

Hasan Arslan/ Mehmet Ali İ bay/ Christian.Ruggiero (eds.)

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Foreword

Hasan Arslan/ Mehmet ALi İçbay/ Christian Ruggiero (eds.)

Collecting such a high number of contributions on Communication studies is an important opportunity to check the latest changes in a scientific field whose borders have always been very movable. This is a consequence of the discipline's debt to older and wider scientific fields, such as social and political sciences, psychology anthropology and language studies. But it is also an answer to the sudden changing of the contemporary world, that force Communication studies to a constant update of theoretical frameworks and research methods – just think to the huge innovation brought by the massive use of social media in micro and macro contexts of communication, involving relations between primary groups as well as dynamics happening in McLuhan's *global village*.

Reading the contributions included in this book, the first thing we can do is try to map the territories in which Communication studies are applied to understand different phenomena happening in contemporary world. Then, we can verify the balance in each of these territories of contributes moving from established theories and methods and contributes trying to put these theories and methods up with the times. Lastly, we can check how many contributors focus their attention on the dynamics involving mainstream media, or social media, or the connections between these two categories.

The volume opens with a contribution by Christian Ruggiero, Giovanni Brancato and Melissa Stolfi on politics, and specifically on the category of populism and how it can be used to read the communication of the different candidates to Major of Rome in 2016 Administrative elections. Electoral campaigns are traditionally a moment to see more clearly what kind of changes are happening in political communication, and that is a way to understand how politics itself is changing to get nearer to its audiences' needs and desires. It's particularly interesting to compare this contribution to those of Andrea Pranovi on the one side, and of Şükrü Balcı and Emre Osman Olkun on the other. Pranovi uses the theories of agenda setting to analyze local information in Rome administrative election of 2013 and 2016, giving a diachronic dimension to Ruggiero, Brancato and Stolfi's analysis. Balcı and Olkun focus on the electoral campaign for 2015 General Election in Turkey, allowing the reader to compare political communication strategies in such different contexts, even sharing the same globalized communication environment. A contribution to understand the peculiarity of the Turkish context comes from Berna Berkman Koselerli, who focuses on how forms of governance shape the communication flows and the functions of networks, with a specific reference to the Internet field and the censorship strategies developed by Turkey's ruling party. The point of view is widened by Emel Tanyeri Mazıcı, who gives a Turkish perspective regarding foreign aid activities of Turkey, analyzed by limiting the scope with the case of Somalia, which has recently gained popularity in the national agenda and media.

Considering that politics is readable from an ideological, a policy, an electoral and a personal point of view, there is no surprise that some of the contributions in the book focus on three of these other dimensions. In particular, the contribution coming from Nurettin Güz, Hayrullah Yanık and Ceren Yegen moves on the ideological field, trying to demonstrate the role of reliability and ideological trends in individual's media preferring from Turkey's perspective. Ali Murat Vural choose instead to put the focus on a particularly innovative part of policy making strategies: crisis communication management as a tool for public and private actors not only to intervene when the crisis is ongoing, but to prevent the worse consequences of a situation of crisis by becoming a part of everyday communication and policy strategies. The concept of crisis is also at the centre of Faruk Temel and Osman Utkan's contribution, focusing

on how news follow-ups are realized in the periods of political and social crisis and whether or not there are differences between news follow-up in the periods of political and social crisis and normal times.

Lastly, since the topic of intercultural cohabitation is one of the most relevant issues in today's world agenda, it's interesting to consider into the category of politics two of this book's contributions. One, coming from Mustafa Akdağ and Nilay Akgün Akan, pays attention on how nowadays experts in the field of public communication should be able to recognize and give value to the cultural differences they necessarily are in contact. The other, by Hülya Öztekin, focus on a more traditional issue: racist discrimination carried out on Syrian Refugees in the Turkish press, as a way to affect the daily use of language and discourse practices with an hostility to the foreigner that is an insurmountable barrier for intercultural cohabitation.

The last contribution cited brings us to the most popular topic our authors have chosen to deal with: Journalism. The first issue related to this topic is crisis communication. Dario Fanara and Lorenzo Ugolini on the one side, Mihaela Gavrilă on the other, give us a reading on how the managing of fear related to new terrorist threats is a very sensible practice, involving not only news professionals, but also those who are called to answer to the crisis on the field (first of all police forces), and the same citizenship who are suffering the effects of the *politics of fear*. News management practices are also taken to the test by another kind of emergency, linked to health news. The great possibilities given by digital media to work together with mainstream information to get people aware of health risks must indeed face the necessary balance between the tendency to provide sensational content (mostly based on violence) on the one side and trustworthy information on the other – as the contributions by Goksel Basmacı and Özlem Duğan remind us. The possibilities and risks linked to digital journalism are also the centre of the reflection of Emre Vadi Balcı, who focuses on how technology improvement has affected mass communication devices, while several other contributions circumscribe the focus of their attention to the changing in mainstream media, often but not only in a historical perspective. So, Adem Demirsoy uses the case of Afif Evren to reconstruct the role of those opponent journalists who did their work in local contexts, nevertheless contributing to a wider political and social change of Anatolia. Nurettin Güz and Aida Uslu present the history of Bosnia and Herzegovina's press as a less investigated part of that territories' history of culture, and Uğur Küçüközyiğit shows how the process of specialization brought by the mass communication boom in the Twentieth Century made clear how journalists' role was not only linked to the reporting of news, but also to the spreading of culture. Filiz Yıldız and Meltem Şahin, then, propose a focus on a specific and very important part of the Twentieth Century, the Eighties, reading the massive changing happened in everyday life through the lens of that period's newspapers.

Coming back to the reflection directly linked to the digital age of communication and social relations, many of the contributions contained in this book deal with the issue of managing online data or observing how an always-connected lifestyle has changed micro and macro dynamics of communication. Suna Tekel's contribution is that bringing a wider point of view in this category, dealing directly with how the extensive use of Internet in our days has affected research questions and methods in social sciences, dividing scholars in optimist and pessimists and forcing both to enhance their knowledge of techniques and methods for the analysis of online data. Vera D'Antonio provides a specific focus on the advent of the era of Big Data, reasoning on the news shape of privacy and publicity in a period characterized by the most massive production and sharing of data that humankind has ever witnessed, and trying to find an answer to the question: What is the future of our personal data in the digital age?

A first link with political issues is provided by the contribution coming from Gül den Karakoc, Onur Taydas and Enderhan Karakoc, who, starting from theoretical approaches comparing traditional democracy and digital democracy, try to describe the possibilities for social network to provide an environment to citizens to gain equal rights in shaping the government policies. Vedat Çakır and Vesile Çakır proceed on a very similar path in analysing the request for a harmonic development of policies of information societies as a key issue in the negotiations between the European Union and Turkey. Then, emphasizing the role of the media, Uğur Gündüz provides a reflection on how online platforms and mobile communication instruments have added a new dimension to communication and interaction, thus contributing to the shaping of individual and collective identities. A topic Gündüz then delve into the concept of virtual nationalism, analysing together with Burcu Kaya-Erdem nationalist discourses in virtual communities and social media as part of the Turkish social and cultural context. Another contribution moving on the field of virtual communities is that of Bayram Sevinc, who analyses two main forms of Islamic religious groups through their discourse, change and attitude to the usage of new media. But online environments are also the setting of new economic practices: Nagihan Tufan Yeniçıktı and Havva Nur Tarakcı compare benefits of online shopping with drawbacks to this new environment such as the sense of insecurity triggering users who fear for the security of the data they are exchanging and the loss of a direct contact, and control, on goods they are buying. Korhan Mavnacıoğlu enhances the dimension of public relation studies of Yeniçıktı and Nur Tarakcı's study to examine in detail social media communication activities of the five-member Participation Banks Association of Turkey.

Two contributions decline the role of social media in the context of university communication. In Moira Colantoni's analysis, that considers 24 universities' Facebook fan pages belonging to the EHEA, these communication platforms constitute a brand-new way to promote the engagement of all of the subjects a modern university can identify as stakeholders: students, families, companies, public institutions and research centres. Havva Nur Tarakcı and Nagihan Tufan Yeniçıktı, on their side, forward Instagram use motivations of college students in the context of the Uses and Gratifications Approach, exploring, among other dimensions, the interaction between the Instagram use motivations and genders, departments, and classes of students.

Lastly, three contributions provide hints on psychological effects linked to particular forms of living in the digital environments above mentioned. Ayşe Aslı Sezgin and Aykut Gül critically approach the effects of the digitalized society, emphasizing the role that rapid developments in communication technology may have in producing alienation phenomena. From a radically different point of view, Aysel Yıldız uses the popular movie "Ben-X" to underline the possibilities of self-expression given by virtual environments to persons affected by autism. Moving on a more specifically psychological field, Birol Gülnar and Mete Kazaz focus on the importance of psycho-social effects of internet use on mental health, claiming a relationship between anxiety as an indicator of psychological well-being and types and frequency of internet usage among university students.

Two important topics of the book's contributions, dealing with education and gender studies, show how sensible topics like these need to be analysed both on the social and on the mainstream media side.

Let's consider the education case. Both the contribution by Nicola Ferrigni and that by Selahattin Çavuş and Bünyamin Ayhan talk about cyberbullying. Ferrigni offers a diachronic analysis to explain how this practice has come, in the age of digital media, to comprehend many different categories, from flaming to cyberstalking, from outing to exclusion, hold together by the anonymity that diminished the fear for the cyberbully to be discovered. Çavuş and Ayhan extend the focus from children to adolescents, and analyse this form of "peer victimization" by

consulting university students. The modernity of a mainstream media based approach is brought by the contribution of Abdullah Mert, who considers positive and negative effects television may have on families and children and puts these two possibilities to the test of a very peculiar context, that of Turkish television, where broadcasting children's television programs is a rather new practice.

Now, let's consider the gender studies' case, where all of the empirical research deals with mainstream media. The analysis starts from far behind the digital media age. Aslı Elgün Oral and Ebru Belkıs Güzeloğlu work on zines as alternative media, and have to go back the birth of these self-publishing products in the 1960s to then analyse their role in reflecting Turkish female images, and sexual identities, in the late 2000s. Aslı Ekici contribution focuses on cinema, and specifically on the movies between 1980 and 1990, to reach a general evaluation by demonstrating difference of movies from Yeşilçam melodramas in terms of the position of woman in urban family and whether the movies are representing the dominance of expressions which was used at that period. Lastly, Tuba Livberber analyses all national newspapers which include hate speech towards LGBTT individuals between 1st January and 31st December 2013, declining on the mainstream side a topic that is widely studied in online discourses.

Many of the contributions necessarily deal directly with media products, using mainly audio-visuals to explain how social change has been assimilated by cultural industry. It's the case of the reflection of Ayşegül Çilingir, who uses the cinematographic "Migration Trilogy" by Lutfi Akad to describe the changing roles of women and men brought by migration from villages to cities started in the 50s. Similarly, Bilgehan Ece Şakrak analyses "Muhteşem Yüzyıl: Kösem" TV series to underline its role in contributing in collective memory on rituals like coronation, marriage, birth, death, and war victories in the Ottoman Empire. In a more critical reading, Burcu Kaya-Erdem claims a role of the mass media controlled by political power in promoting that modernization process that in Turkey has only been characterized by surface, and uses the TV show "İşte Benim Stilim: All Star" to support this analysis.

Media products are also objects for semiotic and linguistic analysis. So, Kamile Elmasoglu uses "The Truman Show" to contribute to the literature about the relationship between Baudrillard's simulation theory and cinema. On their side, Hacer Aker and Meral Serarslan detect and analyse Lyotard's meta-narratives that can be found in the film "Ah Güzel İstanbul".

A specific kind of media product that is widely cited in the book is that of advertisements. Elif Sesen and K. Ozkan Erturk approach this topic from afar, dealing with the image of public relations in popular Turkish television series, analysing personal qualifications of the characters which represent the public relations, situation of the character and context of the profession in the scenario, features and qualifications of the practice represented as public relations. More specifically, Salih Tiryaki analyses the outdoor advertisements of AKP used at the elections of 2011 and the advertisements taken place at newspapers were inspected via semiotic method, to get what kind of visual messages via political advertisements the party which was successful after the elections of 2011 has given. Semiotic tools are used also by Ayhan Selcuk, in studying how religious and traditional cultural components are used, what types of signs are benefitted, how the meaning is formed, and how produced messages are communicated in German and Turkish advertising texts. Lastly, two contributions study the link between advertisements and social media: Suat Sungur examines the role of social media commercials in purchasing behaviors of university students through the Facebook example, while Güldane Zengin and A. Mücahid Zengin presents the potentialities of Instagram in increasing a brand's web presence and aiding in managing its online image, especially among youngsters.

The huge number of contributions in this book cover only a part of communication studies' field. But it is possible to find some interesting recurring aspects. The balanced attention on the

role of mainstream and social media with regards to sensible topics such as politics, education, tradition and gender. The attention to put communication strategies in the context of “integrated” social strategies. The preference for semiotic tools to uncover the ideological message hidden in media products. The importance of a diachronic analysis to explain what is happening before our eyes through what has happened in other contexts, far in time or space, in similar situations.

