A Representation of AI Technology in Turkish News Media and YouTube Journalism

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Abstract: The rapid integration of artificial intelligence (AI) into various domains has led to significant social, political, economic, and cultural transformations, making it a central topic in media discourse. This study examines how AI is represented and reflected in Turkish news media and YouTube journalism, which has emerged as an alternative to traditional news outlets. By analyzing AI portrayals in mainstream news, digital native news and user-generated content, we aim to uncover the social meanings attached to AI and explore how news media self-reflects on this disruptive technology. Our research is guided by three interrelated questions: **How is AI framed in Turkish news media and YouTube journalism? What social meanings are attributed to AI through media discourse? How does Turkish news media engage in self-reflection regarding AI's impact on journalism?** Utilizing media spectacle theory, representation theory, and the semiotics approach we argue that AI is not only a technological phenomenon but also a cultural construct shaped by ideological and discursive frameworks of language. Using qualitative content analysis and discourse analysis as a multi-method approach, we identified key themes in AI-related news and discussions, including fears of automation, ethical dilemmas, and its implications for media production and reception. AI's media representation aligns with broader concerns regarding its influence on democratic discourse and public opinion. Our findings empirically suggest that AI's portrayal in Turkish news media is shaped by a tension between optimism and skepticism depending upon the news' narratives, reflecting the broader socio-political anxieties embedded in Turkish society. Furthermore, we explore the semiotic dimensions of AI narratives, highlighting how media serves as both a mirror and a mediator of social consciousness as an agent of metaculture. This study contributes to the growing body of research on AI and media by offering a nuanced perspective on its representation within a specific national context. By situating AI within a broader technocultural discourse, we underscore its role in shaping the future of journalism and new truth regimes as a part of political communication. Ultimately, our research raises critical questions about media ideology, metanarratives, and the role of AI in redefining the boundaries of truth and representation.

Keyword: AI Representations, Media Spectacle, Turkish News Media, News Media Discourse, Metaculture, Media Ideologies

1. Introduction

The swift entrance of artificial intelligence (AI) tools has already triggered many economic, social, political, and cultural transformations and has begun to penetrate social discourse (Russell and Norvig, 2010:1-3). Departing from the significance of understanding how disruptive technologies are framed in social discourse, this research focuses on the representations and reflections of AI technology in a particular context, Turkish news media, and YouTube journalism as a "new form of it". We have three interrelated questions: first, how is AI framed in Turkish news media and YouTube journalism, second what social meanings are attributed to AI through media discourse, and third, how does Turkish news media engage in self-reflection regarding AI's impact on journalism. We approach AI technology as a media spectacle embodying "the basic values of society, serve to align individuals to the lifestyle of society, and at the same time reveal the contradictions, struggles, and conflict resolution forms of society" (Kellner, 2003:5). Media representations, and emerging self-reflective attitudes are integral component of situated social meanings that is constructed and reconstructed in the process of meaning-making discursively.

Representation, as a spectacle, is essentially a mediated portrayal of reality. This mediation happens through language, which functions as one of the key media for expressing thoughts, ideas, and emotions within a culture (Hall, 1997:1). Representations in language often rely on signs and symbols to construct the meanings we attribute to reality. However, cultural contexts always shape these representations, imposing specific frameworks or "regimes of interpretation." In this sense, culture can be seen as both "the best that has been thought and said in a society" and, in a contemporary understanding, a "way of life" (Hall, 1997:2). This interplay highlights that representations in language both reflect and shape our lived experiences. Media representations, as a specialized form, demonstrate this dynamic by portraying individuals, groups, events, and ideas in ways that both produce and reproduce encoded messages, contributing to the spread of particular "reality regimes." These representations encompass elements like race, gender, class, sexual orientation, age, and cultural identity, raising critical questions about who gets to narrate their stories, whose voices are amplified or marginalized, and what stereotypes or biases are perpetuated. The representation of AI will be the subject of our analysis as a media spectacle.

