

Maradona as a versatile media figure: a study on turkish press

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Abstract

The death of world football legend Diego Armando Maradona was on the top of the agenda of Turkish media as well as all over the world. Maradona has found a place in Turkish society at different times not only as a football player or manager but also as a rebellious, funny, and astonishing figure. This study consists of two parts in total: The first section focuses on media figures in the globalized world and it provides examples of Maradona with Turkey crossroads. Here, it is investigated by which representations the physical existence is established. Although the identity of the players or coaches worked in Turkey, though, points of intersection with Turkey in recent history, have been of crucial importance for the transport of these attributes until today. In the second part of the study, contents published in the Turkish printing press are investigated during their dissemination in the first week after the death of Maradona,. The study is focused on newspapers, columns, and thematic magazines; The memory, evaluation, and exemplification related to Maradona are evaluated by the “content analysis” methods. Findings of the study; Maradona is not only a footballer, but also a powerful figure with an ideological point of view, and is a celebrity personality that has always been curious; they, with the historical intersections corresponding to the projection of the recent history of Turkey and axles, are forming the meaning of the name Maradona. As a result, it can be said that the examined newspapers and magazines published memories by focusing on Maradona’s different identities.

Keywords: Maradona; Turkey; Turkish press; Media; media figure

Introduction

Diego Armando Maradona is known as a football player who has achieved global fame, has achieved remarkable success, and has a huge fan base. Maradona’s global image is not limited to these. He is known as a famous person as well as a football player. Especially his family relations, sensational events, and relations with other football people are other elements of his image. On the other hand, he makes his political point of view visible by using various images: he is close friends with Fidel Castro, who is well known in left-ideological circles. He declares that he also adopts the social perspectives in

geographies such as Venezuela, Cuba, and Palestine. Therefore, Maradona can be considered as a global symbolic name where different identities come together, not a one-dimensional reputation.

Maradona did not work in Turkey as a football player or a coach. However, all these mentioned points were acceptable for Turkey as well. Maradona's visits to Turkey and his connections with the world of football, magazines, and entertainment reinforced this interest. His scenes in important programs in terms of television culture were shown many times, and the memories of the matches he played were repeated many times. On the other hand, there must be claims that Maradona's family origins are based on Turkish lands. The reality of the information that important names among his close friends belong to families who have immigrated from Turkey is also noteworthy. All these reveal the different dimensions of the Turkey-Maradona relationship.

This study focuses on the main argument that Maradona is a media figure with different aspects. The study aims to test this point of view and to establish up-to-date connections. In this direction, it is emphasized with which elements the image of Maradona was created in the Turkish print media. The scope of the study, published in a week after Maradona's death; news, columns, and visuals in newspapers, newspaper supplements, and magazines. The content analysis method was adopted in the study. In this direction, all contents were analyzed and thematic categories were determined. The data were analyzed along with technical elements such as publication type, page number, and publication date.

Media Figure in the Globalizing World: Representation of Maradona from the Global Arena to Turkey

Development of television and the usage of satellite broadcasting, the partnership of these two mediums has materialized in a faster, more efficient, and more widespread manner. This phase reinforces the assumption that "everything on television is very significant." Not only wars, political issues, or economic depressions, but also fictional productions, events, and celebrities are becoming important now. In a way, this was creating a global agenda (Slotten, 2002). Everything shown on television can be watched at anytime from anywhere in the world. All images are reproduced over and over again. Therefore, everyone knows many people such as politicians, journalists, and business people shown on television. Audiences recognize them even if they do not see them in real and everyday life. At this point, the globalization of figures and the reflections of different personas of famous people are constantly being reinforced (for related activities of the media in different fields: Turow, 2020).

Looking at the past from today, we can see that television has globalized certain media figures with its live broadcasting activities (for prominent examples: MeTV Staff, 2016). They are now beyond history and have become persons known to the masses for generations, even if they are not physically present. At this point, media figures who have achieved global recognition through sports events can be pointed out to focus on the area of interest of this study.

Sports events, since their emergence, have been important areas of communication that can reach large audiences and establish a partnership with athletes and audiences. As the most important example of this intersection, the Olympic Games, which started in Ancient Greece and became regular, are shown in the historical framework. “Gladiator competitions” and “equestrian races” in the Roman Empire are also important both for mass entertainment and for the “unforgettable figures” to be known by the masses (Swaddling, 2004). Of course, these examples can be multiplied and popularized in different geographies, and popularized sports organizations and figures can be pointed out. However, to reach the definition of “multidimensional media figures” which is also at the center of this study, athletes who stand out with their talents, success, and sensations in football fields (which are the “arenas” of the modern era) can be discussed. Therefore, all kinds of sports competitions held in the world can be the subject of the media, and certain types of sports are highlighted. In this respect, the Olympics, which is a global arena that includes different sports branches, can be considered as the sports organizations that reach the widest masses. Many countries compete to win “medals” in different sports branches, and this event is limited to a certain period. The second sports organization that reaches the largest audience after the Olympic games is the football championships (for detailed charts: World Heritage Encyclopedia, 2016).

Today’s football, which is defined as “modern”, has become widespread on a global scale for more than 150 years and has reached an effective industry position within itself (Crocombe, 2019). When today’s football is considered in this direction, it can be stated that it is not only the “game itself” but also an industry in which the actors of the game are famous. It can be seen that football has gone far beyond being a sports organization, especially given the spectacular achievements and potential financial values of football players who have become figures of social media as well as communication opportunities in development on the Internet. In this context, if an example is given from today’s social media universe, it is seen that 3 football players are among the 20 most followed accounts on Instagram. (Cristiano Ronaldo-304m followers/2nd; Lionel Messi-221m followers/8th rank, Neymar-152m followers/18th rank: Brandwatch, 2021). At this point, the recent time can be considered: Diego Armando Maradona is an important example when we look at media figures with features far beyond the identity of a football player, especially in an environment where the internet is not widespread.

