iLETİŞİM ve DİPLOMASİ
Communication and Diplomacy
ISSN: 2147-6772 e-ISSN: 2791-7649 Yıl/Year: Aralık/December 2025 Sayı/Issue: 15

Family Representation in Local Media: The Case of Trabzon Local Newspapers

Yerel Medyada Aile Temsili: Trabzon Yerel Gazeteleri Örneği

Araştırma Makalesi / Research Article

Esra OĞUZHAN[1]

ABSTRACT

The family structure, as the smallest unit forming society, has evolved throughout history in response to the political, social, economic, and cultural conditions of each era. In recent years, rapid technological developments have significantly influenced family dynamics and values. Consequently, various initiatives and regulations have been introduced in Türkiye to strengthen the family structure and enhance public awareness of family unity. In this context, 2025 was declared the "Year of the Family," and the week of 15–21 May was designated as Family Week. This study examines how the Anatolian local press, particularly in Trabzon, covers family-related issues and family policies. Using the document analysis method, newspapers from Basın İlan Kurumu such as Günebakış, Taka, Karadeniz'de Son Nokta, and Kuzey Ekspres, published between 1–31 May 2025, were analysed through content analysis. Among approximately 11,500 news articles, family-themed content was identified and categorised under marriage, death, domestic violence, family life, family policies, the Year of the Family, Mother's Day, and family-related accidents. The results revealed that family-themed coverage peaked during Mother's Day week and often highlighted the family institution as a core social value. Positive themes such as love, respect, social solidarity, motherhood, and family values were prominently emphasised, while negative aspects like violence and divorce received relatively less attention.

Keywords: Family, journalism, local press, Trabzon, family year

[1] Dr. Öğr. Üyesi, İstanbul Medipol Üniversitesi, İletişim Fakültesi, İstanbul, Türkiye, eyesilova@medipol.edu.tr

Sorumlu yazar/ Corresponding author: Esra Oğuzhan

ORCID: 0000-0001-7603-0079

Geliş tarihi/Received: 15.09.2025

Son revizyon teslimi/Last revision received: 12.12.2025

Kabul tarihi/Accepted: 18.12.2025

Yayın tarihi/Published: 25.12.2025

Atıf/Citation: Oğuzhan, E. (2025). Family Representation in Local Media: The Case of Trabzon Local Newspapers. *İletişim ve Diplomasi, 15*, 99-118.

doi: 10.54722/ iletisimvediplomasi. 1784726

This work is licensed under Creative Commons Attribution-NonCommercial 4.0 International License

Öz

Toplumu oluşturan en küçük birim olan ailenin yapısı, tarihsel dönemin siyasi, sosyal, ekonomik ve kültürel koşullarına bağlı olarak sürekli değişim göstermiştir. Özellikle son yıllarda yaşanan teknolojik gelişmeler, toplumsal ilişkilerde olduğu gibi aile yapısı üzerinde de önemli etkiler yaratmıştır. Bu nedenle Türkiye'de aile yapısını güçlendirmek ve aile bilincini yeniden canlandırmak amacıyla çeşitli düzenlemelere gidilmiştir. Aile ve Sosyal Hizmetler Bakanlığı, her yıl 15–21 Mayıs tarihleri arasında kutlanan Uluslararası Aile Haftası kapsamında; toplumun tüm kesimlerinde aile olgusuna ilişkin farkındalığın artırılmasını, ailelerin güçlendirilmesi ve korunmasına yönelik bilinç düzeyinin geliştirilmesini amaçlamaktadır. Bu çalışmada, aile kavramının sosyolojik bakımdan önemli ve belirleyici olduğu Anadolu'daki yerel basında, aile temalı haberlere ne ölçüde yer verildiği araştırılmıştır. Araştırma kapsamında belge analizi yöntemiyle Basın İlan Kurumunun internet sitesinde yer alan ve Trabzon'da yayımlanan Günebakış, Taka, Karadeniz'de Son Nokta ve Kuzey Ekspres gazetelerinin 1–31 Mayıs 2025 tarih aralığındaki sayılar incelenmiş ve elde edilen veriler, içerik analizi yöntemiyle değerlendirilmiştir. İnceleme sonucunda toplam 11.500 haber arasından aile temalı içerikler tespit edilerek evlilik, vefat, aile içi şiddet, aile yaşamı, aile politikaları, Aile Yılı, Anneler Günü ve aile kazası başlıkları altında sınıflandırılmıştır. Bulgular, aile temalı haberlerin özellikle Anneler Günü haftasında yoğunlaştığını ve aile kurumunun toplumsal değerler çerçevesinde sıkça vurgulandığını göstermektedir. Yerel basında sevgi, saygı, dayanışma, annelik ve aile değerleri öne çıkarılırken şiddet ve boşanma gibi olumsuz konuların daha sınırlı yer bulduğu belirlenmiştir.

Anahtar Kelimeler: Aile, gazetecilik, yerel basın, Trabzon, aile yılı

Introduction

Studies on family communication have a long history. Some of the most influential studies in this field were conducted during World War II and continue to influence academics' thinking about families today. The last 15 years have witnessed exciting new developments that have fundamentally changed the way we think about family communication (Segrin & Flora, 2011, p. 3). Changes in the political, social, and cultural spheres, particularly the development of new communication technologies, have also altered the concept of family communication. However, one definiton that outlines the concept in general terms explains family communication as a multifaceted interaction process that enables the mutual transfer of emotions, thoughts, beliefs, values, and information among family members (Koerner & Fitzpatrick, 2002, p. 85). According to another definition, family communication is a process carried out through verbal and non-verbal messages between family members that enables individuals to understand one another, structure their relationships, and maintain the functioning of the family system (Galvin et al., 2011, p. 6). Family communication refers to the pro-

cess of information sharing, understanding, and interaction among family members. It includes verbal and non-verbal communication that enables family members to establish relationships, develop bonds, and resolve problems together. Some important aspects of family communication are (Avitasari et al., 2024, pp.1181-1182): verbal communication, nonverbal communication, active listening, effective communication in conflicts, and expressing love nonverbally.

