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Abstract

This research explored perceptions of female sportscasters. More specifically, this study aimed to better understand how Turkish male television viewers perceive female sportscasters. Male hegemony established the theoretical basis to understand male domination that is prevalent in sports, media and also heavily in Turkish culture. Sexual objectification of women was also helpful to better understand the status of women working in the media industry. Semi-structured, qualitative in-depth interviews were used to gather data. Twenty-one interviews were done, transcribed, and analyzed. The findings of this research indicated the male hegemonic environment of sports and also sports media, in the eyes of the male audience members.

TURKISH MALE VIEWERS' PERCEPTIONS OF FEMALE SPORTSCASTERS: A CHAIR RESERVED FOR MEN?

By

Hamide Demet Akat

B.A. Bogazici University, 2006

Thesis

Submitted in partial fulfillment of the requirements for the degree of

Master of Arts in *Media Studies*

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December 2018

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With an untiring hope for a better and peaceful world for all the children in the universe…

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Chapter 1: Introduction

In 2012, during a nationwide broadcast on the Turkish channel Haberturk, a former Turkish premier league soccer player Umit Ozat and a female sports anchor Simge Fistikoglu began a hard discussion about women sports fans. Ozat commented that any person of average intelligence would not accept that women know soccer as much as men. This dispute in the live show ended with Umit Ozat's leaving the show before the end. In the following days, there were similar discussions on TV about women and soccer. At the end, Umit Ozat apologized saying that he was misunderstood. It was very similar to the debate on women and football in USA in 2002 after CBS' 60 Minutes commentator Andy Rooney's words "a woman has no business being down there trying to make some comment about a football game." According to Sheffer and Schultz (2007), Rooney's comment reflected the attitude that women were unwelcomed in sports broadcasting.

There is a historical male domination in sports. As will be discussed in more detail in the following chapter, 'Sports is an institution created by and for men' (Messner & Sabo, 1990, p. 9). According to Messner (2012), the perception of sport as a space reserved for men, results in a biased approach towards women. Described as a social institution, sport reflects social values and is an "expression of the socio-cultural system in which it occurs" (Creedon, 1994, p. 3).

The Turkish Ministry of Family and Social Policy's Gender Equity National Movement Plan 2008-2013 suggested a similar interaction between the media and the society. The plan stated that the gender gap is reproduced in the media. The society and the media interact and solidify each other in Turkey (TDGSW, 2008), meaning that gender discrimination in the media

is not free from the gender discrimination in the society since the media professionals belong to the same structure.

When these two are combined, it is not surprising to see men dominate sports broadcasting (Etling & Young, 2007; Kane & Greendorfer, 1994). Although it may also be true for other fields in the broadcasting industry, sports media is still "the most male dominated space in US newsrooms" (Hardin & Shain, 2005). According to Women's Media Center's research "The Status of Women in the US Media 2017," women comprise only 13% of the entire sports staff (WMC, 2017). The situation of female sports media professionals is not any better in Turkey. For instance, by May 2018, all the sports news editors of the top ten Turkish daily newspapers are men. Additionally, there are no women on the editorial boards of the top three Turkish daily sports newspapers. This supports the fact that getting a position in sports media is a big challenge for women (for US Sheffer & Schultz, 2007; for Turkey Ozsoy, 2008). However, after the commercial TV channels were launched in Turkey in the early 90's, more women were employed for sports-casting or hosting positions in sports programs on TV (Ozsoy, 2008). But the use of a female figure on the sports screen is mainly for enriching the visuals (Akkaya & Kaplan, 2015). It is claimed in Ozsoy's (2008) research that the presence of women as a sportscaster on TV was the idea of the decision makers as they assumed that this would be a good move to increase the ratings by pleasing the male viewers. In line with these findings, a quick Google search on "kadin spor spikeri" meaning female sportscaster in Turkish, gives interesting results. By May 12, 2018 seven of the top ten items are about the beauty/attractiveness of the female sportscasters. On the other hand, Sheffer & Schultz (2007)'s study points out that some decision makers at TV stations do not want to hire female sportscasters thinking that male audience members, who are viewed as the main target of the

sports media, evaluate female sportscasters as less credible. It is true that the main consumer of the sports media in Turkey is men (RTUK, 2013). But what do they really think about the female sportscasters? Are they really pleased when there is a woman on TV talking about sports? The purpose of this study is to better understand how male audiences perceive female sportscasters in Turkey.

Women sportscasters is not a new topic for the academic literature, however, it has not been studied thoroughly in Turkey. Moreover, the existing literature about Turkish women sportscasters presumes that male audiences would be pleased when there is a woman on the screen. But it is not supported by an academic research yet. So, the findings of this study offer an important contribution to communications literature.

The following chapter will review the literature about the status of women in news media and then specifically in sports media. Male hegemony and the sexual objectification of women as the theoretical basis of the research will also be discussed in the context of sports and the Turkish society. Chapter 3 will provide the research design. Chapter 4 will demonstrate the major findings of the study. Chapter 5 will discuss the findings of the current study in the light of previous research, identify the limitations of the study and finally suggest future research.

Chapter 2: Literature Review

This chapter reflects the theory and the literature that this study is based on. To reiterate, the purpose of this research is to better understand how Turkish male TV audience members perceive female sportscasters. Male hegemony is the theoretical basis of this research since it is traditionally prevalent in sports, media and also in Turkish society, to which the participants of this study belong. Sexual objectification of women is also helpful to understand the status of women working in the media industry.

Male Hegemony

The concept of 'hegemony' was first deployed by Marxist sociologist Gramsci (1971) to explain how a powerful group in a society dominates the others. Connell (1987) expanded the same notion to gender and coined the term "hegemonic masculinity". Connell defined it as "the configuration of gender practice which embodies the currently accepted answer to the problem of the legitimacy of patriarchy" (1995 p.77).

The gender order brings in multiple masculinities (Connell & Messnerschmidt, 2005) that are continuously reproduced (Connell, 1998; Bird, 1996). Cultural values and ideologies are reflected in masculinities (Connell, 1995). The dominant masculinity is called hegemonic when there is socially accepted hierarchy among these masculinities (Connell & Messnerschmidt, 2005). Hegemonic masculinity is the idealized form of being a man that is appreciated by the society (Jewkes et al., 2015).

