



Health Communication and Ethics: Analysis of a Health News

Suat SUNGUR¹

Keywords

new media, health communication, ethics, content analysis.

Abstract

Informing and giving information is the main function of the media. It is undisputed that the media should act in the context of ethical rules in the context of the headlines, spots, and content of the news while performing these functions. This is especially the case for health news. Looking at the news in the new media, it seems that the news flow is less controlled than the conventional media. It is not acceptable that a news story about health news is merely interested and conceded by ethical principles in order to increase the rate of clicks. Given the breadth of the access area of the new media and the ease of access opportunities, it is important to examine this issue as a controversial example of published but ethical principles. In the context of the study, it was resolved by the method of discourse analysis of van Dijk, which was published on the website www.etikhaber.com on 14/06/2017 with the title "Phone light can cause you to be short". Considering the headline of the news, it is thought that a scientific study on the possibility that the light of the phone might be short-lived and that it is thought that the news was made by way of the findings obtained, however it has been seen that the news is not based on any scientific data, only a hypothetical report is made, has been reached.

Article History

Received
15 Oct, 2017
Accepted
1 Dec, 2017

1. Introduction

Health communication, which has individual social and institutional dimensions such as raising awareness of the masses in the field of health, increasing the quality of life, preventing the diseases in the stage before the formation, and determining the ways of coping with the disease after the formation and proper management of the process, is a field formed as a result of the combination of medicine and communication. In this context, it can be said that the main purpose of health communication applications is to improve the health of the community by changing the health behavior of the individual to improve / improve the health. When mass media are used in relation to health issues, it is a known fact that it is possible to motivate the individual in the direction of the desired movement, to consolidate existing health knowledge and attitude, to make effective use of health services and to increase the quality of service (Koçak and Bulduklu, 2010).

¹ Corresponding Author. Assoc. Prof. (Phd), Istanbul Medipol University, Communication Faculty, ssungur@medipol.edu.tr

The main goal in health communication should be to present the message that is desired to be delivered with the correct content and in an effective manner. But nowadays, it is a controversial issue whether the information that is spreading through mass media is presented to the target audience. Due to the editorial structure of the conventional media in general, news content is presented to the public by filtering out certain filters in accordance with predetermined basic principles. However, a new era has begun in the spread of health knowledge through the developments in information technologies. In the past years radio, television and print media have been used to transmit messages in health campaigns, and it is now thought that these classical methods are insufficient to reach more masses. In particular, social media is becoming increasingly important as new media offer users easy and affordable opportunities to create, share and comment on digital content in different formats such as words, images, and videos (Bottorff et al., 2014).

In our work, news content, which is new in the media, which is a new field with a wide range of applications in our work, especially on the news portal www.etikhaber.com on 14/06/2017, is published with the headline "Phone light can cause you to be short" a discourse analysis will be conducted. Informing and giving information is the main function of the media. It is unquestionable that the media should act in the context of ethical rules in the context of the news headlines, spots, and content of the news while performing these functions. This leads to the mission to be more meticulous about the media, especially about health news. When the news in the new media is taken into consideration that the news flow is less controlled than the conventional media, it is not acceptable that a news story about health news will only draw attention, increase the click-through rate, or compromise the content of the news story with a content that is incompatible with the content of the news but with an interesting title, in other words, compromising ethical principles. Considering the breadth and accessibility of the access area of the new media, it is important to examine it as an example of a controversial news story published in this setting, but with ethical principles.

2. Literature Review

The word ethics comes from the word ethos in Greek origin and has two different uses. The first use of $\epsilon\theta\omicron\varsigma$ in Greek means habit, custom. The person who is accustomed to organizing his actions through education in accordance with the current style is acting according to ethics as long as he observes the generally accepted "moral law" norms. But the person who acts and acts according to the ethics written in the narrow sense and in the real sense as $\eta\theta\omicron\varsigma$ can not apply the rules of action and the measures of the values without questioning; on the contrary, it is the person who grasps and transforms them into habits to realize the desired good by thinking on it. Ethics thus takes on the meaning of character and is reinforced as the basic attitude of being virtuous (Pieper, 1999: 30). On a daily basis, the ethical word is sometimes used to emphasize character / ethics and sometimes character / morality (Uzun, 2007: 19).

