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PRESENTATION OF "OBESITY" IN TURKISH DIGITAL NEWSPAPERS ¹

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ABSTRACT

Individuals whose lifestyles have become modernized with the progress of technology move less and consume less calorie. In addition, rapid changes in diets together with the economic development and globalization have also caused changes in individuals' feeding habits. Fast-food-style nutrition has increased the calorie intake even further. In this sense, today obesity has become an important public health problem, which concerns all age groups and has a prevalence increasing every passing day. Accordingly, it is also very important to raise awareness of obesity in people. The basic function of health communication is to raise awareness of individuals with accurate information about health matters and develop the community health by directing individuals toward accurate behaviors. A great part of society applies the information they get about health from the media instead of healthcare professionals. However, the media usually commercializes miraculous foods, miraculous applications, so-called effective diet programs and feeding habits encouraging consumption or lifestyle changes instead of raising awareness in people. In this study aiming to reveal the presentation of obesity in internet news; the data (n=209) acquired as a result of screening the term "obesity" on the web page of Sabah and Yeni Şafak newspapers for three months were examined using the content analysis method. The data were analyzed with the "SPSS 22.0" packaged software after being coded with a researcher and a coder on a coding form which was prepared by the researcher. The data were analyzed using arithmetic mean, standard deviation, frequency, and chi-square (X^2) test.

Keywords: Obesity, Health Communication, Media Studies, Content Analysis, Health journalism.

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INTRODUCTION

Nowadays, there are a lot of issues about health in the media. In television and radio, individuals are trying to be informed by expressing their complaints in the health shows in which health professionals are also participating. In addition, many websites and information on health are available on the website. However, in newspapers, much health information upon popular topics that is of interest to society, common diseases or feeding habits, is drawn to the attention of audience by means of sometimes as a columnist and sometimes as news. Digital journalism especially with its fast and accessible nature is frequently used as an important mass communication tool in spreading the news and directing the masses in health news. One of the aims of health communication is to investigate the content of health services, to improve the health and to provide information about the health system of the individuals in the media contents which are one of the study subjects. The aim here is to provide positive attitude change as a result of informing the individuals upon health subject by means of mass media. However, the information in the media about health may sometimes affect in a manner appropriate to its purpose by informing the individuals in a correct way in the direction of health protection or development, as well as negative effects with incomplete or inaccurate information.

In this study, articles with the term "obesity" published in the web pages of the most widely read newspapers (Sabah and Yeni Şafak) on the internet between 1 January - 31 March 2018, are analyzed with the content analysis method.

It is thought that the results of the study will have an importance in terms of elicit whether the newspapers are fulfilling their responsibilities by reporting health news at the point of improving health in order to surmise upon "obesity" report in internet health journalism.

HEALTH JOURNALISM

In the literature, health journalism which contains health information texts/contents in its center is considered as a branch of science journalism (Sterling, 2009: 692). As all over the world, also in Turkey, health journalism is seen as a means of sharing the medical research results and health policies with the public. Mass media have a leading role in the dissemination of health news. It influences the knowledge and beliefs of people about health, and encourages them for health practices.

The impact of the media on public beliefs is so great that, sometimes people use a new treatment because of the latest health news they have learned through the media (McCauley et al., 2013; Wallington, 2010). The media has a very important impact on the public as well as on health issues. It is one of the most effective tools used in the announcement and dissemination of current knowledge or practices in the field of health.

Nowadays, almost all news sources, reports daily news, are containing health information. This news can be on many topics such as mother-child health, nutrition and diet, chronic diseases, sexuality, men's health, women's health, children's health, beauty and aesthetic sports and exercise, wonder treatments etc.

There are research results concerning that, health-related texts in the media are found to be more reliable than other publications (Kaya et al., 2011: 51). In addition, the health news reported by the media, requires greater care and attention than other types of news, because it may have adversely affect the physical or mental health of the individual and even have the potential to endanger the individual's life. The importance of accurate, complete and reliable issue of health news is due the importance of human health and life.