Populism in power? The 2016 Administrative Elections in Rome*

Christian Ruggiero, Giovanni Brancato, Melissa Stolfi

1. Introduction

2016 City Elections in Rome have been crucial for many reasons. In a context where political actors' communication strategies are constantly evolving, every new occasion to apply them to an electoral campaign represents an important contribution to the construction of that permanent campaigning Blumenthal (1980) theorised in the early Eighties. Italian local elections have always been important chances to "test" the political forces' "strength" both at local and national level. The Italian political scenario, coming from 2013 General Elections, is highly precarious, especially for what concerns the importance of the MoVimento 5 Stelle. All of these reasons have been magnified by the fact that the leadership of the Italian Capital was at stake, and among the incumbents there were many representatives of Italian national politics.

The most important candidates¹ we will here take into account are: the winner of 2016 city elections, Virginia Raggi, candidate for the MoVimento 5 Stelle, who had already been city councilwoman but had very little visibility on the national stage. Roberto Giachetti, long-standing representative of diverse political parties, now considered very close to the Partito Democratico National Secretary and Italian Prime Minister Matteo Renzi. Giorgia Meloni, well known protagonist of the right-wing Italian party Fratelli d'Italia, formerly Alleanza Nazionale, who had been Minister for Youth in last Berlusconi's Government.

Not only the current fragmentation both in Italian left-wing and right-wing parties were well represented, but also the many faces of the personalization process, particularly important in an electoral context where a monocratic seat, were at stake². This is very important to understand why 2016 City Elections in Rome are a perfect field to test the key role played by the use of populist rhetoric in contemporary Italian politics.

2. Method (Understanding populism)

Although populism and the elements that make political communication strategies "populist" are hardly definable in an unequivocal way, there are some facts we can consider as established. The connection between the weakening of traditional ties between parties and voters on the one side (Mair, 2005), and hybridization of the media system on the other (Chadwick, 2013) took to a condition of candidate-centered politics. The call to a more direct form of democracy, to be realized by jumping as many possible levels of mediation, is a direct result of the acknowledgment of the crisis of the party form. Already in 1995, Katz and Mair identify, in the appearance of the "cartel party", a process by which the objectives of politics are self-referential, only understandable and functional to a circle of professionals. Then political forces of different ideological orientation, not necessarily definable populist, find themselves joined in fighting against any form of oligopoly in the access to electoral and political debate, and the barriers created by the political forces in power to maintain this oligopoly and to promote a kind of "consociative elite". The condemnation of traditional party, whether it is from movements or from political trends, normally joins around the figure of a leader. This "new" leader represents the embodiment of authority, but at the same time expresses through his very person those values of which the "people", as an ideal community of "pure" citizens, is the bearer. The strong leaderist connotation characterizing those forms of populism that emerged at the turn of

* This paper is the result of a joint research effort of the three authors. Nonetheless, Christian Ruggiero wrote Sections 1, 2 and 4, Giovanni Brancato wrote Sections 3.1 and 3.4, and Melissa Stolfi wrote Sections 3.2 and 3.3.

the Twentieth and Twenty-first century is a sort of short circuit of the traditional categories of politics that, from Machiavelli to Weber, “provide interpretive insights on leadership’s crisis and breaking [but] reveals less adequate to explain the persistence of the charisma in democratic societies, characterized by a strong institutionalization and the dominance of the legal-rational dimension” (Mény & Surel, 2001, p. 102). If on the one side it is hardly ascribable to a context where citizens and voters are more and more capable of supplying of political information, several authors (McAllister, 2007; Karvonen, 2010) acknowledge this radicalization of personalization in politics as a factor that is determinant in the process of change of the advanced industrial democracies. Furthermore, the growing importance of new media in shaping the political discourse and building the political agenda seems not in contrast with the construction of political stars mainly linked to the television era, and every leader knows that an electoral campaign cannot be managed without finding a correct balance between mainstream and social media strategies (Morcellini, Antenore & Ruggiero, 2013).

Given the strong importance of the leader’s image, and the need to spread his/her message through different media platforms, implementing some kind of transmedia storytelling techniques, the question becomes how to analyze a leader’s communication style. According to Campus (2016), this task can be accomplished by focusing on two key elements: how he/she chose to appeal to the people, and how he/she chose to make his/her private life a part of his/her political action. The first item is strictly linked to the going public strategy Kernell (2007) used to describe the tendency of “personalized” political leaders such as Ronald Reagan to direct appeal to voters in order to bypass the Congress’ jurisdiction in legislating – a tendency that seems to have much in common with the above mentioned populist strategies. The second item is strictly linked to that process of popularization of politics (Mazzoleni & Sfondini, 2009) that, especially in Italy, is once again devised and managed first and foremost in television, taking advantage of those programs trying to mix information and entertainment.

The link between media logic, personalization and populism is well represented in Diamanti’s attempt (2014) to outline a concise review of contemporary Italian “populism”: we can define as populist the transformation of political communication, the progressive identification with an environment, television, which “requires the leaders and politicians to behave as players in a literal sense, the staging of the political scene” (*ibidem*, p. 37); we can define as populist the language of the media, the mixture of information, entertainment, politics that creates “pop-ulist” politics. Where, in order to become and remain popular, political leaders must adopt a populist style and language” (p. 39). Sure enough, the use of a populist rhetoric, that is a key element of both the above mentioned strategies, dominates contemporary political debate, independently from the political orientation of the leaders on the stage (Mancini, 2016), and highly conforms to the persistent centrality of television as a key platform for political debate, making “tele-populism” a more and more interesting field of study (Taguieff, 2003).

On these basis, and looking for the basic ingredients of contemporary political campaign strategies, the main author of this paper analysed ten years of European elections’ campaigns, and identified the different doses of personalization of leadership, populist rhetoric and popularization of politics used by left-wing, right-wing and “outsider” political forces (Ruggiero, 2015). The diachronic analysis, which has been conducted on television speeches of the main leaders, considered different aspects. To identify clues of personalization, attention has been focused on the use of the first person singular and of the first person plural: if a huge use of “I” is a characteristic of contemporary, personalized politics, the use of “we” has been used to find a more traditional conception of politics as collective action, whether the action a government, a party or a movement, an entity that is still to some extent independent of the uniqueness of the speaker. The use of the first person singular is undoubtedly the most immediate technique of actantial engagement (or actantial embrayage), designed to seduce the listener, to create a close identification between sender and receiver (Benveniste, 1990).

Shifting the focus on ideal recipients of speeches examined, we considered the occurrences of the lemma “Italians”, of the virtually more ritualized forms of “citizens” and “voters”, and especially on those forms aimed at radicalizing the proximity of the speaker with “people”, “persons” and “folks”.

This paper’s aim is to find, in the same words of the candidates for mayor of Rome, some more or less evident traces of anti-political and populist rhetoric, focusing on the same aspects, and integrating this approach with that considering the juxtaposition between “good people” and “bad élites” and the presentation of “real” democratic processes as the key elements of populist discourse (Bobba & McDonnell, 2016). The corpus will be maintained, working on TV talk shows as the source of the wider representation of the narration of politics, involving the leaders in the working mechanisms of every single format through the necessary adhesion to its narrative structures (Ruggiero, 2014; Novelli, 2016). Again, the potentialities of the analysis of television political discourse (Iyengar, 1994; Jones, 2005; Fairclough, 2014) will be put to the test, but broadening the field of research from political talks to infotainment formats and to some of the fully entertaining ones, looking for the presence of the three main candidates for mayor of Rome in every talk show scheduled on the seven national broadcasts within 30 days before the elections³, in line with the growing importance of the popularization of politics.

What we expected to find was some rate of populist rhetoric in the television discourses of all of the examined candidates, considering that, since one of the main functions of populist rhetoric is to highline the bounds between each leader and his/her party, and underline the importance of his/her personal relationship with the electorate, this specific scenario foresees both a huge use of it and a chance to analyse its strategic value in the post-ideological competitions.

3. Findings

The candidates’ speeches’ occurrences have been calculated using the beta version of a well-known lexical analysis program: Lexico5. First evidences came from the values regarding the above mentioned set of very simple key-words (see Table 1).

Table 1. Occurrences of selected key-words (with percentage on the whole corpora) in the leaders’ speeches

	Giachetti	Meloni	Raggi
I	390 (1,36%)	177 (0,95%)	260 (0,98%)
We	145 (0,50%)	46 (0,25%)	170 (0,64%)
Citizen	32 (0,11%)	19 (0,10%)	74 (0,28%)
Electors	10 (0,03%)	4 (0,02%)	3 (0,01%)
Persons	83 (0,29%)	41 (0,22%)	87 (0,33%)
People	8 (0,03%)	43 (0,23%)	5 (0,02%)
Total	28720 (100%)	18708 (100%)	26475 (100%)

3.1 First person politics

First of all, we get interesting data from the balance between “I” and “we” used by Raggi, Giachetti and Meloni.

Considering the different dimension of each corpus, the candidate who uses “I” the most is Giachetti – an unpredictable result, since he doesn’t represent the archetypical figure of the leader. First of all, he’s not considered as a leading member of party affiliation, and moreover, he was not very popular in the mediascape before the candidature as the last mayor of Rome, Ignazio Marino. So, Giachetti’s use of “I”, compared to his use of “we”, is mostly related to the intention to represent himself as an outsider, and the other candidates as members of the “Caste”.

We do not have to get used to this: if there has been mismanagement, and there has been a ruling class that has become corrupt or has had problems, this doesn’t mean that everyone should act like that. I want to be an alternative, to represent a sign of discontinuity. (Giachetti, *Ballarò*, 17.05.2016)

It is not true that politics is disgusting, and I can proudly testify it... Raggi should learn this, politics is not just in institutions; before I got to the Parliament I did fifteen years on the road with the Radicals, those who she decries so much for the referendum tables. (Giachetti, *Matrix*, 15.06.2016)

In Raggi’s case, the collective dimension of politics leaps to the foreground, since the MoVimento 5 Stelle’s candidate shows an identity totally constructed on her future work inside the MoVimento:

They should vote Raggi and M5S because we are the only ones that can bring about a real change in this city. We have free hands, we must not make anyone any favor [...] While there are political forces like the Democratic Party who continue to do favors to large lobbies and banks. (Raggi, *Matrix*, 15.06.2016)

3.2 Signs of populist rhetoric: questions of purity

This allows Raggi to move in a rhetorical dimension in which both she and the MoVimento can represent that “pureness” of the people that constitutes one of the key elements of the populist discourse in Bobba and McDonnell’s view (2016):

Politicians who side with one party during the elections, and then enter the institutions and act like a wiper, ranging from one part of Parliament to the other. Of course Italians do not tolerate this [...] Given that I will answer to the citizens of Rome and I’m answering to the citizens of Rome, if there were to be a notice of guarantee and Romans should feel that I do not represent them anymore, then I assume the commitment to resign. (Raggi, *Ballarò*, 24.05.2016)

The critique to the political élite’s “corruptness” is also part of Giachetti’s discourse – unless he should not afford it, as a representative of the party in power in Italy, and a person very near to the Prime Minister, who is frequently cited as an ally and an example of good administration. What’s interesting is that, in a way that is not so dissimilar from Raggi’s, Giachetti seems to have the possibility to alternate a “purity” both of himself and of the political party he represents, leaving its name mostly tacit – a strategy that can easily be called populist:

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We are a ruling class that wants to represent a sign of discontinuity with the past. We did it with the Jubilee in 2000. We have shown that if you have those opportunities, and if you are a decent and competent person, those opportunities can become positive resources for the city. (Giachetti, *Matrix*, 17.05.2016)

I want to be remembered as a person who is trying to help Rome to reborn, and who is doing it with passion. I think that Romans need the example of people who are on the field to try to help, all together, to get out of this situation. It takes passion, it takes determination, it takes honesty, it takes skill and it also takes a lot of love for this city. And I love to death this city. (*ibidem*)

3.3 We, the people / citizens / persons

More clearly populist the way Giorgia Meloni identifies the addressees of her political discourse: “people” whose interests may be protected in the best way by a woman who has no fear even in proudly defining herself as a populist.