Discourse is a concept that can be explained differently based on different approaches. According to some researchers, discourse is regarded as all speech and writing acts, whereas some researchers are regarded only as applications of

speech network variants. According to some, discourse is more general, historical and developing language applications (Potter & Wetherell, 1987). Discourse is categorized as a concept that is used to describe systematic linguistic arrangements consisting of certain rules, terminology and speech (Tonkiss, 2006). Discourse includes all dimensions of a message, not only the content of the message but also the authority (who says it), its authority (on what basis), its audience (to whom) and its purpose (what the sayers want to achieve with what they say) (Punch, 2005). According to another similar view, the emphasis on the construction of meaning involves the action viewpoint of the discourse. Language / speech is an action and these actions are; (3) perlocutionary power / pressure (the influence of the utterances on the listeners), which is a combination of (1) a connotative or indicative meaning (what is said), (2) illocutionary power (what do you do with speaking utterances) (Wood ve Kroger, 2000).

Saying builds meaning, and so societies link existing symbols and meanings. In this way, societies gain insights into how to think or communicate on subjects, events and phenomena (Potter, 1996). Discourse is a powerful and complex structure. The thinkers who claim to be against the saying are shaped according to the saying and find their place and values in the discourse (Sözen, 1999). Foucault argues that social constructs have established various rules for the use of language. These rules are; it influences the connection of individuals with social structure and meaning. Social structures need this process to gain strength and sustain this power. (Potter, 1996). In this context, discourse is seen as a means of linguistic material which has structural and contextual coherence and which allows the individual to construct meaning in the social context.

Discourse analysis is a research method that has become prominent in qualitative researches in recent years depending on the developments in social psychology and is accepted as an initiative that transforms its focus into meaning. This approach uses ethnomethodology, which focuses on the theory of speech-action on the linguistic philosophy to emphasize the direction of social action, and on how people use language in everyday situations to create their own perceptual worlds. From this point of view, discourse analysis can be seen as an advanced level of hermeneutical and social semiotics that investigates the diversity and variability of "meaning" in a sense (Elliott, 1996). Discourse analysis is an analytical technique developed by feeding on different disciplines (psychology, sociology, linguistics, anthropology, literary studies, philosophy, media and communication studies) and surrounded by armor based on theoretical perspectives of these different disciplines (Potter and Wetherell, 1987; Tonkiss, 2006). Discourse analysis is not a single theory, method and practice integrated in this respect. Instead, different disciplines are a qualitative research method with heterogeneous character, carried out within different research traditions (Tonkiss, 2006).

Discourse analysis is the study of language with the simplest narrative. However, this examination is not a simple examination of the linguistic items that are being expressed, but requires that they go beyond the syntactic and semantic boundaries of the expressions / phrases, and that they examine the underlying content and content. As Dijk (1997) points out to inde, discourse analysis does not deal only with the formal (phonological or syntactic) aspect of the use of discourse or

language. It transforms the focus of attention to the social events that language users who communicate in a social and cultural context (Barker and Galasinski, 2001).

3. Method of Research

In the context of the study, the news published on www.etikhaber.com on 14/06/2017 with the title "Phone light can cause you to be short" will be analyzed at the textual level macro and micro dimension by van Dijk's (critical) discourse analysis method. In the said analysis;

- At the macro level;
 - Thematic analysis,
 - Headlines,
 - Subheadings,
 - News entry,
 - Removing the meaning of the news through the spots,
 - Schematic analysis;
 - Situation: Story knot, whether or not the information about the situation is complete, how the main event is handled, examination of the background information,
 - Comment
- At the micro level.
 - Word choices: word words in texts, emphasis on these words, and uncovering the mental map and ideological structure of which words are more frequently used,
 - Sentence structures; consistency and the causality relationship between the cues will be examined.

4. Findings

4.1. Macro-level analysis of the report

4.1.1. Thematic Analysis

News headline: 'The light on your phone can cause you to be short'

The headline is a striking title. According to the "Digital in 2017 Global Overview" report prepared by We Are Social and Hootsuite published by 238 countries on mobile and social media user statistics, the number of mobile phone users in Turkey is close to 71 million. In other words, considering Turkey's total population, it would not be wrong to suggest that when we leave the demographic characteristics such as gender, economic level and education level on one side, almost everybody has a mobile phone, even if they have different technological characteristics. Therefore, such a title and a message in the news that 'the light of the phone may cause you to be short' may be a news that anyone who sees it will want to read it with curiosity.