People are very willing to obtain information about research and developments in health care. For example, feeding, disease prevention options, diagnosis, treatment, medicine and all other health-related issues, are of interest to people. In the media in recent years, due to the increase in health information seeking behaviors of individuals, the publications on health have increased, in order to meet the general demand. With this increase the social body has begun to replace the individuals' bodies. Thus, the disciplined bodies are being homogenized by putting into a certain form (Bilişli ve Çakmak, 2019: 327).

On the other hand, since the health sector is the third largest sector in the world following the energy and weapon sector (Güler, 2006), its economic aspect is also effective in the increase of health-related reports. However, the increase in these publications is rather an increase in quantity. Media, often presents false, misleading and magazine information including personal speculations and comments under the name of health news. Therefore, it is seen that, the scientific quality of reports, does not reach a desired situation in terms of authenticity and accuracy.

MEDIA AND OBESITY

Obesity, which has become a social problem, is defined according to the World Health Organization (WHO) as abnormal or excessive fat accumulation, which may cause significant harm to the health of the individual. In adults, the method which is commonly used in the detection of obesity is the calculation of body mass index (BMI). This calculation is made by dividing the weight of the individual to the square of the height (kg/m²). As a result of this calculation, WHO defines those as overweight whose BMI is equal to or greater than 25, and those as obese whose BMI is equal to or greater than 30 (<http://www.who.int/mediacentre/factsheets/fs311/en/>). Alpert (2009: 442) has defined obesity as a disease, sourcing if the consumed energy, exceeds the energy obtained by the body. On the other hand, WHO has closely associated obesity with cancer and recognized it as one of the 10 most risky diseases in the world (WHO 1997).

Today, in many industrial countries, overweight and obesity are increasing day by day. This situation becomes a problem that affects the whole public. In the developing countries of South and Central America and Southeast Asia, obesity, emerges as a normal result of increased welfare and national income (Altunkaynak and Özbek, 2006). Today, the popular term "obesity", is one of the dominant discourses on health-related debates. The term "Obesity", focuses on health, fitness and sport (Jutel, 2003: 15). In addition, Ryan and Carryer (2000) suggest that, the term "obesity" which dominates our lives, should be assessed in terms that the excessive

body weight is creating an important health problem along with the economic consequences affecting the health care budgets. Obesity is not only a medical syndrome, but also a disease that can be controlled and a new epidemic which has to be struggle with a therapeutic intervention (Ryan and Carryer, 2000: 39).

In written or visual media, it is expressed that the "obesity" which is this much important disease, is such a disease which is a problem or dangerous disease to be struggled. Most of the time, individuals are encouraged to struggle with obesity with the guilt psychology by arguing that the cause of obesity is irresponsible behavior of the individual, uncontrolled diet or mistakes in life style.

The definition of the term health, not as a condition without disease or disability but as physical, mental and social well-being as well as the absence of disease and disability, has emphasized the discourse "Healthy Life". This situation increases the emphasis of the term "Healthy Life" in health programs, magazines, newspapers and blogs.

In the development of public health protection awareness, using the media is defined as an effective method to increase the quality of life and maintaining a healthy life (Yüksel et al., 2013: 23). In this respect, the media should be used in developing the awareness of protection from obesity, which is the problem of the era. In the media, the emphasis that the obese individuals are unhealthy, is frequently used and is being raised again. With the discourse of obesity, it is emphasized that, overweight people are lazy, irresponsible and undisciplined. In fact, Sanna and Tammy (2010), stated in their study that, rather than a health problem, obesity is a situation to be embarrassed.

In order to struggle with obesity, individuals are advised to use weight-loss pills, alternative dietary products, surgery, as well as sports such as fitness, plates, zumba, etc., and thus, individuals are directed towards consumption (Bilişli, 2018: 35).

METHODOLOGY

In this section, the aim of the study, its importance, research questions, limitations of research, method of research, population and sample of the research and findings of the research will be expressed.

Aim of the Study

The main aim of the research is to determine how obesity is presented in the most widely read newspapers on the Internet in recent years. The main queries in the study are: what information the internet newspapers are providing in the presentation of obesity, what are the situations of guiding to consumption when making this information and what are the sources of these information?

The Importance of the Research

The results of the research is important to determine whether the media is fulfilling its responsibilities by raising public awareness concerning obesity which is an important public health problem in terms of how the term "obesity" is used in the health information reported in the web newspapers and how the media is dealing with the subject obesity.

