
Media, Politics and Public Relations; Context of An Investigation: Trnc AND Turkey

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Abstract: It is a well known incontrovertible fact that the media, which is defined because the biquadrate after the legislative, executive and judicial powers within the development of democracy, acts as a bridge between politics and society with all its traditional and new elements. The media, which has been interacting with politics since the primary moment of its emergence, is beyond being an influence that directs individuals in almost every area of life; It also plays a fundamental role in determining the political agenda and evaluating the political leaders. during this study, today's media, which has become an increasing force gradually effect, their impact on the connection between popular opinion and therefore the political establishment, which has similar social and cultural characteristics of Northern Cyprus Turkish Republic (TRNC) and Turkey society by examining especially, are evaluated. press screening publication and review of the literature conducted in Turkey, the media, said that their actions and news during a fairly wide audience of no simpler within the orientation of replacing or convictions. If a smaller scale within the TRNC with transmission power of the media that the overwhelming majority of publications for his or her own political opinion, compared to Turkey media about changing the orientation and convictions popular opinion are often expressed as less effective.

Keywords: media, new media, politics, public opinion , democracy, the Turkish Republic of Northern Cyprus (TRNC), Turkey.

INTRODUCTION

Media features a significant function with regards to people's social and between common learning and social cooperation. New media, which has grown quickly within the only remaining century and characterized as "online media", along side customary media; it's become the first path for people to talk with each other and access data inside public and worldwide systems. Media has affected and altered people and social orders from past to introduce, due to its capacity to impact enormous masses. Keane (2015) expressed that the elemental capacity of the media within the entrepreneur request is to form the state genuine and therefore the restricting or adversary components ill-conceived; He communicates that the topics that attend the front in transmissions are molded by the desires for the market. the overall public's ability to be available to advancement, beat all, the degree of being liberal or traditionalist; it's conceivable to state that the speed of the media changing society is low or high. In any case, change within the limelight additionally influences and shapes the media and legislative issues through the media. At the top of the day, it might not be right to debate the presence of a shared correspondence and impact among media and society. Özal (1984) accentuated the importance of the connection among media and society within the political structure, expressing that the media is that the main component within the development of popular assessment in vote based systems, and thusly, ideological groups both in power and in resistance need the press. The impacts of the media on the person through life circles, for instance , economy, business and public activity influence the political direction of individuals generally by additionally contacting the political perspective on the person.

It is possible to think that the media influences and shapes a person's lifestyle beyond the apparent behaviors and habits, also as their thought and value structures. Arslan (2004) stated that the media affect the event of the individual in many areas from lifestyle to politics, from arts to economy and sports; He states that the media has a crucial place within the formation of self and personality, within the acquisition of values, norms and cultural elements belonging to the society during which the

individual lives. This role of traditional media seems to possess shifted towards new media today. New media tools, starting with websites and forums on the web and progressing with blogs and social media applications, have provided individuals with the chance to precise themselves and to contact other individuals. Social media tools that bring individuals together quickly and permit them to share are vital in terms of affecting the behavior of the general public by enabling individuals to speak with one another (Kirschenbaum, 2004, p.99).

It is essential that the media, which may be a tool which will have such an impression on the individual and society, be independent and objective within the process of informing and raising the general public. However, it's seen that the media is guided consciously from time to time so as to make a particular public perception, thus becoming the determinant of the country's politics. during a society where the media isn't neutral, accessing accurate and quality information are often very difficult. If the biased publications continue continuously, it's likely to be accepted without question over time and thus a false reality emerges. The perception of politics formed during this way can cause individuals to maneuver faraway from the important and therefore the right, and perceive the items that are harmful to the society as beneficial. For this reason, it's vital for the media to be objective, accurate and neutral.