Family communication and resilience are deeply intertwined. At the individual level, parents' communication plays an important role in helping children socialise in ways that allow them to adapt emotionally and behaviourally. Through responsive parenting and effective emotional coaching, parents can help children develop coping skills and become more effective in stressful situations. Family systems can also communicate in ways that enhance the resilience of the family unit as a whole. Through narrative meaning-making and shared coping, family members develop a common vision about challenging events and experiences and take collective responsibility for overcoming difficulties. Therefore, family structures and communication processes are vital for raising individuals and systems that can successfully adapt to challenges (Theiss, 2018, p. 3). Intra-family communication is a fundamental element that shapes the overall resilience of individuals and families. Effective and sensitive communication styles facilitate coping with stressful situations while enabling family members to develop shared meaning and take on shared responsibility. In this context, strong family communication is an indispensable building block that supports both individual adaptation and systemic resilience.

Families shape individuals throughout their lives, and family communication is fundamental to family life and functioning. Families are defined by communication, and members learn how to organise meaning. When individuals come together to form family relationships, they create a system that is larger and more complex than the sum of its parts. Within this system, families develop harmony and the ability to adapt through communication; they create family images, themes, stories, rituals, rules, and roles; they manage power, closeness, and boundaries; and by participating in the process of creating meaning, they form mental models of family life that continue over time and across generations (Miller-Day, 2017).

In the discipline of modern communication, there are three main communication disciplines that study families. These are called mass communication, interpersonal communication, and family communication. Each of these disciplines has very different paradigms, theories, and methodologies, and each represents a distinct area of expertise within the discipline. Interpersonal communication or family communication may appear to be subcategories of each other, but their roots in the communication discipline and the methods used to study families in these two areas of expertise are actually quite different (Whitchurch & Dickson, 1999, p. 688). Mass communication also refers to the messages that the family receives from the outside world, both locally and globally.

For example, Rausch compares the family to a farm and discusses how communication with people outside the family who are involved in the daily running of the farm affects the family. He emphasises the importance of communicating with family members who are directly or indirectly affected by farm-related issues and decisions. According to Rausch, successful families work systematically, like successful farms, and each family member takes on different roles within the family and in the management of the family farm. Different perceptions and expectations can lead to great confusion and disappointment. Communication enables discussion and clarification of roles, responsibilities, and expectations, which facilitates the establishment of more effective, cooperative, and supportive relationships within the family (Rausch, 2001, p. 1). Clearly defining the roles, responsibilities, and expectations of family members increases family harmony and facilitates the achievement of common goals. In this context, a systematic, open, and collaborative communication style is an indispensable element for a healthy and successful family structure.

Family Structure and Communication in the 21st Century

The digital age is characterised by instant communication, unlimited access to information, and immediate feedback. The digital age has transformed the ways in which people speak, write, process information, behave, and ultimately interact with one another. Therefore, empirical research in the field of human communication should be prioritised to better understand how technological advancements have shaped the evolution of human relationships. While individuals maximise the tremendous opportunities created by the spread of innovation, they must use these opportunities ethically. An important contribution of this article is the argument that interpersonal communication affects family behaviour, which in turn shapes social behaviour. If close relationships are maintained through interpersonal communication, such connections should occur more frequently to prevent the breakdown of relationships and the fragmentation of society. Today, policymakers and researchers face a different information and communication technology environment as communication technologies are much more intrusive and widespread than they were decades ago. The nature of interaction with technologies will continue to change as technologies become more sophisticated and people age. As technologies expand the scope of human communication, opportunities for face-to-face communication are gradually decreasing. Ethical judgements and decisions must be taken into account in all aspects of communication, whether direct or indirect. (Onyeator & Okpara, 2019, p. 43).

Social media has also created a virtual reality in which people cannot distinguish where reality begins and ends. As Jean Baudrillard mentions in his work Simulacra and Simulation, reality has been simulated so well that it is no longer possible to distinguish between simulation and reality. Individuals with weak family communication

tend to share more on social media. People who communicate less with their spouses are more active on social media. Even though we live in the age of technology, families should spend more time with their children and with each other in order not to forget the concept of family. Otherwise, a gap will form between them and their children and spouses. (Ulusoy & Atar, 2020, p. 441).

With the social developments brought about by the scientific and technological revolution, tools and equipment that help reduce the effort required for household chores are increasingly available. Although patriarchal ideology, which includes respect for men and disrespect for women, is gradually decreasing in society, the idea that housework, child-rearing, and caring for family members are still women's work and have no economic value continues to exist as a paradox in our society. Men are still considered the head of the family and have the right to make important decisions and represent the family in external relations. Household chores and caring for family members are still considered women's "natural duties" (Nguyet, 2022, p. 84).