Analyzing AI representations in Turkish news media and user-generated YouTube content reveals social norms, triangulation points, and conflicts shaped by Turkey's polarized media landscape (Över, 2021). This fragmented environment influences media's self-reflective stance on AI. While social media's rise predates AI advancements, platforms like YouTube have notably reshaped news consumption (Peer & Ksiazek, 2010). Prominent Turkish journalists, such as Cüneyt Özdemir, Nevşin Mengü, and Fatih Altaylı, have shifted from mainstream media to YouTube, engaging audiences through interactive features like comments and reactions. This emerging media model, which we term "*Yournalism*," reflects an algorithmically mediated relationship with viewers. Accordingly, our data sample includes YouTube videos and user comments on AI by these journalists and other popular content creators.

We can examine AI as both a technological advancement and a cultural phenomenon by building on the framework of media representation theory, which shows how media creates and spreads meanings that mirror and transform society's views. One of the key elements underlying the hype around AI technologies is the idea of their potential effects on the manipulation of public opinion. News media plays a crucial role in this idea since the news affects the social and political discourse where the opinion of the public is disseminated. Moreover, AI is transforming contemporary journalism by deploying "AI-driven workflow systems, utilizing data in news reporting, and reshaping the structure of journalistic work and recruitment practices" (Deuze & Beckett, 2022; Sun et al., 2022). In this current situation, this research aims to find out how AI is portrayed in Turkish news media within the contexts of social and political discourse as well as self-reflective attitude of news media towards this emerging technology that is expected to transform it. By depicting events, issues, people, and phenomena, news produces narratives that shape people's views and their comprehension of the world. Emerging technologies, as first-time occurrences, are also depicted with certain decoded messages to provide particular meanings. This particular understanding is laden with ideological signs that people can construct "realities" (Volosinov, 1973). According to this semiotic tradition, also known as *Bakhtinian Circle*, "No cultural sign, once taken in and given meaning, remains in isolation: it becomes part of the unity of the verbally constituted consciousness" (Volosinov, 1973: 15). This unstructured, dialogical nature of language is a source for social consciousness in which ideologies can spread or disappear in the form of "metaculture (Urban, 2001). Therefore, a profound agenda of this research is to consider the metanarratives that highlights the "bodies or technology" that we use to communicate a "media ideology" (Gershon, 2010). In situating AI within a semiotic and dialogical framework, the research hints at an emergent technocultural dialectic where media narratives do not merely reflect reality but actively participate in its construction, thereby dissolving the boundaries between objective truth and mediated perception. Thus, the research is establishing a foundation for important concerns in AI literature, like whether a country's cultural consciousness can endure when its narratives are written by corporately trained non-local LLMs and how AI's mythos depends on strategic forgetting which has the potential to erase its own episteme.

AI-related news frequently employs oversimplified metaphors and dichotomies (e.g., "savior" vs. "threat") that shape public reactions. Analyzing AI portrayals in Turkish news media reveals how these narratives reflect social anxieties, contradictions, and evolving discourses in the global information ecosystem. While AI's impact on journalism is often discussed in terms of technological transformation (Simon & Isaza-Ibarra, 2023), this study steps back to examine media representations themselves. Using qualitative content analysis (Neuendorf, 2017) and discourse analysis (Coulthard & Condlin, 2014), the research identifies key discursive elements in AI-related news and social media reactions. The findings reveal that Turkish media frames AI as both an opportunity and a threat, offering insights into the evolving discourse surrounding this rapidly developing technology.

2. Research Design and Methodology

The whole research spans twenty years, from 2005, when the first news about AI was published, to the end of 2024. We analyzed the news content about AI during the first fourteen years between 2005 and 2018 to identify the general highlights in the discourse of the time. However, we did not include that set of content in our discourse analysis. Moreover, the dramatic increase in AI-related news since 2014 entailed limiting our sample purposively to cover each and every year moderately from 2014 on. Our purposive sampling of AI representations in news content is built upon key terms such as risk, privacy, opportunity, threat, benefit, excitement, revolution, and, technology associated with the term AI. These keywords were identified based on a thorough review of the emergent literature (de-Lima-Santos&Ceron, 2022; Octavio et.al, 2024; Gurushkin & Korneeva, 2024; Davidson, 2023). Using these keywords, we scanned and reduced the initial dataset of 7.3 million AI-related news articles published online between 2014 and 2025 to a purposive sample of 140 (10 articles for every year) articles for our analysis. These were drawn from both traditional media outlets' web

pages (e.g., trthaber.com, cumhuriyet.com.tr) and digital native platforms' web pages (e.g., onedio.com, webrazzi.com, evrimagaci.org) across categories such as health, education, media, law, life, and industry. Traditional outlets such as TRT Haber, Cumhuriyet, and Milliyet were chosen for their extensive readership and institutional authority. Digital-native platforms like Webrazzi, Evrim Ağacı, and Onedio were included to reflect emerging, tech-savvy discourses that appeal to younger audiences.

