The media scene in Turkey has been undergoing a significant transformation process since 2002 when the Justice and Development Party (AKP) first came to power. Drawing on the historical background of Turkish media and including the coup attempt on July 15, 2016 that shook the country to its core, this research focuses on the changing role of newspapers and television channels, as well as the journalism profession. In-depth interviews lead the way to a thorough analysis of the media sector’s function at the intersection between clientelism, authoritarian tendencies, and capitalist market rules. The concept of “hybridity” used for this study includes both a theoretical discussion whether Turkey is a hybrid democracy and also Chadwick’s hybridity media model.