In this context, it is recommended that studies be conducted to thoroughly examine all problems in family communication and that parent schools, family and child-focused interactive education programmes or distance learning methods be developed to raise awareness among families based on the findings. In the programmes to be prepared, care should be taken to use "I language" during communication, to ensure that the messages sent to the child are appropriate to their age and developmental characteristics, to demonstrate an empathetic attitude, and to listen carefully to what the child says (Şahin & Aral, 2012, p. 64).

Communication within the family includes interactions and relationships among family members, and factors such as social power structures and the dynamics of social relationships affect the overall family dynamics. The process of family communication involves the verbal and non-verbal sharing of information, ideas, feelings, and thoughts between family members. Good family communication requires compromise among family members and plays a role in the formation of healthy, close relationships. The use of technology, especially social media, has influenced family communication patterns as advances in communication technology enable family communication through the internet. Family communication patterns can be influenced by culture, values, past experiences, and individual characteristics within the family. Healthy, open, and supportive family communication can improve the quality of family relationships, while unhealthy patterns can lead to conflict and relationship problems. In the digital age, technology facilitates family communication through various social media platforms and instant messaging applications, making long-distance relationships easier. Although technological developments have contributed positively to family communication, it is important to manage technology use so that it does not impair the quality of physical or emotional interactions and relationships between family members.

Family values encompass the thoughts, customs, traditions, beliefs, behaviours, and rules that a family considers important, valuable, and worth preserving. Individuals acquire their values primarily from their family, their environment, and other people who influence them. The values embraced by the family shape the individual's identity. These values, learned during childhood, determine an individual's personality, decisions, their priorities in life, and how they will live their life in the future. Values affect not only an individual's preferences but also their beliefs, perceptions, and life goals. These values, which are reflected in behaviour, also provide clues to others about what is important to the individual (Canel, 2011, p. 152).

When news and programmes in the media are related to domestic violence, they can reproduce violence and create a platform for domestic violence through elements such as personal attacks, insults, accusations, questioning, judgement, glorification of victimhood, and gender-biased approaches. On the other hand, the experiences and life stories shared by individuals featured in these programmes and news reports can also contribute to making domestic violence visible and discussable (Doğan, 2018, p. 441).

According to the Address-Based Population Registration System (ADNKS) data, the percentage of single-person households, consisting of individuals living alone, increased from 14.9% in 2016 to 20% in 2024. The proportion of households defined as single-core families—comprising only spouses and children or a single parent with at least one child—decreased from 66.4% to 63.5% during the same period. On the other hand, the percentage of extended families, which include at least one nuclear family and other individuals, decreased from 16.3% in 2016 to 13.3% in 2024. The percentage of households consisting of multiple individuals without a nuclear family increased from 2.4% to 3.2%. Furthermore, as of 2024, single-parent families accounted for 10.9% of all households in Türkiye; of these, 8.4% are families consisting of a mother and children, while 2.6% are families consisting of a father and children (AA, 2025).

Data from the Address-Based Population Registration System (ADNKS) reveal that family structures in Türkiye are becoming increasingly diverse and moving away from traditional models. The increase in the proportion of individuals living alone between 2016 and 2024 indicates the spread of individualism and different lifestyle choices. In contrast, the decrease in the proportions of nuclear and extended families points to the weakening of traditional family structures.

Additionally, the rise in the number of families without a nuclear family structure and single-parent families shows that social changes are shaped not only by individual preferences but also by social and economic conditions such as divorce and the loss of a spouse. This transformation necessitates the restructuring of family policies, social support systems, and urban planning to meet new needs. In conclusion, family structures in Türkiye, now exhibit greater diversity and dynamism. This diversity necessitates the development of new approaches in terms of social solidarity, social services, and cultural understanding.

The Impact of Local Media on National Policies in the 21st Century

The press, an indispensable element of democratic societies, plays an important role not only at the national level but also at the local level. The local press is an important mass communication tool that enables individuals to follow developments in their communities, increases transparency and accountability of local administrations, and serves as the voice of the people. Especially in countries like Türkiye, with a vast geography and diverse socio-cultural identities, the local press plays a critical role in making the agendas of different regions visible and drawing attention to issues overlooked by the central media.

The Vilayet Nizamnamesi (Provincial Regulations), prepared in line with the reform principles introduced by the Islahat Fermanı (Reform Edict) of 1856, aimed to partially relax the centralised structure of the Ottoman administration and increase public participation in governance. With this administrative regulation, the need to strengthen local administrations in the provinces and inform the public emerged. This process also paved the way for the emergence of the local press in Ottoman territories. Printing houses established in provincial centres initially undertook the printing of yearbooks, calendars, religious texts, and literary and scientific works, but over time, they became institutions that also published official local newspapers. These newspapers were generally published under the supervision of governors and subject to prior censorship, thus both announcing the state's local practices and contributing to the public's awareness of administrative developments (Koloğlu, 2008). Provincial newspapers were publications that focused on the official and local developments of the period. These newspapers primarily featured news and announcements related to the sultan, thus emphasising allegiance to the central authority. In addition, decisions regarding appointments, promotions, and awards related to the functioning of the state bureaucracy were regularly announced to the public. The announcement of new laws and regulations, the activities of the government and local administrations, and infrastructure works (railways, roads, and telegraph lines) formed the main agenda of the newspapers (Girgin, 2001, p. 19).

The local press in Türkiye has been an important part of the press life that has developed since the Tanzimat; with the proclamation of the Republic, it has been seen as a functional tool for both encouraging democratic participation and building civic awareness. However, the potential of the local press has sometimes been rendered ineffective due to various structural and economic problems, such as media monopolisation, financial constraints and censorship.