Additionally, we incorporated 10 AI-related YouTube videos and the 10 most-liked comments on each video explicitly mentioned "yapay zeka" (artificial intelligence) into our sample produced by the most influential Turkish journalists, namely Cüneyt Özdemir, Nevşin Mengü, and Fatih Altaylı, who are no longer in the mainstream media but are making YouTube journalism, although they are still highly influential. These figures were selected based on their significant audience engagement, journalistic credibility, and influence in shaping public debate. Their transition from traditional journalism to digital platforms offers unique insights into AI's portrayal within this evolving media ecosystem. In addition, we enriched the representativeness of the data by including videos on AI from Evrim Ağacı, Bebar Bilim, and Avangart platforms, which are among the most watched content producers published on the yapayzeka (artificial intelligence) hashtag. This allowed us to compare and contrast the framing of AI in the digital outlets of legacy media with that in journalistic discourse on social media, which is characterized by direct user interaction. This comparison sheds light on how the format and platform influence the representation of AI, the framing of risks and benefits reflections, and the tone of discourse. It also allowed us to investigate whether the dialogic nature of social media fosters a different level of sensitivity or bias in addressing AI-related issues. This approach aimed to provide a nuanced understanding of how AI is portrayed across various media platforms, allowing us to assess these representations' broader social, cultural, and political implications. Below, we outline the key components of our analysis.

2.1 Code Units of Analysis

Our analysis employed a structured coding framework to identify key patterns in AI representations across Turkish news media and YouTube journalism. The following categories guided our content and discourse analysis:

- Categorization of AI News: AI-related news was grouped into content types such as technological advancements, scientific advancement, economic impacts, legal and ethical concerns, and social implications to capture thematic diversity.
- Themes and Narrative Structures: The AI-related news was categorized into three narrative types: news-oriented pieces that focused on factual reporting of technological advancements, question-oriented articles that explored AI's legal and ethical concerns, and comment-oriented content that offered opinion-driven critiques, often speculating on AI's potential risks such as job displacement and disinformation. These narratives align with Hall's (1997) framework of dominant, oppositional, and negotiated meaning-making, reflecting broader social and political anxieties surrounding AI.
- Attitude and Language Tones: Media texts displayed varying positive, negative and neutral attitudes toward AI and accompanying emotional tones — from alarmist warnings about AI's risks to astonishing portrayals emphasizing AI's transformative potential.
- Agency Representation: AI was depicted both as an autonomous actor capable of reshaping industries and as a tool controlled by human intent, highlighting debates about accountability and decision-making power.
- Medium and Framing Differences: Traditional media emphasized institutional viewpoints, unlike digital native news, which offers more individual emphasis. YouTube journalism adopted a more personalized, audience-driven style that engaged viewers with humor, skepticism, or direct commentary.
- Lexical and Visual Analysis: Key linguistic patterns, metaphors, and visual symbols (e.g., robotic imagery, data networks) were examined to reveal how AI is aestheticized and socially positioned.
- Metadata and Editorial Choices: Attention was given to headlines, keywords, and video thumbnails, as these editorial features shape audience engagement and frame the perceived importance of AI stories.

Together, the analysis of interconnected coding units enabled us to trace how Turkish media portrays AI not only as a technological innovation but also as a cultural phenomenon embedded in broader social narratives.

3. Summary of AI Coverage in Turkish Media (2005-2024)

This summary of analysis examines the evolution of AI representations in Turkish news media from 2005 to 2024. By employing content and discourse analysis, it explores the changing themes, attitudes, linguistic choices, visual

representations, and meta narratives associated with AI in news articles and YouTube videos and user comments. The analysis identifies key trends in AI coverage across different periods and highlights the socio-cultural meaning-making of its portrayal.

