkiye'nin ötekileştirilmesi tutumunun; medyada kullanılan söylem, ifade ve imajlarla hala geçerli olup olmadığının ve bu tutumun COVID- 19 Pandemisi sürecinde tüm dünyada umut olan başarılı Türk kökenli bilim insanları ile farklı bir boyut kazanıp, kazanmadığının analiz edilmesi amaçlanmaktadır. Bu çalışmanın amacı, genel olarak imajlarla olumsuz bir şekilde oluşturulan Türkiye algısının, Türk kökenli bilim insanlarının COVID- 19 Pandemisi ile ilgili dünyaya yaptıkları katkıdan sonra nasıl aktarıldığının, Der Spiegel International (Almanya) gazetesinin dört ay (Ekim, Kasım, Aralık 2020 ve Ocak 2021) süreyle, Türkiye ve bu konu hakkındaki haberlerin söylem analizi yöntemi ile incelenmesi sonucunda ortaya çıkarılmasıdır.

"COVID- 19 Pandemisi Sürecinde Türk Kökenli Bilim İnsanlarının Başarısıyla Birlikte İnşa Edilen Türk Kimliği" başlıklı bu çalışmada, bir toplum hakkındaki genel muhakemenin medya üzerinden söylem, ifade ve imgelerle nasıl inşa edildiğinin ve dünyanın, halkın görüşlerinde nasıl şekillendirildiğinin, manipüle edildiğinin ve insanların çıkarlarına göre yeniden yapılandırıldığının incelemesi amaçlanmıştır. Der Spiegel International (Almanya) gazetesinde yer alan Türkiye ve başarılı Türk bilim insanları Özlem

Türeci ve Uğur Şahin hakkındaki haberlerin dört ay boyunca (Ekim, Kasım, Aralık 2020 ve Ocak 2021) söylem analizi yöntemi ile analiz edilerek, Türkiye'nin genellikle geçmişten bugüne ötekileştirip, dışlandığı, geçmişten, bugüne bir çok dönemde ve farklı şekilde negatif bir söylemle aktarıldığı Türkiye ve Türk kimliği hakkında Alman basınından örneklem olarak belirlenen Der Spiegel International (Almanya) gazetesi incelenerek, Alman basınında, Türk bilim insanlarının COVID- 19 Pandemisi sürecine tüm dünyaya yaptıkları katkı ve bu başarılı ile Türkiye'ye karşı farklı ve olumlu bir yaklaşım olmuş mudur sorusuna cevap aranmaktadır.

"COVID- 19 Pandemisi Sürecinde Türk Kökenli Bilim İnsanlarının Başarısıyla Birlikte İnşa Edilen Türk Kimliği" başlıklı çalışmada, örneklem olarak kullanılan Der Spiegel International (Almanya) gazetesi, dört ay boyunca (Ekim, Kasım, Aralık 2020 ve Ocak 2021) ayları boyunca "Türkiye ve tüm dünyayı etkileyen başarılı Türk bilim insanlarının Almanya'da buldukları koronavirüs aşısı" hakkındaki haberlerin Van Dijk'ın söylem analizi metodundan faydalanılarak analiz edilecektir. "Türkiye ve tüm dünyayı etkileyen başarılı Türk bilim insanlarının Almanya'da buldukları koronavirüs aşısı" hakkındaki haberler ile ilgili dört ay sonucunda elde edilen verilerin söylem analizi yöntemiyle incelenmesiyle, bu olayın yabancı basında topluma nasıl aktarıldığı, bu gazete metinlerinin Türk kimliğini nasıl yansıttığı ve değerlendirilen metinlerin bu süreçte kullandığı söylemleri oluştururken sahip olduğu "ideolojik bakış açısı" anlaşılabilecektir. Bunun yanında, "dil ve söylem" aracılığıyla gerçekliğin yeniden inşa edildiği haber metinlerinin, söylem analizi yöntemi ile incelenmesi, bu haberlerde kullanılan söylemlerin içerdiği açık ve örtül anlamları ve aktarılan söylemlerin toplumun farklı kesimlerinde yarattığı etkiyi ortaya çıkarması açısından oldukça önemlidir. Çünkü, bu çalışmada söylem analizi yöntemiyle, yabancı basında "Türkiye ve tüm dünyayı etkileyen başarılı Türk bilim insanlarının Almanya'da buldukları koronavirüs aşısı" hakkındaki haberlerin incelenmesi, kitlelerin güç odaklarının çıkar ve beklentilerine göre kontrol edilmesi, yönlendirilmesi ve biçimlendirilmesinde, manipülasyonda, medyanın oynadığı rolünü ve işlevleri ortaya çıkmaktadır. Medya manipülasyonu, diğer politika araçlarının tümünün kitleler üzerinde etkili olabilmesini sağlayan bir fonksiyon görmektedir.

