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ABSTRACT BOOK

Editors: Hasan Arslan, Mehmet Ali Icbay, Mehmet Ulutas

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Online Reader Comments In Public Space/Communication Field To Be Examined

Nuket Elpeze Ergec, Ibrahim Zateri

Cukurova University, The Faculty of Communication, Department of Radio, Television and Cinema,
01330, Sarıçam, ADANA

"With the advent of Web 2.0 technology, a new media area has taken part in the communication processes. The interaction that this area has brought has caused new communication environments to develop. As in the traditional media, without being restricted to opinion leaders and professionals the message has started being structured directly by its receivers. As for the content and the discourses created in the discussion areas have made the search of the new media area an obligatory area.

This study has aimed to study the content and the discourses of the readers' comments made to the on-line news, thereby accepting them a communication area of new media. Within the context of source-message-receiver, the reader comments containing a communication structure has also been assessed with the property of being public sphere. In the study, after the results of general elections held on June 7 2015, the on-line news issued with the disclosures of Ahmet Davutoğlu, the leader of Justice and Development Party and Kemal Kılıçdaroğlu, the leader of Republican People's Party and the content in the comments made to the news focused on the structure and theme. The study uses a research model utilizing qualitative and quantitative methods including content analysis and critical discourse analysis. In the research, the discussion that new media messages and regarding the area that is called public sphere/communication space the on-line comments of the readers who are the receivers of these messages have created has been enabling the on-line readers' comments to be reached the interpretive result as being a significant area."

Keywords: Public sphere, reader comments, content analysis, democracy, discourse