Magazine articles and other media content may sometimes contain messages that conflict with the fundamental values of the family. Such messages can cause conflicts among family members and lead to communication breakdowns. Children, in particular, may begin to question or even reject their parents' beliefs, lifestyles, and

thoughts. This situation can create deep cracks in the family structure and lead to unrest at the social level (Güz, 1990, p. 67).

Today, the press is the most influential force in shaping individuals and families. The messages conveyed through these media help to educate families, enrich their cultural heritage, develop their social skills, and increase their knowledge and abilities. In other words, the press is the most effective means of mass communication (Güz, 1991, p. 629).

The coverage of family issues in the local press in Türkiye provides many important advantages at the individual, local and social levels. Since the local press is closer to the cultural fabric of society, it can raise social awareness through its constructive coverage of issues such as family communication, parenting and intergenerational relationships. Especially in small settlements, such publications contribute to the development of healthy family relationships by positively influencing individuals' behaviour. Emphasising values such as love, respect, empathy and solidarity within the family strengthens the family, which is the basic building block of society. Positive news content encourages individuals to approach problems constructively by highlighting solutions and positive role models instead of violence and conflict. At the same time, such publications support social cohesion by increasing social solidarity among the local community. Local success stories, examples of intergenerational solidarity, and family-based initiatives nourish morale and hope in the public sphere. Furthermore, positive family news lays the groundwork for local governments and civil society organisations to develop family-supportive social policies. The contribution of the local press in this regard is also of great importance in terms of preserving cultural identity, keeping traditions alive and passing them on to new generations. In conclusion, positively addressing family issues helps to strengthen social peace, cultural continuity and psychological resilience.

Methodology

The study examined the newspapers Günebakış, Taka, Son Ekspres, and Kuzey Ekspres, which are registered with the Basın İlan Kurumu and publish official announcements in Trabzon. Due to the declaration of 15-21 May as Family Week within the scope of the Family Year announced by the Ministry of Family and Social Services, the content analysis of the four newspapers subject to the research was conducted between 1and 31 May 2025. The study revealed the frequency and manner in which family news was covered in the local press, thereby determining the extent to which the local press informed the public about family-themed policies and news. The content was classified as marriage, death, domestic violence, family life, family policies, family year, Mother's Day, and family accidents. Family policy news was classified as official statements issued by municipalities, ministries, and other public institutions regarding education, announcements, and remuneration related to families. The group labelled

as “Family Year” in the figure includes newspaper articles about events organised within the scope of Family Year and statements issued by official authorities.

In this study, which utilises document analysis as a qualitative data collection technique, the scanned numbers were examined using content analysis. According to Krippendorff’s definition, content analysis is a research method used to identify, count, and derive meaning from specific features in texts (Krippendorff, 2004). Also known as content analysis, this method focuses on examining the content of any recorded form of communication. This type of communication can include written texts such as books and magazines, or spoken narratives converted into written form, as well as visual elements such as television programmes, advertisements, and other visual materials (Gül & Nizam, 2021, p.182). In this study, the family news articles were examined, and the extent to which the topic was covered across all the articles and the content of the articles were analysed.

This study investigates the extent to which family-themed news, particularly family policies, is covered in the Anatolian local press, where the concept of family holds an important place. For this reason, the research questions were formulated as follows:

Q1. How frequently and with what thematic distribution are family-themed news items covered in Trabzon’s local press?

Q2. Through which values and themes is the family institution represented in local newspapers?

Q3. To what extent are negative family-related issues (e.g., domestic violence, divorce) given visibility in local media coverage?

Q4. How do symbolic periods such as “Family Year” and “Mother’s Day” influence the volume and framing of family-related news?

Findings

This study was conducted using document and content analysis, which are qualitative data analysis methods. The research sample consists of four local newspapers published in Trabzon and members of the Basın İlan Kurumu: Günebakış, Taka, Karadeniz’de Son Nokta, and Kuzey Ekspres. In selecting the sample, the accessibility of these newspapers within the local press in Trabzon, their continuity of publication, and their authorisation to publish official announcements within the BİK were taken into consideration. As part of the research, issues dated 1-31 May 2025 were scanned due to 2025 being designated as the “Year of the Family” and 15-21 May being celebrated as “Family Week.” Family-themed news items were identified from a total of 11,500 news items and determined as the unit of analysis. During the data collection process, the digital archives of newspapers were scanned, and news items deemed relevant to the

family were recorded in textual form. The coding scheme was developed based on the literature on family communication and media studies. The news items were divided into the following thematic categories:

1. Marriage
2. Death
3. Domestic Violence
4. Family Life
5. Family Policies
6. Family Year
7. Mother's Day

Family Accidents

The coding process was carried out by the researcher, using a pre-determined coding guide to ensure category consistency. To test the reliability of the coding, 100 randomly selected news articles were also coded by an independent coder, and Cohen's Kappa coefficient was calculated. The Kappa value was found to be 0.87, indicating a high level of coding reliability (Landis & Koch, 1977).

According to the information obtained from the Basın İlan Kurumu (BİK) website, the local newspapers Karadeniz'de Son Nokta, Karadeniz'den Güne Bakış, and Taka were published every day except Sunday. In this study, a total of 11,500 news items were found in these newspapers between 1 and 31 May, and the details of these news items are given below:

a. Günebakış

Günebakış Newspaper began its publication on 9 May 2000 and has now been in circulation for 25 years. Founded by Ali Öztürk, who worked in radio and television for many years before continuing his media career in local journalism, Günebakış, based in Trabzon, aims to reach readers not only locally but also nationally and internationally. It is distributed through retailers in Istanbul, Ankara, and the Marmara Region, and was also published in print in Germany for six months. With an average daily circulation of around 1,000 copies, the newspaper has a digital readership of 70,000 to 80,000. With a team of approximately 21 people, Günebakış continues to be the voice of Trabzon (Öztürk, 2025).