Hegemonic masculinity is the domination by men who hold the power over women and the subordinated men. Similarly, Jewkes and Morrell (2012) redefine the concept as the unequal organization of the society by men in power. Hegemonic masculinity creates an oppressive

gender order meaning that men are oppressed as well as women. However, although a small group of men practice the hegemonic masculinity, almost all men benefit from this practice as they receive the patriarchal dividend (Connell, 2005).

Male Hegemony in Turkish Society

The issue of male hegemony in Turkish society is a complicated matter; it has social, economic and political aspects. In order to put this complicated issue into some perspective it may be helpful to look at some recent numbers. According to the Global Gender Gap Report of the World Economic Forum in 2017, Turkey is 133rd in gender equality among 146 countries (Weforum, 2017). A significant discrepancy in work force participation is also observed between men and women. In 2016, employment rates for men and women are 65% and 28%, respectively (Turkstat, 2018). The level of participation in the workforce in the urban areas is even smaller for women. Comparatively speaking these numbers are well behind all European Union countries. For the educated women the rates are relatively high, but as the education level goes down the rate of joining the workforce outside the house drops considerably (Candas and Yilmaz, 2011).

Although the numbers mentioned above are relatively recent, the problem itself for Turkey is not something new. The women working outside the house is something unheard of before 19th century in the Turkish society. In the 19th century, with the development of the industrial agriculture (to some extent), women started working as a seasonal cheap labor force. Their introduction to the education system came much later, early to mid-20th century. For instance, the literacy rate was 47% for men and only 13% for women in year 1950 (Pamuk, 2008). The real jump in women's education happened in the second half of the 20th century; in fact the ratio of literacy for women was 45% in 1975 and 93% in 2016 (UNESCO, 2018).

The dramatic change in the role of women in Turkish society in the 20th century has a lot to do with the new state. The Republic of Turkey was founded in 1923. The first president and the founder of Turkey, Mustafa Kemal Ataturk tried to reshape the religious and traditional society inherited from the Ottoman reign, with a series of social, political and educational reforms and modernizations that were influential on women (Kabasakal et al., 2004). Unlike the indoor, veiled life of an Ottoman woman, an educated and unveiled woman living in the newly founded Turkey was expected to show up in public and private spheres (Gole, 1991). Turkish women were given equal political rights in 1934, which was before many modern countries. Women and men are equal in Turkish law, however, women are not able to exercise their citizenship rights as effectively as men (Arat, 2000). There are still some significant problems for women such as being less educated, less informed and poorer than men (Arat, 2000). Turkish society is described as patriarchal (Kandiyoti, 1995; Cosar & Yegenoglu, 2011; Mora, 2014), even becoming more patriarchal since the 1990s (Engin & Pals, 2018), and relying on Connell's (1995) argument this patriarchy secures the male domination in Turkish society.

Women on the Screen in News Media

The broadcast industry is very much concerned with newscast ratings (Weibel et al, 2008). Broadcasters compete for ratings, as the audiences have many TV channel options for watching news to be informed about what's going on today. All news stations have more or less the same news, except a few exclusive stories. In this situation, what makes TV channels preferable is their credibility (Weibel et al, 2008).

The credibility of mass media news is defined as the perception of how believably they reflect the events that news messages depict (Newhagen & Nass, 1989). The newscaster's credibility is significant in this process, as the person who delivers a message is one of the most

important factors in perceived credibility (Weibel et al, 2008; Engstrom, 1994). Newscasters are the "visible part of a broadcast" (Weibel et al, 2008), and they influence viewer's perceived credibility on TV news (Newhagen & Nass, 1989).

Given the fact that gender has an impact on the perception of credibility (Brann & Himes, 2010), a newscaster's gender influences the credibility of the newscaster as well as the credibility of the newscast (Weibel et al, 2008). Perceived credibility of male newscasters is higher than their female colleagues (Brann & Himes, 2010). Brann and Himes (2010) found out that male newscasters are rated as more credible than female newscasters in terms of competence, composure and extroversion. This is parallel with Weibel and his colleagues' study in 2008.

Sexual Objectification of Women in Media

Male and female newscasters are also evaluated unequally in terms of their physical appearance. The media depicts women in a sexually objectifying manner such that the focus is mainly on their physical look rather than their personality or abilities (Aubrey & Frisby, 2011; Baker, 2005). The same is true for the hiring strategy in the media industry. When the career developments of male and female newscasters are compared, it is seen that physical appearance plays an important role in female newscasters' career path (Engstrom & Ferri, 2001). The TV news industry wants to work with more attractive female newscasters (Grabe & Samson, 2011). However, the pressure about the better physical look may have some negative effects. The objectification of a woman means treating the female body as an object (Fredrickson & Roberts, 1997). If a woman internalizes the perspective of the others about her physical appearance, in other words if she adopts the objectifying gaze, then self-objectification occurs (Fredrickson & Roberts, 1997). The existing literature points out that self-objectification brings out some negative psychological consequences, such as depression or eating disorder (Fredrickson &

Roberts, 1997; Muehlenkamp & Saris-Baglama, 2002; Roberts & Gettman, 2004; Oehlhof et al., 2009) which may cause a decline in professional performance.

Moreover, female newscasters have to be more careful about their appearance since they are often criticized for what they wear, how their hair looks, and how thin or fat they seem on TV (Engstrom & Ferri, 1998). Managers and viewers alike often comment on female newscasters' appearance rather than their professional skills (Engstrom & Ferri, 1998). However, along with negative comments, positive compliments on a woman's look increases the woman's body-dissatisfaction (Calogero et al., 2009). Plus, compared to men, women are significantly more likely to compare their facial features and their body shape to their peers and also to the ones whom they perceive to be better looking, which is called upward comparison (Franzoi et al. 2012). Appearance comparison, especially upward comparison makes women more dissatisfied about their body (Leahey et al., 2007). Since body-dissatisfaction is negatively correlated with self-confidence, the huge stress on a female newscaster's appearance may cause a distraction for her professional career.

Aging is another factor affecting male and female newscasters differently. Female newscasters get more comments on their age (Engstrom & Ferri, 1998). TV stations tend to hire young female newscasters (Grabe & Samson, 2011). The assumption behind the news industry's negative approach to older female newscasters is that women anchors draw less audience by their mid-thirties (Grabe & Samson, 2011). However, aging has a positive effect on male newscasters; older male newscasters are perceived as being the most credible (Weibel et al, 2008). Tiggemann and Lynch (2001) found out that self-objectification and appearance anxiety of a woman tend to decrease after their 20's and 30's. But, as mentioned, it is more difficult for a woman to get a newscasting position after that age.