Sub-topic (s): There are no subtitles in the news.

News entry: "Turkish Neurosurgery Society Spinal and Prefrontal Neurosurgery Group President Prof. Dr. Kadir Kotil said that the mobile phone could harm children's development and said, "It is not as dangerous as a child's mobile phone light sleeping in his bed in the bedrock of adolescent age." Excessive light can cause the child to be short during adolescence, causing the brain to develop less.

Neurosurgeon Society members of the Turkish neurosurgeons gathered at the meeting held in Tekirdağ between 09-11 June 2017; At the Summer School organized by Namık Kemal University (NKÜ) Brain and Neural Surgery, approximately 120 brain surgeons professors shared their professional experiences and found evaluations about developments in the field of medicine. However, this information is not included in the news content.

The news, (as a whole) Turkish Neurosurgical Society Spinal and Prethic Surgery Group President Prof. Dr. Kadir Kotil is concerned with explaining how it might cause the phone light to become short-lived. Professor at the entrance of the news. Dr. Kotil can not be as dangerous as a cell phone light in a teenager lying in her bed (with a nail in the back) that her cell phone might harm the development of children, as well as sleeping in the bed. Excessive light may cause the child to remain short during adolescence, causing the brain to develop less "; it can be said that it has been chosen to maintain the relevance of the headline and to allow the reader to read the continuation of the news. Professor Dr. Although Kadir Kotil has said that "a child in his bed is not as dangerous as sleeping in a bed with his cell phone light in his adulthood", there is no doubt that for a child there is absolutely something more dangerous than sleeping in his bed with his cell phone light in his bed. the situation is used to attract attention and maintain interest.

Removing the meaning of the news through the spots: "Prof. Dr. Kotil said, 'It is dangerous for the adolescents lying on the bed to sleep with the cell phone light. Staying in too much light can cause your head to become shorter in adolescence, causing your brain to develop less, "he said. The notion of a news spot can be described as a news entry that summarizes the most important details of the news, the most striking piece of information or the attraction of the reader. According to this definition, it can be said that the news spot, which is the subject of analysis, is arranged with a content suitable for recognition, summarizing the details of the news and giving the most striking information.

4.1.2. Schematic Analysis

Status: Under this heading, the information about the storyline, the information about the situation that is the subject of the news, the main way of processing, and the background information have been analyzed.

The story braid is not a random sequence of events that have nothing to do with each other; can be defined as the formation of an organic whole within the cause-and-effect relationship of more than one event. According to this definition, the subject which is the subject of the analysis is the 'adolescents entering the bed with mobile phone', 'sleeping with mobile phone', 'dangerous', 'this danger is exposed', 'during puberty' it can be said that the phenomenon that may cause 'less

development of the brain' is listed in a cause-effect relationship. Continue to comment on this issue of the Turkish Neurosurgical Society Spinal and Prefrontal Neurosurgery Group Chair Professor. Dr. It was made by Kadir Kotil. Dr. We understand that the word 'sleep' is one of the basic needs of the human being and that the technology has improved people's sleeping problem 'and that the content of the news has started to open after this point, in a statement that Kotil gave to a correspondent of Anatolian Agent (AA) in Tekirdag.

In the news, Prof. Dr. After emphasizing that you should not be too busy with Kotil mobile phones; "The skull looks like a closed box, but it is not. The brain inside the skull opens out in two ways. One of these is the eye. More light can hurt us. In the era of adulthood, a child can not be as dangerous as sleeping in his bed with his cell phone light. Why? Because when we go into darkness during the growth phase, the brain secretes a substance called melatonin. Melatonin is secreted in the dark because darkness is something that grows us. Where is the child growing up if you hug a mobile phone that does not bring your sleep until the night 2-3? Here, the cell phone, which is the light source that affects brain health, is confronted as another factor affecting the synthesis of melatonin. "This explanations also reveal that the brain secretes a substance named melatonin when it is in growth phase and that melatonin (only) is secreted in the dark , it is understood that exposure to mobile phone light up to 2-3 o'clock in the night will prevent the secretion of melatonin and thus the brain health and the secretion of melatonin will be adversely affected.