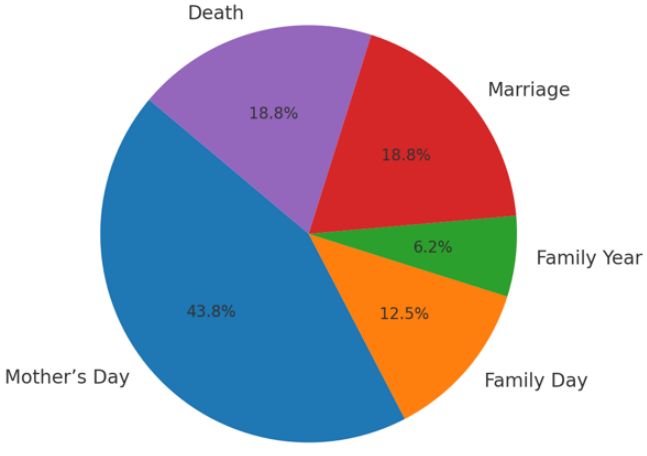
In this study, it was observed that 2,351 news articles were published on the newspaper's website between 1 and 31 May. The newspaper categorises its news under the headings of Trabzon news, Current Affairs, Official Announcements, and Trabzonspor, with a focus on Trabzon news and Trabzonspor news.

When examining the headlines of the Günebakış newspaper for May, it is evident that there is a high volume of content focusing on the concepts of family and mothers. In particular, between 9 and 16 May, messages celebrating Mother's Day, events and news stories aimed at raising social awareness about mothers stand out. The Trabzon Metropolitan Municipality's "celebrating Mother's Day with science," "handmade gifts" themed news, and "mother of the year" selection demonstrate the importance of the family institution in terms of social values. Additionally, the "Trabzon Family Festival" announced on 15 May indicates efforts to spread this emphasis to a wider audience.

On the other hand, the news of deaths that occurred between 20 and 25 May also reflected the respect that society has for its elders and elderly individuals. Cultural events such as the pastry festival, also reinforced the theme of family, with an emphasis on "mother's touch." At the end of the month, the news of a "surprise marriage proposal" at the Feridun Düzağaç concert offers a symbolic narrative about romantic relationships and the process of starting a new family. Overall, it can be said that the newspaper adopted a line of publication that highlighted family structure, motherhood, and social cohesion throughout May.

The newspaper's content conveys positive impressions of the family; there is no negative content such as violence, divorce or murder. The importance of mothers in the family was emphasised through official statements and events organised to celebrate Mother's Day in the second week of May. The Family Festival held in Trabzon was also covered in the newspaper.

Figure 1. Günebakış Newspaper 1-31 May 2025 Family News Headlines by Theme



When the news content of Günebakış Newspaper dated May 2025 was examined thematically, the most frequently covered theme was Mother's Day (7). The events organised by municipalities and various institutions, messages from public officials, and the selection of the mother of the year served both to elevate social values and to establish emotional bonds. The emotional and symbolic meaning of Mother's Day was strongly emphasised by the local press. The theme of marriage (3) was represented by three news items. These included stories about days with a high number of marriage applications in Trabzon, surprise marriage proposals, and content highlighting social issues such as marriage between relatives. Three news items were published under the theme of death (3); they covered the deaths of well-known people or public officials and stood out for sharing the grief of respected figures in society with the public. Two news items related to the Family Day (2) theme cover local government efforts to strengthen family structures through the "Family Festival" held in Trabzon and various celebrations. These news items reveal the importance that local administrations attach to social projects centred on the family. However, the fact that only one news item was included under the theme of Family Year (1) shows that structural and policy-based content was quite limited. No news items on accidents or violence were found during the period under review. In the news articles of Günebakış Newspaper, symbolic days and content aimed at establishing emotional connections stand out; however, structural, critical, or policy-focused family-themed content remains limited.

Taka

Taka Newspaper began publication in Trabzon on 19 August 2002 and was founded by brothers Ahmet, Muzaffer, and Zeki Sancak. The newspaper, which provides news from Trabzon and the region, was established with the aim of becoming the voice of the local community (Taka, 2011). Taka quickly increased its influence in the region and continues to publish in print and online under the headings Black Sea Region, Türkiye, Politics, Political Backstage, World, Economy, Sports, and Official Announcements.

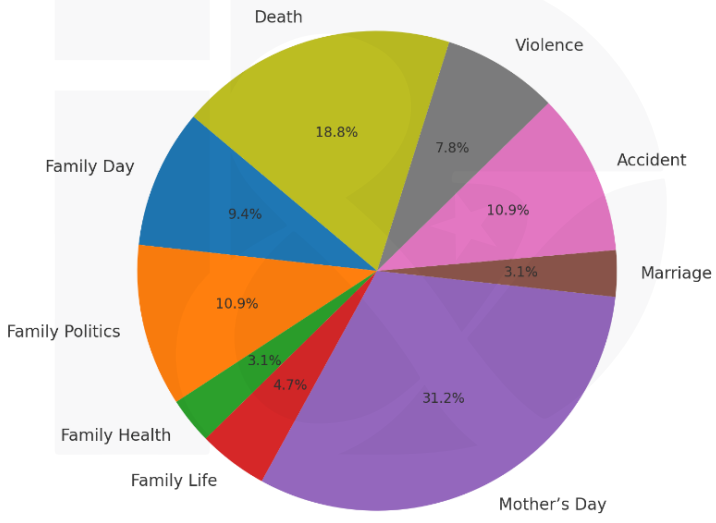
A total of 2,835 news articles were published in Taka newspaper between 1 and 31 May 2025. The news articles related to family and Family Year, the subject of this study, are listed below.