For democracy to be healthy and sustainable, it's important for people to urge accurate information from the media; this will be achieved through accurate and objective news. Because the thought that the media has important effects on some political parties being in power is additionally defended (Taşdemir, 2013). It can't be said that this argument, which claims that the political structure are often shaped by the media affecting the perception of the individual and therefore the public, is totally wrong. it's become a widely accepted view that the media has influenced and shaped the individual, society and politics by using its power from past to present. it's possible to mention that this process of influence may differ from one another consistent with the socio-cultural characteristics of the society. At now, so as to know how and in what ways media can affect societies, it becomes necessary to conduct a minimum of bi-communal analysis.

In this study, descriptive analysis method, one among the qualitative research methods, was used. it's revealed by examining the similar and different behaviors of the relations of Media-Politics-Public Opinion of two different countries, which are very almost like one another in terms of political structure, religion, language, freedoms and lifestyle. The research is vital in terms of showing the similar and different aspects of media and popular opinion formations in both countries. within the study, it had been aimed to detect the differences in both countries regarding the interaction of the media with the general public. The relationship between media democracy is usually discussed as a results of the concentration and monopolization trends that have emerged within the media sector in recent years. Media, which is taken into account because the fourth force within the development of democracy, is employed very actively in politics. The media not only determines the agenda, but also becomes the first source for public evaluation of political leaders. With this feature of the media, it's been in constant interaction with politics since its existence, and at an equivalent time has been of great importance in terms of both the transmission of the social agenda and therefore the sharing of politics with the general public. Today, the influence and importance of media on society has reached much greater levels. It are often said that the media may be a world power in terms of directing and informing the masses with the knowledge it provides altogether areas of human life. during this article, the media's impact on individuals and governments, the media, politics and therefore the refore the interaction between the general public and reflections on Turkey and the TRNC these interactions are studied.

Democracy, Political Structure, Media and Public

The media has the power to influence politicians and politics with its broadcasts. Not only politicians or politics, but the media can direct all social events and phenomena with their publications. The findings obtained by Linsky, who conducts research on "the effects of the media on politicians", show that positive or supportive publications made by the media on any subject accelerate the political decision-making process and negative publications hamper. Nelson's research on child problems has reached similar results. Here, too, it had been emphasized that the general public opinion formed by individuals and institutions regarding the abuse of youngsters affects the political agenda by using mass media. " (Yılmaz, 2103). Media people and society can directly impose a thought and sometimes don't get what they need, but they will easily bring people into the agenda by making any topic they need generally. The primary study within the literature that has inspired scientists is by Lippmann. In Lippmann's 1922 "Public Opinion", the thought that the dominant elements within the media image become dominant or priority within the mind of the media viewers has been suggests. the subsequent Bernard Cohen's words, published in 1963, then described an identical idea: "The press is usually not successful at telling people what to think, but it's supremely successful at telling readers what

to think about” (Dearing & Rogers, 1996, p.12; Yüksel , 2001, p.34). Hence, politicians need the media as a results of their got to create and alter popular opinion . At now , Jefferson said, "If it had been up to me to answer the question of whether we've a government with no newspapers or no government newspapers, i might choose the latter without a moment's hesitation." (Keane, 1999), he explained the influence of media on popular opinion alright . There also are different opinions regarding the influence of the media on popular opinion . There are different views on the role of the press in forming popular opinion . consistent with the view defending that the press is decisive during this process, the press forms the general public opinion and directs it in line with its own wishes and interests. those that oppose this view state that it's not that straightforward , the press only reflects the general public opinion formed. Undoubtedly, although both views have a share of truth, it's generally accepted that the press plays a lively role within the formation of popular opinion and is effective in shaping the opinions of people . The important thing during this process is that the press contributes to healthy decision-making by ensuring that the general public is conscious of different opinions. due to this role within the formation of popular opinion , the press has become an important instrument of politics. (Öksüz,2004) Due to its influence within the process of popular opinion formation, the press has always been the middle of attention by political actors who want to publicize their views in every social organization , no matter the shape of state since its emergence. Political parties, which are the most actors of the political scene today, aim on to seize the state power. For this reason, political parties - whether in power or within the opposition - always aim to realize public support. They also attach great importance to their relationship with the press, which they see as a tool to realize this. (Öksüz, 2004) As mentioned above, media has become an important weapon of politics due to its role in forming and shaping popular opinion. According to Cain (2020) the positive potential of social media will be even more realized in the future. The media weapon, because of its power, has been a serious focus of attention by every administration or manager who wants to adopt their views to the general public , no matter their political view or management style. “Media organs, whose audience is expanding day by day in parallel with the developments in communication technology, undertake a really important mission within the process of public formation. Individuals are informed about the events happening within the outside world through the press and form opinions. Since it's impossible to broadcast all the events happening on earth, a variety process must be made. Stating that the press determines the general public agenda with this election process, Cohen says: “The press might not achieve success in telling people what to think. However, he's extremely successful in explaining what to believe ”(as cited in Öksüz; 2004). the consequences of the media on the political perception of the general public in democratic administrations can happen in various ways. Tracing this interaction, starting with the historical development of the media in both countries, can contribute to establishing an honest point of reference .

