SEMIOTIC ANALYSIS OF E-NEWSPAPERS INTERFACE VIEWS WITHIN THE SCOPE OF ADVERTISEMENTS

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ABSTRACT

Interface of a website is a designed and composed space and it is like a paper to be filled with visual and inscriptive data. Advertisements on newspapers can reach to readers both by physical and virtual space. As district from traditional techniques, online advertisements realize presentation functions by the fee for taking place on web pages without any paper or print cost. However, with today's revised advertising policy laws, due to enhance of advertising spaces, the main information and images are almost stuck between the advertisements on webpage of e-newspapers. On the web interfaces of e-newspapers, almost half of the page is covered with advertisements without attention of design principles. In this context, with the purpose of arranging web pages more appropriately to the design principles and transferring actual information to the readers with more simple design approach the selected newspapers’ web interfaces will be discussed with semiotics.

Keywords: E-newspaper, Interface, Advertisement, Design Principles, Semiotics

INTRODUCTION

In the past, advertisements were limited only in printed media such as magazines, newspapers. Today, the advertisements taking place on e-newspapers and e-magazines that are seen on computer screens have crossed the line much more than the ads in printed media. Once an e-newspapers interface is opened, an advertisement video can be seen on the screen. It depends on the reader to watch or not to watch this video. As the icon for closing the video, advertisement image is clicked, the advertisement disappears from the screen. However, the advertisement is not limited with addition video or image. As any web page is opened on internet, it can be seen the banner advertisements are located on all over the space of the web page. In the same way, when the interfaces of e-newspapers are opened, varied advertisements located on the web page with different techniques may be seen.
In this study it is aimed to analyze the interface views of e-newspapers within the scope of advertisements and to evaluate the designs of these pages taking into account elements such as advertisement space and the information space. This study is mostly important to indicate the space using on first page of e-newspapers that carries the main function of giving information. In this context, web interfaces of e-newspapers are analyzed by the table below by comparing the first seen screen as the website is opened. Actual e-newspapers interface views have been obtained from internet. The newspapers that are chosen for this study are from Turkey and Portugal: Birgun (One day), Cumhuriyet (Republic), Gazete Vatan (Newspapers Homeland), Haberturk (News Turc), Hurriyet (Liberty), Milliyet (Nationality), Radikal (Radical), Sabah (Morning), Star are from Turkish media. Correio da Manhã (Morning Post), Destak, Diário de Notícias (Daily News), Expresso (Express), I (abbreviation for information), Jornal de Notícias (Journal News), Oje, Público (Public) and Sol (Sun) are from Portuguese media.

LITERATURE REVIEW

Information carries the meanings of “advice, introduction, getting news, newsmaking, and communication” (Yuksel, 2010: 11). Information is “data that is accurate and timely, specific and organized for a purpose, presented within a context that gives it meaning and relevance, and can lead to an increase in understanding and decrease in uncertainty (www.businessdictionary.com). Communication can be described as information sharing process in its simplest form (Coskun, 2011: 131). Especially news making and communication concerning media, advertising and informing about a product, an institution, a task or a service carries importance for this research. Media, the plural of “medium” in Greek (http://tr.wikipedia.org/), refers to communication channels through which news, entertainment, education, data, or promotional messages are disseminated. Media includes every broadcasting and narrowcasting medium such as newspapers, magazines, TV, radio, billboards, direct mail, telephone, fax, and internet (www.businessdictionary.com). The internet is at the heart of the digital age; it has facilitated the creation of a global network of computer networks, which create the infrastructure for all online activity (Chadwick, 2012: 673). E-newspapers is the online version of printed newspapers. An interface of e-newspapers is the space to arrange the writings and images of the news, the links of e-newspapers content, and the items of the newspapers’ corporate identity. “Briefly an advertising purposes to inform, to persuade, to make comparisons and to remind” (Taskin, 2012: 207). E-advertisement is an online advertisement that is realized on internet. The online advertisements on e-newspapers are considered in the scope of this study. Whether online or off, the main objective of advertising is to increase sales. Advertising also aims to increase brand awareness. Advertising is based on the simple economics of supply and demand. Advertisers aim to stimulate a consumer need and then satisfy that need (http://www.saylor.org/books).