Maradona, as the whole world knows, can be seen as a name that left its mark on world football history. Maradona is one of the most important names of this period, with his success as a football player, his unique mass of fans, his spectacular activities as a coach, his activities positioned by the media in search of “sensation”, and his political discourses that are influential on a global scale. Maradona, who is also closely followed in countries other than Argentina, Spain, and Italy where he played before, is in line with the conceptualization of a “versatile media figure” who is also at the center of this work. While media attention focused on Maradona, sensational news blurred the border between the footballer’s private life and public opinion. Maradona is now at the center of a narrative on the axis of the upheavals with success, every moment of which is recorded by cameras, and which is constantly on the first pages of the print media. This situation

has increased the interest of the masses and brought together tens of thousands of people who want to watch him on the football field, and has increased the number of people who will attribute political, religious, social, or cultural meanings to him on a global scale, even if they do not see him in person. Different kinds of religious/spiritual communities declared Maradona a prophet, left wing politics were able to find the concrete equivalent of their discourse, authors placed him as a figure in their novels/stories, musicians and filmmakers gained new inspirations (Burns, 1996; Maradona, 2011; Gill, 2020).

The image of Maradona finds a response in Turkey. Although he has never worked in this country as a football player or coach, the discourse practices in the relevant field emerge on multiple levels. In this context, it can be stated that Maradona's visits are the basis of the intersections with Turkey. It is stated that there was an intense interest in Maradona, who came to the city of Istanbul in Turkey with the Sevilla team he played in the 1992-1993 season. The whole stadium cheered for Maradona, who took the field in the special match played between Sevilla and Galatasaray, and the displays of affection continued after the match (Hamarat, 2012; Sporx, 2020). Two years after this date, Maradona, who came to Istanbul again for a sports organization, welcomed him with great interest, as in his previous visit. A prominent event here is as follows: Maradona announced the television program *Televole*, which is considered as a reflection of football, magazine, and entertainment culture in Turkey, and "Maraba Televole!" he said (in fact: "Merhaba/Hello, Televole" is the difference due to the accent difference) (Socrates, 2019). Because this announcement has been used in the credits of the TV show for years and has become a stereotyped expression of this television culture (Socrates, 2019). Another example of Maradona's presence in television entertainment culture can be given as his participation in the television competition show, which received high ratings in the period it was broadcast, bouncing the ball there and "belly dancing" with a belly dancer (Hürriyet, 1999).

Maradona's connections with Turkey are not limited to his visits. Especially historical discourse practices enable to establish relations in different contexts. In this direction, although it cannot be verified; The allegations that Maradona stated that his grandfather was a member of a family that migrated from the Ottoman Empire were occasionally reported in the Turkish press. The allegations were strengthened, especially since his brother Hugo was nicknamed "El Turco" (İçerik Haber, 2020). On the other hand, the point that has reached a historical reality is the origins of his friend Noray Nakis, who is an important name in terms of Maradona's career. The fact that Nakis, who took on senior positions in the Independiente club and the Argentine Football Federation, is an Armenian who immigrated from Turkey and maintains his relations with Turkey is a subject discussed by the Turkish media (Karaköse, 2017). The image of Maradona in the 2014 World Cup constitutes an important agenda topic of this relationship for the Turkish media. The head coach of Argentina in the tournament, Maradona, was on the side of the court with a rosary "from Turkey". In addition, he chose some objects that his "friends" in Turkey gave as gifts to him as "good luck" (Milliyet, 2010). Of course, Maradona's relationship with Turkey or media fans is not limited to these. For example; George Hagi, who was the captain of Galatasaray, the only team in Turkey to win the UEFA European

Cup, is known by the nickname “Maradona of the Carpathians” (Scragg, 2017). There is even a fish restaurant named Maradona due to the physical resemblance of its owner in a resort town of Muğla city in Turkey (Datça Detay, 2014). At this point, it can be pointed out in which axes the Turkish media deals with the image of Maradona, to better understand the social reflections. In this context, the news, columns, and images that appeared in the Turkish print media after Maradona’s death are examined to clarify the axes in question.

Method

In this study, it is aimed to embody which elements Diego Armando Maradona is addressed by in the Turkish print media. In this direction, in the one-week period after Maradona's death (26.11.2020-03.02.2020), the national newspapers and their supplements were published in Turkey and the national printed magazines were published in a month after his death (26.11.2020 - 31.12. 2020) have been examined. In this context total of 38 newspapers, 32 “daily”, 2 “weekly”, 4 “six days a week”; 4 “daily”, 5 “weekly”; a total of 9 newspaper supplements; 1 “bi-monthly”, 6 “monthly”, 4 “weekly” a total of 11 magazines were reached. A total of 38 newspapers, 32 “daily”, 2 “weekly”, 4 “six days a week”; 4 “daily”, 5 “weekly” a total of 9 newspaper supplements; 1 “bi-monthly”, 6 “monthly”, 4 “weekly” a total of 11 journals were reached. The names of the relevant newspapers are; Akşam, Analiz, Anayurt, Aydınlık, BirGün, Cumhuriyet, Daily Sabah, Diriliş Postası, Doğru Haber, Dünya, Fanatik, Fotomaç, Gazete Pencere, Günlük Evrensel, Hürriyet, Hürriyet Daily News, Karar, Korkusuz, Milat, Milli Gazete, Milliyet, Posta, Sabah, Sözcü, Sözcü Haftasonu, Şalom, Şok, Takvim, Türkgün, Türkiye, Türkiye’de Yeni Çağ, Uykusuz, Yeni Akit, Yeni Asır, Yeni Asya, Yeni Birlik, Yeni Mesaj, Yeni Şafak, Yeni Yaşam; the names of the relevant supplements are BirGün Pazar, Gazete Pencere Pazar, Hürriyet Kelebek, Milliyet Pazar, Sabah Cumartesi, Sabah Pazar, Sabahla Günaydın, Yeni Asır Cumartesi; the names of the relevant magazines are Baran, Episode, Four Four Two, Gerçek Hayat, Hafta, Kafa, Oyungezer, Spor Arena Plus, Tarih, Teknik Elektrik Postası. The publications examined in the study; publication times (daily, six days a week, weekly, monthly, and bimonthly), publication types (newspaper, newspaper supplement, magazine), publication characteristics (actual, informatics, TV-series, cinema, literature, business, electronics, celebrity news, humor, politics, sports, history, and life). At the same time, the visual elements of the content in these sections were also examined. In addition to the categorical classification of the contents, the frequency of publication, the types of content (news-column), the use of photographs, and the placed page numbers were also examined within the scope of the study. In this study, in which “content analysis” was preferred as the method, thematic analysis of the columns in the relevant date range was made in addition to the data presented. It does not take into account television channels, internet news sites, video content, and social media shares, which are important in today’s media systems. Because, especially in terms of content analysis method, printed publications offer more concrete data. At the same time, the fact that the topics covered

in national printed publications are directly related to Turkey's agenda also contributed to this preference.