An Overview of the TRNC Media

With the efforts of Turkish Cypriot intellectuals suffering from the reform movements within the Ottoman Empire within the 19th century, the primary newspapers were published in Cyprus, which was under British administration in those years. within the first printing house established in Larnaca in 1878, Kipros / Cyprus newspaper and Ümidgazetesi, the primary publication in Ottoman Turkish, was published under the ownership of Aleksan Sarrafyan within the same year. Saded, the primary newspaper published by a Turk in Ottoman Turkish, was published in 1889, and therefore the Zaman newspaper of the Ottoman Kıraathanesi, a political club, was published in 1891. it's known that within the same years, 24 newspapers with names like Ümid, Saded, Zaman, Yeni Zaman, Cyprus, Islam, Vatan Seyf, Kokonoz were published so as to stop the island of Cyprus from being connected to Greece (TRNC Information Office, 2020).

In 1914, the Ottoman Empire and Britain came face to face in war I, Britain unilaterally annexed Cyprus, and between 1914-1919 Turkish broadcasts weren't made in Cyprus. In 1919, newspapers like Doğru Yol and later Söz and Vatan began to be published; 20s within the newspapers, following developments in Turkey, began running the new Turkish alphabet. As a results of the 1931 rebellion, most newspapers were censored by the British; Between 1934-1958, he published 21 newspapers with names like Ses, Haber, Halkın Sesi, Vakit, Yankı, Hürsöz, İnkılap, Ateş. II. After the planet War and therefore the 50s, the Turkish Cypriot press began to oppose the Enosis demands of the Greek Cypriots. Three years after the establishment of the Republic of Cyprus, from the events of 1963 until 1974, the Turkish Cypriot press continued to be the voice of the Turkish Cypriots. Bayrak Radio, a subsidiary of Bayrak Radio Television Corporation, started broadcasting in 1963. Bayrak Radio, which was restructured after the 1974 operation, started television broadcasts in 1976 and colour television broadcasts in 1979; With the establishment of the Turkish Republic of Northern Cyprus in 1983, it became an autonomous structure

and renamed Bayrak Radio and tv Corporation. (TRNC Information Office, 2020). Another important institution of the Turkish Cypriot press, the Turkish Agency Cyprus (TAK) started its publication life by publishing its first bulletin on 21 December 1973 (TRNC Information Office, 2020) so as to announce the voice and just explanation for the Turkish Cypriot people to the entire world. It continues its activities because the largest press agency in Northern Cyprus. When the event of the press and media within the TRNC is examined within the historical process, it's seen that the most motivation that reveals the press and therefore the reform the publication is that the political structure of the country and the movements resulting from it.