Women in Sports Media

Sports have been a site where masculinities are defined and reproduced (Connell, 1995; Messner, 1992). According to Naison (1980), dominant masculine ethos in a society is reflected in sports. Masculine characteristics such as strength, speed and the drive to win are appreciated in sports so much so even non-athlete men identify themselves with these qualities. (Fasteau, 1980).

Sports media are also a place where male domination is affirmed in gender order and the social construction of masculinities is reflected (Connell, 1987; Messner, 1988). "Women in sports are both a social reality and a social anomaly" (Harris, 1980; p. 223). Although this was stated for female athletes, it also corresponds to the situation of women in sports media as "the idea that a woman writing about sports is unnatural" (Hardin & Shain, 2005, p.22).

As discussed in the previous section, male and female newscasters are not treated equally by the broadcasting industry (Weibel et al., 2008), this is even truer for sports journalists. Several studies have documented how female sportscasters are perceived differently than their male colleagues (Etling et al., 2011; Etling & Young, 2007; Allen, 2003; Ordman & Zillmann, 1994). Ordman and Zillmann (1994) pointed out the gender inequality in sports media stating that "gender is an asset for a man but a liability for a woman" to be accepted as an expert in this field. They claim that female sports reporters are perceived as less persuasive, less informed and less competent compared to male reporters. Etling and Young (2007) found that male listeners rated male sportscasters as more authoritative than female sportscasters. These negative perceptions of female journalists were reflected in the fictional prime time TV series, *Sports Night*, where sportscasters were the main characters of the show. As a result of a textual analysis, Painter and Ferruci (2012) point out the unprofessional, ineffectual and male-dependent portrayal of female sportscasters.

Sheffer and Schultz (2007) examined hiring strategies of news directors working at local TV stations. One of the interesting findings of this study is that older male news directors were not eager to hire female sportscasters since they assumed that the audience would perceive female sportscasters as less credible. However, this negative managerial attitude may change with feminine beauty. Physical looks are more important than sports knowledge for a woman to be hired as a sportscaster resulting in a shorter career track since attractiveness may be lost as a woman ages (Sheffer & Schultz, 2007).

All in all, female sports staffers encounter discrimination and sexual harassment (Hardin & Shain, 2005; Miller & Miller, 1995) not only in a locker room but also in the work place.

Turkish Sports Media, Football, Women

In light of the previous research, one may conclude that the sports casting chair is reserved for men in the US. But how about Turkey? Do the audience members follow the decisions of the decision makers? Could there be any room for women as sportscasters in a more gender-unequal country? It is interesting to replicate such research in a Turkish context since Turkey, as a country geographically located between Europe and Asia, can be described as a "land of contradictions that is caught between East and West and tradition and modernity" (Giorgi, 2014, p. 123). In the United States, the first female radio anchor, Susan Stamberg (NPR, 2010) and the first female co-anchor, Barbara Walters (Britannica, 2018) showed up in 1970s. However, in Turkey, the first female radio news anchor, Emel Gazimihal, started to work for Ankara Radyosu (Ankara Radio Station) in 1937 (BBC, 2009). Moreover, the first television broadcast in 1968 started with the announcement of a female anchor, Nuran Devres (TRT, 2018). Most of the research cited above, examining the situation of women in news and sports media, was conducted in the United States. When it comes to Turkish media, the literature is extremely poor regarding research on the

perceptions women sportscasters – to the author's knowledge this is the only one. This section considers the gendered milieu of Turkish sports media to better understand the perceptions of women sportscasters.

Arslan and Koca (2006), content analysis on representation of women athletes in Turkish daily newspapers in 2004, found out that only 9% of total sports news examined were about women athletes. Bakan (2014) analyzed the sports news in top three Turkish daily newspapers in a month period in 2011 and discovered a similar result that the number of the news about female athletes were fewer than the number of the news about male athletes. Buyukafsar's (2016) content analysis of the top two Turkish sport dailies, *Fotomac* and *Fanatik* echoed the findings of the aforementioned research. He underlined that nearly all of the news were about male athletes and/or men's teams. It was also highlighted that the success of male athletes was supported via glorifying expressions on their masculinities whereas the success of the female athletes was devalued via ordinary wordings (Buyukafsar, 2016). Bakan (2014) discussed the possible reasons of the dominance of men's sports coverage and he mentioned about the male hegemony in the decision-making mechanism of the Turkish media. When it is considered that there are no women as sports editors in highly circulated newspapers in Turkey, one may conclude that Turkey follows the same pattern as the US in terms of giving limited chance to women to join leadership and decision-making process in sports and sports related organizations (Ozbey & Guzel, 2011).

Sports means football in Turkey. The public surveys made by GENAR in 2004 and by Turkish Football Federation in 2005 showed that the most popular sports in Turkey is football. So, it is not surprising to see football as the dominant sports in print media (Ozturk et al., 1996; Ozsoy, 2011). Buyukafsar (2016) noted that 3029 news articles were on football out of the 3463 sports

news articles he examined in the top two sports newspapers. In other words, sports reporters predominantly cover football news (Cimen & Ilhan, 2007).

The same domination of football is observed on television. The first live football game was broadcasted by the state-based Turkish Radio and Television (TRT) in 1971 (Cakar, 2016). After the launch of the commercial channels in the 1990s, football games were shown on different channels until the broadcasting rights of the premier league matches were sold to Cine-5 for the season 1996-1997 for $40 million. Today, the broadcasting right is on Digiturk (with its new name 'beinsports-tr') for yearly $500 million (Cakar, 2016). However, since football games are seen as a good way of increasing a TV station's ratings (Guler & Demir, 1995), many TV channels produce football programs. Mostly, men take place on football shows such that Ozsoy (2014) made a research on 28 televised football programs and he pointed out that among 101 people consisting the TV hosts, former players and former referees, only two were women. Participants of the same study opined that these shows mostly address male audience members because watching a football game is also reserved for men (Erhart, 2016). It is a natural result of football being a men's game in Turkey (Bora, 2007; Erdogan, 2008; Talimciler, 2017). Football is effective in constructing masculine identities (Talimciler, 2017). Football defines masculinity as being strong, competitive, brave, etc. and reproduces the gender discrimination in the society (Erdogan, 2008). Erhart's (2011) study on a female fan group shows how hard it is to enter the masculine environment of football even as a female fan in Turkey.