Research Questions

In the research, the elements related to form, scope, visual elements and consumption will be examined in separate titles. For the study upon all elements, answer will be searched for the following sub-questions:

1. What is the type of texts containing the term obesity?
2. What are the sources of information on obesity reported in the newspaper?
3. How are the causes of obesity, solutions and the consequences of obesity, are defined in the articles?
4. How are the causes, solutions and results of obesity defined according to the source, type and news sources of the articles according to the months, days and obesity?
5. Is visual material used in the text?
6. What is the type of visual material, if visual material is used?
7. What is the gender, weight and action status of individuals in visuals?
8. Who are the target audience for articles containing the term obesity?
9. Are individuals guided to consumption with the articles upon obesity?
10. Does the guidance to consumption differ according to the descriptive elements?

Limitations of the Research

The study was limited to 209 news items which were searched with the term obesity in the pages of Sabah and Yeni Şafak newspapers, which are the most widely read internet newspapers. The reason of the limitation of the study on the websites of the newspapers and the three-month period is that the internet is appealing to a very wide audience, internet access is easy, fast and can be realized when it is desired, and also the possibility of filtering the news by month, day and terms and also the scope of the study, it should not expand too much.

Research Model

The model of this research, which aims to determine the situation, has formed a general screening model. Screening models are approaches that aim to describe a situation in the past or present (Karasar, 1991: 77). The general screening models are the whole of the population or the screening studies in a sample or sample taken from it in order to create a general opinion about the population in a population containing a large number of data. (Karasar, 1991: 79).

Research Method

The method of research as one of the most preferred method is "content analysis" method in order to determine how structured in terms of informational content, communication studies by using general screening model of Internet newspapers published in Turkey, the publication including obesity term.

The use of content analysis as an accepted method in communication studies was based on Berelson's in Content Analysis in Communication Research (Atabek and Atabek, 2007: 2). In his study, Berelson (1952) defined content analysis as in a research technique for objectively, systematically and quantitatively describing the open content of communication (Krippendorff, 2004: 19). Content analysis has been the subject of interest in many disciplines, due to its ability to be applied to every text, including verbal communication elements, provided that it is transcribed. In the content analysis, while trying to understand what the messages examined mean, on the other hand, it is tried to be proved (Bilgin, 2000: 7). For this reason, content analysis is a research technique that allows social scientists and especially researchers in communication to make inferences over media texts. Using this technique, researchers can make inferences about the messages, representations and images conveyed by oral or written texts and their social significance. In this context, content analysis and similar data, in accordance with certain concepts and themes, bringing together in a format that can be understood by the reader, can be interpreted by making comments (Yıldırım and Şimsek, 2011: 227).

Neuendorf (2002) summarizes the implementation stages of content analysis as follows:

1- Theory and justification 2- Conceptualization 3- Creation of categories 4- Specifying the sample 5- Training of encoders and pre-reliability test 6- Coding 7- Final reliability test 8-Analyzing and reporting by analysis. In this study, the analysis was carried out following the steps to be followed in the content analysis implementation stages of Neuendorf (2002).

Population and Sampling of Research

Internet newspapers published in Turkey constitutes the population of this research, which describes the presentation of obesity in the context of health communication in Internet newspapers. The sample, which ranks first in the list of the most read articles on the internet in Turkey (according to the data obtained from <https://www.alexa.com/topsites/countries/t> site) is Sabah, and in second place on the web page is Yeni Safak that includes the term obesity which constitutes a total of 3 months and 209 news items in 2018, January, February and March.

Data Collection

In order to evaluate the texts containing the term obesity, the coding form was prepared by the researcher. The data were collected by filling the coding form consisting of four categories and 24 questions based on the literature, covering the basic questions of the study.

In the research, a preliminary study was conducted with the data collected by two people for a total of 90 news, one of which was the researcher himself and the other a coded informed encoder. For the preliminary study, the encoder was requested to categorize 90 publications at different times in line with the prepared coding scale. In order to obtain objective validity, the researcher examined whether 90 publications were interpreted in the same criteria, and whether the categories were evaluated correctly. All the variables in the coding table were categorized in the same way by the coders for 82 news. In this respect, it has been found that the coding table prepared for content analysis is therefore 91.1% reliable.