An Overview of the media in Turkey

It is known that the opening of Turkey's policy approach to be integrated with the planet is ranging from the last half of the 80s. This expansion to foreign countries and therefore the developing relations with abroad have increased the import and export amounts, making the trade more visible and therefore the needs within the field of promotion once more increased the role of the press. Natural regeneration and development of the press in Turkey's integration with the planet has brought in its power to win renewal and development in their area. Both world innovations (information technology development of transportation and communication tools) and shell also because the integration of the planet press and exchange in Turkey has helped the event. This movement of change and development, Turkey's economic, industrial and communications have opened new horizons within the field of telecommunications, media, businessmen often be the owner who are going to be the main target of eleştiri has brought the truth. and therefore the reform the end of the 80's and the beginning of the 90's have passed into the history of the press because the years when major changes started within the structure of the media sector. Until those years, the dominant family of journalists within the media began to get replaced by trade or industrial giants. control of media ownership has begun to gradually fall under the hands of capital owners. Since the 1990s, the control of personal televisions and radios has passed into the hands of huge capital companies and mostly bosses managed by the bosses and acting with capital power. Media organs for this monopolization that started within the 1990s, managed by the patronage system, are still (except for a couple of groups) managed by companies with large capital owners whose main job isn't journalism or press. The existence of this example is felt more clearly day by day, and ways are sought to determine closer relations with politics within the press sector or relations supported these interests develop spontaneously.

All these developments actually brought along some discussions within the management approach of the media. The press understanding of the bosses and capitalists who manage the press organs like holding companies or companies has begun to be questioned. especially, this capital structure constitutes one among the foremost important debate within the press over the last 30 years Turkey, in line with the interests of media and media conglomerate formation has come up today to cast itself as a drag. The most important problem is that creating a monopoly media is seen together of the structuring and current relationship with the media and in politics and within the words of the press pool Turkey has long discussed emerges as a subject. The relations with politicians and therefore the ruling power, which emerged as a natural consequence of monopolization and great capital power, cause the media's main purpose of informing and informing the general public to be taken to the second plan. The overwhelming majority of press and media organizations in Turkey today, integrated into the political structure and / or sometimes even fed these structures with a view to providing support to those structures. Some media organizations, which attempt to influence the general public with the directives or collections of interests they receive from politics, aside from the most functions of the media, are seen as influencing the general public opinion with their monopolistic approach.

Media

Media tools are a really important a part of the cultural production system of the society. Media has vital functions in terms of the assembly or reproduction of cultural products also because the spread of culture to the general public, teaching and thus keeping it alive. The media features a great influence on individuals regarding their knowledge, opinions, attitudes, feelings and behaviors. Not only individuals, but also social groups, organizations, social institutions, in short, the entire society and culture are within the bounds of the facility of the media. (Arslan, 2004).

Media; it's been defined because the 4th power after the legislature, executive and judiciary. Because in countries where modern democracy manifests itself, the press plays a crucial role within the formation of popular opinion as a controlling force. The important role of the press in forming popular

opinion becomes more important in elections, political processes, or in situations that direct the country's policy. consistent with Lippmann's popular opinion study in 1922, the media set the agenda. the problems that the media highlight and canopy because the agenda are seen as important by the buyers of the mass media and at now , the media have the potential to line the agenda. Media is considered one among the foremost effective tools in reshaping culture, which is defined because the sum of all relationships people establish with themselves, the surface world, and their environment, with contemporary values and norms. With these features of the media, it also carries the identity of guiding individuals in transitioning to new ways of life, in having new living environments and in using the changing tools of adjusting life. On the idea of an equivalent identity, it are often stated that it's a determining think about the transition of societies from traditionalism to universalism and contemporary norms within the fields of economy, politics, sports, arts and entertainment, especially within the half-moon century. Media is in a position to eliminate differences by skillfully succeeding in integrating all societies of the planet into this technique with its unique culture. Especially when considered within the context of globalization, the media manages to collect all localities around one whole by melting them within the same pot. In other words, there's no simpler power than mass media in creating the memory of the society today. the very fact that folks can form groups on social media to show them into actions, to form coups on the web or to return together to understand social responsibility projects is thanks to the character of those tools. (Atik & Erdoğan, 2014).