Summary

In Turkey, sports and sports media mostly mean football, which is played by men, refereed by men and watched by men. In this heavily male hegemonic environment, women sportscasters are on the upswing especially after the launch of the commercial TV channels. As it is discussed in the

review of the existing literature, male hegemony creates gender inequality. Studies made in the US highlighted a segregation among the perceptions of women sportscasters and men sportscasters. Male sportscasters are seen as the norm and the audience perceives them to be more credible, while women on screen are valued according to how they look. The decision makers in the broadcasting industry sexually objectify women on the screen as they want to hire beautiful and young women to appeal to male audiences.

So, the research question that was explored is as follows:

RQ1: How does the Turkish male TV audience members perceive female sportscasters?

RQ1a: Are they believed to be less credible than male sportscasters?

RQ1b: How do male audience members interpret attractiveness of female sportscasters?

Chapter 3: Method

The purpose of this study was to explore how male audience members perceive female sportscasters. In-depth interviews were used for data collection. Data was thematically analyzed using Dedoose software. In this chapter there will be the details of the research design.

Data Collection

Semi-structured, in-depth, qualitative interviews were used as the means of data collection in this research since the nature of the method and the purpose of the study were a good match. In-depth interviews can be described as a "discovery-oriented" method that enables a deep exploration on how people think and feel about an issue (Guion, Diehl & McDonald, 2001). In-depth interviews are effective for research where the focus is attaining detailed enlightenment from a participant's thoughts (Boyce and Neale, 2006). In other words, the main goal in choosing this method is knocking the closed doors of Turkish sports viewers behind which "there is a world of secrets" (Oakley, 1981).

A semi-structured guide (Appendix A) was followed as a general format for the interviews. With the help of this general format, consistency in the main points discussed with the participants could be achieved. These primary questions were open-ended to enable natural emergence of themes. Semi-structured interviews also allowed natural flow of conversation and spontaneous sub-questions that varied according to each participant. Since trust is a fundamental issue in this method (Brennen, 2013), there was a wide room for ice-breaking questions at the beginning. Each interview started with ice-breaking questions about the participant's favorite team, interests or hobbies. Recent sports news was also helpful for the researcher to gather data about each participant before the interview. Their opinions about the recent sports news helped

the researcher "to understand the language, customs and culture of each person" (Brennen, 2013, p.31).

All interviews were audio taped. The research process continued with transcribing these interviews according to Kvale's (1996) outline. The researcher's observations about the interview and the interviewee were also noted. Each interview was transcribed in a short time after the interview when it was still fresh in the researcher's mind.

Recruitment

This research focuses on sports viewers' opinions about the female sportscasters. Most of the viewers of television sports are male (for US Gantz & Wenner, 1991; for Turkey Ozsoy, 2008). This is also reflected in research conducted by The Radio and Television Supreme Council in Turkey (RTUK) in 2013. NTV/ NTV SPOR was rated as the most popular TV channel by 45.8 % of the sports viewers who participated in the research (RTUK, 2013). NTV SPOR was still on air when the interviews were done. (The channel was sold and closed in March 2018). The viewer profile of NTV SPOR was described as male sports fan over the age of 25 (NTV, 2015). Therefore, I recruited Turkish male sports fans over the age of 25. My primary recruitment strategy was using my personal contacts. Snowball sampling was also helpful to increase the sample size and to reach more diverse participant profile. I conducted twenty-two interviews. I discarded one of the interviews as it did not contain any insights since the participant preferred to talk about his own sport experiences all through the interview rather than answering the questions. I found twenty-one of the interviews useful. The recruitment process stopped there since I met the concept of saturation, (Creswell, 2013) at which no new themes emerged. As detailed below, the data was analyzed during the interview process as well as after the verbatim

transcription. I did and transcribed all interviews in Turkish. I translated the excerpts into English with the help of a professional translator.

IRB Procedure

Since human subjects were needed to participate in this study, an application was submitted to Institutional Review Board of Syracuse University for research exemption. The purpose of the study and research method were stated in the application form. An informed consent form and also tentative interview questions along with their Turkish translations were added to the application form. I received Approval by the Institutional Review Board in March 2015. Each interviewee was informed about his rights to end the interview whenever he wants through the consent form that was read to him prior to the interview.

Participants

As this study investigates the perception of male audiences about the female sportscasters, all interviewees were men. The most popular sports TV channel in Turkey at the time of the interviews was NTVSpor, and as mentioned, the station claimed that its target audience profile was male viewers above 25 years old. Accordingly, the set of participants were all chosen to be males who are older than 25 years old. Among those participants, ten were in the age group 25-40, eight were in the age group 40-60, and the remaining three were above 60 years old.

All participants were interested in watching sports on TV, such as games, sports news, pre-game/post-game commentaries, etc. The average time they spent on watching these activities is about 6 hours per week.

Among the twenty-one participants, seven did not have a college degree; two are college drop outs; five have college degree from distance learning programs; seven have a college degree

or higher. Detailed information about the year of birth and the education level of each participant may be found in Appendix B.

The entire interview process took about three months after the interview guide had been tested with two preliminary interviews. Each interview took around 30-35 minutes on the average. However, the participants with lesser education levels were found to be shy in the beginning. They tended to give short answers. They became more talkative and forthcoming after the first half an hour. Hence, those interviews took more than 45 minutes most of the time.

Data Analysis

The data analysis process started during the interviews. Especially after the first few interviews, it was easier to interpret the information. Following Kvale's (1996) advice, field notes and non-verbal cues such as sighs, hesitations, laughter, or stuttering were also used for interpretation as well as verbatim transcripts.

Transcripts were coded according to the highlighted key phrases using Dedoose software. Data coding was helpful to thematically analyze the overall data. Once all the themes came clearly on the scene, the researcher was ready for the next step in Kvale's (1996) outline, writing up the findings of this research. Quotes that would be used as proof of themes in the Findings were translated into English by the researcher and these translations were cross-checked by a professional translator to be sure that there was no loss of meaning during the translation process.

Role of the Researcher

I was hesitant before starting the interviews as a woman researcher asking men about a gender issue. I planned to begin interviews by myself and the back-up plan was asking for help from a male-interviewer if I observed any shyness of the participants. However, most of the interviewees were very comfortable to speak out their actual ideas about women sportscasters. Only a few participants were not talkative at the beginning. In this regard, I felt myself lucky having advanced interviewing skills thanks to five years of professional experience. Creswell (2013) argues that the researcher's ability in asking questions is the key factor in the quality of an interview. I spent more time on the warm up questions until my participants felt themselves relaxed. So, I did not need any help with conducting the interviews at the end.