People do not want troubles, do not want the mess-ups, people do not want the political alchemy, people have no interest in the parties’ problems and tactics. People would like a politics that is able to stay on their side. There is a moderate center-right-wing, that is not a populist center-right-wing. As you say, I’m a populist, and I’m proud of it. There is a politics that works for citizens’ rights and a politics that works for party interests. I’m proud to be a part of that politics that works for the rights of citizens. (Meloni, *Quinta Colonna*, 06.06.2016)

Frankly, I do not give a damn of these debates about leadership, and I think Italians do not give a damn. I think that Italians are interested the more in those political forces who do their work in the interest of the citizens. Who have clear proposals, coherent and serious programs. It’s from here that we need to start. (Meloni, *Tagadà*, 06.06.2016)

I believe that there’s a lesson we can learn from these elections in Rome: people, that is to say persons, Romans, don’t depend from party recommendations anymore, for political parties are less credible than they used to be, and there is no more ideological membership than once. (Meloni, *Omnibus*, 26.05.2016)

What really distinguishes the strategies of the two candidates who went to the ballot is the reference to their audience, made up of “citizens” in the case of Raggi – following a call to the French Revolution that has always characterized the MoVimento – and “persons” in the case of Giachetti – an individual dimension, far from that of “voters” that the Italian left has been used to till the first years of the XXI Century, that might be read as a concession to a more popular, if not populist, rhetoric:

We continue, to reach out to all Romans, to all citizens. We are proposing a vision of the city, which until today no party has ever done. (Raggi, *Ballarò*, 07/06/2016)

We continue to talk to all citizens, that we are not voters, but citizens. (*Ibidem*)

If I were to become the Mayor of Rome, which I hope, I will answer to all the citizens of Rome. Warning! Not only to the electors who Renzi thinks about when

he speaks of one billion euro for Rome, but he only addresses Giachetti, as if this money was available only for the PD. (Raggi, *Ballarò*, 05/24/2016)

A modest campaign based on listening, which allowed me to gather so many indications that have turned in my program. I think that this has produced fruit, in this ballot's result. Because people need to see that there is a real change, not only in words. (Giachetti, *Tagadà*, 10/06/2016)

I really struggled to confront my opponents on Rome's issues, but luckily I managed to do it with the citizens of Rome. [...] The most difficult point was near the end of the Primary Elections, I have chosen a kind of listening campaign and I knew perfectly that I was not going to listen to beautiful words. Because I know that the city is very angry with us, our people is angry with us. I knew that I would have known a difficult and angry world, and at one point I thought that I risked not being able to tune in and to regain a minimum of confidence to make an election campaign. (Giachetti, *Bersaglio mobile*, 27/05/2016)

3.4 At the ballot

The difference in occurrences in Raggi and Giachetti's speeches between the first round and the ballot shows an interesting difference in the use of populist rhetoric elements.

Table 2. Difference in key-words occurrences (with percentage) in Giachetti and Raggi's speeches between the first round and the ballot

	Giachetti	Raggi
I	+44 (+13%)	-84 (-24%)
We	-17 (-19%)	14 (+39%)
Citizen	-8 (-7%)	-24 (-7%)
Electors	-8 (-6%)	-1 (0%)
Persons	1 (-3%)	-49 (-25%)
People	2 (1%)	3 (+3%)
Total	+1882 (+7%)	-5433 (-21%)

Given this, it's particularly interesting to observe the different use of "I" and "we" in the speeches of candidates once they are called to the ballot, because Giachetti and Raggi chose to use nearly opposite strategies. Comparing the first round and the ballot period, Giachetti uses "I" 44 times more (173 to 217 occurrences, that is to say +13%), trying to express his strength as a leader, something he had not done in the first round. On the other side, Raggi uses less "I" (84 occurrences less, that is to say -24%) and more "we" (14 occurrences more, that is to say +39%), "melting" her individuality in those of the M5S' political project. A common project that is in contrast with everything regarding "old" politics and in tune with the needs of the "citizens". In this way goes another variation between first round and ballot speeches, Raggi's

minor use of “persons” (49 occurrences less, that is to say -25%), a decrease that is slightly less important for “citizens” (24 occurrences less, that is to say -7%), the M%S’ “ideal readers”.

4. Conclusion

The results we got in the analysis of the television speeches of the candidates in 2016 Administrative Elections in Rome put to the test the strong correlation between personalization and populism (Kriesi, 2015).

Of the three candidates we considered, it’s possible to identify two ideal “couples” of expected behaviour, and see how this turned in effective electoral behaviour.

Virginia Raggi and Giorgia Meloni implemented what could be defined a fully populist political rhetoric, making frequent reference not only to the “people” they want to reach and represent, but also to the community they are part of and that will work with them to rule the city of Rome in case of victory – think of the balance in the use of “I” and “we”. Two main differences can be found between those two “populist” women. On the one side, the highest importance the candidate of the MoVimento 5 Stelle gives to collective action – using “we” much more frequently than the leader of Fratelli d’Italia, who might be somehow affected from her national stage leadership role. So, the strong connection between personalism and populist strategies is somehow confirmed in Meloni’s case, much less in Raggi’s. On the other side, while Raggi addresses mainly to “persons”, that is to say to individuals, Meloni’s first addressee are the “people”: the fact that the by-the-book populism is expressed by her and not by the MoVimento 5 Stelle’s candidate arouses the doubt about the suitability of populist theories to the “Italian case”.

Moving from very different personal stories, both Roberto Giachetti and Virginia Raggi rely very much on personalised strategies. This is a clear sign of the importance of anti-politics, because one is expression of long-time political parties and the other one is member of the “new” most important political organization⁴, both of them represent two different ways to get out from the “old politics”, with the help of these new leaders. What was less predictable is the highest tendency of the Partito Democratico’s candidate to address, in a populist way, to the “persons”, that might be seen as the term that is nearer to “people”. This is clear not so much in the frequencies of the analysed terms, but in the use the two leaders do of that terms. So, personalization and address to the “people” as traces of populism appear in the leadership that mostly can be seen as chosen by the “apparatus”.

So, the category of populism confirms its refractoriness to be contained into an “ideal type”. Instead, its components demonstrate the ability to dominate contemporary political communication strategies, and to be used in different doses to produce what, after all, is a trans-ideological populist rhetoric.

Notes

1. Here is the list of the candidates for 2016 City Elections in Rome with the result in terms of voting percentage they gained: Virginia Raggi for MoVimento 5 Stelle (35,26%), Roberto Giachetti for Partito Democratico (24,91%), Giorgia Meloni for Fratelli d’Italia-Alleanza Nazionale (20,62%), Alfio Marchini for Lista Civica-Alfio Marchini Sindaco (10,99%), Stefano Fassina for Sinistra italiana (4,47%), Simone Di Stefano for Casapound Italia (1,13%), Alessandro Mustillo for Partito Comunista (0,79%), Dario Di Francesco per Unione Pensionati (0,61%), Mario Adinolfi for Il popolo della Famiglia (0,61%), Carlo Rienzo for Lista Civica-Codacons per Roma (0,21%), Alfredo Iorio for Forza Nuova (0,205), Fabrizio Verduchi for Lista Civica-Italia Cristiana (0,10%) e Michel Emi Maritato for Lista-Civica-Assotutela (0,06%).

2. It’s important to notice that, although Italian political system does not foresee the direct election of the Prime Minister, since Berlusconi’s turn in personalization of politics every General Election campaign has been managed putting the candidate’s personal importance before the party’s.

3. The selected programs included weekly magazines (*Ballarò, Bersaglio Mobile, diMartedì, Domenica Live, In mezz'ora, La Gabbia, Matrix, Piazza Pulita, Quinta Colonna*), infotainment programs aired in different days in a week (*Che tempo che fa, Porta a Porta*), and daily magazines (*Agorà, Coffee Break, L'aria che tira, La telefonata di Belpietro, Mattino Cinque, Omnibus, Otto e mezzo, Pomeriggio Cinque, Tagadà*).
4. Forza Italia is the most enduring Italian party after the Lega Nord, the Partito Democratico, although founded in 2008, is "older" than MoVimento 5 Stelle, founded in 2009 but on the national scene only since 2012, Fratelli d'Italia, founded in 2012, and Sinistra Italiana, founded in 2015.

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Journalism and Terrorism: The Cultural Challenge

Dario Fanara, Lorenzo Ugolini

1. Introduction

At the beginning of 2015, the terrorist attack that stroke the French satirical weekly newspaper *Charlie Hebdo* marked the beginning of a new season of terrorism related, to Islamic fundamentalism. In the following two years, several other attacks took place in the heart of Europe, and Islamic terrorism in Europe became one of the most relevant issues within European public debate, stimulating a deep reflection on topics that led politicians, intellectuals, journalists and citizens to take a stance.

The rise of fear of attacks on European territory, which represents (from a conceptual and etymological point of view) the main goal of terrorism, had a strong impact indeed on the nature and the structure of the debate itself. As a new issue – at least in the last years, as for example Italy faced the so-called “Years of Lead” from the late Sixties until the early Eighties – the fear of attacks and the best ways to manage with it took a huge place in the news media.

In fact, since the Twin Towers attack in September 11th, 2001, the media field had a growing central role in the terroristic dynamics (Morcellini, 2002). Media and news media became progressively one of the most relevant battlegrounds for terrorists (Laqueur, 1977), both to strengthen the capability to terrorise (that is the primary purpose of terrorism itself) through the diffusion of the attacks (which are planned also considering the potential media coverage), and to accomplish a widespread and focused propaganda in all the Arab world and also within the communities of Muslim people in the Western world, in particular the United States of America and the European countries (Seib & Janbek, 2010; Maggioni & Magri, 2015; Ferrigni & Spalletta, 2017).

In parallel, in the western countries which are to be considered as the main targets of terrorism, media and news media appear to be a crucial tool in order to respond and rebut to the terroristic threat. From a military and security point of view, by controlling over the communication channels between and within terrorist organisations allowed to counteract terrorist projects and to foil several attacks. From a social and cultural point of view, which is the approach this paper aims to deepen, media and news media are called to a difficult task, which is to alert, to raise awareness within the citizenship, and at the same time to inform about the issues concerning terrorism both from the general point of view (related to a “political” approach, in order to analyse causes, consequences and possible solutions) and from the specific one (related to the single attacks, from the immediate aftermath to people’s reactions and police and military operations to arrest the perpetrators).

In particular, in the specific context of journalism, these two different tasks appear to be somehow in clash between them. In fact, according to Hallin and Mancini (2004), the western European countries are converging towards *liberal* model (typical of United States of America and Canada) because of several reasons, among which the progressive European integration and the establishment of liberal journalistic values of accuracy, fairness, objectivity, “telling the truth”. However, while representing the most effective way to inform citizens in respect of terrorism (as any other issue), the liberal model appears to be less consistent with the task of alerting and raising awareness within the western society. This task, in fact, appears to be more consistent with the democratic corporatist and especially the polarized pluralist models, which envisage the possibility that journalists represent the *advocates* of citizens, as in the liberal model they represent their *trustees* (Schudson, 1998).

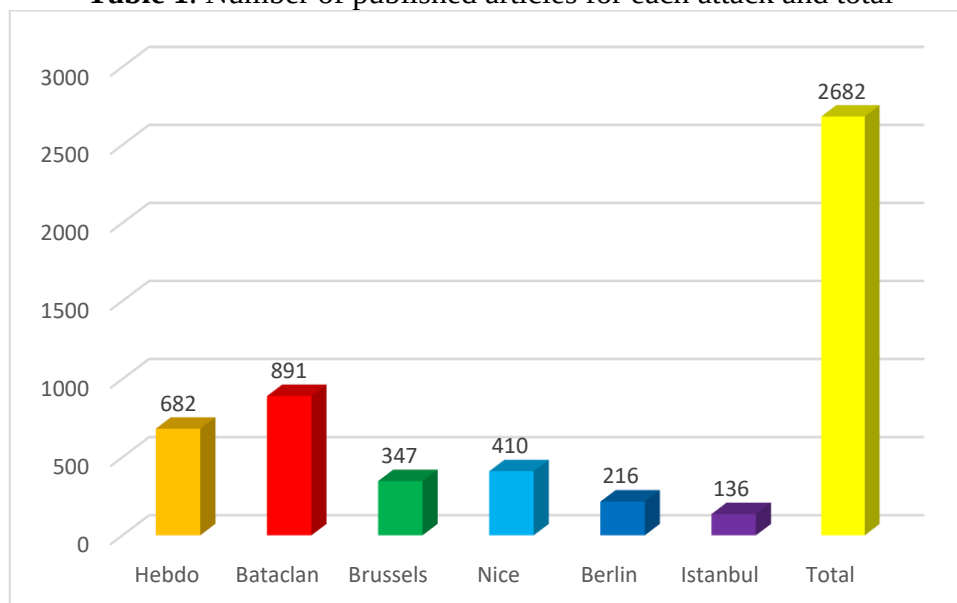
2. Aims and methodology

In order to analyse and to understand how European journalists are facing this double task, since several months we are carrying out a qualitative media content analysis focused on the coverage offered by European news media to Islamic terrorism in the aftermath of the major attacks that took place in Europe starting from the beginning of 2015, with the Charlie Hebdo attack. In order to highlight the abovementioned tasks, we focused specifically on two main aspects of this coverage: on the one hand, the *newsworthiness* (i. e. what made the news in the aftermath of the attacks: politics, religion, military issues, social and cultural issues, etc.); on the other hand, the *journalists' attitude* towards it (i. e. what has been the main focus of the articles: fear, rage, human interest, political analysis, critical stance, etc.).