Governments and administrators naturally endeavor to adopt, internalize and normalize the strategies and plans they need created in line with these ideologies and plans, which they think and style their ideologies. it's very difficult to get the consent of a whole society, each consisting of various social structures and socio-economic groups, and to impose all ideas. those that hold the facility don't accept the ideology within the hands of the ruling, the understanding of politics, different sorts of government, expressions and, in essence, the social life they dream of, and people who oppose the govt should either be made in line with their ideals or be completely eliminated. the facility trying to make this type it wants definitely needs a tool. this is often where the media comes in. Efforts are made to direct the general public and shape perceptions through the media. this is often implemented systematically, instantly and powerfully, from almost any source. And in fact , the most purpose is for the created and desired popular opinion to act as created and desired, to vote, to shape consumption habits and therefore the desired ideal society. The dominant structure of the media in forming popular opinion is usually seen not in telling people what to think, but in telling the audience what to believe , and therefore the importance they provide to an equivalent subject with the degree of importance they attach to the problems , the attitudes and behaviors that are affected at the extent of consciousness are understood by examining (Yağmur, 2015, 13.).

Democracy

When we check out the concept of democracy; The Greeks who first used the term democracy or democratia by combining the Greek words demos, people and kratos, rule, were the Athenians consistent with the overall view. one among the interesting aspects of the word demos in Athens that we will express is that it always means all Athenians, sometimes the people, and sometimes even just poor people. supported these definitions, it's possible to precise democracy as "people's power" or "power belongs to the people" consistent with the word sense . once we check out the common definition of democracy, it are often explained as "self-government of the people".

The concept of latest media, which is developing today, reaches very different places in terms of politics and popular opinion . New media is an abstract concept that defines the interactive communication power of the web . Social media plays a crucial role within the political mechanism as in many areas. These tools are employed by political parties and politicians to induce people to participate in political participation. Democracy is taken into account to possess a universal validity; it's accepted together of the essential and customary social heritage of the ages lived in It are often said that Peter Berger also accepted the tactic of dismissal of bad administrators because the criterion when defining democracy. Berger defines democracy as “a system that tries to make sure that those in power are elected from office which the facility doesn't do certain things” (Berger, 1999). may be a sort of management ”.

Public opinion

The origins of the concept of popular opinion return to Ancient Greek and Roman times. Thinkers of that point used similar expressions in explaining the concept, although it doesn't have its current meaning. In Ancient Greek site-states, public life was administered in places called agora, like religious, political and commercial life, and only wealthy citizens could participate within the discussion of public problems.

In Rome, on the opposite hand, forums, where public debates are held, replace the agora in Ancient Greece. The minutes of the Senate meetings were also made public in these forums (Sezer 1972: 15-16). It is seen that a development almost like the concept of popular opinion used today emerged within the enlightenment period. After this era, the general public began to be accepted as a contemporary movement and settled in western society. With the adoption of the concept within the west, it gradually gained a political character and thus became a neighborhood that regulates the connection between the sovereignty of the state and citizens. the rationale for the politicization of popular opinion stems from the issues arising within the process of institutionalization in parallel with the developments in communication (Kılıç, 2009). The reflections of the politicization of the concept of popular opinion to today are enormous. First of all, in modern societies, popular opinion has been accepted together of the essential elements of democratic society. The expression of varied views and ideal thoughts has gained the chance to show into a well-liked vote, counting on its spreading power within the social field. once we check out the origins of the concept of popular opinion, it goes back to the traditional Greek and Roman periods. The thinkers of that point used similar expressions in explaining the concept, although it doesn't have its current meaning. once we check out the traditional Greek site states, public life was administered in places called agora, like religious, political and commercial life. Only wealthy individuals could participate within the discussion of public problems. In Rome, forums, where public debates happen, replace the agora in Ancient Greece. The minutes of the Senate meetings were also made public in these forums (Sezer, 1972). Halls in France and coffeehouses in England became information centers for people within the late seventeenth and early eighteenth centuries. These places, where people close to exchange views on political, literary and artistic issues, and skim newspapers, have greatly contributed to the event of popular opinion. The concept of popular opinion, which was considered more as a private power until the nineteenth century, has been seen as a crucial power publicly life since this era. "Parallel to the social change within the West, as a results of factors like the concentration of the population in cities, the event of mass media, the insecurity of working conditions, the risks of depression and war, and therefore the difficulty of living conditions, masses which will show common and harsh reactions are formed. With the event of democracy and particularly the concepts of popular sovereignty, the concept of popular opinion has also been considered as a component of popular sovereignty." (Cited in Öksüz; Domenach 1995) popular opinion exerts pressure on governments. But this pressure is merely for governments.