Increasing integration movements and technological developments have shortened the distance between advertisements and customers. The advertisements carried on the internet, are regarded as a new advertising channels and modern advertising methods. “Today, the brand issue has spread to many areas such as the branding of products, individuals, destinations even branding of countries” (Yılmaz, 2011: 1). Kotler (2012: 37), in his book “Foundations of Marketing Today”, as on the current
situation of marketing today, indicates: "there are trends from mass marketing to marketing for qualities, instead of operating only in traditional markets, entering on the internet, from a single-channel marketing to multi-channel marketing". Companies consider web sites as an additional power to develop basically their products separately or to develop their brands totally. A guest that has entered to the web site can get an idea about the company or brand within the view and ambiance of the web site (Kotler, 2012: 97). In electronic commerce, sellers has the opportunity to introduce and sell their products and services to the World, buyers can choose freely among many products and services (Mankan, 2011: 87). As Mankan and Kotler indicates, the electronic communication brings opportunities to the companies to reach to consumers easily. When it comes to newspapers, e-newspapers publishing can be more actual. As a breaking news takes place on internet website, on e-newspapers page, the next day the news can take place on printed newspapers. The printing costs are eliminated on e-newspapers publishing. When it comes to readers, they can read all newspapers on virtual sphere easily. It is hard to buy all printed newspapers, but on virtual sphere by clicking the e-newspapers addresses the e-newspapers can be read easily.

Online media advertising is a wide range related to the connection to the internet users surfing through pages on virtual sphere (newspapers, magazine, blog, social media, etc). According to Sozeri and Guneý, "When "media" is said, various activities - such as news, advertisement, film, music, discussion program, arts, sport- come to minds. If it is thought that all these activities are related to a society's cultural and intellectual world, the importance of media industry for modern society reveals (2011: 13). And Kotler cites about the importance of media choosing to reach to the audience; "The media must be chosen for their ability to reach the target market cost-effectively. Besides the classic media of newspapers, magazines, radio, television, and billboards, there is a flurry of new media, including e-mail, faxes, telemarketers, digital magazines, in-store advertising, and advertising now popping up in skyscraper elevators and bathrooms. Media selection is becoming a major challenge" (2003: 4). When it comes to advertising online, it becomes crucial to choose the right space for advertising and the right kind of advertising for taking attention of the audience. Internet is a huge empty sphere to build an structure of written and visual data. For an aesthetic and accurate communication way, design principles carry importance on designs on virtual sphere, too.

Advertising is an important issue for e-newspapers. As being a virtual sphere for advertisements, e-newspapers are the media for advertising the trades that aim to stay memorable, to remind their existence on markets to the customers and to strengthen their relations with customers. “It is hard to collect in a single title of the effects electronic commerce brought to economic life. Electronic commerce, affects almost all areas of economic life and leads to big changes. However, some units of business life are more affected by this change” (Mankan, 2011: 109). According to Er and Ozden international advertising has dimensions including the entire environment of a global company: The issues such as political environment, the media system, culture, language, and ethics come into question (2011: 107). On this scale, e-newspapers is an advertising media, but it has some difficulties for advertising. As a general situation, perception process is very limited on virtual sphere that the internet
users spends a few seconds on pages to find the right data on e-newspapers. Aytemur indicates that communication can be established only when a cooperation can be done with the receiver (2000: 16). During the reading e-newspapers process, readers see the advertisements located on the website. As much as the website design guide, an advertisement or advertising area, location, size and other circumstances are so crucial for being understood, perceived. For example some advertisements are located in banners with images and slogans. But there are also video advertisements in some newspapers. In this case, the sound comes into the advertisement ambiance. It is tried to take readers’ attention by expanding their perception dimensions. “Advertising, has no coercion of personal selling. Because advertising audience has supervisory powers over advertising” (Coroglu, 2002: 23, 24). If the reader does not want to see the advertising video, he can close it directly and go on reading the news. But the advertisements oriented on perception by multiple senses strengthens the advertising message and can make the brand remarkable by creating awareness.