The analysed corpus is represented by all the articles concerning terrorism published in the seven days following the attacks in the paper edition of four daily newspapers: two French newspapers (*Le Figaro* and *Le Monde*) and two Italian ones (*Corriere della Sera* and *la Repubblica*). We chose these four newspapers because they represent the two main general interest newspapers of two European countries where the convergence towards liberal model takes shape in two different ways: according to Hallin and Mancini (2004), while belonging both to the pluralist polarized model, France shows some meaningful commonalities with the democratic corporatist one, as Italy is fully part of the polarized pluralist model and its convergence to the liberal model is one of the most troubled. Moreover, *Corriere della Sera* and *Le Figaro* are more oriented to liberal and conservative positions while *la Repubblica* and *Le Monde* belong to a mild centre-left political area.

In the phase of the research we aim to present in this paper, we analysed the news coverage offered by the four newspapers to six major attacks: Charlie Hebdo (Paris, January 7, 2015); “Bataclan/Stade de France (Paris, November 13, 2015); Zaventem/Maalbeek (Bruxelles, March 22, 2016); Promenade des Anglais (Nice, July 14, 2016); Berlin (December 19, 2016) and Istanbul (December 31, 2016/January 1, 2017). The analysed corpus consists in 2682 articles.

Table 1. Number of published articles for each attack and total



The table allows us to describe briefly the size and consistency of the analysed corpus. However, it is necessary to clarify that, as we stated before, the analysis we carried out is strictly qualitative; any quantitative approach, even if superficial, would be undermined by a relevant

number of biases, from the differences between the editions of the newspapers (the French ones are published only six days a week) to the periods (and even the time) when the analysed events took place.

In respect of the coverage of these six attacks, we focused especially on four specific issues, which according to us are particularly meaningful in order to highlight nodal points concerning the task of covering terrorism from the journalistic perspective. Those four issues are the *role of foreign fighters*, the *use of human interest* in the reporting, the *role of Turkey* in the dynamics of terrorism and anti-terrorism, and the reference to *Islamic and European values*. This last issue, as we will see, appears to be somehow the foundation of the other three, and therefore will be analysed first.

3. Findings

3.1 Islamic and European values

The issue of the relationship between European values and Islamic ones was the main focus of a previous article (Ugolini & Fanara, *forthcoming*) based on our research (and related at the time only to the three first attacks, Charlie Hebdo, Bataclan and Bruxelles), whose aim was to highlight how journalists managed the social and cultural approach to the analysis of terrorism. We pointed out that the discourse on values played a central role: the main involved one is the all-embracing value of freedom, and the defence of a modern, respectful and not obscurantist way of life, widened by a specific attention to the freedom of speech and satire in the Charlie Hebdo case.

Nonetheless, we underlined that these are presented mainly as French, democratic and sometimes catholic values, but quite rarely as European ones. Europe is frequently quoted, but appears to be a geographical, political and military entity rather than a cultural one. The lack of a deepening of European values is furthermore evident because of the strong attention paid by journalists in order to distinguish between a “good Islam” and a “bad Islam”: at the same time as reporting the political debate concerning the relationship with Muslim communities in France, Italy and Belgium, journalists show a particular care to avoid generalisations and exacerbations, by recalling often the respectful behaviour of a large part of Muslim European citizens. On the contrary, Europe is presented as an “empty box”, which could theoretically embody common cultural values (such as peace, freedom, respect) but, when put to the test, is presented primarily as an inadequate and nonperforming institution from political, military and diplomatic points of view, and at least oblivious from the cultural one (the French term “angélisme”, translatable with “do-gooder approach”, is often used by French newspapers in the aftermath of the attacks).

A significant paradox emerges from the analysis of these different attitudes from the point of view of the journalistic models. The journalistic attitude towards European values appears to be consistent with the liberal model, and its purpose is to inform with accuracy, fairness and objectivity. As a consequence, the journalistic intermediation inspired by liberal values, which are furthermore consistent with European democratic values, may lead to a loss of credibility of Europe in people’s eyes: the paradox consists in the fact that the protection of European citizens’ interests (which is the main purpose of trustee journalists, according to Schudson (1998)) may lead to a weakening of European institutions, i. e. a fundamental tool in the struggle against terrorism, that is another major interest of citizens.

On the other hand, the polarized pluralist model theoretically allows a more effective response from a social and cultural point of view to a threat addressed to European society as such. Even if in countertendency with the democratic inner meaning represented by liberal model, the pluralist polarized model allows to raise a more widespread awareness within public

opinion about the “advocacy” of European values opposed to the threat represented by terrorism, not only “supporting” respectful Muslim communities, but also sensitising people about risks and instruments of defence (concerning in particular the issues of security and immigration). Also in respect of the pluralist polarized model, however, a meaningful paradox emerges: protecting citizens’ interests by the mean of advocacy appears to be in turn a weakening of European *values*, which represent another fundamental tool in the struggle against terrorism as well as European institutions.

The issue of values emerges as crucial also in respect of the news coverage of the three other analysed attacks and reinforces the double perspective that we pointed out in the previous analysis. In fact, especially in respect of Nice and Berlin attacks, the main target of terrorism is considered the “western” way of life, made of holidays and fun in the first case (and partially also in respect of the Istanbul attack), of religious events and consumerism in the latter. Nonetheless, although these two events took place with similar characteristics in two different European countries, the values involved are again considered mainly as French, Catholic (especially in respect of the Berlin attack) or generically related to the all-embracing value of freedom, but the reference to Europe is quite weak.

The Nice attack (in particular because of the date of the attack, the French National Day) particularly focused on France also concerning the values which may inspire the reaction against terrorism. While Italian newspapers give an important space to initiatives underlining the brotherhood between Europe and “good” Islam, *Le Figaro* pointed a strong accusing finger against the “angélisme” of French institutions in a short but fierce editorial (de Charette, 2016). Europe is often recalled in interviews and analysis, especially by politicians and scholars, always from a general point of view of an appeal to be as unite as possible in the response to the terrorist threat, but all the articles focused on European security underline especially its failures. This emerges clearly when the perpetrator of the Bataclan attack was captured in Belgium, and again when the perpetrator of the Berlin attack was captured and killed in Italy: the newspapers highlighted the role of police (especially the Italian one in the second case) and, at the same time, deeply criticised the flaws in the European security that allowed suspected terrorists to easily cross European borders while their faces were hitting the headlines all over the world.

From a general point of view, the discourse on Europe from a cultural approach still appears to be a strong background of the terrorism issues, but never reaches a dimension which could be considered as independent, or even better superior, in respect of the single countries involved in the attacks. The journalistic attitude in the attacks is still oriented to propose a strong critical stance towards Europe as an institution (reinforced by the specific issues emerging from the last analysed event, the Istanbul attack), and at the same time to underline the lack of a cultural unity. As we will show in the following pages, this aspect appears to be at the foundation of the three other issues we focused at in our reflection.

3.2 Foreign fighters

In accordance to the *UN Security Council Counter-Terrorism Committee*, foreign terrorist fighters (FTFs) are “individuals who travel to a State other than their State of residence or nationality for the purpose of the perpetration, planning or preparation of, or participation in, terrorist acts or the providing or receiving of terrorist training, including in connection with armed conflict”. The phenomenon of FTFs is not new, but today’s record numbers have a profound impact. At the beginning of 21st century the number of FTFs was limited and it represented an isolated phenomenon. Most of them were fighting embracing the jihadi Salafism ideals declaring that any government not ruling through Shari’a has to be considered an illegitimate and infidel regime. After the outbreak of the civil war in Syria in 2011, the jihadist

Salafist movement became larger and larger and after the proclamation of the Islamic State in 2014, thousands of foreign fighters have left their countries to be involved in the armed struggles in Syria and Iraq (Bakker & Singleton, 2016).

In 2014 the Soufan Group identified approximately 12,000 foreign fighters from 81 countries. In 2015 the Soufan Group has calculated that between 27,000 and 31,000 people have traveled to Syria and Iraq to join the Islamic State and other violent extremist groups from at least 86 countries. Obviously, the numbers of fighters is not uniform throughout the world: the majority of recruits comes from Arab states (above all Tunisia and Saudi Arabia) and the major flows come from the Middle East (8240 FTFs) and Maghreb (8000). That from Western Europe is the third most important flow (5000) and the rate of returnees is at around 20-30%, presenting a significant challenge to security (Soufan Group, 2015).

In accordance with the fourth *UN Security Council Counter-Terrorism Committee* the flow of foreign fighters has recently slowed due to the increased control measures States and the diminished attractiveness of the messages disseminated by ISIL. The increased control measures have also produced a decrease of the numbers of returnees. The latter is not a factor to underestimate because represents what has been described as a “threat from within”: people going abroad with the aim to engage with terrorist group and coming back to bring their “terrorist training”.

It is very clear that foreign fighters demonstrate to have a transnational identity that connects them to foreign communities and to their members under threat (Malet, 2013). It is important to understand that these people are not mentally ill or brainwashed, they only believe fervently in what they are doing. They are motivated to fight and kill like people who decide to take part in a war. “Their war” is based on religion, class, social inequality, a desire of a better world, etc (Gurski, 2017). The analysis presented in the French and Italian press demonstrates that they are sometimes very young, sometimes converted or Muslim, rural or urban, coming from distressed backgrounds or middle classes and among them we can find girls and couples with children, too. In Europe apprehension for the foreign fighters appears to worsen especially after the attacks at the Bataclan and in Brussels. But the phenomenon goes far beyond the Muslim communities and must be considered much more global. All this shows that this is not the radicalization of a part of the Muslim population. They can easily have access to war scenes and this contributes to make the phenomenon an unprecedented wave of non-Muslims of origin involved in the conflicts.

In the meantime, Europe is no longer able to give a horizon of hope to its youth. So, they are easily captured by the fascination with violence, in particular on Internet by things that have nothing to do with the real Islam, including conspiracy theories, manipulation stories and “encounter” with a charismatic leader. The Islamic state sees in technological instruments the fastest way to achieve wider goals than those that could be achieved with more traditional methods. Internet and social media sites allow to disclose a continuous and an immediate message. Facebook, Yahoo, Instagram, Youtube are some of the platforms used to spread jihadist message. The foreign fighters are also recruited in order to use their technological knowledge and tools, thus contributing to the strengthening of what has been called the cyber caliphate and the cyber jihad (Fanara 2015). For these reasons, through the newspapers European policy seems quite concentrated understanding how to oversee the web space in order to guarantee their citizens not only the normal security but also the one that has been defined “cyber security”.

Even the greatest experts in the field of social sciences and of the Islamic world help to understand better the real risks arising from the delicate international situation for Europe. As stated by Olivier Roy in *Le Monde*, “Daech is not the expression of a traditional Muslim culture. Its members pose as the only holders of knowledge, as the only true Muslims and consider all others as heretics” (Chambraud, 2015). In the same way, Gilles Kepel declared that “the nature

of the jihadist challenge today is the will to bring down European civilization and its values, thanks to a cultural break-up advocated by Salafism” (Truong, 2016). In this context, we have to be careful to the way we refer to the counterterrorism operations. As observed in the newspapers, since the attacks of Paris in Europe there is a high use of the word “war”, recorded in a double sense: on one hand the war fought at a cultural level, on the other hand done literally by bombs. Many argued that the risk is to improve the importance of terroristic groups by using martial vocabulary and this debate was very heated above all after the declaration of war done by the President Hollande (Gurski, 2017). In this context of transnational terrorism, where there are no more differences between internal and external security, European Countries should aim at ensuring Police and judicial cooperation in order to satisfy the desire of security of people opposed to the fear of facing an unexpected violence. Thus, cooperation appears to be the essential instrument for a coherent response to terrorism and the strategic role of Police Forces and States has to be meant at transnational level, avoiding every speech of division and exclusion (Gavrila 2016).

Fear for safety is closely linked to migration flows from the Near and Middle East countries to the European continent. Migration is strictly linked to safety because of the risk of entry of possible terrorists or foreign fighters coming back within Europe boundaries. The main paths used by migrants are two: the way of the Mediterranean and that of Balkans. Obviously, the emergency related to the two different paths is perceived differently in the European context depending on the geographical position occupied by each State and, therefore, the real perception of the presence of migrants. This is a fear stimulating the attention to the physical boundaries of the European Union and the adoption of different strategies to block the flows, above all through the Balkans. In the following days the attack of 13th November 2015 in Paris, newspapers reported that Marine Le Pen, President of Front National Party, linked the terroristic events to the crisis of migrants that has shaken Europe for several months, declaring that “a number of terrorists have crept among the migrants” underlining “the dissemination of these migrants in the villages and towns of France” (Faye, 2015). Fear of the migrant rises above all after the finding of the Syrian passport near the corpse of one of the three suicide bombers of the Stade de France on Saturday, November 14 (Baumard, 2015) and several European countries and parties have not hesitated to combine refugees and terrorists putting into question the EU’s reception policy towards refugees and even the application of the Schengen Convention.