Throughout May 2024, the theme of "family" was prominently featured in local news reports centred in Trabzon. This theme intensified during Mother's Day week (6–12 May), with the emotional and social aspects of Mother's Day explored across a wide range of content, from municipal events to individual stories, messages from public officials, and visits to nursing homes. In addition, news about state support and social assistance for families with children attracted attention as current developments that captured the public's attention. Headlines such as "Three-child mothers granted job

placement without the KPSS exam" and "Birth assistance payments deposited into accounts" stand out as examples of social policy-based journalism.

In the last week of the month, dramatic news stories, particularly those involving child deaths, disappearances, and accidents, have increased. Incidents such as a child going missing during a picnic and a Saudi child falling into a river have come to the fore as content that highlights both social sensitivity and tragedy. In addition, domestic violence has been on the local press agenda, revealing the fragile aspects of society through these news stories. Furthermore, cultural life has also been featured in newspapers through events such as weddings, marches, science festivals, and family festivals. Overall, the headlines in May reveal the structure of the local press, which is shaped around family, women, children, and social events, fulfilling both the function of informing the public and nurturing social emotions.

Figure 2. Taka Newspaper 1-31 May 2025 Family News Headlines by Theme



When the May 2025 news items in Taka Newspaper are examined by theme, it becomes clear that the newspaper has adopted a strong editorial line centred on family, social values and emotional events. The most frequently covered theme was Mother's Day (21), which was extensively addressed through messages and events organised by local authorities, as well as emotional reunions and socially responsible initiatives. Through this coverage, the newspaper fulfilled the function of fostering emotional bonds and strengthening social belonging. The second most reported theme was death (10), with stories focusing on the loss of well-known figures or members of families known to the public, conveying themes of respect, mourning and unity. These stories reflect the local press's reflex to share in the community's grief and its approach to news reporting within the framework of respect for public figures.

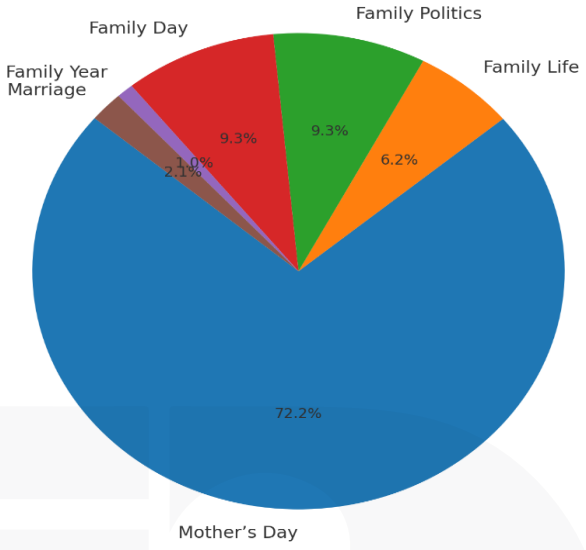
The theme of accidents (8) attracts attention, with reports of tragic events usually involving children or family members. This shows that the newspaper prioritises dramatic and human elements in its news coverage. The themes of Family Day and Family Policies were equally represented with six news items each. Here, both symbolic celebrations and state-supported social policies were reported. The newspaper has addressed the family as both a cultural and structural institution. The theme of violence (5) has also been covered relatively frequently, with news stories on domestic violence and abuse against women drawing attention to social issues. While this headline demonstrates the newspaper's sensitivity, it also suggests that greater visibility is needed, given the frequency of violent incidents. In addition to these news items, there were reports on family life (3), marriage (3), Family Year (3), and family health (1). Throughout May 2025, Taka Newspaper adopted a family-centred news agenda, prioritising emotionally charged themes such as Mother's Day, deaths, and accidents. State support, violence incidents, and political developments were represented in a more limited yet meaningful manner. This reflects the newspaper's commitment to a publication philosophy that is sensitive to local dynamics, supports traditional family structures, and aims to establish an emotional connection with its readers.

Karadeniz'de Son Nokta

The newspaper, which publishes under the slogan "The most free and powerful voice of the region," began publication on 1 February 2023. The newspaper, which consists of headlines and columns on Trabzonspor, Trabzon, and current events, is published in both digital and print formats. In this study, 3,778 news articles from Son Nokta were examined, and news related to family issues is presented in the figure below.