Analysing Data and Interpretation

In analyzing the data obtained in the study; SPSS 22.0 V statistical package program was used. Descriptive statistics are presented with mean, standard deviation, frequency and percentage values. The chi-square test (χ^2) was used to investigate the differences between the content of news items. P values less than 0.05 were considered statistically significant.

Findings

82% of the texts examined were in Sabah and 18% were in Yeni Şafak newspaper and 81% of the texts were national and 19% were local news. 23% of the reviewed publications belong to January, 33% to February and 44% to March. In the news periods that included the first quarter of 2018, the remarkable point is that the number of publications per month on obesity has increased compared to the previous month.

31% of the publications reviewed were published on Monday, 13% on Tuesday, 19% on Wednesday, 12% on Thursday, 15% on Friday and 10% on weekends. 44% of the texts containing the term obesity are news, 10% are columnist, 33% are interviews and 13% are fillers (Table 1).

Table 1: Investigation of News Content

Type of News	n	%
National	169	81
Local	40	19
Newspaper Name	n	%
Sabah	172	82
Yeni Şafak	37	18
Publication Period	n	%
January	48	23
February	69	33
March	92	44
Day of Publication	n	%
Monday	65	31
Tuesday	28	13

Wednesday	39	19
Thursday	26	12
Friday	31	15
Saturday	10	5
Sunday	10	5
Type of text	n	%
News	93	44
Column	20	10
Interview	69	33
Fill News	27	13

It was observed that 9% of the target group was female, 2% was male, 12% was child, 1% was elderly and 76% was the whole society. According to 2016 data of childhood obesity, which is the global and the most serious public health problem of the 21st century, the number of overweight children under five years of age is over 41 million (<http://www.who.int/dietphysicalactivity/childhood/en/>). According to 2017 nutrition and health survey data, 20.9% of women and 13.7% of men are obese (<https://balikesirism.saglik.gov.tr/TR.43758/2017-yili-turkey-diet-and-health-arastirmasi.html>). These rates also explain that women have a higher proportion than men. On the other hand, the fact that the decisions about food and nutrition are generally given by women can be considered as the reason for the fact that women are more likely to have a higher proportion than men in news related to obesity.

20% of the sources are based on the author's own opinions, 30% with doctors, 29% with news agencies, 2% with Ministry of Health bureaucrats, foreign news, academics, 3% with dieticians, and in 12% of the news, any source not used. The fact that the source of obesity is not used in the news or the use of non-scientific knowledge in the source (author's own views) can be explained by the concept of pseudo-science. The pseudo-science concept, which we translate into Turkish as pseudo-science or fake science, is generally used when information is obtained by unscientific methods (Atabek et al., 2013: 19). Sokal (2011: 292) emphasizes that the fundamental difference between science and false science stems from the methods of addressing these issues, not from the issues covered by this information. It is observed that fake scientific knowledge or unscientific information is widely presented in the media, especially in the field of health (Atabek et al., 2013: 19).

It was determined that 48% of the news was directly related to obesity, but 52% of the news was related to obesity. This situation can be considered as an indication that obesity is the cause of health problem in some news related to health and sometimes as a result.

Table 2: Investigation of News Content

Target group	n	%
female	19	9
Male	4	2
Children	25	12
elders	3	1
All	158	76
Source of news	n	%
Writer	42	20
Doctor	62	30
News agency	61	29
Bureaucrats of the Ministry of Health	4	2
Academics	4	2
Dietitian	6	3
Foreign News	5	2
No Source	25	12
Interest of obesity	n	%
Direct Related	101	48
Indirect Related	108	52

In the news, 7% regular exercise, 19% nutritional habits, 3% medical methods and 16% surgical methods were proposed for obesity. In 54%, no solution proposal was presented.

As a result of obesity, insomnia 1%, poor nutrition 27%, immobility 14%, genetic factors 4% and environmental factors 2% are presented. However, 52% of the reviewed texts do not provide any reason.

In the news articles, the improvement of sleep quality (1%), breastfeeding (1%), normal birth (2%), regular exercise (6%), healthy food consumption (7%) and balanced nutrition (14%), but there is no information about the cases that reduce the risk of obesity in 69% of the news.