3.3. Human interest

As stated in the introduction, the main purpose of terrorism (the one which could be considered as “literal”), is to provoke fear within the society. In order to offer a coverage of this specific feeling of their corresponding societies, all the analysed newspapers offered a specific report of people’s reactions and feelings in the aftermath of the attacks, which can be associated to the news value of the human interest (Papuzzi, 2010).

It is understandable that the main characteristics of this specific part of the coverage deeply change according to the nationality of the analysed newspaper. The main difference, as obvious, is related to the fact that the Italian newspapers, in all the cases we considered, are covering events which took place abroad, as French ones were facing three attacks out of six in their country. Just to refer to a single example, the report of the reactions of victim’s families and friends is quite general and widespread in French newspapers, as the same report in the Italian ones is deeper and focused on the less numerous Italian victims (in particular in Bataclan, Nice and Berlin attacks).

Similarly, the report of the reactions of survivors is strongly focused on their nationality. The immediate aftermath of the attacks is described by several short declarations from people

who were on the scene of the attacks, in particular in the Italian newspapers in respect of the Nice, Berlin and Istanbul attacks, where the touristic dimension of the targets was more explicit. In French newspapers, the most widespread coverage concerning people's reactions is related to the many demonstrations which followed the Charlie Hebdo attack (from the spontaneous demonstration the same evening of the attack, to the rally that took place in Paris and in several other French cities the 11th of January). Both Italian and French newspapers gave room to the spontaneous reactions of common people after the attacks, in particular concerning the "Je Suis Charlie" standpoint all over the world, and the citizens welcoming people in their houses for their basic needs by using the hashtag #portesouvertes (open doors) on social media (in particular after Bataclan and Nice attacks).

Besides victims and survivors, also the perpetrators' private life is deepened and presented, and in this case the most meaningful example is probably represented by the reporting of the situations involving the terrorist Salah Abdeslam, from his participation to the Bataclan attacks to the international manhunt that led to his arrest, passing through the description of the Molenbeek neighbourhood where he was born and raised, and protected during his period into hiding despite the accusations of terrorism¹.

Finally, one of the most interesting features of the human interest is represented by the frequent use of the so-called *vox populi*, that is the reporting of an event made by several interviews to the "man in the street". As we stated before, this kind of reporting is quite frequent in the immediate aftermath of the attacks by interviewing survivors and victims' relatives, but appears to be relevant also in the following days, in particular during specific events such as the rallies after the Charlie Hebdo attacks. One interesting aspect to underline is that the *vox populi* appears to be an effective way for newspapers to express some specific awkward issues, in particular referring to immigration and integration between European society and Muslim communities. The articles reporting Muslim people disassociating from terrorism and claiming their respect to the republican values are often presented in the form of short declarations.

3.4. Europe and Turkey

Few days before the attack occurred in Brussels, EU and Turkey have agreed to moderate the flow of asylum seekers trying to get to Western Europe from the Middle East, starting from Turkey and along the so-called "Balkan route". The European Union has committed to pay to Turkey funds to be used substantially for the improvement of living conditions of refugees, which are mostly Syrians, who live in its territory. The agreement also includes several political concessions towards Turkey, for example, the possibility that the Turkish citizens to travel without restrictions within the Schengen borders. Through the Agreement EU and Turkey reaffirm their commitment to carry further their ties and solidarity and adopt actions to oriented prepare their common future. Since 20 March, when the Statement became operational, a total of 578 persons who entered Greece irregularly have been returned to Turkey and more than 1,600 irregular migrants have been returned from Greece to Turkey in the course of 2016. In the *Fourth Report on the progress made in the implementation of the EU-Turkey Statement* European Commission stated as positive the approach on migration and registered a decrease in the number of irregular migrants arriving in Greece thanks to the continued implementation of the EU-Turkey Statement and the dramatic.

After a long period during which Turkey has been able to take advantage from the political and economic opportunities with the aim to make a concrete approach to Europe, the tensions and the recent international situation have altered the framework bringing Turkey to confront with an elusive international context characterized by the attempt to globalize the

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international confrontation between Islam and the West pursued by the international terrorism (Marsili, 2011). Also newspapers present Turkey as a victim jihadists acted as in other European location with bombs and kamikaze. Analyzing the press, we can understand how the geopolitical balance and the never-ending succession of tragic events change the perception of Europe towards Turkey: at first Turkey is seen as one of the main strategic and partner to fight against terrorism, Dae'sh and control the migration flows, then mainly as a country facing many difficulties due to the tragic events that took place within its boundaries. For this mixture of power and confusion, Turkey starts to be seen as the "dilemma of Europe" (*Le Monde*, 2016, July 19). For these reasons, recognizing the strategic importance from the political point of view and the geographical one, all the EU affairs Ministers show uncertainty and above all apprehension for any threats to the agreement between Ankara and Brussels to stem the flow of refugees, which it is one of the main anchors to ensure the safety and the European balance.

4. Discussion

As we stated at the beginning of our paper, the aim of our research is to understand the way in which European journalists, and specifically Italian and French ones, manage the challenge issued by the specific topic of terrorism: the coexistence of two different social roles of journalism (the duty to inform with accuracy, fairness and objectivity on one side, the need to raise awareness within a society which is threatened as such on the other side) and the possible clash of these roles from the cultural point of view, related to different journalistic models and the values that inspire them.

The analysis of the four topics we deepened in this phase of our research shows, primarily, that terrorism appears to be a fundamental issue, which needs to be analysed from all the approaches it involves. In fact, it appears impossible to identify a main approach to the coverage of terrorism: from the point of view of the newsworthiness, every aspect of the terroristic phenomenon needs to be covered, from security and military measures to the main crucial points of international politics, from feelings and reaction of common people to social and religious phenomena related to the terrorism issues.

The most interesting aspects originate from the analysis of the attitude of journalists towards the impact of terrorism on the society. The analysed newspapers offer a complete, widespread and deepened analysis of the issues of terrorism from the political point of view, involving the institutions (both at the national and international level) in the need of a response and, at the same time, pointing the accusing finger against the failures and the lacks of organisation and cooperation, in particular in the field of security. The international manhunts following the Bataclan and the Berlin attacks, where the fugitives crossed undisturbed European borders, and the issue of the returnees foreign fighters, associate the issue of security with the issue of immigration, in particular from the political point of view, with the reactions of the main rightwing and populist parties reported by the newspapers.

From this point of view, the coverage appears to be consistent with the liberal model proposed by Hallin and Mancini (2004): the approach chosen by journalists is inspired by accuracy, fairness and objectivity, and appears not to be influenced by a potential wish to advocate the society they belong to, in a renewal of the "clash of civilizations" described by Huntington (1996). However, there is a meaningful part of the coverage where the liberal model appears to be somehow "suspended": the report of terroristic attacks from the news value of human interest.

In the main theories of journalism (Sorrentino & Bianda, 2013; Papuzzi, 2010) human interest is habitually, but not necessarily, related to soft news, where private lives of personalities are presented to the public, and is often associated with a popularization of the events. In this case, human interest certainly contributes to popularize the issue of terrorism and

the tragic events represented by the attacks, but it has to be considered nothing other than hard news.

The large use of human interest contents, which is moreover growing, allows us to identify an interesting aspect of the approach of journalists to the coverage of terrorism. In fact, while the coverage related to the hard news “normal” news values is inspired by accuracy and fairness and, as a consequence, forces the journalist to have an objective position, the recourse to human interest and, in particular, to *vox populi* allows journalists to propose contents which are structurally partisan, because they are expressed not by journalists but by common people, even if they are nevertheless selected by journalists.

As we observed in the research, in the four analysed newspapers those contents are focused specifically on the expression of republican and democratic values, coming from the participants to the rallies and demonstrations and from the expression of solidarity towards the victims, but also coming from European Muslim communities which are presented as the “good Islam”, and whose message is oriented to avoid generalisations and exacerbations towards Muslim people and, by extension, towards immigrants (even if, as the foreign fighters phenomenon shows clearly, a non integrated person can become a Muslim fundamentalist and extremist, and potentially a terrorist, whilst this person is formally a European born and citizen).

At the end of our reflection, we can hypothesize that one peculiar way to manage the double social role of journalism in the specific coverage of terrorism is to “delegate” to common people the task to raise awareness and to sensitize, keeping the professional attitude for the objective analysis of the political, security and military issues, i. e. the “official” hard news. As a consequence, it is comprehensible that, within the approach of four moderate and institutional news media, the awareness raised concerns the defence of a peaceful, respectful, democratic and tolerant society. One possible interesting development of our research might include more radical oriented newspapers, such as the ones that are considered more representatives of the extreme leftwing or rightwing parties, or of the populist movements that are growing all across Europe. It would be interesting to analyse whether and how, in those less moderated contents, the awareness may be more focused on the protection of the society from its enemies and “invaders”.

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Managing the Crisis Communication in Today's World Replete With Crises

Ali Murat Vural

1. Introduction

The rapid change, diversification, expansion, accessibility and cheapness experienced in communication technology and accordingly developing communication tools in recent years have made paradigm change necessary in managing the crisis and crisis communication as well as in many issues. The changing communication tools and method have also changed people's social environments, understanding, and forms of socialization.

Their way of sharing opinion, belief, experience and sensation about any issue takes place both very quickly and extremely manipulatively and with a devastating feeling. In addition, competition, stakeholder relations, business and relation environments also show an intolerant, unstable and aggressive approach against the smallest negativity probably because of the feeling caused by the conditions of the age we live in.

Nevertheless, the management and communication of crises certainly require being discussed with a sensitivity which is much greater than as it has always been and even regarding crisis as a part of daily management and being constantly ready according to this. Because, now, the management of crisis communication is not a management work to be implemented hastily only when we face the crisis or during crisis periods. In other words, crisis communication management is no longer an optional extra work or service area. It is an integral part of everyday communication and policies corresponding to it.

There is no need for an individual, institution, organization, company and brand to wait to face a crisis. Because people are now living in the world of crises, and the possibility of being affected indirectly by the crisis has extremely increased even though they are not direct addressees of the crisis. The main point is to recognize the crisis issue at first, to have the knowledge to distinguish whether the resulting situation is a crisis or a routine problem, to know what the crisis communication requires and to be able to make the necessary preparations with respect to this. Crises certainly come and go, but it is sometimes possible to face them once again even after years with the damage caused by them. This possibility is always available. Sometimes, the place of the experiences and the formed perceptions in memories may lead to deep and silent erosion of respectability at the individual or corporate level even without noticing.

2. What is Crisis?

It is defined as "a time of intense difficulty or danger, especially turning point in a disease" in the Oxford Dictionary, and it is expressed by two words as danger and opportunity in Chinese. In scientific studies, the crisis is also described as "the state of stress which is unexpected and unforeseen, needs to be responded and managed quickly, threatens the present values, goals, and assumptions of the institution by making its prevention and compliance mechanisms inadequate" or as "the situation constituting the strategic turning point". In fact, in brief, it is possible to define it as a state of depression, a problem status that may occur at any time for every country, person, every organization or every company.

The resulting crisis usually causes damage to the security, name, reliability, prestige, identity, products, services, brand value and even brand heritage of that country, that person, institution or company. This is called crisis because it causes damage to reputation and trust and financial and emotional damage. A crisis which cannot be managed may destroy the value and especially the intangible heritage, that is to say, never-forgotten good works, positive

perception and reputation of a person, an institution, a company or a brand. Crisis mainly destroys people's beliefs and confidence, and this is the most difficult challenge to repair.

Crises have always been important, but they have become much more important than anything else in today's world of competition. When the existing state of trust, admiration, and respectability is damaged for once and an attempt to exclusively improve this damage is not made by putting all other things aside, it is certain that there occurs damage.

Crises are unexpected situations, but there is a difference between those who are caught unprepared for unexpected situations and those who are caught prepared for unexpected situations. Firstly, it is necessary to accept the crisis fact and to prepare alternative plans against crises that may occur to be able to overcome the crises "less badly and as less damaged" in the competition environment. It is necessary to manage the crises in accordance with today's conditions and culture to be able to turn the crisis into an opportunity as it is expressed in Chinese.

It is seen that crises generally arise due to a company's products or services, marketing mistakes, facilities, vehicles, employees or accidents experienced. It is possible to talk about crises that arise due to an unpleasant development with which they are unavoidably forced to deal although they sometimes do not arise from natural disasters, accidents or that institution itself. In particular, it will no longer be wrong to foresee that the last reason will begin to be encountered. In an age where everything and everyone are somehow associated with each other, facing these kinds of crises is normal, and it is necessary to be prepared for it.

Each crisis has a coverage area. 3 variables play a role in determining this coverage area. **1.** Which social stakeholders are involved in business, **2.** Which geographical region affects it and **3.** What is the content of the issue that causes the crisis? These coverage areas should be determined to understand the size of the crisis.

