Turkey's membership endeavor to the European Union (EU) has been going on since 1963 at different paces. The relationship between the two has been oscillating between the two extreme ends of hope and despair for nearly half a century. Developments which took place after the beginning of the accession negotiations directly affect the balance between optimistic and pessimistic view holders. In the meantime, the media groups which scrutinize or even shape the agenda reflect their ideological leanings in their publications. It is an undeniable fact that the way a news item is reported and commented directly influences the public opinion.

In light of these facts, this paper attempts to make an evaluation of the print media's viewpoint(s) on the relationship between Turkey and the EU after the historical Brussels Summit of December 17, 2004. The differences in viewpoint of the print media which were observed after the beginning of Turkey's accession negotiations with EU, will also be analyzed based on certain criteria. The aim of this study is to appraise the communication strategy of the Turkish press and thus to help in preparation of action plans targeted at national and international public opinion at levels of politics, non-governmental organizations and media.