In the texts examined, obesity-related conditions are mentioned as various diseases such as cardiovascular diseases (6%), cancer (6%) and diabetes (5%). However, 61% of the reports did not provide any information on the conditions caused by obesity (Table 3).

When evaluated in general terms, it is seen that the category of obesity, obesity solution, obesity risk reduction and obesity-related situations are not mentioned. This situation is considered as an indication that obesity news in newspapers is insufficient in public information point. It is also emphasized that the causes of obesity are mostly caused by individual irresponsibility. The cause of obesity is firstly 27% in malnutrition and 14% in second. This situation shows that the problem of obesity is individualized. As a solution suggestion, the regulation of the nutritional habits of the individual is 19% and surgical methods are 16%.

Table 3: Investigation of News Content (2)

Obesity Solutions	n	%
Regular Exercise	15	7
Regulation of Nutritional Habits	40	19
Medical Methods	6	3
Surgical Methods	34	16
unspoken-of	112	54
Other	2	1
Causes of obesity	n	%
Insomnia	1	1
Bad nutrition	57	27
Immobility	29	14
Genetic Factors	9	4
Environmental Factors	4	2
Unspoken-of	109	52
Reduces the Risk of Obesity	n	%
Breast-feeding	3	1
Healthy Food Consumption	14	7
Improving Sleep Quality	3	1
Regular Exercise	13	6
Balanced diet	29	14
Natural childbirth	3	2
Unspoken-of	144	69
Obesity Results	n	%
Fatty liver	2	1
Unspoken-of	128	61
Cardiovascular Disaeses	12	6
Cancer	12	6
Diabetes	11	5
Psychological	9	4
Gallstone, Renal Stone	3	2
Infertility, abortion	7	3
Overactive Bladder	8	4
Pulmonary diseases	4	2
Other diseases	13	6

The visual use rate in the news is 94%. As a visual element, 38% of the actual photographs, 52% of the fill image, 4% of the illustration is used. It was seen that 6% did not have any visual material. It was seen that the images were seen with 27% female, 12% male, 52% non-body object, 3% with two sexes and 1% with visual.

14% of the news is overweight, 19% is weak, 6% is both, 49% is not understood and 12% of the out of body objects were found to be used. The use of female photographs as a visual element in obesity-related texts as a visual element and the use of a weaker body photograph than the overweight body photograph; Öztürk (2007:

248) supports the determination of the emphasis on women and ideal body of health news by means of photographs (Table 4).

Table 4: The Status of Images in the News

Usage of Images	n	%
Yes	196	94
No	13	6
The Type of Images	n	%
Authentic Photos	80	38
Filled Images	108	52
Illustration	8	4
No	13	6
Gender in images	n	%
Female	56	27
Male	25	12
Not obvious	2	1
One Object excluding the Body	109	52
Both (Female-Male)	7	3
No visual	10	5
Weight in Images	n	%
Overweight	30	14
Weak	40	19
Overweight / Weak Together	12	6
Not obvious	102	49
One Object excluding the Body	25	12
Action in Images	n	%
Weighing, Body Measurement	10	5
No Action	146	70
Retention on any organ	22	11
Breast-feeding	3	1
Eating	16	8
Exercise	9	4
Injection	3	1
Visual Elements excluding the Body	n	%
Food & Beverage	49	23
Measuring Instruments	9	4
Medical Materials	15	7
Doctors who Information	30	14
Meeting room	9	4
No	64	31
Other	33	16

When the action in the visuals were examined, it was observed that there was no action with 5%, weight / body measurement, 70% with any organ holding 11%, breastfeeding with 1%, eating with 8%, exercise with 4%, injection with 1%. (Table 4). An organ retention image is generally used to refer to the disease of the organ held in non-obesity health news, often pain.

When the visuals used in the articles were examined, it was observed that food and beverage with 23%, medical equipment with 4%, medical equipment with 7%, physicians providing information with 14%, meeting rooms with 4% and other items with 16% were used. In 31%, the body was not used (Table 4).

In order to determine whether the news is directed to consumption, 64% of the news reports showed that there was no direction to consumption, but 36% of them were directed to consumption. 48% of the news used confidential advertising. Approximately 38% of the news was directed towards the consumption of health items (Table 5).