Among the 3,778 news articles analysed in the Karadeniz'de Son Nokta newspaper between 1 and 31 May, 77 were family-related, making it the newspaper with the highest number of family-related articles among the local newspapers analysed in Trabzon. When the headlines of news articles published in the Karadeniz'de Son Nokta newspaper throughout May 2025 were analysed, it was observed that the content was largely centred around Mother's Day. In particular, there was a significant increase in the number of news articles on 11 and 12 May. These dates coincided with Mother's Day, leading to extensive coverage of events, celebrations, and messages organised by local authorities, public institutions, and civil society organisations. Municipalities organised picnics, concerts, and various social programmes for mothers; nursing homes and mothers of martyrs were visited. In addition, messages from public officials and politicians on motherhood and family were given extensive coverage. From the second half of the month onwards, the focus shifted to the theme of "family." News articles on "single motherhood" and "family breakdown" emphasised the importance of family and discussed the difficulties of living alone. The May 2025 issues of Son Nokta newspaper feature comprehensive and thematic news coverage focused on motherhood, family, social solidarity, and social policy.

Figure 3. Family-Related Headlines in Karadeniz'de Son Nokta Newspaper, 1–31 May 2025, by Theme



When examining the news content of the Son Nokta Gazetesi newspaper from the Black Sea region for May 2025, news items themed around "Mother's Day" clearly stand out. Mother's Day (49) content is not limited to celebration news; it is presented in a wide variety of forms, including messages, concerts, events, picnics, social assistance, and statements by public officials. In this way, the newspaper has treated Mother's Day not only as an emotional occasion but also as a means of establishing social bonds. Family Day (8) and Family Policy (12) news items generally covered family life (5), marriage (2) and the family year (1). No reports on violence, accidents, or deaths were found during the period examined in this study. Therefore, the newspaper primarily focused on family-themed news in May, with a particular emphasis on Mother's Day, and generally covered family life and family-related news, avoiding negative family-related content.

Kuzey Ekspres

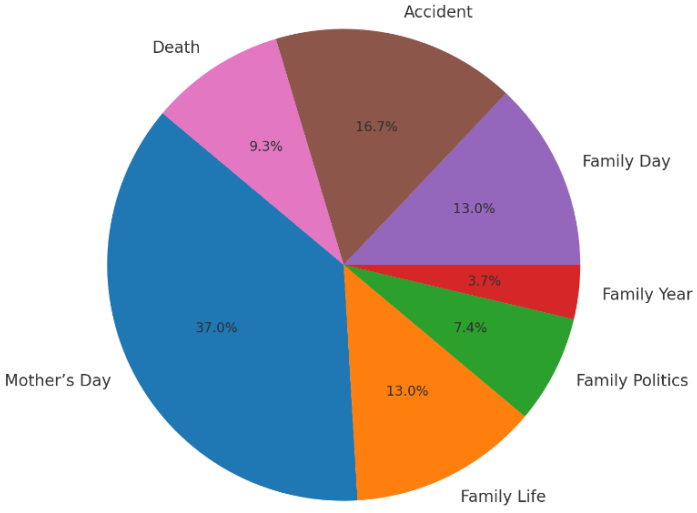
The newspaper, published by Hasan Kurt, began its activities in Trabzon on 11 February 1993 and became a daily newspaper on 6 December 2004. The newspaper, which categorises news headlines as women, politics, world, finance, technology, sports, and entertainment, published a total of 2,536 news items between 1 and 31 May, 52 of which were on family issues.

An analysis of the headlines published by the newspaper throughout May reveals that stories on family, motherhood, and social values were reported in the Black

Sea region, particularly in the provinces of Trabzon, Ordu, Artvin, and Gümüşhane. The high volume of news stories published during the second week of May, which coincided with Mother's Day, focused on events organised by municipalities, non-governmental organisations, and public institutions.

Accidents, tragic incidents, and domestic violence also constitute a significant portion of family-related news in the newspaper. News articles providing information about child deaths, suicide cases, domestic violence, and accidents inform the public about such situations occurring in the region. The coverage of incidents such as drowning, falls from heights, and disappearances in the media raises public awareness of such incidents and highlights the need for social services. In general, these news stories demonstrate that local media content in the Black Sea region serves both to reinforce cultural values and to highlight social issues. In this context, it can be said that the media is not only a source of news but also a tool for shaping social memory and values. Additionally, news stories such as "Family Structure is Changing in Türkiye," "Family Police Go Door to Door in Trabzon," and "Meaningful Walk for Family Year in Artvin" reveal how the state and local administrations are attempting to guide societal transformation within the framework of family policies.

Figure 4. Kuzey Ekspres Newspaper 1-31 May 2025 Family News Headlines by Theme



When the news content of the Kuzey Ekspres Newspaper dated May 2025 is examined by theme, it is observed that certain days of social and cultural importance are prominently reflected in the news. In particular, the "Mother's Day" (18 news items)

theme ranked first among family-related news items. Second on the list, under the "Accident" (10 news items) heading, tragic incidents involving family members, such as drowning, traffic accidents, or injuries, were frequently shared with the public. The themes of "Family Day" (5 news items) and "Family Life" (6 news items) were covered with similar frequency; these news items included both Family Day celebrations and family-oriented activities. Obituary news (5 news items) mostly concerned well-known family members and were newsworthy due to the participation of official institutions and individuals in the funeral ceremonies. Structural or administrative content, such as "Family Policies" (4 news items) and "Family Year" (2 news items), received relatively little coverage. This indicates that such topics are reported more briefly in the newspaper. Domestic violence (2 news items) was only mentioned in a few headlines. This raises the question of whether social issues are sufficiently visible in the media. In conclusion, during the month of May, the Kuzey Ekspres Newspaper focused primarily on Mother's Day and Grandparents' Day celebrations, while providing relatively limited coverage of the activities of institutions related to families and of events organised under the "Family Year" initiative.