**SEMIOTIC ANALYSIS of E-NEWSPAPERS INTERFACES**

The interfaces of newspapers have been captured for semiotic analysis in the scope of this research. With this analysis it is aimed to see the first opening side of the newspaper not the whole page but what is seen as soon as the page is opened. The newspapers that have been chosen fort his study are Birgun (One day), Cumhuriyet (Republic), Gazete Vatan (Newspapers Homeland), Haberturk (News Turc), Hürriyet (Liberty), Milliyet (Nationality), Radikal (Radical), Sabah (Morning), Star from Turkish media and Correio da Manhã (Morning Post), Destak, Diário de Notícias (Daily News), Expresso (Express), Jornal de Notícias (Journal News), Oje, Público (Public) and Sol (Sun) from Portuguese media.
<table>
<thead>
<tr>
<th>Name of E-newspapers</th>
<th>Advertisements located in the web interface</th>
<th>Qualifications of the advertisement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Birgun (One day)</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Cumhuriyet (Republic)</td>
<td>City by city activity guide</td>
<td>Banner advertisement with one image and slogan</td>
</tr>
<tr>
<td>Gazete Vatan (Newspapers Homeland)</td>
<td>Markafoni, Trendyol, Marjin</td>
<td>Banner advertisements of shopping websites</td>
</tr>
<tr>
<td>Haberturk (News Turc)</td>
<td>Paraf, Kalekent</td>
<td>Banner advertisement of credit card (Halkbank, Paraf), video (Kalekent)</td>
</tr>
<tr>
<td>Hurriyet (Liberty)</td>
<td>Tchibo, Vestel</td>
<td>Banner advertisement and video advertisement</td>
</tr>
<tr>
<td>Milliyet (Nationality)</td>
<td>1V1Y.com, Casper, Unnado, MNG cargo</td>
<td>Banner advertisement, video,</td>
</tr>
<tr>
<td>Radikal (Radical)</td>
<td>Trendyol</td>
<td>Banner advertisement</td>
</tr>
<tr>
<td>Sabah (Morning)</td>
<td>Bedel (soap opera), Ziraat Turkey Cup (sports)</td>
<td>Banner advertisement</td>
</tr>
<tr>
<td>Star</td>
<td>MT Oto Center, Akbank, Finspor, Zekeriyaköy</td>
<td>Banner advertisement</td>
</tr>
<tr>
<td>Correio da Manhã (Morning Mail)</td>
<td>Geziko, Cetelem (Credit), Correio da Manhã (Discount accessible see store)</td>
<td>Banner advertisement (Flash Vidas)</td>
</tr>
<tr>
<td>Destak</td>
<td>Grammarly</td>
<td>Banner advertisement</td>
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<tr>
<td>Diário de Noticias (Daily News)</td>
<td>Babil</td>
<td>Banner advertisement</td>
</tr>
<tr>
<td>Expresso (Express)</td>
<td>Siemens</td>
<td>Advertisement video</td>
</tr>
<tr>
<td>I (abbreviation for Information)</td>
<td>The Sims 4</td>
<td>Advertisement video &amp; banners</td>
</tr>
<tr>
<td>Jornal de Noticias (Journal News)</td>
<td>Jackpot, Barclays, 1V1Y.com</td>
<td>Advertisement video, Banner advertisement</td>
</tr>
<tr>
<td>Oje</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Público (Public)</td>
<td>Jumping Talent, The Homesman</td>
<td>Banner advertisement</td>
</tr>
<tr>
<td>Sol (Sun)</td>
<td>Dhoze</td>
<td>Video advertisement</td>
</tr>
</tbody>
</table>

Table 1 Analysis of Turkish and Portuegese e-newspapers
Figure 1 Interfaces of Turkish E-Newspapers

Birgun e-newspaper does not include an advertisement. The images are located in a grid system. The newspapers name is on a White background and it can easily been read. The latest news image is bigger than the images on top because of hierarchical system in the website design. The writers of articles, portrait photographs, names and article names are written in a grid system, too. Birgun is a clear, easily perceptible e-newspapers design.