Findings

The analyzes of the content and images examined in the study are shown under two main headings; “Technical Analysis” and “Content Analysis”. In the “Technical Analysis” section; sub-titles “Types of Publication”, “Positioning”, “Frequency” and “Use of Visuals” were given and relevant findings were shared. In the section titled “Content Analysis”, analyzes were carried out under the sub-headings of “News”, “Columns”, “Uses of Visuals”.

Technical Analysis

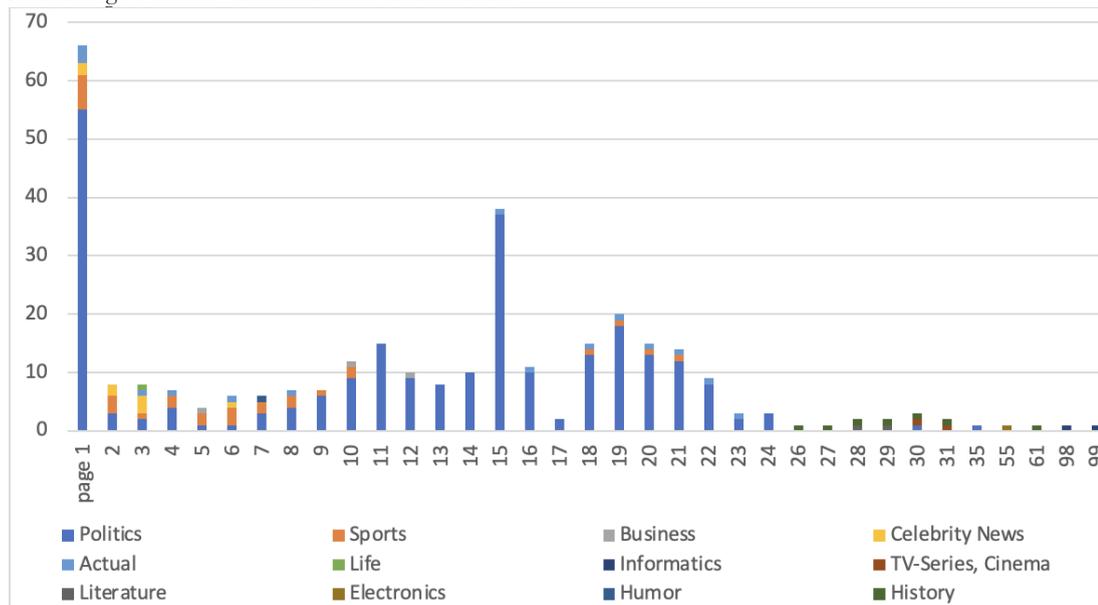
The technical aspects of the examined publications are discussed under different sub-titles. In this context, the category of “Publication Characteristics” is looked at first:

Table 1. Total Distribution by Publication Types and Characteristics

| | Newspaper | Newspaper Supplement | Magazine |
|-------------------|------------------|-----------------------------|-----------------|
| Actual | | 4 | 1 |
| Informatics | | | 1 |
| TV-series, cinema | | | 1 |
| Literature | | | 1 |
| Business | 1 | | |
| Electronics | | | 1 |
| Celebrity News | | 2 | |
| Humor | | | 1 |
| Politics | 35 | 2 | 2 |
| Sports | 2 | | 2 |
| History | | | 1 |
| Life | | 1 | |
| TOTAL | 38 | 9 | 11 |

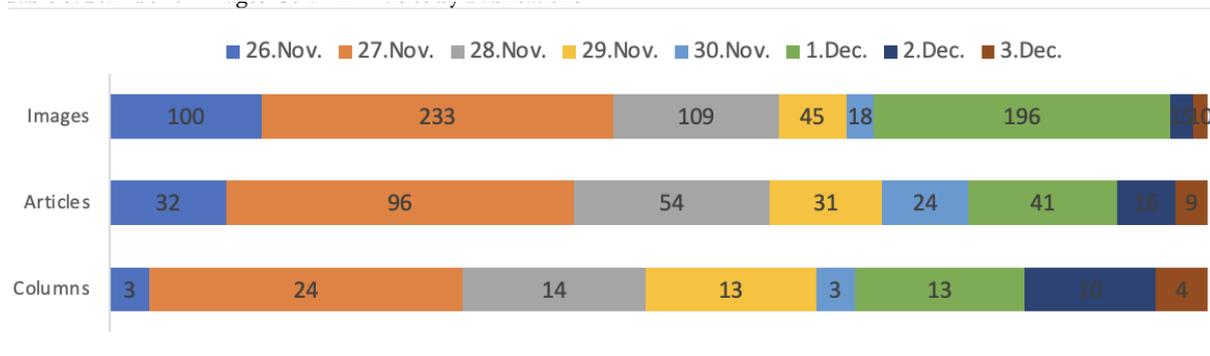
In Table 1, it is seen that the characteristics of publications that include news about Maradona are mostly in the “political” category. In the second place, it can be stated that the “actual” supplements of the newspapers are.