3.1 AI Coverage from 2005 to 2018: Early Representations and Growing Interest

3.1.1 2005-2008: Limited and Neutral Coverage

AI was scarcely covered in Turkish news media during this period, with only a few articles per year. The coverage focused on science and technology topics, with a predominantly neutral or positive attitude. Keywords such as "algorithm," "information," and "robot" began appearing by deploying “developing” as a verb, commonly. The first AI-related news in Turkey, published in hurriyet.com.tr, discussed the impossibility of robots experiencing human emotions like love and hate. AI was generally portrayed as a tool under human control, and visual elements featured generic computer and robot imagery associated with “new” tags.

3.1.2 2009-2013: Diversification of Themes and Emerging Concerns

A gradual increase in AI coverage was observed, with more diverse topics including industry, art, education, game and media. The tone of AI news remained largely informative but began incorporating some critical viewpoints. Words such as "humanoid," "autonomous," and "decision" appeared for the first time by deploying new verbs such as “using,” “working,” “presenting,” and “ animating,” etc. Comment-oriented articles, as opposed to purely news-oriented pieces, tended to present a more skeptical view of AI, suggesting concerns over its societal implications. Visual representations began incorporating more complex imagery, particularly in articles discussing humanoid robots and autonomous systems associated with “technology,” “popular,” “agenda,” tags.

3.1.3 2014-2018: Maturation and Specialization of AI Discourse

By 2014, AI coverage had become more frequent and specialized. Themes expanded into ethics, law, and the implications of AI in everyday life. Major developments, such as Stephen Hawking’s warnings about AI, influenced the discourse, making alarmist tones more visible. The use of terms like "machine learning," "neural networks," and "deep learning" signaled a shift toward a more technical representation. This technical swift also appeared in verbing by more indirect verb use as “providing”, “learning,” “creating,” interpreting,” etc. The visual narratives also evolved, moving from abstract futuristic depictions to more human-centric imagery. By 2018, AI was increasingly discussed in terms of its practical applications in health, military, and entrepreneurship associated with more specific tags such as “amazon,” “China,” “London,” “Google,” “Massachusetts Institute of Technology,” etc.

3.2 AI Coverage from 2018 to 2024: Expansion, Public Engagement, and Ethical Debates

3.2.1 2018: The Rise of AI Coverage

AI coverage reached a new peak in 2018, reflecting the growing integration of AI in various sectors. A total of ten major news outlets were analyzed, showing a balanced representation with five positive, three neutral, and two negative articles. Themes included healthcare innovations, ethical concerns, and economic implications. While AI was predominantly portrayed as an object or tool under human control, three articles conveyed it as an autonomous subject with alarmist and predictive tones. “Risk,” “threat,” “anxiety,” are mostly used words in these articles, and “specifying,” “telling,” “changing,” are the verbs among others. The visual narratives also evolved, moving from abstract futuristic depictions to more human-centric imagery. The visual narratives evolved backwards, moving from more human-centric imagery to abstract futuristic depictions associated with “DNA,” “Biology,” “machine learning,” “dollar,” etc.

3.2.2 2019-2021: AI as a Transformative Force in Industry and Society

Between 2019 and 2021, AI coverage became increasingly specialized. News articles explored AI’s role in business, health, and governance. AI was depicted as both an opportunity and a threat, with concerns about job displacement becoming more prominent. The coverage included debates over AI's impact on creative industries, as seen in discussions about AI-generated art and journalism. Ethical concerns related to bias in AI systems also emerged. We can see that positive attitude towards AI was getting stronger, accompanied by mostly objective

descriptions together with informative and progressive descriptions. The most visible words of the year were “solution,” “deep learning,” “machine,” “strategy,” etc. conveyed together with the AI term and the verbs were “providing,” “calculating,” “destroying,” and “governing,” etc. The visual representation of AI shifted towards hybrid imagery, combining human and technological elements together with “High Tech,” “Turkish Engineers,” “Genetic,” and “Corona Virus,” etc. tags.