Cumhuriyet (Republic) e-newspaper has only one advertisement, City by city activity guide. This advertisement banner has taken a little place on top of the e-newspaper. The logotype of Cumhuriyet is located on left side of the web page. The titles of the e-newspapers contents are written with white on grey banner. There is a slide for news and the image of the passing news takes place from left to right side of the page. There are smaller images down of the page, too. As a general view, this website is a clean and easily understood design. The images and writings, titles slogans are not placed so closely. There is a hierarchical structure on this e-newspaper web interface.

Gazete Vatan (Newspapers Homeland), has advertisement banners on right and top side of the web page. These advertisements are arranged with google advertising. The logo Vatan is smaller than the advertising logotypes. The slide is tight vertically and there are three parts for news titles and images and these news are so closed to each other with slogans, images and titles. The spacing element is not used carefully. The news and advertising areas are so near to each other.
The interface of Haberturk (News Turc), has two advertisements (Paraf, Kalekent) on top and on the right side. The daily, important news cannot be seen as the webpage is first opened. The interface view is filled with titles, a few news images and big areas for advertising. All links, images and advertising areas are so near to each other. The space element is not sufficient for an easy reading.

Hurriyet (Liberty) has Tchibo, Vestel advertisements. Hurriyet logotype is located on left top of the newspapers page with titles of newspapers contents. As the webpage of Hurriyet is opened a daily crucial or important news title cannot be seen. The advertisements are remarkable mostly. The magazine news banner takes attention after the advertisements.

Milliyet (Nationality), includes 4 advertisements: 1V1Y.com, Casper, Unnado, MNG cargo. The only news title can be seen is under the interface and the image cannot be seen exactly. The advertisements take a large part of the interface. The logo is big enough to be seen easily but on the first opening of the e-newspapers any news can be seen. The advertisements are not related to each other. Thus, a disunited view is seen on Milliyet e-newspapers page.

Radikal (Radical) has only Trendyol advertisement. The daily news are grouped on a slide and can be chosen easily to be read. There are titles for the e-newspapers content on top and on right side of the page. For the advertisement, only a small part is given and this does not affect the e-newspapers composition. According to the interests of news, a reader can easily find what to read.

Sabah (Morning) is like a TV webpage design due to the big part of the soap opera advertisement. Sabah has two advertisements: Bedel (soap opera), Ziraat Turkey Cup (sports). The soap opera advertisement has replaced instead of space element. No matter what advertising takes place in a big area of an e-newspapers, the hierarchical power of advertisement effects reading, finding the news, titles and images easily. The page does not seem as a good composition. it is filled with different groups of data and it is hard to read the news.

Star e-newspaper interface has 4 advertisements: MT Oto Center, Akbank, Finspor, Zekeriyakoy. The e-newspapers interface of Star has different parts for both advertising and news, too. The news images and slogans are located with a slide. But the advertisements surround this part and there is no space between data. It is hard to find the news, articles and other news data.
Figure 2 Interfaces of Portuguese E-Newspapers
Correio da Manhã (Morning Mail) has 3 advertisements on right side: Geziko, Cetelem (Credit), Correio da Manhã (Discount accessible see store). This e-newspaper has four lines on top colored differently but appropriate to each other and the logotype of e-newspaper is placed on red line. The advertisement is located by Google, according to that the Turkish webpages can be seen. The other two advertising areas are located by Portuguese advertisings. The daily news are shared by slides and it is on left side of advertisements. As being on bottom of e-newspapers interface, the news can be easily found and read.

Destak has advertisement (Grammarly) based on Google search, too. The advertising is located on the right side of e-newspapers interface. The logo is placed on a red line on top of the interface. The news articles titles and writers’ names, images and other data are placed on a white background and there is a space between them. The e-newspapers can be read easily due to the well-composed elements.

Diário de Notícias (Daily News) has only one advertisement on right side. This advertising area is a small part of the e-newspaper and does not affect reading or finding the news on website. The e-newspapers has three columns for organizing news. The composition is done by considering design principles. There is a hierarchy to find to read the news is easy. The data are separated by white space areas.

Expresso (Express) has a big area for video advertising (Siemens). The big banner area includes video, writings and images. The logotype of the newspaper can be seen blue easily on a blue line. Due to the big advertising area, the news cannot be seen as soon as the e-newspaper page is opened. The data, titles, the images are located by considering design principles. They are separated and are not so near to each other.