Table 2. Page Numbers and Publication Characteristics



When the characteristics of publications and the page numbers of the related news is examined, it can be stated that there is more news on the 1st page. After this page, where 66 news is seen, the most intensive use of the page is the 15th. This situation draws attention to the fact that it is the last page of the relevant newspapers and that this area has sports content. On the other hand, page numbers are generally seen as 20 and above in monthly magazine publications. In characteristics other than political; while it is on the first pages of the celebrity news supplements, the sports newspaper includes Maradona news spread throughout the newspaper. When a day-based evaluation is made; it can be stated that the news concentrated on pages 1 and 15 on November 26, 27, and 28; pages 1 and 4 on November 29; page 30 on December 1; page 2 on December 2; pages 2 and 11 on December 3. This situation primarily includes the themes of announcing the news of his death, then giving place to the ceremonies held on a global scale, and reflecting the way the news outlets of other countries gave the news. Therefore, in the first days, the news took place on the first pages of the publications, while in the following processes, it showed a tendency towards the back pages.

Table 3. Number of Images-Column-Articles by Publications



Considering the daily content and visual usage of the publications, an increase can be seen within the second day after the news of Maradona's death was announced. Although the content and image rates have decreased proportionally since this date, the increase on December 1 is related to the publication of new issues of monthly periodicals on this date. The main reason why the number of images is higher than the number of news at a general level can be explained as the presence of a large number of images in one content. When we look at the findings here in terms of columns, there is a serious increase in the second day as in other contents. In addition to the columns published in the magazine category on December 1, an increase is seen in the related articles in the daily newspapers.

Content Analysis

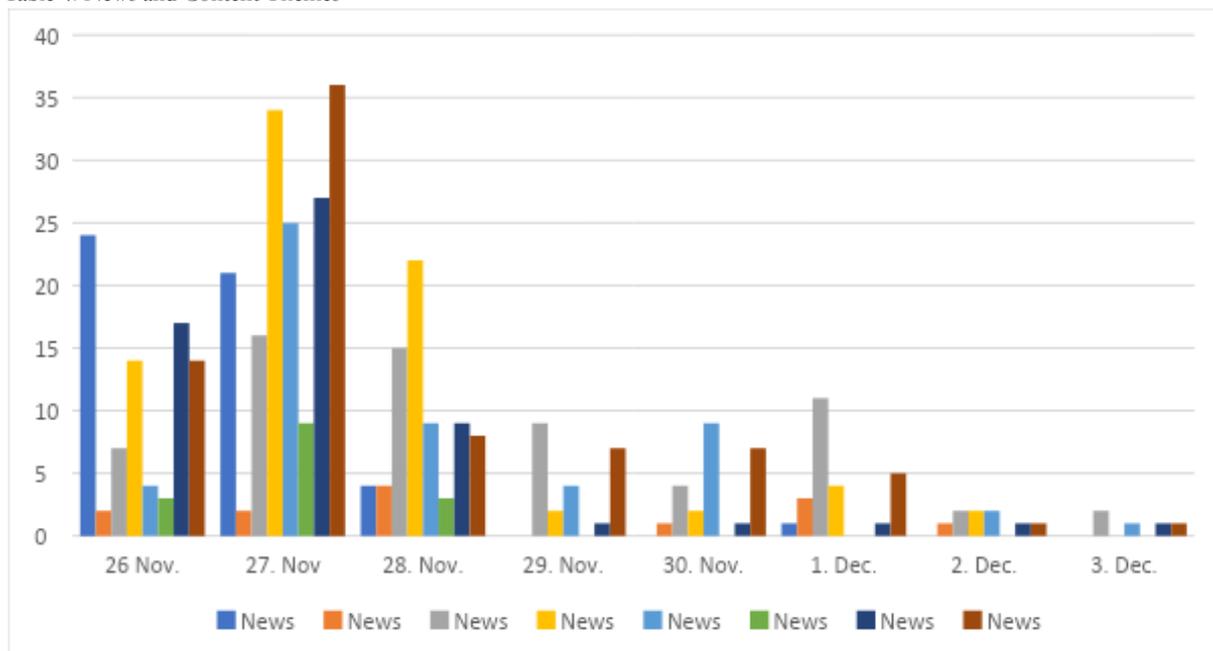
The thematic classifications of the content and images discussed in the study also provide concrete data on how the figure of Maradona was constructed by the Turkish press. In this context, the analyzed contents were handled in three categories as news, column, and visual. Each of these categories was subjected to content analysis, and “death”, “family relations/private life”, “sensation”, “remembrance”, “reflections from Turkey”, “political opinion”, “football career”, and “personal remembrance” themes were achieved. The contents of the themes could be explained as follows:

- **Death:** Information about Maradona's “death” and the place, time, and possible causes of his death.
- **Family Relations/Private Life:** This theme conveys information about Maradona's family, his relationships with his family, and his past with people in his private life
- **Sensation:** This theme conveys news about drug use, financial problems, controversial issues. The photos used in this theme support the mentioned content.
- **Remembrance:** Remembrance ceremonies held in different countries consist of content such as official commemoration statements, a moment of silence, illustration, and graffiti works.
- **Personal Remembrance:** The statements of people (well-known athletes, government officials, businessmen, etc.) about Maradona’s death are cited in this theme. In the columns, the individual commemorations of the author about Maradona are also included in this context.
- **Football Career:** This theme covers Maradona's football history, achievements, career milestones, managerial period, etc., and includes information and assessments on this subject.
- **Political Opinion:** This theme conveys the memories, evaluations, and discussions about Maradona's ideological discourses, his closeness with political/ideological figures, and his social point of view. In visual uses, elements such as the tattoo of Che and his photographs with Fidel Castro come to the fore.
- **Reflections on Turkey:** Maradona's visits to Turkey, the matches he played with Turkish teams and the memories of different people related to them, the commemorations held in Turkey after his death, a moment of silence before the matches,

and official statements were discussed in this context. The use of visuals in this theme is also directly related to this subject, and news images and match photos from the Turkish press in the past are also evaluated.

Each of the relevant categories has been analyzed on the axis of the themes pointed out here. However, it is seen that news, columns, and images are not included in a single theme, on the contrary, there is more than one theme in all content. In this context, the thematic intensities of the contents in the “news” category are shown daily basis in the table below.