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the difficulties of living conditions, masses which will show common and harsh reactions are formed. With the event of democracy and particularly the concepts of popular sovereignty, the concept of popular opinion has also been considered as a component of popular sovereignty. "(Cited in Öksüz; Domenach 1995) popular opinion exerts pressure on governments. However, this pressure isn't only for governments. Every individual, every member of society, faces public pressure.

TRNC And Media-Politics-Public Relations

Individuals are informed about the events happening within the outside world through the press and form opinions. within the process of popular opinion formation within the Turkish Republic of Northern Cyprus, non-governmental organizations and social media are more active. Social media tools are employed by every segment of the country. The Presidency and most political leaders have official Facebook and Twitter accounts. Public announcements are followed more frequently on these sites. Besides, non-governmental organizations and unions play a more active role within the formation of popular opinion within the TRNC.

Media, too, has got to be intertwined with politics and politicians for variety of economic and bureaucratic reasons. It are often thought that unions, non-governmental organizations and therefore the use of social media play a crucial role within the formation of popular opinion within the TRNC. In short, the media has the facility to make and alter a really large popular opinion and politicians need the media because they need to adopt their views to the society. The media, on the opposite hand, has got to be in-tuned with politics and politicians thanks to socio-economic reasons. no matter its political regime, the existence of popular opinion are often mentioned in every social organization . "The political institution responsible of decision and administration in every system, from the foremost democratic to the foremost totalitarian, wants to understand what the ruled think. In other words, there's a reciprocal relationship and interaction between the group holding the political power and therefore the people ruled by this group always and everywhere - but there could also be a difference in degree between societies. popular opinion is one among the points of contact during this relationship and interaction process "(Sezer, 1972: 3).

Northern Cyprus within the context of democracy and freedom of the Turkish Republic, compared with the case of the Republic of Turkey, the effect of the declaration of intent within the democratic process and said that the administration is more. However, of these elements of democratic pressure are often considered to be simpler on non-governmental organizations and thus the media during this sense on politics and popular opinion . However, despite the very fact that the Turkish Republic of Northern Cyprus features a limited population structure, it's media organs with very different ideas from one another . It are often said that this polyphony in media organs doesn't exert great pressure on popular opinion in terms of change of opinion. It is a reality which will be accepted by almost everyone that being a social society, expressing democratic rights and freedoms during a comfortable way contributes positively to the event , modernization and progress of societies; However, the very fact that the axes of opinions and thoughts are very different from one another can sometimes prevent the dominant opinion from coming to the fore. In short, it are often said that the correlation between media, politics and popular opinion witnessed within the Turkish Republic of Northern Cyprus is restricted . Comparisons are often made from the similarity of the Republic of Turkey and therefore the separation points are often summarized as follows. Although the press within the Turkish Republic of Northern Cyprus is very hooked in to democratic principles in terms of media organs and popular opinion formation, marginal voices and opinions can happen within the media and naturally in politics because it's faraway from the monopolization process. this example provides the representation of the many different views and naturally, different voices find their place in every platform. When we check out the power of the general public to make an opinion during a certain direction, we see that an equivalent opinion is imposed on the general public opinion during a dense and dominant manner from all sources. especially embodiment of the monopoly media in Turkey-looking one, or a couple of judges to be influenced by the capital group, offers great opportunities to the general public to be under the influence of the dominant group. Hence, the Turkish Cypriot press, the general public , and thus the facility to influence politics, said that compared with Turkey remains very limited. North of politics in Cyprus and therefore the media to be less yönlendiry is that the PR with one another and not with the ineffectiveness of building democratic during this country, North Cyprus are often associated with the absence of a monopolistic media approach because the Turkish Republic in Turkey.