3. Crisis Management

Crisis management is the determination of appropriate and effective new ways and methods by planning, coordinating, implementing the actions to primarily keep the resulting problem with a nature of crisis under control and then to permanently eliminate the negative effects and impressions which have been and will be caused by it, and ultimately by observing and evaluating the results.

An effective crisis management requires predicting what crises will be without waiting for the crises and being prepared for them; in other words, it requires the presence of a system that can foresee and perceive the coming of the crisis. To be on the alert and to have sensitivity, knowledge and skills to be able to manage the crisis in issues with the possibility of crisis, to stay away from crisis issues or favourably to perform "issue management" seriously, consistently, creatively and constantly in issues with the possibility of crisis are certainly among the essential points.

If people are dealing with an issue of the possibility of crisis, to perform the management and communication of all issues related to this issue also facilitates the management of the crisis. In addition, if these kinds of studies have been carried out, crises may turn into an opportunity for an institution or person to describe and reposition itself/himself. Therefore, it is a known fact that those who cannot manage the issues have to manage the crises or those who manage their issues well do not face any crisis situation.

The creation of the environment of uncertainty or failure to remove the resulting uncertainty is the most serious mistake that can be made in crisis management. Uncertainty leads to suspicion, suspicion leads to the lack of confidence, the lack of confidence leads to disbelief, disbelief leads to non-participation, and non-participation leads to the opposition after

a while. Therefore, the first thing to do is the elimination of uncertainty and disallowing the emergence of new uncertainties.

Other great dangers in crisis management are the uncertainty about who the crisis communication spokesperson is, the fact that everyone attempts to be a spokesperson, the fact that everyone begins to talk or the incompetency of the spokesperson. If the spokesperson does not exhibit a strong competency and cannot successfully manage the crisis, the crisis will become deeper and lead to the emergence of irreparable damages apart from creating an opportunity. The crisis management with multiple spokespeople should be avoided because inconsistency, contradiction, and message chaos will emerge in a place where there are multiple spokespeople. The fact that everyone makes an attempt to evade responsibility, the increase of mutual accusations, an outburst of anger, and meanwhile the fact that the other problems which have been previously covered up begin to be unveiled are the problems frequently observed in crisis management. The situations that may cause greater damages such as stoppage and the postponement of production or decision-making processes emerge in crisis periods. The main point is to prevent all of them, to ensure that everything keeps going as it is at least until the complete management and cooling of the crisis, to disallow negative and damage-increasing developments and to move away from the state of anxiety.

Therefore, essentially, "crisis management" and "crisis communication management" are the concepts which are not separated from each other and cannot be considered as separated. These are continuation and complementary of each other. While crisis management is managing the whole process of the business with planned and programmed practices by taking quite rapid decisions, crisis communication management is an attempt to perform these measures, decisions and actions taken and communication with accurate information in proper environments and to correct the negative perception.

4. Reasons of Crisis

The crisis is an unexpected problem, the state of depression emerging suddenly and containing the threat, but these are not the problems that emerge automatically or when everything is on the right track. It certainly emerges depending on a reason, a source, a mistake, an action which has not been performed although it should be performed, a negligence, planlessness, impassiveness or blindness. Therefore, it is possible to face the crises depending on many reasons. These are:

1. Crises that emerge due to product quality, impairment, and deficiency
2. Crises that emerge due to consumer complaints
3. Crises that emerge due to disputes and showdowns in employee-employer relations
4. Crises that emerge due to the accidents occurring because of the deficiencies and deficits experienced in occupational safety
5. Crises that emerge due to wrong managerial decisions
6. Crises that emerge due to environmental issues, pollution, and poisoning
7. Crises that emerge due to the problems experienced with local authorities and the public
8. Crises that emerge due to the violations of corporate ethical behaviors
9. Crises that emerge due to natural disasters such as earthquake, fire, flood and avalanche
10. Crises that emerge due to reasons such as blackmailing, sabotage, competitor attacks and pirate actions
11. Crises that emerge because of being faced with a false charge
12. Crises that emerge due to legal cases

13. Crises that emerge due to institutional, national, global, economic and financial depressions
14. Crises that emerge due to cyber attacks from the digital world and digital piracy
15. Crises that emerge due to name similarity, ascription or being obliged to be the object
16. Crises that emerge due to political and legislative regulations
17. Crises that emerge due to the problems and conflicts experienced in international relations
18. Crises that emerge resulting from industrial accidents
19. Crises encountered due to the disruptions, conflicts, and congestions in the organizational structure
20. Crises that emerge because of remaining in the middle of social conflicts or withdrawn into them.

5. Preparation of the Crisis Management Plan

Institutions, organizations, companies or individuals prepare crisis management and communication plans according to themselves and the conditions of that day in the process of managing the crises. Corporate or individual culture, relationships, accumulations and public perception play a role in this planning and determine their exclusive contents. Therefore, crisis management and communication requires a different way of planning and communication in each case. Nevertheless, the following points should be taken into account in planning to be prepared for crisis management:

1. The current situation, the resulting appearance, and perception should be analyzed in depth.
2. Each situation that can be considered as a threat risk should be evaluated and reported separately.
3. The situation of the competitors and their appearance should be analyzed.
4. Media should be taken under review by close monitoring.
5. It is necessary to have complete and accurate information about the sectoral developments in which the institution or organization takes part and their historical change process.
6. Information resources should be diversified, and tracking / reporting / evaluation processes should be updated.
7. It is necessary to decide on which attitude should be adopted in which crisis according to the corporate values.
8. It is necessary to determine the presence of crisis and what the threshold of deciding on the transition to management is.
9. Crisis scenarios should be prepared, it is necessary to distribute the duties for people, a crisis management room with the necessary technological equipment should be determined.
10. It is necessary to determine how to measure which issues in the crisis damage assessment, and damage criteria.
11. It is necessary to determine all stakeholders such as shareholders, business partners, suppliers, employees, dealers, relevant people in media, lawyers, politicians, financial institutions, international connections, researchers, academic world and non-governmental organizations.
12. The crises which were previously experienced at the sector level should be analyzed and understood well.
13. It is necessary to prepare the performance document regarding technical processes such as production, management, and service

14. The performance of the communication which was made previously as institutional should be prepared.
15. The performance of the communication which was made previously in terms of leadership should be prepared.
16. Crisis planning, monitoring, management and communications team should be formed, and this team should be ensured to perform regular internal evaluation and update meetings.
17. The ratio of people, money and time to be allocated for the management of the crisis should be determined.
18. It is necessary to perform training and simulations related to crisis management, and crisis culture should be developed.

6. Difference of Crisis Communication Management

First of all, it is necessary to position the concept accurately when crisis, crisis management, crisis communication and crisis communication management are mentioned. The crisis management and the management of crisis communication are different from each other although not at deep dimensions. Crisis management has a meaning of managing the emerging crisis at the managerial, production, human resources, supply chain, delivery chain, marketing, sales, representations, legal and judicial dimensions. Therefore, management of the crisis is a dimension in which all authorized people within them are involved. Moreover, this is the management of the crisis within the institution, in other words, it is the dimension of internal affairs, and it is managed together with the responsible individuals there.

Crisis communication management is the foreign affairs dimension of the crisis and is a management work in which it expresses itself and gives information about what is going on to the person, institution, organization or all stakeholders of the brand, namely, all people with whom it contacts remotely or closely and of course to the general public, tries to protect and increase the perception of reputation, reliability, credibility and preferability. Therefore, it requires a communication team, communication experts and of course to be open communication, to believe and care communication. In other words, crisis communication management is the business of showing the skill and foresight of explaining the situation to the outside unlike the management performed inside. However, here it would be beneficial to highlight that the communication for the inside of the institution is among the priorities in the crisis communication management.

Everyone who is included in the crisis management process is not and also should not be involved in the management of crisis communication. The paths followed in the process of crisis management are not and also should not be implemented directly. The culture related to the management of the crisis may differ from the culture related to the management of communication. Therefore, the management practices performed inside may not be valid in practices with communication purposes for the outside. For instance, the severe legal processes implemented inside for the crisis management, evidence, information, witness gathering and the approach of managing the works related to them are not used in information to be transferred to the outside. It is necessary to give information to the outside, and the content, ratio, level and tone of this information can certainly be organized, it is necessary to be selective. Because all information to be transferred is important to save the future of that person, company or brand. However, if failure to transfer this information by giving legal grounds as an excuse or attempting to save the situation by hiding behind the excuse of the judicial process leads to an appearance as if the crisis has been overcome for that moment, this does not mean that the crisis has been managed. Any information which is not shared with the public causes great damage to the perception of the reputation of that person, company or brand in the medium and long term. The cost of this is heavy.

7. Understanding the Crisis

It is firstly necessary to understand whether the resulting situation is a crisis while getting started with the crisis communication management. There are basic criteria indicating whether this crisis really exists, and these criteria can be listed as following:

1. Whose crisis is that crisis, in other words, the level of interest and relationship with the resulting crisis
2. Whether there is damage in the perception of reputation which is an abstract value and in working conditions which are a tangible value
3. The level of the size of the issue
4. The place taken up by the issue in communication tools and in the public opinion, and the sensitivity level
5. The level of the lack of confidence, anxiety, doubt or fear caused by it
6. The confusion level of the issue
7. The level of the information requirement of the public (what the relevant or authorized people are doing)
8. The level of opportunity about which measures and repairs can be performed and how long does it take
9. The level of controlling/lack of controlling and pre-unpredictability of the issue
10. The level of money, human resources and time to be transferred for the solution of the issue.

Here, the first thing to be done is to try to understand whose crisis the resulting crisis is whether at the individual or at the institutional level. For instance, a person or a company can assume the responsibility for the situation, lay claims to the issue and take action although the said crisis is not his/its crisis. At that time, they can become the addressee of a negative perception although they do not deserve it by unnecessarily getting into trouble. It is possible to describe it as "intentionally shooting at himself". In addition to the crisis that emerges due to a company's own mistakes, there are also many examples of crisis with which it has to deal although it does not arise from itself. Therefore, the first question that should be asked is about whose crisis this crisis is. If the crisis is really the crisis of that person or institution, it is very important to emphasize that hiding, retreating into silence, saying that "keep silent, they will forget, it will come and go", lying and blaming on others are among the biggest mistakes made. It is possible to think that these methods were useful in certain times and environments in the past, but there is no possibility for them to be useful in any way especially in today's communication conditions and the world. In the communication age, many people and organizations are already active as a volunteer and will not make crisis be forgotten. Therefore, no sooner than all aspects of crisis issue are controlled by doing what is necessary, it is necessary to establish intensive communication in the first 24 hours by giving first information within 3 hours even if with one or two sentences, giving more extensive knowledge after 3 hours, giving more detailed information at the end of the 6th hour and by continuing in this way.

At the upcoming stage, the period of communication can be reduced to twice a day, but it should never be stopped. The communication period is naturally reduced along with the advancing time. However, after one week passes after the crisis, the details of the issue should be shared with the public with a stronger expression within a communication plan. At all these communication stages, the reasons and extent of the crisis, the measures taken, decisions made and the studies performed should be honestly shared with the public step by step.

8. Crisis Damage Assessment

One of the things to be done at the beginning of the crisis communication management is to understand whether the crisis has caused a damage. It is necessary to check whether there is any damage in the presence of customers, suppliers, financial structure, relationships, production, sales, agreements, employees and other stakeholders. An attempt to understand who has been affected by the resulting crisis and to what extent he/she has been affected should be made. It is necessary to answer the questions such as Is there any damage in the perception of reputation, confidence, and admiration? At what level is it, if any? Is it repairable? What should be done for recovery? It is crucial to try to understand whether a crisis has caused any damage, to reveal its size, and to determine the measures to be taken, the performance to be shown, the tone of voice to be used and the discourse content. The outstanding question titles for **Damage Assessment** are as following:

1. To what extent have the perception of confidence and reputation in the presence of stakeholders been affected?
2. To what extent have the relations been affected?
3. To what extent has the financial structure been affected?
4. To what extent have the production processes been affected?
5. To what extent have the Human Resources been affected?

First of all, each of these question titles should be investigated with caution, accurate and realistic information should be collected without allowing any masking, underestimating, negligence, trivialization and ignorance, and the resulting situation should be viewed and understood explicitly. If there is the slightest change in a negative way, crisis management and communication should be initiated immediately.

Crises are certainly difficult to manage but necessary conditions because they emerge in an unexpected situation, require urgent intervention, have financial and emotional threat in a sense, their control is difficulty and time pressure is experienced. What is important at this stage is the fact that the information needed should firstly be obtained by the first-degree responsible individuals of the crisis and then should be shared with the people and institutions affected by the crisis and also with all stakeholders at the same time.

