

Framing the ‘White Gold’: A Critical Discourse Analysis of Meerschaum in Turkish Media (2010–2025)

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Abstract:

This study analyzes 24 news articles published in national and local media between 2010 and 2025 using the method of critical discourse analysis, aiming to explore how meerschaum is constructed as a cultural, economic, and ideological value through media representations in Turkey. The main objective is to reveal the discursive strategies through which meerschaum is positioned not merely as a geological material but as a symbolic element embedded in artistic production, craftsmanship, and cultural heritage. The rationale behind the study lies in the increasing public and media attention toward meerschaum in recent years. The analysis identified key recurring themes, including the idealization of cultural heritage, healing discourse, intergenerational transmission of craftsmanship, environmental concerns, and the use of technical knowledge for legitimation. These themes demonstrate how meerschaum is simultaneously presented as a nostalgic and authentic cultural asset and as a commodified object integrated into tourism. The study provides a comprehensive examination of how cultural heritage is ideologically framed through media discourse and how these narratives align with broader tourism policies.

Keywords:

Meerschaum, cultural heritage, critical discourse analysis, media representation.