Comment: As a reader, a hypothetical assumption of reading the text of the news text after the news headline, spot, news entry could cause the phone to become short-lived is a scientific phenomenon in which a large number of sample groups read a report on the findings of a long- When we think that we are prepared, the cause-effect relation in the whole of the news is Prof. Dr. We understand that Kotil has only assumed an assumption that it can cause the phone light to become short-lived.

At the end of the news, the right to 'a melatonin hormone protects from cancer' climax is a title, the paragraphs under this head Professor. Dr. Kotil emphasized that 'sleep is expressed in a completely dark environment', that a good night's sleep means that people adjust their daily life, and that they are increasingly careless in people who do not get as much sleep as they say, "staying in too much light, being short during puberty, melatonin is the most powerful anti-cancer agent known to protect melatonin from cancer, melatonin is the most powerful anti-cancer agent known to protect melatonin from cancer, and that cell phones must be shut down after melatonin is released in the dark. However, when we consider that the title of the news is 'the light of the phone may cause you to be short-sighted', we have to think that the melatonin hormone at the end of the news is the strongest known cancer-protecting substance, and that the statements of the two paragraphs containing the information destroyed the news totality.

When the form of handling the news as a whole is evaluated as a whole, the melatonin hormone which is at the end of the news is the melatonin hormone, which is the result of a cumulous tweezing in the text in order to draw attention to the fact that the news headline suggests that the news headline and news content

are incompatible. protect 'and the paragraphs under this heading can be regarded as indirectly related to each other when they are not in line with the news headline, news entry and body and from the macro perspective.

4.2. Micro-level analysis of the news:

4.2.1. Vocabulary choices

Frequently used words and frequencies in usage are as follows:

- mobile phone (8),
- melatonin (8)
- sleep (7),
- puberty (6),
- the phone light (5),
- (short) height (4),
- development (3)
- hazard (3),
- sleep (3),
- night's sleep (2).

As a matter of fact, when we look at the headline, the spot cümlesi and the entry cümles, it is seen that the words listed above are dominant in all three items. Potter, say, builds meaning, and thus links the community to existing symbols and meanings; (1996), thus learning how to think or communicate on subjects, events and phenomena. The words used in the formation of the news are not difficult to deduce that when these words are taken into consideration, 'cell phone light' is a danger to the development of the adolescent children (brain) because it prevents melatonin from being secreted during nighttime sleep and is consequently short-lived.

4.2.2. Sentence structures, consistency and causality relation

A discourse consists of sentence structures and propositions. For this reason it expresses at least one theme in a unity. Hence, it can be said that the texts which have proposals in the sentence structure and which express at least one subject in a whole are consistent. When the said news is taken up in this context; "Turkish Neurosurgical Society Spinal and Prefrontal Neurosurgery Group Chairman Professor. Dr. Kadir Kotil said that the mobile phone could harm children's development and said, *"It is not as dangerous as a child's mobile phone light sleeping in his bed in the bedrock era, and staying in too much light can cause the child to stay short during adolescence, ; Kotil, who advocates that mobile phones harm human development, said that a good night's sleep is vital for human development. "; "In the era of puberty, a child can not be as dangerous as sleeping in a bed with a cell phone light. Why? Because when we go into darkness during the growth phase, the brain secretes a substance called melatonin. Melatonin is secreted in the dark because darkness is something that grows us. Where is the child growing*

up if you hug a mobile phone that does not bring your sleep until the night 2-3? From here it turns out to be another factor that affects the synthesis of melatonin, as well as the mobile phone that is the light source that will affect brain health."; "Kotil said that sleep should be in a totally dark environment, and expressed that a good night's sleep also tidied up the daily life of people."; "Staying in too much light can cause your child to be short on adolescence, your brain to develop less, the world of darkness offers you the hormone melatonin, which protects the hormone from cancer." Melatonin is the most potent anti-cancer drug known When the melatonin is secreted in the dark, the child grows up." When you consider the phrases like" it seems that the text is consistent; and explains causality in the context of cause-effect relationship.