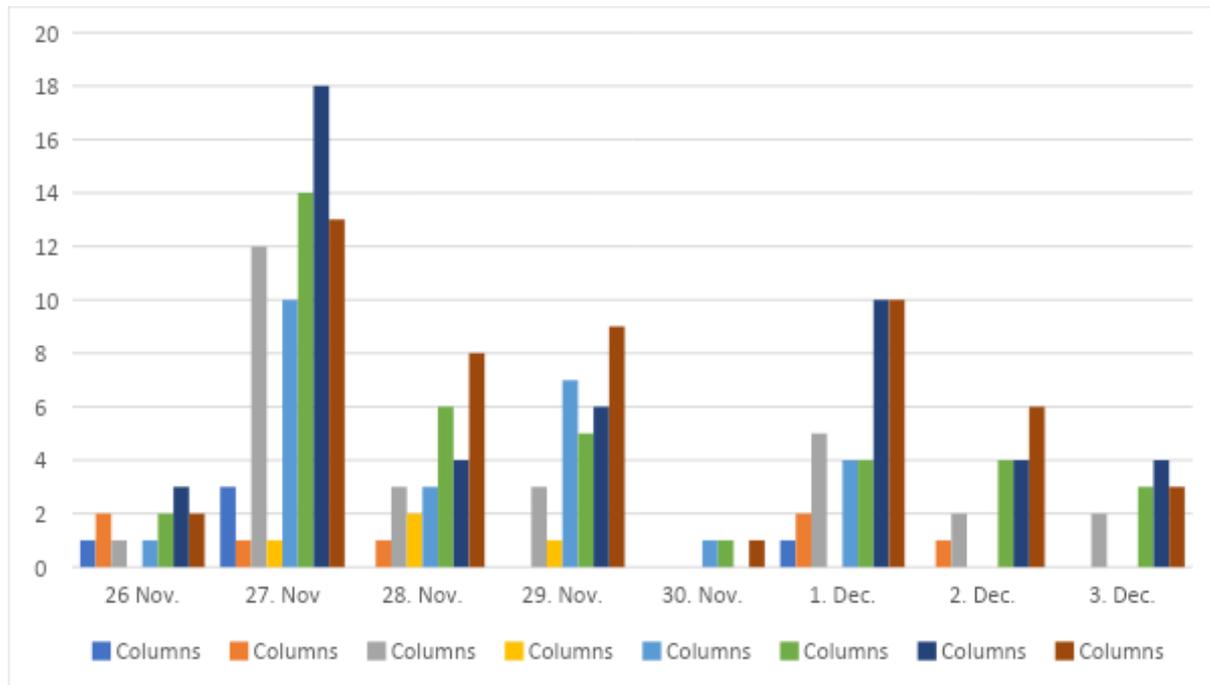
Table 4. News and Content Themes



When the themes of the news category are examined, the prominent findings are as follows: On November 26, the numbers of news with the theme of “death” ranks first. This situation is directly related to the fact that the relevant date is the day after Maradona's death. At the same time, it is seen that this date is frequently included in the information about his “football career”. Also, condolence messages of well-known people from different countries and with different qualifications are conveyed intensively. On November 27, it is seen that the “personal remembrances” and the news about Maradona's funeral made up the general density. The increase in the remembrance news on November 28 drew attention. The remarkable point for today is the rise of “sensational” news, which was less than before. There was a significant decrease in news content on November 29. When the contents of November 30 are examined, the theme of “reflections on Turkey” takes the first place because of the moment of silence and commemoration events held before the Fenerbahçe-Beşiktaş match, which was an important match for Turkish football. On December 1, it is noteworthy that the news about the fact that there were some doubts behind Maradona's death, uncertainties in financial situations, and inappropriate posts about his body focused on the “sensation”

theme. It can be stated that the number of news and related themes decreased on December 2 and 3.

Table 5. Columns and Content Themes



Although the themes of the columns show a similar trend to the news content, the content of the publications in the category of magazines in this field varies in the relevant balances. Because of the preparation time of the columns, it is seen that there were very few columns on November 26. His football career is in the first place in columns on November 26. On November 27, when the columns were on the rise, his football career again took the first place, and unlike the news, it can be said that the theme of “political opinion” had a remarkable intensity. Other themes that follow these “personal remembrance” and “reflections on Turkey”. The themes of “personal remembrance” and “political opinion” draw attention on November 28. Also on November 29, “personal remembrance” and “reflection on Turkey” themes are in the foreground. Columns are also published in magazine publications on December 1. On this date, the themes of his “football career” and “personal remembrance” are on the rise again. The theme of “personal remembrance” is placed at the top on December 3 and comes after “football career” on December 3. The usage of the themes in this category, especially the “personal remembrance” theme shows different connections regarding the relationship that the authors established with Maradona. Especially in this period, the memories of the writers who watched Maradona live on television constitute the intersection point. Where, with whom, and under what conditions the matches are watched, also coincides with Maradona's figure.