I also took the advantage of conducting the interviews in my native language and in my home country. As a Turkish person, I know the cultural norms of the society very well. These all helped me to overcome the limitation of being a woman asking men about their thoughts on women sportscasters.

Chapter 4: Findings

This chapter presents the main findings of the study. Based on Owen's (1984) thematic analysis, five key themes are found. Each will be presented in detail along with the quotes that exemplify the theme. It is important to note that soccer and football used interchangeably throughout this study.

Women sportscasters are on TV to attract male interest

All participants expressed the idea that the main reason that the women are on TV sports programs is to attract the male audience.

> *I think only man's commentary makes sense. When they put women on screen, it is more like to attract viewers. (Participant 4)*

> *As I said, it looks very unnatural, I do not watch them, I never prefer it. It is too obvious why she is there. Now we live in a capitalist order where money is everywhere and unfortunately women are used as marketing agents and as a tool and they are viewed as such. I mean it is like they produce a program and see who among women can present that program. That is how I feel. Of course, there are exceptions but I think this is so in general. (Participant 9)*

Although it was not directly asked, most of the participants highlighted the possible impact of the physical beauty of a female sportscaster on male audience.

> *I think they are on screen because their looks are effective. Channels pay attention to that. (Participant 14)*

One participant claimed that if the main reason of a female sportscaster to be on TV is her beauty, this will bring a shorter career compared to a man since female beauty doesn't last.

> *I think her career will be short. I do not know. Generally, women's faces become outdated pretty fast and they replace them with a younger and charming one. In male hosts, handsomeness might prevail for a long time. I mean it does not disappear easily. And also there is this point. What is the rationale of putting women on screen? It means prioritizing their appearance. Therefore, it will not last long. I mean, women are on screen for a reason. Think about it like this. For example, there are 20 people who are experts in a field. If there is a woman among them, you can select the woman but is the woman the best among them? I think it is of low possibility. As a field of expertise. (Participant 8)*

Another participant said that he is aware that woman are used to attract viewers but he still prefers to get sports news from a beautiful woman as all the channels give more or less the same news.

> *Since sports is in the field of men's interest and since football is what comes to mind when we say sports in our country, women are used to grab interest. They use women as a tool to attract interest on screen; this is a fact. They want to exploit this. When you go to car showroom or to an auto-show you will see more women than cars. I mean when I watch a women sports speaker I am aware that she is on screen because of ratings but still it feels attractive. Because there are many channels broadcasting the same news- there are many channels- why not listen to news from a beautiful woman? If there are two cars going to the same place; one is well-kept and clean the other is not well-kept, why not prefer the well-kept one? (Participant 18)*

Skepticism / Curiosity about if a woman can do it

All participants emphasized that the main reason for them to watch a female sportscaster is to see whether she can do it or not. It is important to note that they do not express this kind of skepticism about male sportscasters during the interviews.

> *I look to see whether a woman can do it or not. I have not seen anything like that but I think if I see a woman on the screen while I am switching channels, I will have a look to see if she can. (Participant 2)*

> *Of course, I would watch a female sportscaster. It would pique more interest. I would have a look to see if she could manage it (laughs) honestly. (Participant 13)*

> *It would grab my attention. What kind of a program is she presenting? What kind of a preparation has she made? What kind of phrases does she use? These naturally grab my attention. (Participant 17)*

One participant stated that he does not question the knowledge of a male sportscaster whereas he does when it comes to a female sportscaster.

> *When a woman presents one wonders whether she is knowledgeable, whether she can present or not, how she presents or who she is. When it is a man, one does not wonder thinking that he already knows or if the news he presents is interesting, I then pay attention. If not, I switch channels for example. (Participant 12)*

Some of the participants highlighted the negative impact of a female sportscaster's beauty. What they report shows that there is a negative correlation between the beauty and the knowledge in how they perceive female sportscasters.

I would have a look, of course I would. I would wonder if this woman's knowledge is equal to her beauty or if she is highlighted due to her beauty. (Participant 13)

Yes, I would stop and at least have a look to see how she speaks. Is she really knowledgeable? What is her relation to the topic or is she there just because she is pretty? I look at that. (Participant 14)

But when I see a beautiful woman I hesitate about her knowledge. First I say beautiful girl and watch and then I look at her knowledge. If she is not knowledgeable then I do not watch it and switch channels. (Participant 18)

A few interviewees remarked that a female sportscaster has to prove herself to overcome this negative impact.

At first there might be some prejudice due to her beauty but the way to overcome that prejudice lies in the ability of that woman. If she can demonstrate her ability, then all of those prejudices will disappear. (Participant 11)

When there is someone I am not used to on screen, someone not known, especially a woman, um, first I expect her to prove her football knowledge. (Participant 20)

Two participants were still interested in "woman gaze" in sports although they thought that women know less.

But I would like to watch her comments more. For example, how she views the cards, yellow cards and red cards in football from the perspective of a woman. I wonder what she thinks about that. (Participant 12)

I watched a little bit. I mean it is like…, it is like football from a woman's eyes. I watched a few times. Compared to the programs presented by men, those shows presented by a female sportscaster are lighter. Women are talking about the thing they know about football and trying to create the image that they understand football. (Participant 14)

Men are better in this field, especially in football

Another theme that was overwhelmingly present amongst all the interviews was the idea that men are obviously better in sports media.

Let me tell the truth. Since it is sports, women remain a bit weak. Of course there are more males such as the commentators who grew up in this field or the footballers and their commentary is a little bit different.

Researcher: So, if you compare men and women?

For me, I think men are better. I do not know. But sure I also watch women. Indeed, I do. (Participant 1)

Some participants talked about the male standard as a benchmark in this field and they remarked that it is hard for a woman to reach this level.

Um, as I said, a woman's understanding, commentary style, namely her presentation style and knowledge, these are all effective. (Interviewer's note: It is clear that he is mumbling what he is trying to say)

Researcher: What if you compare men and women?

I do not think women are as good as men (laughs, relieved). (Participant 3)

Once I watched a game that was play-by-play announced by a woman. I listened, she did it but for a woman. It is not up to the standards of men. (Participant 18)

In most of the interviews, participants interpreted "sports" as if it only means soccer. Once they started to talk about soccer, they emphasized that this is a world for men from which women have to keep away.