Turkey-Politics-Public Relations And Media

As it is known, the Ottoman Press History begins with the Takvim-i Vekayi, which was issued in 1831. After the Sultan, the Calendar-i Vekayi, which was issued at the request of Mahmud II and served because the official media organ of the state, the Ottoman press life developed, and therefore the history of the Turkish Press witnessed many transformations with the Republic. Local newspapers under the name of Anadolu Press, which was the start of the history of Turkish Press, also had an excellent interaction power, especially in small residential areas. Turkey's political and particularly the decisive role of the media within the formation of the social organization itself immediately made me feel. There is a two-way interaction between the press and politics within the process of popular opinion formation. Political governments aim to realize the support of the general public through the press in their decisions and practices. On the opposite hand, press organizations also are "being observed publicly tenders, low-interest long-term loans, more advertisement and advertising revenue, etc." is in commercial rent expectations. within the advanced dimensions of this interaction, politicians that specialize in the media and publishing party newspapers that directly support that political party; it's also possible for press bosses to determine political parties and aim to seize political power because of their power. it's thought that such practices, which abuse political power and freedom of the press, will cause great damage to democracy. (Öksüz, 2013). Accordingly, it are often said that, unlike the TRNC, within the formation of media politics, mainstream media and social media are used more actively within the formation of popular opinion. supported these inferences, the utilization of the web, and thus the utilization of latest media technologies, was quickly discovered by political actors and that they began to use these technologies so as to realize their own goals. While political parties and candidates can use the web as endless political communication tool to introduce themselves, give news and knowledge, they also use the web extensively to influence voter votes, especially during election campaigns. the embodiment of the media in Turkey, as are often seen within the incontrovertible fact that once we check out the samples of other countries within the world, the media said that not much different from similar in-public-politics correlations. it's observed that the connection of the media structuring, especially with the state power, is formed within the direction of the general public opinion and therefore the common interests of the state and media. Especially widespread media cartels contains companies or holdings with high economic power that dominate the business world. It are often easily said that holdings who want to stay and / or grow their economic power don't hesitate to use their media power and their ability to direct the general public opinion, positively or negatively, on the state. Especially the efforts of governments to determine good relations with the news directors, bosses and general editors of common media are often seen mutually. It would not be wrong to look at the relations of some media managers and owners with the ruling groups as a mutual give-and-take process. State media relations in Turkey, mostly pertain to a structure supported economic interests. These relationships sometimes develop supported fear, mutual interest, and sometimes sympathy or belief. To take diverging point of Northern Cyprus and therefore the Turkish Republic of Turkey's media; Of Turkey's media, effective and locomotive power "mainstream media", the way of reaching an outsized audience, as cartelisation which may be a structure with different opinions from holdings within the sıralanabilirlik; within the Turkish Republic of Northern Cyprus, it are often seen that the concept of widespread-local media isn't seen, but that an outsized number of fragmented media organs are on the agenda.