Table 6. Images and Content Themes

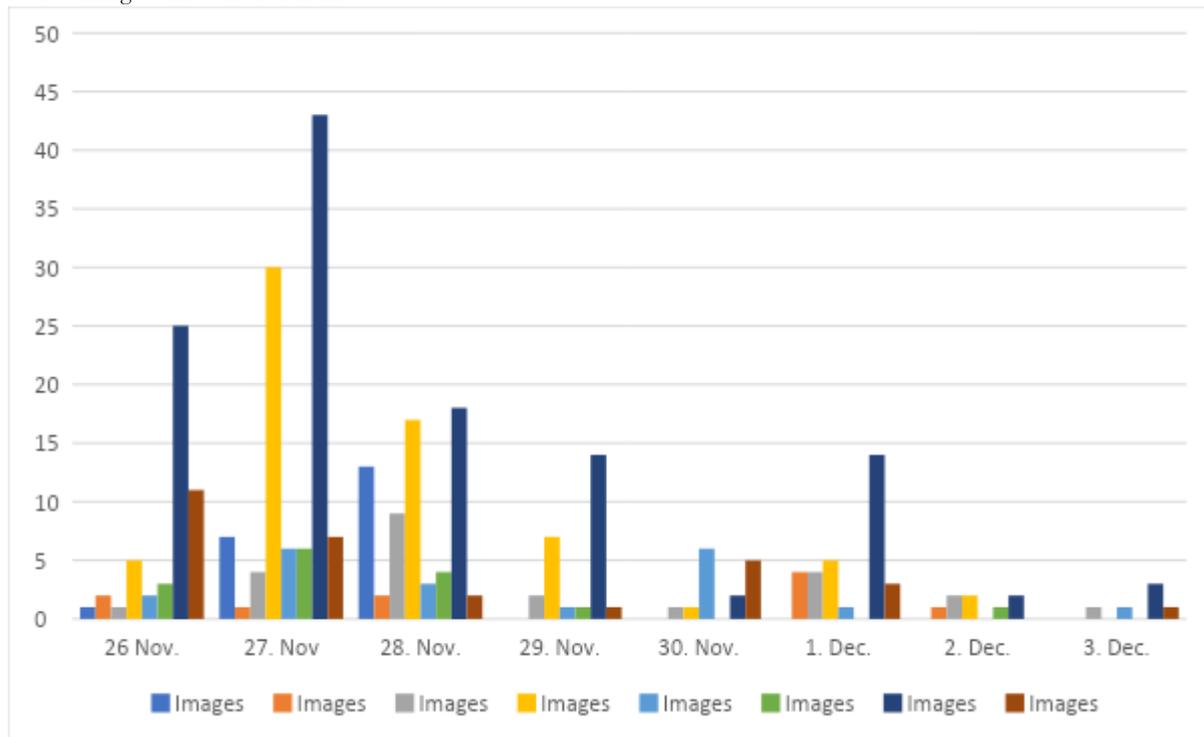


Image usage in news and columns is also discussed in this study. In the analyzed data, there may be more than one image in a news article or a column, and these images can carry different themes within themselves. In this context, it is seen that on November 26, different images related to his “football career” were used intensively, while memories and photos were shared on the theme of “personal remembrance”. On November 27, while the theme of “football career” was in the first place and also it can be said that the photographs suitable for the theme of “remembrance” have increased. Since this date is the funeral day, it can be said that the printed publications give information about the commemoration ceremonies. This date is also the date when the images of the body and coffin are used, and a “sensation” theme comes to the fore, in which the chaotic events in the commemorations are conveyed with photographs. On November 29, the theme of “football career” is on the rise again, with the theme of “remembrance” taking second place. Along with the commemoration events held before the Fenerbahçe-Beşiktaş match played on 30 November, the intensity of the theme of “reflections on Turkey” draws attention. Image usage decreases on December 1, 2, and 3. The preferred images focus on the “football career” theme in these days. Visual images that are used extensively according to their themes can be presented as follows:

Image 1. Death



Source: Akşam (2020, November 27)

The image, which is mainly presented with the theme of death, is presented as a composition consisting of Argentina's flag, Argentina's national football team jersey, and Boca Juniors jersey placed on Maradona's coffin.

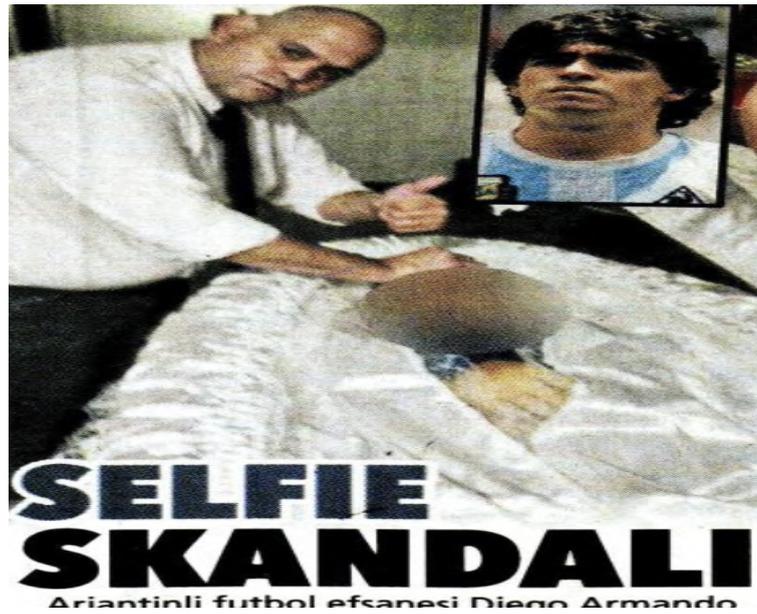
Image 2. Family Relations/Private Life



Source: Tarih (2020, December 1)

The photographs referenced in this theme are about the relationship between her daughter and Maradona. One of them is the image of Maradona's daughter placing daisies in his socks. This composition shows the relationship established between family relations and football.

Image 3. Sensation



Source: Posta (2020, November 28)

Although the theme of “sensation” points to many different areas in the content, the image that is used most intensely is shown as the photo of “taking a selfie” with Maradona's body.

Image 4. Remembrance



Source: Yeni Astar (2020, November 27)

The “remembrance” theme images focus more on fan photos. In this context, one of the frequently used images is River Plate and Boca Juniors team fans, who are considered to be ‘arch rivals’, hugging each other for Maradona.