Well, they cannot do in football. They cannot be as successful as a man in sports in football, because football is man's business and thus the commentator/sportscaster needs to be a man. I mean, I have seen a few women and some of them are good but I do not know their names but they are good. But I think men are more successful. (Participant 5)

In Turkey, in general sports mean football... football is a man's game... I feel it is better if the commentator/sportscaster is a male. (Participants 12)

Women should not commentate football games definitely; they should stay away from football. Because women cannot give the excitement that we are used to. (Participant 18)

Participant 2 claimed that men are more successful since they "experience a soccer game better", they "live the match" so that they broadcast it better than a woman.

Some interviewees stated that a man's voice is a better match for a sports broadcast.

Yes, in sport commentary there is a male dominance. This is very appropriate because of the tone of voice. Because women's voices are high pitched and it can be disturbing when it gets exciting. (Participant 11)

Women also cannot shout. I mean, high pitch affects because it is acute. I mean saying goaaal from your throat is different from saying goaal (Note: with a very soft, girlish

tone). Does it not affect people? It of course does. It even affects you as a woman. I think. (Participant 3)

I mean our ears are accustomed to voice of that tone. It feels as if if the commentator is a man we can understand and think better. Of course, a woman's voice is also nice but their commentary style might attract more interest in different fields and topics I guess. In other words, I think that voice would suit topics other than sports better. (Participant 13)

Proper sports that female sportscasters can be better at

The common idea is that a male sportscaster can broadcast any sports but there are only some proper ones for a female sportscaster. Even some of the interviewees who said they were totally indifferent between watching a male and a female sportscaster at the beginning, started to reveal their preference after they were asked to pick a male or female sportscaster for specific sports. According to the participants, soccer should be covered by male sportscasters. As it was also a part of the previous theme, the underlying reason for this outcome was that the participants see football as a world for men.

I think football can be presented best by a man for now. (Participant 2)

I think a woman should not commentate football. Because since football is male-dominant, she might present a football program but I do not think it is good for her to commentate a football match. (Participant 14)

In general, I mean right now, football is watched all around Turkey. Truth be told, football is a man's game. I mean if it were skiing or handball, you can watch it if a woman commentates but when it is football, there is something missing. (Participant 3)

Men should play and present football. (Participant 18)

One of the participants made an interesting commentary on why female sportscasters are not appropriate for covering football. He claimed that the nature of a woman and the nature of football are contrasting.

The reason for football to be loved very much is that it is a very easy job. Women care a lot about details. The nature of women does not overlap with the nature of football. Women are very successful in parts that are related to details. Statistics, assistant referee... honestly. (Participant 21)

All the participants had a consensus on volleyball as the most appropriate sport for female sportscasters. Some interviewees support their ideas with recollecting the success of women's volleyball in Turkey.

Volleyball, it is for women. You know in volleyball our biggest achievement came from women. I think a woman host will fit very well in volleyball. (Participant 8)

Volleyball can be female. I have something like this in my mind. I think women's volleyball is better than men's volleyball by a notch. What I see in that sport is that women impress. (Participant 2)

Women should play and present volleyball. (Participant 18)

Some participants believed that the gender segmentation for what sport should be covered by whom is based on the nature of the sports.

When you rationalize, volleyball or um tennis, those kinds of things, women can present them. But tougher, more reactionary (meaning more action-packed) sports such as football, I think a more masculine voice fits them better. (Participant 4)

For example, volleyball, tennis. Women can present them. But football includes some violence, some swearing. Thus I do not see it suitable for women but as I said in calmer sports, I think women can also be good. I mean they can do the others as well but they cannot be successful. (Participant 5)

A woman can commentate tennis or ice-skating. These will look good. Basketball is not OK for example because I think sports with high adrenaline are not for women. Because women are emotional creatures. But there is no room for emotion in football. The birth of football stems from gladiators. People who once enjoyed bloody shows and relaxed now replace them with football.

Well, which feeling does tennis have for a woman to commentate it?

Well tennis is a romantic sport. It is an aesthetic sport. I cannot say there is emotion in volleyball but it does not suit a man. (Participant 18)

Volleyball is OK. Figure skating might be OK too. Ummm, winter Olympics might be OK too for a woman but football does not make me feel, ummm I mean I feel a woman cannot give that speed and excitement but maybe I am wrong. (Participant 19)

Yet, tennis can be female, yes, it can be female. Perhaps because it is a more stable sport. (Participant 2)

Some interviewees claimed that the dominant gender of the athletes playing one sport should be mirrored on the gender preference of the sportscaster covering that sports.

> *If the players are women, then there should be more women. Both the commentator and the host can be women. This happens in volleyball and basketball but not in football because there are not women's teams in football. (Participant 7)*

> *Cycling is definitely a man's sport. (...) The one who does that sport more should present it. For example, can there be women in ice hockey or wrestling? I mean wrestling is known as a man's sport, similarly ice hockey. (Participant 8)*

Lack of former/familiar female sportscaster figures

All participants were found to be quite acquainted with male sportscasters. Most of the participants called male sportscasters easily by their names. During the interviews Serhat Ulueren, Gultekin Onay, Ilker Yasin, Erdogan Arikan, Yalcin Cetin and Ercan Taner were frequently mentioned male sportscasters. On the contrary, the participants had a hard time coming up with a name of a female sportscaster. Burcu Esmersoy was the only one who was mentioned. It is important to note that Esmersoy was the second runner up in the beauty contest, Miss Turkey, in 1997.

There are some repeating key words such as *habit, perspective on women, etc*. that reflects that the societal norm is based on men on sports screen. The participants explicitly and repeatedly stated that they were used to seeing men in sports media so much so it has become a norm or a cliché for the viewers.

Well, there is an established norm for us, a sports host is a male. I mean our perspective on women is a bit different. It is about training oneself and getting oneself accepted. (Participant 8)

Most of the participants opined that it would be a little strange to see a female sportscaster on TV. In other words, according to them, women misfit in sports-casting chair.

It does not change depending on their being male or female, actually I don't care that much but I find it a bit strange, I mean women narrators, women as sportscaster. It might be due to habits. (Participant 14)

Um, it has become a norm for a man to commentate a football match and playing or announcing football does not suit a woman. (Participant 18)

It was observed that most of the participants immediately relates women with their domestic roles and their domestic roles only. Participant 2's answer gives a clue that there is a bold line between the social roles of a man and a woman. In the society, women are not appreciated for going beyond this line. Same is true for a man.