Jornal I (abbreviation for Information) is opened with a full screen advertisement of The Sims 4. As the advertising window is closed the e-newspaper page is opened. The Sims 4 advertising is located on a banner on right side of the newspaper. This e-newspaper includes white, black, yellow and dark grey backgrounds. The yellow background is effective for taking attention and the news are located hierarchically.

Jornal de Notícias (Journal News) e-newspapers interface is opened with Jackpot advertisement window. When it is closed two more advertisements are located on the website (Barclays, 1V1Y.com). The advertising on top takes more place, but it does not affect the logotype of the newspapers, because it is located on top on a blue line. The writings, titles and images are located with grid system and this is a positive way for readability.

Oje does not have any advertisements and the e-newspapers web page design is appropriate to graphic design principles. The data, titles are located by grid system and they can be read easily. The space element is used effectively. The news are given by large slides.
Publico (Public) logotype is placed on top, left side of the webpage on a dark red line. There is two small advertising areas (Jumping Talent TV program, The Homesman movie). Three columns are used to separate news data and all the writings are readable due to the appropriate design standard.

Sol (Sun) has a video advertisement of Dhoze. The logotype of the newspapers is located small sized on left top of the webpage. The background is black and between news windows there is a few space and the webpage is not easily understood. The lately news are given on a window and the writings are written on a white background to be read easily. The windows are located in a grid system but this is not sufficient to be understood for the news data.

**CONCLUSION**

With the purpose of exploring the relation between e-newspapers and the advertisements on the interfaces of e-newspapers, the samples are analysed with semiotic analyse. The e-newspapers Birgun has no advertisement on web interface, Cumhuriyet from Turkish media, Oje and Publico from Portuguese media have the least advertisement on web interface. In the study, considering design principles, inspite of advertisement including, it is seen that Portuguese e-newspapers have more legible and easily understood than Turkish E-newspapers web page designs in general. On Turkish e-newspapers more images have been used than Portuguese e-newspapers. Turkish e-newspapers interfaces has less space between images and writings and this directly influences visual perception in a bad way. As a consequence for Turkish newspapers, a newspapers interface is generally filled with advertisements except a few e-newspapers. The website design for newspapers is not organised completely with design principles. Advertisements are the most effective parts of e-newspapers interfaces. It is hard to find an article, a detailed news area. The space element is not considered. Some newspapers logotypes are smaller than advertising logotypes. It is clear that Jurnal I has advertisements almost all over the web interface like Sabah with advertisement of soap opera. As Jurnal de Noticias and Expresso are opened, the video advertisement taking half of the web page starts to play. Sol e-newspaper web design has a complex design because of having no space on the web page.

It is a fact that virtual media such as e-newspapers have spaces on the web pages for advertising companies and the incomes from advertising are crucial for media institutions. However, it is a necessity that the web page designs requires to be organized for the benefits of readers. A reader can exit from advertising video by decision and clicking. However it becomes hard to find the news that is needed to be read. A clear and easily perceptible website carries functions to be read easily and for an e-newspaper the initial function is to be read easily.

Even though international websites are opened, national advertising banners in accordance with the scanning data can take place on the page. In a foreign country's web page, the advertisements of a different country's local company can be seen. This is because of the newspaper's using Google advertising system. When a person has clicked some internet addresses, they are used as advertisements on the pages of e-newspapers.
Honest, consistent, reliable advertising can easily use on web interfaces as the sample of Turkish e-newspapers Cumhuriyet (Republic). The activity advertisement take a small banner place and this situation of the advertisement does not affect the news space, writings and images.

In the scope of this study, the interface views of e-newspapers on computers are analyzed. In the next step, the investigation can be framed with the interface views of e-newspapers on smart phones. By this way, the advertising on virtual media and e-newspapers can be investigated more profoundly.

Social and cultural dynamics are significant factors for the advertising types in any space. Especially in new media, the variables of readers (age, gender, education, browsing locations), the advertisement clicks (number, the people chosen to see more information about the advertisement), the duration of monitoring the advertisement video need to be analyzed deeply for understanding the advertising issue on virtual sphere.
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