Table 5: Analysis of News Contents in the Context of Consumption

Inducement to Consumption	n	%
Yes	76	36
No	133	64
Hidden Advertisement	n	%
Yes	101	48
No	108	52
Presentation of the Consumption Goods Via Health	n	%
Yes	79	38
No	130	62
Consumption Item	n	%
Food & Beverage	28	13
Application / Device Advice	7	3
Method Advice	40	19
No	134	64
Content Message	n	%
Educating / Informing	44	21
Advising	15	7
Encouragements	48	23
Warning	13	6
Frightening	89	43

In the news, it was observed that food and beverages were consumed with 13%, application and device recommendations with 3%, method recommendation with 19%, and no items were used with 64%.

In the news, 21% of the messages related to obesity are education or information, 7% have suggestions, 23% have encouragement, 6% have warning, and 43% have intimidation. In this case, widespread use of fear attractiveness from persuasion methods in health news show that it is valid.

Table 6: Presentation of Consumption Items by Health and Visualization

Presentation of the Consumption Goods Via Health		Usage of Visuals		X ²	p
		Yes	No		
Yes	n	72	7	0,53	0,47
	%	37,1%	46,7%		
No	n	122	8		
	%	62,9%	53,3%		

It was observed that referral to consumption item did not differ according to visual use of health presentation ($p= 0.47, p> 0.05$). It can be said that the use of similar items of consumption item in the visual or non-visual news is presented through health mediated.

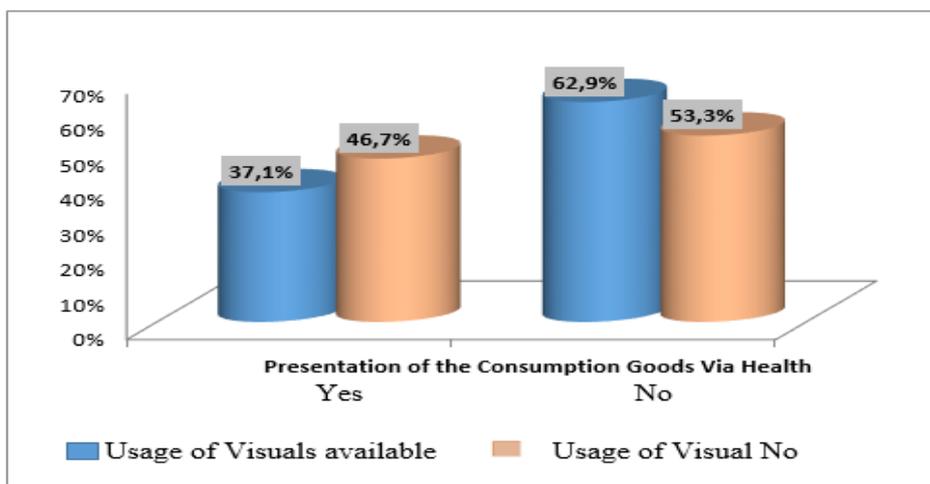


Figure 1: Presentation of Consumption Items by Health and Visualization

Table 7: Hidden Advertising and Visual Use Status

Hidden Advertisement		Usage of Visuals		X ²	p
		Yes	No		
Yes	n	100	1	13,40	0,01
	%	51,5%	6,7%		
No	n	94	14		
	%	48,5%	93,3%		

In the news, there was a significant relationship between the status of hidden advertising and visual use ($p=0,01p<0,05$). It has been seen that there is a higher visual use of news in hidden advertising.