I prefer male anchors. One part of it is good, I mean it is a norm. Women generally cook, men also cook but women cook better. Nobody says, "my father cooks well". My father cooked well but nobody says that their father cooks well. They say, "my mother cooks well". (Participant 2)

Some of the participants said that they were not opposed to the idea of a female sportscaster however they said they do not know how it would be.

Hmm, women can present all, can present football too, I am not making a distinction. But we do not have such a habit or experience in our past and thus it does not seem fitting. But if we had such experiences it would be better. I do not know what will happen in the future. (Participant 12)

Well, I would immediately think 60% man. Because our eyes and ears have been accustomed to men in this field for years. I mean it feels like it suits a man better but a woman might do. There are female professionals as well as male ones who can commentate. I want them to be on this stage. (Participant 13)

Some of the interviewees said it is even hard to imagine listening to a football game play-by-play announced by a female sportscaster. There were contradicting thoughts or guesses about whether they would like it or not.

Honestly, I have not seen a woman commentating a football match. I am trying to imagine, um, probably it will not be very interesting, I have only imagined it now. It would be very odd to compare the commentary of Ercan Taner (Note: a senior well known sportscaster) with that of a woman. (Participant 2)

Lack of former experience of watching a woman on sports screen feeds into the bias against women being an acceptable fit in this position. For instance Participant 4 thinks that any woman cannot remain calm during a commentary even though he concedes that he has never experienced this before.

I mean since I did not hear it (from a woman) I do not know how to react. If I listened to it once, or if I encountered it and listened to it for 15 minutes I could comment on it now but since I have not listened to it I do not know what my reaction would be at that

moment or whether I would like it or not. Everyone has different tastes. I like to listen to a calm commentary for example but since I do not listen to those, I do not know. (Participant 4)

Listening to a woman commentate a match. For example, if it is on a radio, I would listen to it, it would be nice and interesting. It would probably be like a meal I have never tasted. (Participant 12)

Another interesting outcome was the thoughts of some of the participants on shorter career tracks of some female sportscasters. They contend that women use sports media as a way to further a career in television and that they use their beauty to get this position. These negative evaluations of women's motives are the main reason they offer for their negative perceptions of female sportscasters.

They bring a beautiful woman for a few episodes, she stays for a while but then leaves and goes to somewhere else and then it is over. But if they bring a dignified woman and if she continues for a few years and made herself known then people will say oh, yes and so on. For instance, why do people love Ridvan Dilmen (Note: Mr Dilmen is a former premier league football player and shows up on TV as a commenter for a long while) a lot? He is a sport writer who has been talking moderately for years. (Participant 4)

But the ones we see on screen are models etc. and that is one of the reasons why we have negative thoughts on this. (...) I think the women who have improved and equipped themselves will be more successful. But how about the ones who are on TV because of their beauty? What will happen in the future? It leads to a short term career. In that

respect I think it is more important for sports anchors to be permanent and satisfying rather than being temporary. (Participant 17)

There is no one doing this for more than two years. They appear on screen for three months and then they jump to a different field, to a different branch. Do you know any woman who has done this job for more than three or four years? No. I do not know anyone. (Participant 14)

Conclusion

The findings show that the participants perceive male and female sportscasters differently. The participants said that attractiveness is a credit for a woman to be a sportscaster on TV. They also stated that a beautiful woman effectively gets men's attention. On the other hand, good looks undercut a female sportscaster's perceived credibility.

Another important outcome was that the participants said that they never trust the knowledge of a female sportscaster in advance and they want to see whether she can do it or not. It is important to note that they never question a male sportscaster's knowledge. The interviewees claim that men are obviously better in sports-casting. They had some kind of sports in their minds that could be proper for female sportscasters. On the contrary, they believe that there is no problem for a male sportscaster to cover any sports. The final theme emerged as the lack of former female sportscaster figures and the participants complained about women who see sports-casting as an effective step for their TV career.

Although it is clear that the participants had some prejudice against female sportscasters, there are still some clues that this prejudice can be broken in time. All these findings will be discussed in the light of the previous research at the final chapter.

Chapter 5: Discussion

The purpose of this research was to examine how Turkish male sports viewers perceive female sportscasters. Five themes emerged as a result of the data analysis. This chapter will provide an interpretation of these findings and its relevance to the previous research. There will be also some recommendations for future studies.

Understanding the findings in the light of previous research

All of the participants seemed to be quite sure that 'men are better in this field'. It shows that viewers perceive male and female sportscasters differently. This concurs with previous studies (Etling et al., 2011; Etling and Young, 2007; Toro, 2005; Allen, 2003; Ordman and Zillmann, 1994). It is clear that male hegemony and male dominance extends from sports fields to the media representations of anchors, and the latter is solidified by the former. Male sportscasters are perceived as better in advance and as Ordman and Zillmann (1994) point out "gender is an asset for a man but a liability for a woman" when it comes to being accepted as a sports media expert.

'Skepticism/ Curiosity about if a woman can do it,' suggests that the most important reason for men to watch a female sportscaster is to see whether she can succeed or not. Most of the participants claimed that a female sportscaster should first prove her knowledge to be watched. This is in line with Caglar (2013)'s finding about the media representation of women candidates in another male dominated area, politics, in Turkey. Women candidates' capability is questioned whereas the same is not true for a man. One may suggest that women are forced to bear the burden of proving themselves when they enter into a male hegemonic area.

Another theme that was apparent in the data was that 'women sportscasters are on TV to attract male interest'. According to the interviewees female sportscasters' looks are effective in

their careers. However, it is found that the good looks of a female sportscaster and the trust for her knowledge are inversely correlated. This mirrors the finding of Toro (2005) that the attractiveness of a female sportscasters makes the audience members think that her appearance was the only reason for her employment. It is clear that the structured binary position between knowledge and beauty reinforces male hierarchy and the sexual objectification of women.

The physical look or beauty of a female sportscaster is effective at first glance to grab the attention and to keep male viewers tuned to a channel for a while when a viewer is surfing TV channels. However, putting a woman in the sports casting chair is not enough for higher ratings as most of the participants say that it is not the only reason to watch a show. This contradicts the employment strategy of TV stations mentioned in Sheffer and Schultz (2007)'s and Ozsoy (2008)'s studies. Moreover, Akkaya & Kaplan (2015) pointed out that the female body is used to enrich the visuals in sports media, yet the interviews imply that it does not have a permanent effect on male viewers' preferences when it is done through sports casting chair.