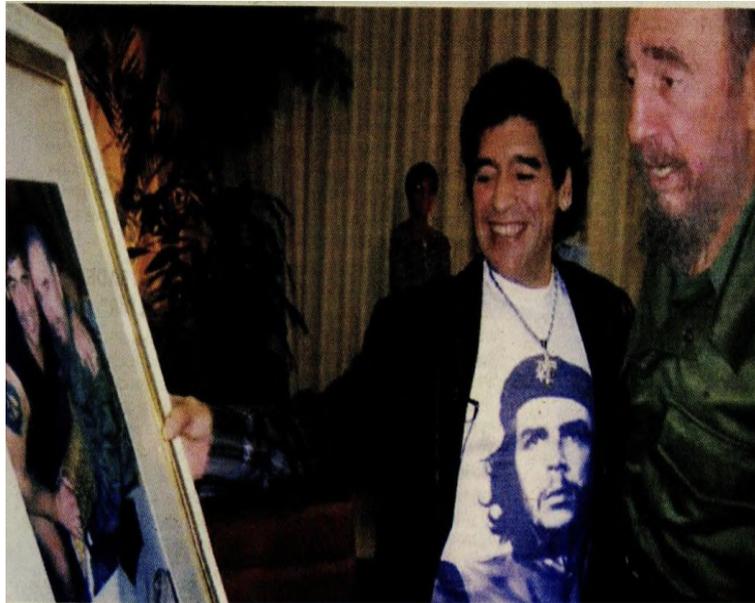
Image 5. Reflections on Turkey



Fenerbahçe.Racilistac derhicinde aילה) vazzan va Maradona'nın fotoğrafi
 Source: Yeni Şafak (2020, November 30)

T-shirts with the image of Maradona, worn by Fenerbahçe, one of the leading football clubs in Turkey, before a derby match, can be explained as the most intense visual of the “reflections on Turkey” theme.

Image 6. Political Opinion



Source: BirGün Pazar (2020, November 29)

In the political reflection of the Maradona image, there is a photograph of Maradona and Cuban President Fidel Castro side by side. This photo also includes the image of the Argentinean Che Guevara, who is the symbol of the Cuban Revolution and leftist movements.

Image 7. Football Career



Source: Milliyet Express (2020, November 26)

The preferred images of Maradona's football career focus on the concept of “success”. The image frequently used in this framework is the photo of Maradona when he lifted the World Cup. Here, the density of fans both in the stands and on the field draws attention.

Image 8. Personal Remembrance



Source: Takvim (2020, December 1)

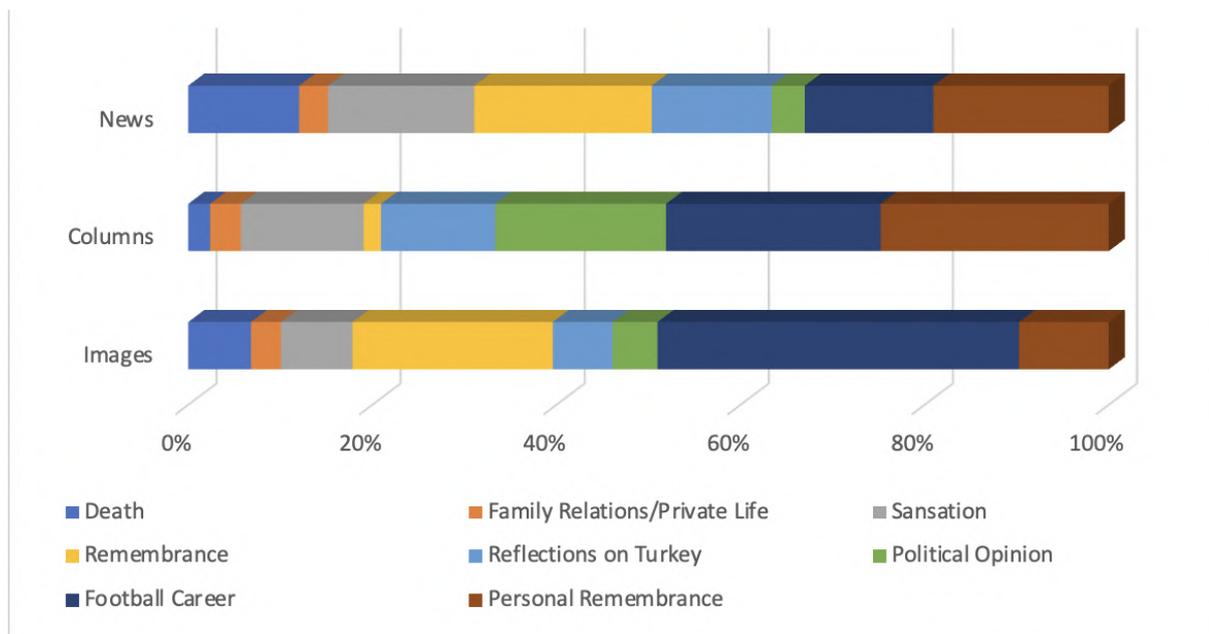
Within the theme of “personal remembrance”, there are visuals attached to the explanations of different names from around the world. The most commonly used image

of this theme is photos of Lionel Messi wearing the same jersey and cheering like Maradona after scoring a similar goal to Maradona’s Newell’s Old Boys.

A general evaluation of all categories and themes examined within the scope of the study is also presented in the table below.

Table 7. Numbers and Rates of Themes in All Categories

| | Death | Family Relations / Private Life | Sensation | Remembrance | Reflections on Turkey | Political Opinion | Football Career | Personal Remembrance |
|--------------|-----------|---------------------------------|------------|-------------|-----------------------|-------------------|-----------------|----------------------|
| News | 50 | 13 | 66 | 80 | 54 | 15 | 58 | 79 |
| Columns | 5 | 7 | 28 | 4 | 26 | 39 | 49 | 52 |
| Images | 21 | 10 | 24 | 67 | 20 | 15 | 121 | 30 |
| TOTAL | 76 | 30 | 118 | 151 | 100 | 69 | 238 | 161 |



When we look at the total number of all themes, it is seen that the theme usage density is categorical as follows: it can be said that “remembrance” (80) took the first place, “personal remembrance” (79), and “sensation” (66) took the third place in the news category. At the columns category; a thematic order can be seen as “personal remembrance” (52), “football career” (49), and “political opinion” (39). The theme of “football career” (121) in the “visual” category is the most intense part. Those who follow this theme; “remembrance” (67) and “personal remembrance” (30). In return for all categories, “football career” (238) comes first, followed by “personal remembrance” (161), “remembrance” (151), and “sensation” (118).