RESULT

Turkish Republic of Northern Cyprus (TRNC) and Turkey, common language, nationality, religion, culture and historical backgrounds, are two separate countries. Although there are different political and bureaucratic structures between the 2 countries counting on the population, when evaluated in terms of cultural structure, it's seen that similar popular opinion structures exist. the embodiment of strength and effectiveness of the media in Turkey and therefore the TRNC dominant than is clear. Realized through the general public media in Turkey's political transformation to a greater extent, faster and more permanently realized that; within the TRNC, it's observed that these transformations happen on a smaller scale, slower and during a shorter period of your time. A handout as a results of screening and review of the literature, in Turkey, the media, said that their actions and news during a fairly wide audience of no simpler within the orientation or changing the convictions. With this study, it's been taken into consideration that politicians and politicians' "biased" behaviors and political attitudes within the context of media and politics are a crucial factor on the "formation of public opinion" on the idea of directing the press and in fact social media. additionally to

education within the family and at college , the impact of media organs and particularly social media is undeniably important within the educational processes of people . Unlike the opposite two factors, the influence of the media lasts almost a lifetime. From another point of view, social media and traditional media are the foremost important actors that shape the perception level and shaping of the individual first then the society. For this reason, the media, which is before the family and therefore the school, has great responsibilities in forming the opinions of the society and therefore the public. The new media is one among the foremost important factors within the correlation between media and politics. because of the facilities it provides within the field of political communication, the web increases the extent of political participation and thus contributes to democracy. It are often said that the media, which is named the biquadrate , may be a quite common and accepted element that has become more prominent with the spread, acceleration, ease and cheaper of the knowledge network within the world. However, the excessive influence of the media on opinions are often seen as a results of the governments and politics required by globalization. the facility of the media or mass media is far more pronounced and simpler within the management of societies today than in other times.

the embodiment of the media in Turkey, as are often seen within the incontrovertible fact that once we check out the samples of other countries within the world, the media said that not much different from similar in-public-politics correlations. it might not be wrong to mention that the media has become a structure that governments and politicians are both dear and scared of today. This conflict situation is analogous to English idiom, "carrot and stick" dilemma, which suggests rewarding good behavior and punishing bad behavior.

When news is formed that gains the sympathy of the powers that hold the state power, relations with the media are positive, but within the opposite cases, those that have power are often brutal with sanctions and practices against the media. Undoubtedly, altogether these carrot-stick relations, the increasing media power and effects with globalization have the most important share. It is observed that the connection of the media structuring, especially with the state power, is formed within the direction of the general public opinion and therefore the common interests of the state and media. Especially widespread media cartels contains companies or holdings with high economic power that dominate the business world. On the opposite hand, within the Turkish Republic of Northern Cyprus, their ability to influence is restricted thanks to their small structures, and a media structuring in line with their own thoughts draws attention, especially for the target audiences broadcasting in line with their own politics . Here, within this structure, the impact area of media distribution that's not cartel or single power is additionally very limited. However, because the audience called out that nearly all of the people and therefore the natural potency of an equivalent basic message sender widespread media from almost every organ of Turkey seem to be far more effective. Considering the common behavior of the media of both countries, it are often said that both countries have internalized the need of not distorting the relations between politicians and media managers and that they are striving for the utmost benefits within the context of mutual interests.

In Turkey, media, action and alter the convictions of broad masses of the news or directed simpler , the media effect, the TRNC is observed to be harder and convictions of adjusting the orientation of the general public . It are often said that it might be more correct to guage this example with the low or high level of monopolization in media organs, rather than evaluating the effect of the media with the smallness or the bulk . In other words, it's evaluated that the amount of media structures within the TRNC is sort of high compared to the population, and it's observed that the opinions and thoughts of those media outlets differ considerably. Again, there's not movement within the TRNC monopolization of the media's influence,

compared with Turkey, said that less. Two separate one from the country in Turkey, incarnation of the local media concepts, but within the TRNC that almost every broadcast nationally broadcast due to geography is little , and this is often also one among the weather which also are subject to research how might be the consequences of two different concepts. Another question that must be answered during this research is that the power of the general public and therefore the media to influence politics in both countries. The results of popular opinion and media pressure on politics is one among the problems that are interested by the result of this study.

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