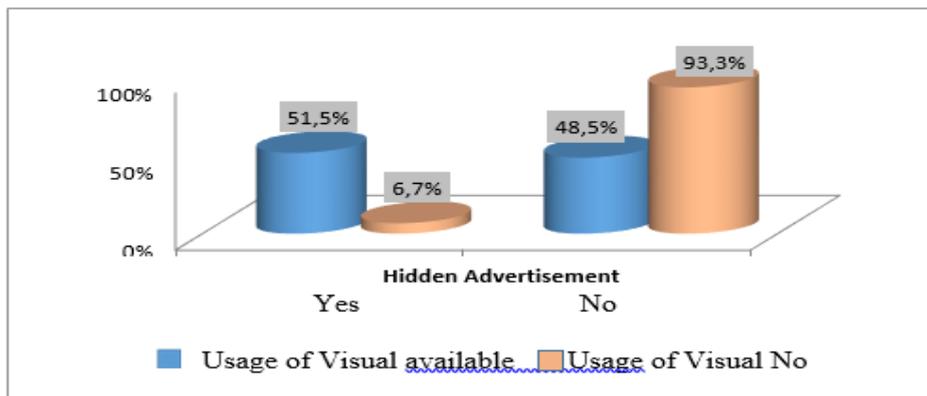


Figure 2: Hidden Advertising and Visual User Status

Table 8: Orientation and Hidden Ad Status for Consumption

Inducement to Consumption		Hidden Advertisement		X ²	p
		Yes	No		
Yes	n	51	25	17,12	0,01
	%	50,5%	23,1%		
No	n	50	83		
	%	49,5%	76,9%		

In the news, the analysis conducted to determine whether there was any difference in referring to consumption according to the use of hidden advertising was found to lead to higher rates of consumption in the news that are hidden ads ($p = 0,01p < 0,05$).

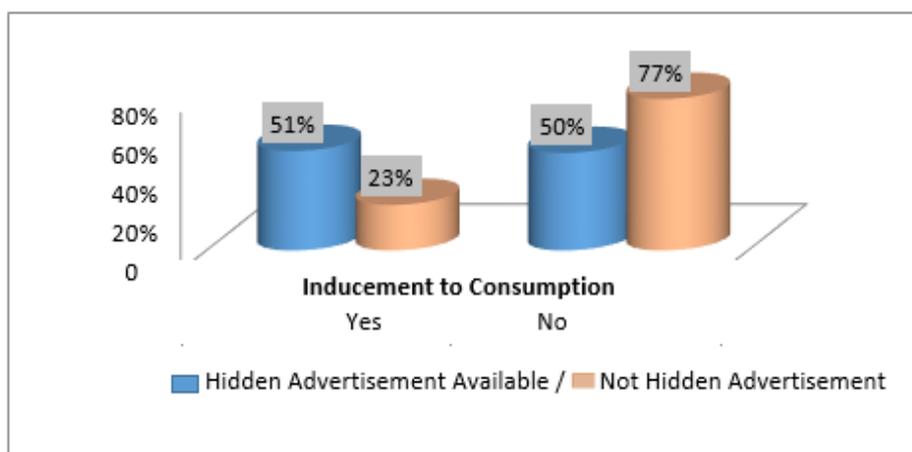
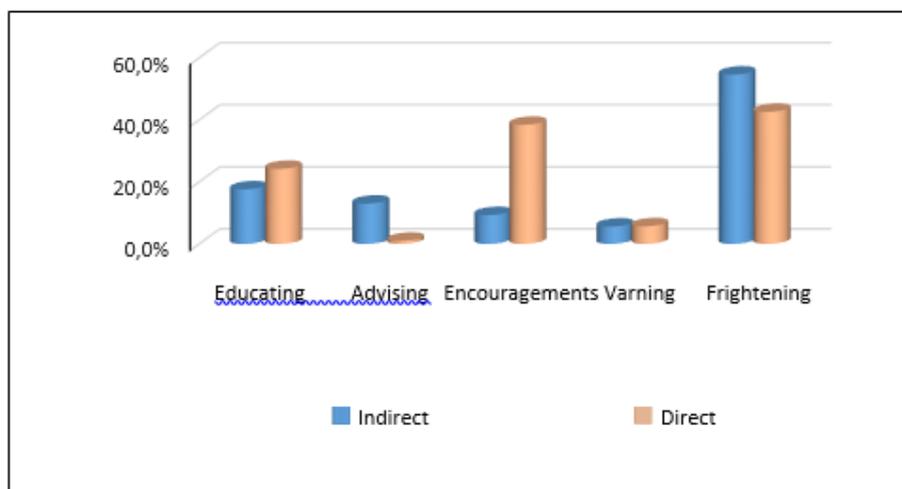