Table 8. Frequency of Words Used in Titles

| Word | Word Count |
|--------------------|------------|
| "Maradona" | 114 |
| "10" | 24 |
| "World" | 23 |
| "Legend" | 16 |
| "Football" | 16 |
| "Farewell" | 11 |
| "Died" | 11 |
| "Investigation" | 10 |
| "God's Hand" | 8 |
| "He lost his life" | 7 |

Finally, the densities of the most frequently used words in the titles of all kinds of news and columns were also discussed. In terms of publications, Maradona (114) comes first among these words, which are evaluated in terms of showing from which points the image of Maradona is built. The name, which makes up 11 percent of the words used in the headlines, was conveyed in different contexts in the news. The second word, 10 (ten - It is written and read as 'on' in Turkish), was used regarding Maradona's jersey number. Another point that stands out here is the use of the expression 10 for word games such as Marad10a. The third word, World, is used both to convey reflections from the world and to indicate Maradona's influence on a global scale. The next word, Legend, is also intended to reinforce Maradona's position on the football field. The other word Football refers directly to Maradona's career, and Farewell refers to the ceremonies held after his death. The word Death was used to announce the news, especially in the early days. The next word, "Investigation," describes the legal processes that took place after Maradona's death. This word is also directly related to the theme "sensation". "Hand of God" is also a phrase used about Maradona's career, and is presented with an iconic image of the related football event. The phrase "he lost his life" also intensifies in the first two days and is the most frequently used phrase during the announcement of Maradona's death.

Conclusion

Diego Armando Maradona is a global media figure. At a time when television broadcasts were accessible on a global scale, he became a person shown without distinction of time and place. He is presented as a football player, a coach, a father, a brother, a political figure, a celebrity, an object of sensation. He brought the teams he played for to the top. He not only won the World Cup on the football field but also took revenge on political issues. Maradona was always discussed, and he was featured on television screens and in the print pages with sensational news. In addition to his footballer identity, many elements have created the image of Maradona and placed him at the center of global interest, admiration, and curiosity. Turkish football fans watched him on the television screen and read from newspapers and magazines, apart from these limited periods. In the narratives here, different details about the Maradona-Turkey relationship have come to the fore. Therefore, Turkey is quite familiar with the image of Maradona.

This study examined the elements with which the Maradona image was constructed from the perspective of Turkey. In the study, content analysis was applied to a total of 58 publications with different qualities in terms of news, columns, and images used. In this context, the contents are classified under eight different themes. In the analysis, it was seen that the contents and the images could be suitable for more than one theme. In the study, the titles of news and columns were also examined and the most frequently used words were discussed in terms of showing which expression patterns the image of Maradona conveyed.

Based on the findings, it can be said that two main axes stand out. First of all, for the “technical analysis” part, the results can be summarized as follows: It is seen that there are news or columns about Maradona in different publication types. It is not only national daily newspapers that contribute to the image of Maradona, but also publications with different themes. The page positioning of the articles about Maradona is concentrated on the 1st and 15th pages. This situation primarily corresponds to the fact that the news of Maradona's death, commemoration, and sensationalism is given on the first page (to show its important emphasis). Page 15, on the other hand, is usually a section with “Sports”. When the number of news, columns, and images are examined on daily basis, it can be said that the content in all categories reached the highest level on November 27.

In the findings given under the title of content analysis, the following evaluations can be made: the intersection points of all content can be explained with 8 different themes. Content/image is associated with more than one theme. When the densities in the themes used are examined categorically, the first rows are as follows: in the news category: “remembrance” and “individual remembrance” themes; in the Column category: “individual remembrance” and “football career” themes; in the Visual category: “football career” and “remembrance” themes. In this context, highlighting the successes of Maradona's football career and the individual memories of the people who prepared the articles to gain importance. The moods of those who watched Maradona live on television, their memories of their past, and their relations with their inner circles at that time are the subjects of these articles. When the photographs, which are frequently used in visual usage, are examined, it can be said that his “football career” is matched with the World Cup. It is noteworthy that the image of “death” was established with the image of a coffin and football team jerseys. The “sensation” phenomenon is presented with the selfie scandal image. The theme of “remembrance” shows the solidarity of Boca Juniors and River Plate fans. “Political opinion” is constructed with images of Fidel Castro and Che. The commemorative t-shirts of the Fenerbahçe football team are shown in the theme of “reflections on Turkey”. “Family Relations/Private Life” is presented with a frame featuring Maradona and her daughter. In “individual remembrance”, a visual featuring Messi's goal and his joy stand out. On the other hand, the main reasons for the similarities between the images used are the use of the photographs used by the international press and the fact that most of the preferred images were taken from visual archive sources. Another remarkable situation is that the subject of sensation is directed towards the event, which is expressed as a kind of “disrespect”, rather than the actions of which Maradona is the subject. In the titles preferred in the content, the word Maradona takes place in the

first place. In the titles preferred in the content, the word Maradona is in the first place. Among the ten most used words; number 10, World, legend, football, farewell, died, Hand of God, investigation, lost his life are included.

As emphasized in the first part of the study, Maradona and Turkey relations have “surprising” or “controversial” ties. However, as the second part of the study shows, these relationships have not been given much attention. It was emphasized that Maradona's death had a “shocking” effect, and its importance and “irreplaceability” in terms of “the world of football” was emphasized. Issues that can be directly associated with Turkey can be explained with commemorations/remembrances. The situation, which is mostly seen in the columns and gaining importance for the concretization of this relationship, can be shown as another reflection of the Maradona image, the individual memories, and the “excitement” of the period in which those moments were lived. Nevertheless, it can be said that in general terms, the Turkish national press handled Maradona from many different angles and presented concrete contents regarding his role as a global media figure. When all the examined sources are evaluated, different discussions can be seen in terms of journalism/journalism practices. In particular, issues such as the translation of news from the international press or agencies in many different publications or the use of images from archive websites narrow the original perspectives on the image of Maradona. This situation can be seen as related to today's global journalism practices and work patterns as well as the media system in Turkey. Nevertheless, as a result, the Turkish national press was able to present the image of Maradona from its own perspective and evaluate him as a versatile media figure.

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