Bu çalışmada, ele alınan gazetenin ilgili haberi yansıtma şekli, nasıl bir dil kullandığı, haberi oluştururken seçtiği imgeler belirlenerek, bu gazetenin kamuoyunda Türkiye hakkında nasıl bir etki uyandırmak istediği ve bunun toplumsal, ideolojik, dinsel, kültürel… vb. gibi nedenlerinin incelenmesi amaçlanmaktadır. Böylece, Türkiye'nin yabancı basının aracılıyla, farklı toplumlardaki yansıtılma şeklinin,

olumlu mu yoksa olumsuz mu olduğu anlaşılacaktır. Özetle, söylem analizi yöntemlerinin kullanılarak yürütülmesi amaçlanan bu çalışmada, belirlenen gazete, hedeflenen süreç boyunca detaylı bir şekilde değerlendirilmektedir. Bu çalışmada, yazılı basın aracılığıyla bir toplum hakkındaki genel yargının, kullanılan söylem, ifade ve imgeler aracılığıyla nasıl inşa edildiğinin ve egemen güç odaklarının çıkarlarına göre insanlarının dünya görüşlerinin ne yönde biçimlendirilerek, manipüle edilerek yeniden oluşturulduğunun incelenmesi amaçlanmaktadır. Bir toplumla ilgili manipülasyonun nasıl yapıldığının analiz edileceği bu çalışmada örneklem olarak, Der Spiegel International (Almanya) gazetesindeki, "Türkiye ve tüm dünyayı etkileyen başarılı Türk bilim insanlarının Almanya'da buldukları koronavirüs aşısı" hakkındaki haberler, dört ay boyunca (Ekim, Kasım, Aralık 2020 ve Ocak 2021) analiz edilerek, Türkiye hakkındaki haberlerin, farklı toplumlarda nasıl aktarıldığı ve bu haberlerde oluşturulan söylemin içerdiği ideolojik kodların neler olduğu gözler önüne serilebilecektir. Yabancı basındaki, Türkiye ve Türkiye'nin ekonomik koşullarına ilişkin haberlerin söylemlerinin analiz edilmesiyle, bir toplumdaki medya aracılığıyla yapılan manipülasyonu görmek mümkündür.

Der Spiegel International (Almanya) gazetesindeki, "Türkiye ve tüm dünyayı etkileyen Türkiye ve Biontech Kurucuları Türeci ve Şahin" ile ilgili tüm haberlerin analiz edilmesiyle, COVID- 19 Pandemisi salgını etkisiyle değişen ve yeniden yapılanmaya başlayan toplumsal algı ve yapılanma şeklinde Türkiye'nin nasıl aktarıldığının gözler önüne serilmesi hedeflenmektedir. COVID- 19 Pandemisi salgınıyla yaşanan değişimlerden etkilenen Türkiye'nin konumunu görebilmek amacıyla, örneklem olarak belirlenen Der Spiegel International (Almanya) gazetesi, Türkiye ve Biontech Kurucuları Türeci ve Şahin ile ilgili haber ve bu haberlerdeki söylemler açısından incelenmiş ve COVID- 19 Pandemisine karşı mücadelede ilk küresel atılım olarak dünyaya çok önemli katkı sağlan başarılı Türk bilim insanlarının haberlerinin de yer aldığı dört aylık sürecin (Ekim, Kasım, Aralık 2020 ve Ocak 2021) söylem analizi metoduyla incelenmesi sürecinde Der Spiegel International (Almanya) gazetesinde Türkiye ile ilgili 7 olumsuz, 2 olumlu, 1 tarafsız haber şeklinde, toplam 10 haber bulunmaktadır. Bu süreç boyunca yapılan analizden de anlaşıldığı gibi, Türkiye ile ilgili Türkiye ile ilgili toplam 10 haberin 7 tanesinin olumsuz haber olması, bu rakamın hala Türk imajının nasıl yansıdığını ve ötekileştirme eğiliminin devam ettiğini gözler önüne sermektedir. Bu verilerin ışığında, Almanya'da çok ciddi başarılara imza atan Türklerle birlikte yıllardır iç içe yaşayan Alman toplumunda ve medyasında, Türkiye'yi ötekileştirme tutumu hala devam etmektedir ve medya aracılığıyla olumsuz Türk imgesini sürekli yeniden canlı kılmayı hedeflemektedirler.

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