9. Initiating Crisis Communication

Everything to be done and each step to be taken should be performed very quickly because of the damage to the perception of the person or institution experiencing the crisis, the fact that this is a vital turning point for them, and the fact that this threatens their targets and even their entity. Crisis naturally leads to stress for decision-makers; performing daily routines naturally becomes more difficult, and the attention of everyone, who is relevant or irrelevant, is focused on the crisis. Performing the communication of the crisis is certainly difficult and distressing, it is an undesirable and unlovable situation. However, despite all, this communication should be performed for the future and financial and emotional assets of that person, institution, organization or brand and accurate information should be shared with all parties and the general public. Moreover, this situation should also be seen as an opportunity in some crises for the person, institution, organization or brand to express themselves, their reason for being, their works and perspective on life although it is not always valid. If turning the crisis into an opportunity comes into question, an opportunity does not always arise from crises, it is necessary to do what is needed considering that the opportunity that may arise has come. It would not be wrong to say that to apologize and to express the sadness felt sincerely are usually

useful and accelerate the recovery of the crisis in cases where there is an explicit error related to the crisis.

The growth of the potential of the crisis also means an increase in the probability of negative consequences. The developments experienced in recent years indicate that the need for crisis management has increased. In other words, crisis communication should gradually be made a more effective process and should be planned as an “ongoing” form of communication. (Coombs, 2015)

The media is always interested in crises, comprises and closely monitors priority news and reviews, generates questions. This is natural, this is what media should do. In this sense, it is also possible to see that a series of negative news, reviews and information emerge during the crisis process. Apart from the potential negative approaches, news and scenes that may occur in the media, the factor that should be more threatening than it is the speed and power of the Internet and accordingly social media.

Along with the rapid spread of the Internet all over the world, the sound, accurate and reliable information based on books, reports, research and document has now been replaced by the state of awareness which is only based on senses and emotions and is often out of reality. The manipulative news clauses which are formed by instant comments, senses, and misconceptions, have no reliability, have been falsified with intentional intervention and referrals have begun to dominate all environments. Despite the absence of information based on the fact, intensive sharing can be done as if there is such information, its accuracy is not investigated, in addition, people are not uncomfortable with this.

The information consisting of personal opinions, based on interpretive and misleading guidance but which are so-called information have become the determinant of social life through the Internet. The Internet, which enables to reach plenty of information easily and quickly and facilitates human life at every level, is rapidly losing confidence because it is, unfortunately, open to this "so-called information" overload and intervention experienced. Therefore, the confidence crisis experienced against the Internet, which is the latest communication and information tool that has come into use, affects all other areas of life.

Information sharing which is vital especially during the periods of crisis is possible very quickly and easily by means of social media tools. Both media and all social stakeholders are informed much faster through the social media. The fact that information can be controlled in social media environments also prevents the growth of crisis. Because it is a fact that the crisis is ceased when it is prevented by sharing information. In general, crises are not caused by the events but by the reflection of events on the media and the state of panic caused by this reflection on the target audience, namely on social stakeholders. Along with the effective use of the social media tools, all social stakeholders can be informed properly, and this also eliminates the state of panic. Accurate information sharing is very important during crisis periods. Social media environments are the places where the most accurate information can be found during crisis periods in terms of providing update information at any time. The updates that can be made quickly will have responded to the questions of the media and all people. On the other hand, it is a fact that intensive data accumulation is experienced in social media especially during crisis periods, and ultimately an atmosphere of distrust occurs. In this case, the most important task of the communication specialist is to ensure the accurate information flow and to prevent the data complexity that will emerge as far as possible. (Aslan, 2015)

It is a wrong attitude to stay silent, to look as if being not interested, to wait for real responsible individuals to adopt the crisis because of being addressed indirectly although a crisis is not caused by the mistakes of a person, company or institution. Instead of this, it is necessary to talk, inform and reveal the dimension of being addressed with the crisis. Thus, the level of relationship with the crisis will be understood, and there will be no need to be meaninglessly addressed for the reactions and criticisms that will occur according to this.

Moreover, it is necessary to keep in mind that to apologize and to express the sadness felt sincerely are always useful in case of a crisis. The institutional sensitivity, breaking points and emotional weaknesses rise rapidly during the crisis periods. To manage the crisis and to perform its communication depending on a plan can become more difficult. Crisis requires to be managed cold-bloodedly and as far away from emotional responses even under these conditions.

Organizations should realize that the solution of the problems underlies in their own internal dynamics during the crisis periods. Therefore, situations that cause the crisis should be determined immediately, solutions should be put forward, and the most appropriate should be implemented to solve the problem. Managers should keep their communication with the employees and the environment at the maximum level in crisis situations. To ignore the signals that may come from the environment and employees makes it more difficult to get rid of the crisis environments (Karaköse, 2007).

To listen becomes more important during the crisis periods.

10. Crisis Spokesperson

The spokesperson, in other words, the leader is the most important factor in the management of the crisis communication as well as in the management of the crisis. People look at the leader in case of a crisis. They expect from senior leaders such as political leaders, ministers, mayors, local politicians, governors, district governors, heads of NGO, chairman of the executive board and general managers to have the control of the situation, to solve the problem, to repair the damage, to heal their wounds, to extend their merciful hands and to restore everything. However, giving complete and accurate information, disclosure to the public, relieving the people, to convince them about the measures taken and the works performed are the other expectations of people.

The need for leadership emerging during crisis periods is different from the leadership to be exhibited in other periods. In this sense, the leader is the sole authorized and responsible person of the entire process at a crisis stage. He/she should exhibit a cold-blooded attitude to be able to do what is necessary. He/she should have the details, information and flow about the crisis in a complete and accurate manner. Regardless of the picture caused by the crisis, he/she should be able to face, accept the existing situation, should show that he/she pays attention to it, and he/she never underestimates what has happened. He/she should show reassuring approach to all stakeholders. He/she should openhandedly undertake the steps to be taken for the management of the crisis, elimination of the damage, repair, and restoration. He/she should be able to transfer duty and should work together with the best staff in the management and elimination of the process. He/she should never hesitate to provide information at any stage and should stand up before the media and the public with a friendly style at any moment.

11. Conclusion

Crisis Communication is not a business which is out of daily routine processes of communication and which is put into practice when the occasion arises. It is an integral part of communication and strategic communication plans. It is an element that requires being managed within daily communication applications independently of the emergence of a crisis and even when any crisis issue is faced.

Crises certainly need to be managed, but they cannot be managed without communication. Crisis and communication are intertwined, and communication should depend on openness, honesty and intelligibility. In addition, communication is not a business to be used as a flash in the pan during the periods of crisis. It should be continuous and consistent. The

communication of the crisis cannot be performed by hedging, talking meaninglessly or by the fact that everyone talks as a spokesperson. Therefore, communicators call it Crisis Communication Management. It requires real "management". The important thing here is to manage the crisis without spreading. Ignoring a simple issue that begins with a consumer complaint can transform into a dimension in which all products are boycotted, and this is now quite easy and possible.

Every company, every brand and every institution have crisis areas regarding the service or production performed by them, and each company essentially knows from where the trouble may come. If a company has not determined the potential crises regarding the goods or services produced by them and has not previously prepared a crisis scenario for them and more importantly has not produced significant projects, a content and a value to perform communication by adopting the issues proactively in potential crisis issues, it is also likely to encounter a severe headache and cost in a crisis that it will face one day. This is essentially described as the "Issue Management" in communication. If issue or issues convenient for the crisis are not previously managed, an attempt to manage the crisis is certainly made on that day. Therefore, crises often give their signals before their arrival though not always. To ignore these signals and continue to save the day means the outbreak of that crisis. Therefore, it is necessary to have a full command of the issues that may be a crisis and to perform studies and communication on those issues. For instance, if a company cannot see the issues that can create a crisis, this means that it is in a serious blindness and carelessness.

In today's world, a company's market value is not only determined by its physical assets, financial power, the goods and services it produces. What that company has in terms of intellectual values, how much information it produces, its capabilities and also its skills and success in relationships with the stakeholders and the level of reputation created by the brand value are now determinative. Crises primarily cause damage to the values which are abstract and difficult to repair such as reputation, perception and admiration rather than the repairable physical and financial structure. Therefore, it needs to be managed.

The factor of developing trust is extremely important especially during crisis periods. Institutionalization quality, skill and leadership hit the top with the perception of trust created in these moments of crisis or completely drop off and disappear. Leaders are the most determinative individuals at this stage. That leader is the reflecting face of the institution, organization, company and public opinion, and his/her expression can be the expression of an entire institution or organization. Moreover, it can sometimes transform into a face of the entire sector and country. An image of a leader who knows touching, who has a command of the events with an attitude of sincerity, who is sad but not discouraged can repair a lot of damage and can lead to the emergence of a significant reputation and admiration. This also leads to the emergence of the institutional embassy which is the most important factor both at the stage of understanding the existing crisis and removing its traces and at the institutionalization stage.

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Understanding Cyberbullying. From Traditional Bullies To Mediatization Of Bullying

Nicola Ferrigni

1. Introduction

Over the last years, awareness about cyberbullying has raised very quickly because of the increasing use of the information and communication technologies (ICT) by young people; as a consequence, a large amount of research activities has focused on it trying to define this new phenomenon, its characteristics, and the differences in respect of traditional bullying.

According to academic literature, bullying is an intentional and repeated act or behaviour to harm someone else and is based on an imbalance of power, which means a physical or a psychological weakness of the victim (Olweus, 1993, 1999). In particular bullying can consist of physical aggressions (such as punches or kicks), verbal ones (e.g. threats, insults) or psychological violence such as exclusion (Voors, 2000). Starting from this description, cyberbullying has been defined as «an aggressive, intentional act carried out by a group or individual, using electronic forms of contact, repeatedly and over time against a victim who cannot easily defend himself or herself» (Smith *et al.*, 2008). Therefore, cyberbullying is a deliberate and repeated aggression by using electronic means such as e-mails, chats, smartphones, blogs, social networks, videogames or any other communication through the Net.

Concerning the different typologies of cyberbullying, instead, several studies (Bernard & Milne, 2008; Willard, 2006) have listed about six categories: *flaming* (online fight exchanged via emails, instant messaging or chat rooms), *harassment* (repeated offensive online messages), *cyberstalking* (form of harassment that involves repeated threats and aggressive online messages), *denigration* (online sharing of gossip or rumours about someone to damage his/her reputation), *outing* (online sharing of confidential or intimate information or images), *exclusion* (intentional exclusion from online groups or chats). Of course, this list can't be exhaustive because every day new forms of cyberbullying emerge as technology evolves and as young people become familiar with a new application or a new technology trend.

Electronic devices have created a unique context that highlights key differences between the two phenomena. As in traditional bullying, also for cyberbullying an imbalance of power is assumed but it's not just about a physical power, that it's not necessary in cyberbullying, but it's mostly about computer literacy (Patchin & Hinduja, 2006), that is to say technological competences and technicalities, that may give cyberbullies more power (Coyne *et al.*, 2009). However, most of cyberbullying acts do not require too much expertise, so several scholars argue that anonymity can contribute to an imbalance of power (Vandebosch & Van Cleemput, 2008).

Anonymity, that this new environment guarantees, is a typical feature that makes a big difference between traditional bullying and cyberbullying (Kowalski *et al.*, 2008): victims, in fact, often don't know who is the cyberbully (Greene, 2006; Ybarra *et al.*, 2007) because information and communication technologies allow cyberbullies to hide themselves. In this way the perception of anonymity diminishes the fear of being discovered.

Concerning gender differences, several scholars point out that cyberbullying involves more girls both as victims and authors than was previously found out with the studies on bullying (Kowalski *et al.*, 2008). Furthermore, unlike traditional bullying, cyberbullying goes out from the school boundaries: victims are not just schoolmates, and cyberbullying material can be spread not only in the schools but all over the world and repeatedly (Dooley *et al.*, 2009).

In this regard, bystanders play another crucial role that differs bullying, where bystanders are always present during the aggression against someone they know, from cyberbullying where, on the contrary, bystanders might be present or not, they might know the victim or not.

Furthermore, when they are present they might assume a passive role, just seeing pictures, messages or videos, or they might take an active role sharing, commenting or voting cyberbullying material (Dooley *et al.*, 2009; Grigg, 2010; Menesini & Nocentini, 2012; Nocentini *et al.*, 2010; Smith, 2012), dramatically increasing the negative consequences of cyberbullying. This active contribution from bystanders can be a request from the cyberbully (voluntary recruitment) or a deliberate act without a specific demand (involuntary recruitment) (Pisano, Saturno, 2008). Bystanders might definitely become cyberbully followers or cyberbullies themselves.

2. Research aims and methodology

Based on these premises, the research aims to understand if cyberbullying stands out from traditional bullying to the point that it represents a very different phenomenon, which requires different public policies concerning education/awareness and penalties/sanctions.

To this purpose, we carried out a quantitative and qualitative social research (Corbetta, Gasperoni, Pisati, 2001; Corbetta, 2014), structured in two different steps.

In the first step – aimed at estimating the cyberbullying diffusion among young people – we carried out a quantitative survey with predetermined and fixed choice², which was filled by 12.025 students (15-18 years old), attending different typologies of high schools and coming from different Regions³. The data collection took place between December 2015 and January 2016.