3.2.3 2022-2023: Public Concerns and Everyday AI Applications

By 2022, AI had become a fixture in public discourse, with increasing media focus on its impact on employment, privacy, and security. Notably, AI was portrayed negatively in articles addressing potential misuse, such as deepfake scams and biased decision-making systems. In 2023, AI applications in everyday life gained prominence, as reflected in news about AI chatbots assisting with legal disputes and automated journalism. More news-oriented articles conveying objective descriptions, mainly conveying positive and neutral attitudes with informative and progressive tones were visible in the news. “Concept,” “language model,” “chatbot,” super computer,” chatgpt,” “application,” were the words and “representing,” “aiming,” “resembling,” were the verbs among others. The visual representation of AI was still depicted with a hybrid imagery, combining human and technological elements but we can see that more illustrative style became more popular together with “Artificial Intelligence news,” “algorithms,” software,” etc. tags.

3.2.4 2024: AI as a Media Spectacle

In 2024, AI coverage reached new levels, characterized by extensive reporting on business investments, ethical dilemmas, and regulatory debates. AI was presented as an economic driver, particularly in startup ecosystems, but also faced criticism for its impact on creative industries, as evidenced by the backlash against AI-generated books. The discourse reflected a more sophisticated understanding of AI’s role in professional and institutional contexts.

Articles such as “Artificial Intelligence Expected to Reduce the Number of Accidents” and “Content Production with Artificial Intelligence: Opportunities and Challenges” highlighted AI’s benefits, while reports on Microsoft’s AI training practices raised data privacy concerns. The year also saw increased focus on AI’s societal role, as demonstrated by reports on AI chatbots delivering sermons and AI’s potential influence on human emotions. The positive attitude was still common, together with an informative tone, but also the alarmist tone was visible, especially in the three neutral news. The word of the year was “assistant,” “investment,” “content production,” infrastructure,” etc., and the verbs were “appearing,” “presenting,” and “doing,” among others similar to the previous year.

Visual representations in 2024 further evolved, with professional and institutional imagery becoming more prominent. AI’s portrayal increasingly reflected its integration into professional sectors rather than speculative future scenarios, together with “artificial intelligence” tag becoming a cornerstone of its meta-narrative in news.

4. YouTube Discourse and Public Perception

This section explores AI representations and discussions on Turkish YouTube through qualitative content and discourse analysis of video content and user interaction. Unlike traditional news, YouTube journalism offers a dynamic interaction between journalists or content creators and the audience, allowing for more nuanced reflections of AI perceptions. The study has also deepened by analyzing AI-related discourse on YouTube, identifying three primary representation modes that are still common and have been reflected in user interactions as well.

1. **Subject Representation:** AI is framed as an autonomous entity capable of independent decision-making, often evoking concerns about its potential dominance over human activities. Discussions in this mode tend to be speculative, warning about AI’s impact on employment, ethics, and societal structures. For example, in Fatih Altaylı’s video “The Luxury of the Future Will Be Analog,” AI is frequently associated with themes of control, platform economy, and human dependency. The language frequently employs active verbs such as “making” and “controlling,” reinforcing the idea of AI as an active force shaping the future. User comments often reflect heightened concerns, with statements predicting large-scale unemployment and AI surpassing human intelligence.
2. **Object Representation:** AI is depicted as a functional tool designed to assist human activities rather than replace or surpass them. This mode is predominant in technology-focused channels, where experts explain AI’s technical capabilities, limitations, and regulatory needs. Videos such as FluTV’s “I Have Seen

AI" adopt this approach, focusing on AI's learning processes, efficiency, and applications without speculative fears. User comments in these videos tend to be analytical, debating AI's practical utility rather than existential threats.

3. **Hybrid Representation:** Some videos balance both subject and object perspectives, integrating technical discussions with broader ethical and societal implications. Cüneyt Özdemir's "AI Revolution in Journalism" exemplifies this mode, acknowledging AI's potential while critically assessing its ethical challenges. User comments reflect this balance, engaging with concerns over AI's role in journalism while recognizing its benefits in news production.