5. Result

Informing and giving information is the main function of the media. It is unquestionable that the media should act in the context of ethical rules in the context of the news headlines, spots, and content of the news while performing these functions. This is especially the case for the mission to be more meticulous about health news. Saying is a known fact that covers all dimensions of a message, not only the content of the message, but also the authority (who says it), its authority (on what basis), its audience (to whom it says) and its purpose (what the sayers want to achieve). Discourse analysis is the study of the language with the simplest narrative. However, this analysis implies that the meaning / content of the statements must not go beyond the syntactic and semantic boundaries of the statements and examine the meaning and content lying beyond them.

Looking at the news in the new media, it seems that the news flow is less controlled than the conventional media. It is not acceptable that a news story about health news is merely interested and conceded by ethical principles in order to increase the rate of clicks. Considering the breadth and accessibility of the access area of the new media, it is important to examine it as an example of a controversial news story published in this setting, but with ethical principles. In the context of the study, the news published on the website www.etikhaber.com on 14/06/2017 with the title "Phone light can cause you to be short", has been analyzed in macro and micro dimensions by van Dijk's discourse analysis method. Considering the headline of the news, it is thought that a scientific study on the possibility that the light of the phone might be short-lived and that it is thought that the news is made by way of the findings obtained, the news is not based on any scientific data, only the news is made by way of hypotheticals, It has been reached.

References

- Barker, C.& Galasinski, D. (2001). Cultural studies and discourse analysis: a dialogue on language and identity. London: Sage.
- Bottorff, J. L., Struik, L. L., Bissell, L. J. L., Graham, R., Stevens, J. & Richardson, C. G. (2014). A social media approach to inform youth about breast cancer and smoking: An exploratory descriptive study. *Collegian*, 21, 159-168.

- Elliott, R. (1996). Discourse analysis: exploring action, function and conflict in social texts. *Marketing Intelligence & Planning*, Oxford: University of Oxford, Vol. 14 Issue: 6, 65-68.
- Koçak, A. & Bulduklu, Y. (2010). Sağlık İletişimi: Yaşlıların Televizyonda Yayınlanan Sağlık Programlarını İzleme Motivasyonları. *Selçuk İletişim*, 6 (3), 5-17.
- Pieper, A. (1999). *Etiğe Giriş*, Çev: Veysel Atayman-Gönül Sezer, İstanbul: Ayrıntı Yayınları.
- Potter, J. & Wetherell, M. (1987). *Discourse and social psychology: Beyond attitudes and behaviour*, London: Sage.
- Potter, W., J. (1996). *An analysis of thinking and research about qualitative methods*, Lawrence Erlbaum Associates.
- Punch, K., F. (2005). *Sosyal araştırmalara giriş: nicel ve nitel yaklaşımlar*, (çev.) D. Bayrak, H. B. Arslan, Z. Akyüz), Ankara: Siyasal Kitabevi.
- Sözen, E. (1999). *Söylem: belirsizlik, mübadele, bilgi, güç ve refleksivite*, İstanbul: Paradigma Yayınları.
- Uzun, R. (2007). *İletişim Etiği - Sorunlar ve Sorumluluklar*, Ankara: Gazi Üniversitesi İletişim Fakültesi Kırkıncı Yıl Kitaplığı.
- Tonkiss, K. (2006). *Analysis text and speech: content and discourse analysis*, *Researching Society and Culture*, (ed.) C. Seale, London: Sage, 367-383.
- Wood, L., A. & Kroger, R., O. (2000). *Doing discourse analysis: methods for studying action in talk and text*, London: Sage.

Electronic references:

- Çelik, H. & Ekşi, H. (2013). *Söylem Analizi*, <http://dergipark.gov.tr/download/article-file/2114>, 18.09.2017.
- <http://dergipark.ulakbim.gov.tr/%20maruaebd/article/viewFile/1012001642/1012001372>; 18.09.2017.
- <http://www.etikhaber.com/saglik/telefonun-isigi-kisa-boylu-olmaniza-neden-olabilir-h211210.html>, 18.07.2017.
- <https://someyo.com/internet-ve-sosyal-medya-kullanici-istatistikleri-2017;> 18.07.2017.

© Copyright of Journal of Current Researches on Social Science is the property of Strategic Research Academy and its content may not be copied or emailed to multiple sites or posted to a listserv without the copyright holder's express written permission. However, users may print, download, or email articles for individual use.