Figure 3: Consumption Routing and Hidden Advertising Status

Table 9: Obesity Interest Status and Content

Content Message		Interest of obesity		X ²	p
		Direct Related	Indirect Related		
Educating / Informing	n	24	19	40,68	0,01
	%	24,2%	17,6%		
Advising	n	1	14		
	%	1%	13%		
Encouragements	n	38	10		
	%	38,4%	9,3%		
Warning	n	6	6		
	%	5,7%	5,6%		
Frightening	n	30	59		
	%	42,6%	54,6%		

**Figure 4:** Obesity with Interest Status and Content

In the analysis conducted to reveal the interest between news, obesity and the status of being directly or indirectly related to the message, there was a significant relationship between the status of obesity and the message in the content ($p = 0,01p < 0,05$). The news related directly to obesity includes higher education / information, encouragement message, and higher rates of suggestion, excitation and intimidation message in the news that is indirectly related to obesity.

DISCUSSION AND CONCLUSION

In this study, which aims to reveal how obesity is presented in the most widely read Sabah and Yeni Şafak newspapers about obesity and how obesity news is presented in obesity news, and the media's view on obesity phenomenon, In the first quarter of 2018, a total of 209 news items were searched from the websites of the newspapers included in the sampling, which were obtained by scanning the term obesity.

As a result of the research, it is seen that the category of obesity-related texts published in internet newspapers has the highest ratio in terms of contributing to the health of individuals, the reasons of obesity, the solutions of obesity, the cases that reduce the risk of obesity and the information about obesity. This situation is considered as an indication that obesity news in newspapers is insufficient in public information point.

In the news that included the term obesity, it was determined that there was a great deal of resources or the use of unscientific information (news with the name of the institution correspondent). This situation is interpreted as a doubt about the reliability of health information in newspapers. This result is similar to the results of the study on how the issue of Obesity Framed by the Press by Yüksel et al. 2010 (Yüksel et al., 2014: 170).

Another finding identified is that the causes of obesity are largely due to individual irresponsibility in newspapers. The cause of obesity is firstly 27% in malnutrition and 14% in second. This situation shows that the problem of obesity is individualized. In the literature, the results of similar studies have shown that the media of Montgomery (1990) reduced the important health problems to small individual level problems, while social responsibilities were largely ignored while individual reasons and solutions were repeatedly emphasized. He did not question the social arrangements that contribute to their problems, and states that poverty or unethical business practices ignore such important causes of the disease. In addition, Yüksel et al. (2014) found that individual / behavioral factors were at the forefront as the causes of obesity. This situation shows that there has been no change in the presentation of the causes of obesity in the news media over the years in our country.

Another result of the study shows that the suggestions given are limited to what can be done individually and that the responsibility to fight the obesity problem is individualized. Salmon, (1989) argues that political or economic solutions are considered to be very radical in solving many social problems and that less harsh measures are offered in the media. Obesity is a direct consequence of individual behaviors, and obesity is a condition that develops as a result of an individual eating too much or a lack of food. The cause of obesity is caused by individual behaviors and the solution is possible with the efforts of the individual. However, it is important to note that there are many social factors that may facilitate or contribute to making such unhealthy decisions. Obesity is a result of environmental, cultural and socioeconomic conditions and limited

opportunities, not only of personal factors, but also of food industry and marketing practices, unhealthy school foods, lack of physical education, accessibility and affordability of healthy foods (Kim and Anne, 2007: 362).

In the media, while reporting on obesity, while the problem has many causes or solutions, the individualization of the problem promotes the consumption of products marketed by the health, sports and pharmaceutical industries to combat weight by encouraging the search for health information to protect the health of the individual. One of the results of the study is that in obesity news, individuals are directed towards consumption either through hidden advertisements or openly.

These results of the study reveal the importance of raising awareness about lifestyle with the help of media and national policies in obesity news, given the lack of information on the economic and social dimension of obesity. The individualization of the cause and solution of obesity in the media can contribute to the weight anxiety in our society. In addition, considering that this situation will strengthen the overweight bias and obesity stigma, it is foreseen that the media will change these narratives. Another proposal of the study, to meet the needs of the media in the fight against obesity, to meet the needs and to determine food intake to plan, manage, select, prepare and eat the necessary information, skills and behaviors to develop the type of news that will contribute to the development of food literacy.

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