The interactive nature of YouTube enables a real-time reflection of public opinion, where user interaction serves as an extension of the discourse presented in videos. This participatory engagement highlights AI's evolving social perception, bridging technical discussions with public concerns about its broader impact. Overall, through nearly two decades, AI representation in Turkish media has evolved from a niche technological curiosity to a subject of widespread societal and economic significance. The increasing specialization of AI coverage, particularly after 2018, reflects its growing influence on various sectors. By 2024, AI coverage had moved beyond speculative discussions and was firmly embedded in discourses about governance, regulation, and industry applications. The rise of YouTube as a platform for AI discourse illustrates the evolving nature of public engagement, where user interactions shape and amplify concerns, hopes, and ethical considerations surrounding AI's future as a metacultural narrative.

5. Conclusion

The widespread euphoria in the face of emerging AI technologies is dominated by a moral panic either in fear or excitement over the social and political implications of its emergence. In light of algorithmic governmentality (Rouvroy, 2020) and the resulting distortion of political discourse (Temmerman et al., 2018), as well as the rapid advancement of digital media technologies, we live in a new era where the "new public realm" (Jorgensen, 2019) is being overtaken by inaccurate or misleading information, which generative AI is "potentially" further accelerating (Krebs et al., 2022). In this new landscape, legal dilemmas at the level of human rights and the search for solutions for them are polarized on one side, and the critical role that AI is expected to play in the "transition to the next phase of humanity" with a techno-deterministic enthusiasm on the other side. "The bulk of digital communications are no longer between people but between devices, about people, over the Internet of things. Political actors make use of technological proxies in the form of proprietary algorithms and semiautomated social actors—political bots—in subtle attempts to manipulate public opinion" in this new climate (Woolley& Howard, 2016). The research we have initiated with the reflex we have developed in the face of these conditions can be considered a data-driven attempt to frame the emerging problems in this context.

In order to see the representations of AI in the news media as part of the interest it has generated in recent years, we conducted this research with a wide sample, which we purposefully selected between 2005 and 2024. In doing so, we observe through the relevant literature and industry debates that AI has become a topic that is rapidly gaining recognition and importance in Turkey as well as around the world. Through content and discourse analysis of the news on AI published in the Turkish news media during this period, we have tried to reveal the social norms, triangulation points, and contradictions that frame the issue as well as the news media's self-reflective attitude towards this technology that is expected to affect it directly. The sample we have created for this purpose covers the whole time from the first news to the present, an archive of a total of 211 news articles and 10 YouTube videos published on AI. The results of our analysis of AI news within this sample suggest that there is a very strong and direct relationship between media representations of AI and its social reflections.

Within the news sample, we can say that the news describing the potential of AI under various topics such as science, technology, economy, health, education, game, and politics occupy an important place in this archive section. However, it is also noticeable that concerns about the ethics and privacy issues that AI technology may create have come to the forefront in the news. Given that AI is a technically complicated topic and that a significant share of the population is either ignorant of it or perplexed by it, it is now crucial to communicate the news in a far more comprehensive way. We also believe that a more balanced, detailed and understandable discussion of potential risks, ethical and legal dilemmas can help the public make informed decisions when using this technology. A transparent discussion of the potential risks associated with this technology and the concerns arising from them will help those who want to use this technology and its developers to adopt a more responsible approach. Moreover, it is very crucial to notice that the metaculture spreading AI-driven techno-culture behind these news narratives has a dialogical nature that will erase some ideological form of truth and

will disseminate some others. That is why it is important to ask whose future is being erased to sustain AI's presence in this metacultural movement.

Our main findings based on this research are as follows:

The link Between AI and Social Consciousness: In almost every period of history, technologies developed in a laboratory environment are simultaneously met with excitement and anxiety in social perception. The news media, which has a critical role in shaping the social discourse born out of this perception, has an important role in how AI technology is reflected in social discourse. How AI is represented in the news directly affects the social discourse on this technology. That is why it is very crucial to reframe AI discourse in a delicate manner (Johnson &Verdicchio, 2017).