Another interesting point is that the findings of this research shows that the male viewers do not like the idea of seeing a woman as a sportscaster. Yet, the broadcasting industry makes a big presumption as if most of the male audience members would be pleased with that situation. There is another strong link to the male hegemony. In a male hegemonic society the dominant group of men oppresses the other men as well as the women living in the same environment (Connell, 1995). So much so, the decision makers think and make preferences on behalf of male viewers.

In order to gain more understanding of where viewers locate female sportscasters, participants were asked about any 'proper' sports for male and female sportscasters. The outcome was really interesting that the term 'proper' shows a serious gender segmentation. Male

sportscasters were found as a good match for almost all kinds of sports, whereas there was less room left for female sportscasters. Some sports such as volleyball, tennis and ice-skating are viewed as feminine based on being less action based or being less challenging and the participants claimed that those sports were a better match for a female sportscaster. This supports Mudrick & Lin (2017)'s finding that volleyball which is considered as a feminine sport is better to be covered by a female journalist whereas football, a masculine sport, would be better reported by a male sports journalist.

Furthermore, the participants' description of appropriate types of sports and voice tones shows the consolidation of stereotypical masculinity and femininity. All these findings reflect the literature that masculinities and femininities are defined and reproduced in sports (Connell, 1995; Messner, 1992). The proper sports for a woman to sportscast theme implies that the male hegemonic environment in sports media keeps gender roles alive and perpetuates the gap between men and women (Schmidt, 2015).

The final theme emerged as 'lack of former/familiar female sportscaster figures'. The interviews suggested a variety of perspectives that perfectly mirrors what Connell (1995, p. 231) says about the hegemonic masculinity in sports that "the male is norm". As stated in Antunovic's (2014) study about the first National Football League (NFL) female referee, it is not enough for a woman to show up in an all-male space to overcome reality of the gender-based prejudice. It still takes time for the attitudes to be normalized. This is also in line with Mudrick et al. (2017) that a woman sportscaster is a socially incongruent figure. It is clear that the masculine ideals are promoted in sports-media, so that the viewers' tastes are established on these ideals. Any woman sportscaster is expected to perform the same standards in order to be successful.

The idea that the female sportscasters have to prove their knowledge and ability to gain a good position reiterates the fact that sports media is not a fair world for females. As mentioned before, male sportscaster is the established norm. Most of the participants are used to male voice tones and they seem rather reluctant to be open for a change. Their opinion in this habit shows a strong trend of normalization of male dominance in sports media.

Besides, the increase in the number of female athletes is something positive for the perception of female sportscasters. In this sense, volleyball is a very promising example. Turkish women's volleyball clubs experienced significant success in international platforms since the early 1980s. It is clear to see the reflection of this success in the audience perception that all of the participants were positive for a female sportscaster broadcasting volleyball.

"Sports have the power to change the world. (...) It laughs in the face of all types of discrimination." Nelson Mandela

Limitations

A possible limitation to consider in this study is that all interviews were conducted by a female researcher. To overcome this possible influence, I tried to warm up the interviews with indirect questions about current sports news. As mentioned before, I found some less educated participants more shy, so I extended their interviews. Although the interviews were fruitful to analyze at the end, there may be still some influence of my gender. So, it may be helpful to consider this possible limitation in future research.

Future Research

This study has confirmed the reflections of male hegemony and domination in sports media. However, it has also provided hopeful insights that the audience members' perceptions may be

developed in a positive way as there will be more female athletes and more determined female sportscaster figures in the industry. Although the participants seemed to be more conservative about soccer, their thoughts about volleyball support these promising insights. Though not present amongst all of the interviews, some participants expressed their hopes that more women involvement in sports media may smooth the rude masculine wording in some TV shows on soccer.

Secondly, Toro (2005) found out that the female participants in her research were more severe in criticizing female sportscasters than the male participants. It may also be interesting to conduct a similar research with female audience members in Turkey.

Considering all of these findings, it is clear that there is a wide room for future studies to understand the main thoughts and the expectations of the viewers to make the broadcasting industry fairer for female workers.

Appendix A: Interview Questions

1. How frequently do you watch sports news and sports-programs on TV?
2. Which one is your favorite channel for getting sports news? Why?
3. Do you remember the last time you watched a sports news show or a program? Can you tell me what you remember about the sportscaster?
4. How much do you think the sportscaster is important for your choice of a TV channel? In what way the sportscaster is important?
5. Who is your favorite sportscaster? Can you tell me more about him/her?
6. What do you expect from a TV sportscaster? Is your expectation any different for a male and a female sportscaster?
7. What do you think when you see a young and attractive female sportscaster on TV?
8. How about seeing a young and attractive man as the sportscaster?
9. When you consider the gender of the sportscaster, how would you evaluate a female and a male sportscaster in terms of credibility?
10. When you think of the sports branch, do you have any kind of appropriate match with a female or a male sportscaster and the type of the sports that they are talking about?
11. What do you see as any difference between a female sportscaster presenting sports news and a female sportscaster hosting a show?
12. Did you have a chance to watch the soccer game which was play by play announced by Semahat Arslaner on TRT? Even if you did not, how do think about play by play announcement by a woman?

Appendix B: Information About the Participants

Label	Year of Birth	Education
Participant 1	1979	Elementary School
Participant 2	1979	College-Distance Learning
Participant 3	1977	College Drop Out
Participant 4	1975	Secondary School
Participant 5	1983	High School
Participant 6	1983	Secondary School
Participant 7	1950	College Drop Out
Participant 8	1984	College-Distance Learning
Participant 9	1984	College-Distance Learning
Participant 10	1963	Secondary School
Participant 11	1971	College
Participant 12	1987	College-Distance Learning
Participant 13	1962	Secondary School
Participant 14	1972	College
Participant 15	1981	College
Participant 16	1955	Secondary School
Participant 17	1951	College
Participant 18	1984	College
Participant 19	1973	College-Distance Learning
Participant 20	1980	Masters
Participant 21	1969	College

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Professional Experience

- Speaker/Anchor Turkish Radio Television, TRT (Jan 2009 - Sep 2016)
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- Anchor - Ozel Gundem, Weekly TV Show on Economics, TRT NEWS (Dec 2012 – Aug 2013)
- Producer – Babiali Yokusu'ndan, Daily News Radio Show (Oct 2015 – Jan 2016)
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Education

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- Bogazici University, Department of Economics (BA, 2006)
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Certifications

- Wharton Seminars for Business Journalists, Philadelphia 2011

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- The Best TV Show, Ekonomi Ajandasi, 2011, EGD Association of Economics Journalists
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Personal

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