Conclusion

This study set out to examine how family and family communication are represented in Trabzon's local press during May 2025. The findings provide clear answers to the core questions that guided the research. The analysis shows that family-themed news received considerable attention, particularly during symbolic periods such as Mother's Day and Family Week. However, this coverage was not evenly distributed across themes; celebratory and policy-related items dominated, while more structural or critical topics remained in the background.

The representation of the family was overwhelmingly shaped by traditional values such as unity, love, respect, and motherhood. The press consistently framed the family as an emotional and moral institution, reinforcing its role as a pillar of social cohesion yet seldom reflected its contemporary complexities or internal tensions. Problematic aspects of family life—including domestic violence, divorce, and generational conflict—were notably underrepresented. When such issues did appear, they were generally reported as isolated events rather than as symptoms of broader social patterns, thereby limiting their potential to stimulate public reflection or policy debate.

Finally, the study confirms that symbolic occasions like Mother's Day and the "Family Year" initiative exerted a strong influence on both the volume and the tone of coverage. These periods triggered peaks in positive, event-centred reporting, often at the expense of more sustained engagement with ongoing family challenges. In light of these outcomes, it is evident that Trabzon's local press tends to prioritise a

ritualistic and values-based portrayal of the family. While this approach strengthens cultural continuity and social solidarity, it falls short of facilitating a well-rounded public conversation about the realities facing modern families. To enhance both its social relevance and its journalistic responsibility, the local media would benefit from adopting a more critical and inclusive editorial stance—one that does not merely celebrate the family institution but also examines its difficulties, transformations, and needs. Such a shift would better equip the press to contribute to family resilience, informed public discourse, and meaningful policy engagement in an era of rapid social change.

REFERENCES

AA (2025). The average household size in Türkiye was 3.11 in 2024. Retrieved from https://www.aa.com.tr/tr/gundem/turkiyede-ortalama-hane-halki-buyuklugu-2024te-3-11-oldu/3566979 Access D. 16 August 2025

Avitasari, I & Sulistyarin, D. (2024). The Role of family communication and parenting on children's social behaviour. *International Journal of Research and Innovation in Social Science,* 8 (10), 1180-1185.

Canel, A. N. (2011). *Marriage and family life*. Ankara: Ministry of Family and Social Services of the Republic of Türkiye

Chris, S. & Flora, J. (2011). *Family communication*. 2nd edition, UK: Routledge

Elias, S., Cromarty, E., & Wilson-Jones, L. (2022). Family communication and engagement with digital technology: approaches and strategies. *Journal of Research Initiatives*, 6(2), 1-14.

Galvin, K. M., Bylund, C. L., & Brommel, B. J. (2011). *Family communication: Cohesion and Change. 8th edition*, Boston: Pearson.

Girgin, A. (2001). *Local journalism in the history of Turkish press*. Istanbul: İnkılap Publishing House.

Günebakış (2025). Retrieved from https://www.gunebakis.com.tr/ Access D. 15 October 2025.

Gürsoy-Ulusoy, Ş. & Atar, Ö. (2020). Reflection of social media addiction on family communication processes. *Adam Akademi Social Sciences Journal*, 10 (2), 425–445.

Güz, N. (1990). The written press and the family. Turkish Homeland Family Special Issue, 40, 65-67.

Güz, N. (1991). Written press and family relations. *Türkiye Family Encyclopedia II*, (pp. 629-634) Ankara: Prime Ministry Family Research Institute.

Karadeniz'de Son Nokta (2025). Retrieved from https://www.karadenizdesonnokta.com.tr/ Access D. 15 October 2025.

Koerner, A. F. & Fitzpatrick, M. A. (2002). *Toward a theory of family communication*. Communication Theory, 12(1), 70–91.

Koloğlu, O. (2008). *History of the press from the Ottoman Empire to the 21st Century*. Istanbul: Pozitif Publications.

Kuzey Ekspres (2025). Retrieved from https://www.kuzeyekspres.com.tr/ Access D. 15 October 2025.

Landis, J. R., & Koch, G. G. (1977). The Measurement of Observer Agreement for Categorical Data. Biometrics, 33(1), 159–174. https://doi.org/10.2307/2529310

Miller-Day, M. (2017). Family communication. *Oxford Research Encyclopedia of Communication*. UK: Oxford

Nguyet, N. A. (2022). Messages about the family in the press and media: A survey in Vietnam. *Linguistics and Culture Review,* 6(3), 77-88

Onyeator, I. & Okpara N. (2019). *Human commu*nication in a digital age: perspectives on interpersonal communication in the family. *New Media and Mass Communication*, 78, 35-45.

Rausch, A. (2001). Farm & amp; Family connections: Communication in the family. *Farm Business Management for the 21st Century*. USA: Purdue University

Taka (2025). Retrieved from https://www.takagazete.com.tr/ Access D. 15 October 2025.

Thesis, J.A. (2018). Family communication and resilience. *Journal of Applied Communication Research*, 8 (10), 46 (1), 10-13.

Whitchurch, G.G., Dickson, F.C. (1999). Family communication. In Sussman, M.B., Steinmetz, S.K., Peterson, G.W. (eds) *Handbook of Marriage and the Family* (pp. 687-704). Boston: Springer.

Hakem değerlendirmesi/Peer review:
Dış bağımsız/Externally peer reviewed

Çıkar çatışması/Conflict of interest:
Yazar çıkar çatışması bildirmemiştir/The author have no conflict of interest to declare

Finansal destek/Grant support:
Yazar bu makalede finansal destek almadığını beyan etmiştir/The author declared that this article has received no financial support.