Leaving Moral Panic Behind: News stories that contain predictions and assumptions about emerging technologies need to be handled with a responsible and data-driven approach, leaving behind the moral panic (Garland, 2008) that emerges as euphoria or anxiety in the face of innovations. Due to its responsibility in shaping social discourse, it seems inevitable for news organizations to pay more attention to technology editing in technology news in general and in news about AI in particular, and to reconstruct their journalistic practices. Our findings indicate that comment-oriented news on AI is mostly written in predictive and alarmist tones, which contributes to the spread of moral panic.

Techno-Determinism and the Distortion of Political Discourse: The new dimensions of disinformation and the parallel deterioration of political discourse (Temmerman et al., 2018), following the rapid development of AI reveal the relationship between technological determinism and political debates. Specifically, the evolution of social and political discourse, which is still influenced by communication technologies, and, consequently, the evolution of social structure and cultural values, must be assessed from an ecological and human perspective rather than from the reductionist viewpoint that technological advancements dictate the evolution of social construction and cultural values.

Ethical and Privacy Concerns: It is becoming clear that a more balanced, detailed and comprehensible discussion of the ethical and privacy concerns, legal issues and potential risks that AI technology may pose, which have surfaced in the news, can help society make more informed decisions when using this technology. A transparent and neutral discussion of the potential risks associated with this technology and the concerns that arise from them can help adopters and developers to deploy a more responsible approach (Coeckelbergh, 2020).

AI Literacy: For a more responsible use of AI technology, which penetrates more and more into daily life, society must develop a literacy about this technology as well as news producers. The public, academia, civic society, and industry stakeholders need to propose a comprehensive strategy for AI literacy (Ng et al., 2021) trainings that encompass large segments of society if not the whole.

AI as an Umbrella Term: The conceptual problems that arise in the face of this rapidly developing technology become evident in the translation of the concept of "generative/productive/predictive/general AI". Theoretical considerations must be expanded to eliminate the spread of misunderstanding of agency representation ascribed to AI in news narratives. At this point, we think that the concept of communicative AI, which can be adopted by communication and social sciences, can be very useful. This concept draws a conceptual framework that addresses the automatization of communication and the contribution of AI to communication processes. It is promising to see that this term has already penetrated academic discourse (Hepp et al., 2023), and we hope that it will be adopted by the wider population instead of AI as an umbrella term for every version.

To sum up, our findings indicate that Turkish media's representation of AI is shaped by a tension between optimism and pessimism, reflecting broader socio-political concerns within Turkey's polarized media environment. Media discourse frequently serves as a platform for self-examination, as journalists evaluate their profession's future dependence on AI technologies. This dynamic highlights how media institutions navigate both the promises and risks that AI introduces to core journalistic practices such as truth production, credibility, and labor structures. Despite these contributions, the study faces certain limitations. While efforts were made to ensure diversity in the selected media outlets, the focus on prominent platforms may have excluded alternative narratives. Additionally, the search engine optimization-based infrastructure of Google News Archive has strong effects on the visibility of news content that is impossible to avoid. The study utilizes qualitative content and discourse analysis; however, a more comprehensive ethnographic approach, incorporating interviews with journalists and content creators as well as audience reception of AI-related content, could yield additional insights into the thorough investigation of AI in Turkish news media, which will be the subsequent phases of this ongoing PhD research. Future research may build on this work by conducting cross-national

comparative studies to explore variations in AI representation in different contexts, and examining the influence of algorithmic recommendation systems, particularly on platforms like YouTube, in shaping the visibility and impact of AI narratives. By addressing these gaps, subsequent studies can further illuminate the intricate relationship between technological advancements, media practices, and social discourse.

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Ethics Declaration

The initial version of this research, covering a narrow sample of 50 news items, was published in Turkish as an industry report. It can be found at this web address: https://www.newslabturkey.org/risk-tehdit-heyecan-turkiye-haber-medyasinda-yapay-zeka-soylemleri/

AI Declaration

The AI tools Deepseek, Claude, ChatGPT, and Grammarly were used responsibly while this work was being written. In addition to the two co-authors, these AI tools assessed the codes during the data coding process to reciprocally improve the data coding's reliability. Furthermore, during the writing process, AI tools were utilized to make lengthy texts shorter, clarify complex explanations, and ensure that they were grammatically correct. All AI results are integrated into the text after careful human intervention and modification.

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