What emerged in the first step has represented the starting point for the second step, which aims at understanding if and how young people awareness changes in the shift from bullying to cyberbullying, and the reason why it happens. To this purpose, we carried out ten focus groups between October and November 2016 (283 interviewed students, selected referring to the same parameters used in the first step).

3. Data analysis

Both quantitative and qualitative research focus on six topics which, individually and as a whole, help to define the bullying and cyberbullying phenomena: *a)* Who are the authors, the victims, the bystanders; *b)* How cyberbullying is performed; *c)* Why young people bully or cyberbully; *d)* How victims and bystanders react; *e)* Who asks for help.

3.1. Authors, victims, bystanders

The first role which takes shape in cyberbullying phenomenon is represented by the author (Tab. 1). On the whole the 66.2% of the interviewed students states they have bullied/cyberbullied at least once in their life, while the 33.8% asserts they have never done it. Among the 66.2% of authors, the 35.4% states they have performed both bullying or cyberbullying, while the 18.5% and the 12.4% state they have respectively only cyberbullied or bullied. Considering the variable linked to genre, the research shows that – in respect of bullying – girls perform more frequently cyberbullying in respect of boys (63.5% vs 36.5%).

² The survey concerning bullying/cyberbullying belongs to a wider research realized every year by the *Generazione Proteo* research unit of Link LAB, based at Link Campus University of Rome. The research, which celebrated its 4th edition in 2016, aims to study young people behaviours, awareness and opinions in respect of topics as well as education, job, lifestyles, politics, media, terrorism, technologies and consumptions, religion.

³ The interviewed students come from Lombardia, Liguria, Veneto, Toscana, Abruzzo, Lazio, Calabria, Campania, Puglia, Basilicata e Sicilia.

Tab. 1. Authors of bullying and/or cyberbullying

Have you bullied or cyberbullied at least once in your life?	%	
Yes, I bullied	12.3	66.2
Yes, I cyberbullied	18.5	
Yes, I bullied and cyberbullied	35.4	
No, I never bullied and/or cyberbullied	33.8	33.8
Tot.	100.0	100.0

Concerning the role of the victim (Tab. 2), the 44.7% of the interviewed students states they have been bullied/cyberbullied at least once in their life (55.3% victims among girls in respect of the 44.7% victims among boys; focusing only on cyberbullying, 61.7% of female victims vs the 38.3% of male ones). Consistent with the diffusion of social networks among young people (Censis, Ucsi 2016), 1 in 4 interviewed students (24.4%) states he/she has been victim of “only cyberbullying”, while the “only bullying” victims represent the 8.8%. Finally, the 22.1% of interviewed students states they have never been bullied or cyberbullied.

Tab. 2. Victims of bullying and/or cyberbullying

Have you been bullied or cyberbullied at least once in your life?	%	
Yes, I was bullied	8.8	77.9
Yes, I was cyberbullied	24.4	
Yes, I was bullied and cyberbullied	44.7	
No, I was never bullied and/or cyberbullied	22.1	22.1
Tot.	100.0	100.0

Cross-checking the data concerning bullying/cyberbullying authors with the ones related to the victims, the research shows that, on the whole, 3 in 4 interviewed students (74.9%) state they have been both authors and victims of bullying and cyberbullying. In particular, the 13.1% of bullying/cyberbullying victims states they have also performed “only bullying”, while the 19.1% of victims affirms they have been also authors of “only cyberbullying”. Finally, 1 in 4 interviewed students (25.1%) states they have been only victims of bullying/cyberbullying (Tab. 3).

Tab. 3. Authors and victims of bullying and/or cyberbullying

Have you been victim and, at the same time, author of bullying and/or cyberbullying?	%	
Victim of B/CB and author of bullying	13.1	74.9
Victim of B/CB and author of cyberbullying	19.1	
Victim of B/CB and author of bullying and cyberbullying	42.7	
Victim of B/CB, but not authors of bullying and/or cyberbullying	25.1	25.1
Tot.	100.0	100.0

The third role consists of the bystander of bullying actions. The 64.8% of the interviewed students states they have been witness of bullying actions, while the 31.6% denies. Among the bystanders, the 56.6% states they have sometimes leaped in friend’s defence, while the 27.4% affirms they have often done it; on the contrary, the 12.8% of bystanders states they haven’t leaped in victim’s defence.

Concerning the reasons why bystanders haven’t leaped in the friend’s defence – consistent with academic literature, which distinguishes between the role of “supporting bully” (the main bully’s friend or a sympathizer) and the one of the “quiet majority” (inside which there are persons who bear bullying and don’t leap in victim’s defence, even they disagree) (Aboud & Joong, 2008; Howard, 2010; Obermann, 2011) – our research shows three different typologies of bystanders: a) “the partner in bullying”, who haven’t intervened because “the

bully is my friend” (13.9%) (therefore, a “supporting bully”); b) “the slothful”, who haven’t intervened due to the fear of revenge (14.9%) or because he/she want to stay tranquil (34.9%); c) “the cynic”, that is the 30.9% of bystanders who try to rationally justify their behaviour, advancing their personal lacks (the 13.7% states “I’m not so strong”) or other persons’ credits (according to the 17.2% the victim has been able to fend for him/herself) (Tab. 4).

Tab. 4. Why bystanders haven’t leaped in friend’s defence

Why you haven’t intervened?	%	
The bully is my friend	13.9	<i>partner</i>
The bully could avenge myself	14.9	<i>slothful</i>
I don’t want to meddle in	34.9	
I’m not so strong	13.7	<i>cynic</i>
My friend is able to fend for him/herself	17.2	
Others	3.8	
No answer	1.6	
Tot.	100.0	

Qualitative research confirms what emerges from quantitative one, but also introduces some meaningful issues. First of all, the students involved in the focus groups don’t seem to have a clear awareness in respect of what bullying and cyberbullying are («Bullying and cyberbullying are the same thing», «What bullying should be different from cyberbullying?»); as a consequence – especially when we focus on the role of the victim – they aren’t good at distinguishing this condition between real life and online life, because – as they state – their daily socializing takes shape especially on the Net.

It is also interesting to highlight what the interviewed students state in respect of the cyberbullying viewer. In fact, while – concerning bullying – it’s very simple to distinguish between who has leaped in victim’s defence and who has kept well away from the situation, in the cyberbullying case they state it’s very difficult to talk about the bystander («Am I a bystander if I “like” an insulting video posted on Facebook?») and, as a consequence, they are not able to understand which is the correct behaviour («Please, tell me what I should do»).

However, the most meaningful trend which emerges from our focus groups concerns the cases in which a boy or girl is author and, at the same time, victim of bullying and cyberbullying. The majority of bullying victims, in fact, states that they have reacted to the aggression (physical, verbal or relational) performing cyberbullying, and often against the person who isn’t the original bully (v. § 3.3). It happens because on the Net the traditional imbalance of power which characterizes real life tends to fall («On the Net he/she can’t hit me»), and also who in real life is considered as a weak, on the Net can express his/her “force” («I would like to see who is the stronger on the Net», «He is a bully in real life, but when we are on Facebook he/she is a swot»).

3.2. How cyberbullying is performed

According to our survey, about 1 in 3 interviewed students (33.3%) (Tab. 5) states they have used the Net aiming to send insulting texts, photos or videos, but – as emerged in the following focus groups – often they don’t consider these actions as cyberbullying, because they belong to young people’s everyday life. In fact, several students argue that sharing denigrating status on social networks or sending insulting texts, photos or videos through instant messages services like Whatsapp don’t represent cyberbullying as well as bullying doesn’t consist of sharing fake news or private notes, excluding or isolating, sending unpleasant phone calls or texts. «It’s only a joke!», they state; «I don’t hurt anyone!», «What nonsense!», «This isn’t bullying», «It happens all the time that I receive bastard texts on Whatsapp».

The meaningful social media diffusion among young people (both the most popular social media, as well as Facebook or Instagram, and the less common ones) emerges also referring to the 20.3% of interviewed students who have used Ask.fm (the renowned and dangerous social network which allows users to keep their identity confidential) aiming to offend their friends. It is also very meaningful the 19.2% of interviewed students who states they have published denigrating or insulting posts on social media.

On the contrary, the research shows that young people less frequently share fake news on the Net (10.9%), photos and videos aimed to threaten someone (10.6%) or pornographic material (10.1%). Finally, only the 3.8% of interviewed students states they have used Blindspot aiming to send anonymous insults to their social media friends.

Tab. 5. Cyberbullying actions

Actions	Yes	No	No answer	Total
Sending insulting texts, photos or videos	33.3	63.4	3.3	100.0
Sending threatened texts, photos or videos	10.6	86.1	3.3	100.0
Sharing fake news about someone	10.9	85.8	3.3	100.0
Sharing pornographic material about someone	10.1	86.5	3.4	100.0
Using Ask.fm aiming to offend your friends	20.3	76.4	3.3	100.0
Using Blindspot aiming to offend your friends	3.8	92.8	3.4	100.0
Posting insulting or denigrating status	19.2	77.5	3.3	100.0

3.3. Why young people bully or cyberbully

1 in 3 of bullying/cyberbullying victims (32.4%) states he/she has been bullied or cyberbullied mainly due to their look; it happens because look plays a leading role in relating and socializing and it involves also dressing, hairstyles, no-verbal communication, which can become or perceived as sexual preferences signs. Other less recurrent reasons of bullying or cyberbullying concern country origin (8.9%), families' economic situation (8%), religious belief (7.4%), sexual preferences (6.2%).

Referring to the author's perspective, the interviewed students often consider several bullying or cyberbullying behaviours as expression of the "drama" (Rossetti, 2014) which characterizes their everyday relations: «When I texted him, I didn't want to bully him. I was pissed off because we had bickered», «I deleted her from our Whatsapp group because she had blabbed my secrets to my former boyfriend», «She is no longer my best friend. I'm finished with her», «I deliberately posted her photo at the party. That'll teach her to bicker».

Focusing specifically on cyberbullying, several students state they haven't aimed to "act against someone" but to "act for themselves". In fact, sharing mocking videos concerning their schoolmates on social media often allows them to become a celebrity on the Net, also due to the way in which these videos become viral in the social media school community: «You don't know how many "likes" I received posting P.M.'s video!», «C.M. requested me to do the same video also for him!», «Some students coming from Milan high schools copied my video», «Cyberbullying? I make money!».

Finally, several students state that today the Net represents an extraordinary frame in which everybody can express him/herself, in several case without revealing his/her identity. «A friend of mine has different accounts. Once he presents himself as "faggot", once as my grandpa and he has a high time», «Who cares? Nobody can unmask me on Ask.fm», «T.C. thinks that her former boyfriend posted their video. She doesn't know it's my fault».

3.4. How victims and bystanders react

Concerning the victims, 1 in 4 interviewed students (25.1%) reacts maturely in respect of the aggressions, stating they haven't given credit to insults or violence because often the bully is only an unsafety person. On the contrary, the whole 25.4% of the interviewed students states they have react violently, taking action themselves (18.7%) or asking someone to do that (6.7%). The 16.5%, instead, argues they have tried to talk with the bully; finally, the 13.7% of victims states they haven't react, undergoing the aggression (Tab. 6).

Tab. 6. How bullying and cyberbullying victims react

Reactions	%
I haven't given credit to insult or violence	25.1
I react violently	18.7
I have tried to talk with the bully	16.5
I have searched for help	14.8
I didn't react, undergoing the aggression	13.7
I asked someone to react violently against the bully	6.7
Other reactions	2.9
I don't answer	1.6
Total	100.0

Focusing on bystanders' perspective, first of all they try to talk directly with the bully (45.8%) or to ask someone (i.e. teachers) to talk with him/her (13.8%). The remaining 35.9% argues they have reacted resorting to violence (14.3%), threatening (11.5%), insulting or deriding the bully (10.1%) (Tab. 7).

Tab. 7. How bullying bystanders react

Reactions	%
I have tried to talk with the bully	45.8
I have reacted resorting to violence	14.3
I have talked with my teachers	13.8
I have threatened the bully	11.5
I have insulted or derided the bully	10.1
Other reactions	3.1
I don't answer	1.4
Total	100.0

3.5. Who asks for help

According to the interviewed students, there isn't a favourite person who the bullying/cyberbullying victim asks for help: in fact, victims state they have talked with parents (22.2%), friends (21.3%) or schoolmates (11.2%), brothers and sisters (8.8%), teachers (7.9%), finally priests (4.8%). On the contrary, about 1 in 5 of interviewed students (19.6%) has preferred to quiet rather than admit the aggression or search for adults or friends' help. Our focus groups confirm that victims often have decided to quiet with friends or schoolmates fearing the bully's reaction, while they haven't involved parents or teachers because they didn't trust them as efficient problem-solvers: especially when we focus on cyberbullying, in fact, the interviewed students state that parents and teachers don't know the Net enough (and, even more, the social media) and, as a consequence, they can't efficiently help.

Among who has involved parents or teachers after he/she was bullied or cyberbullied, the whole 50.6% states that parents and teachers have suggested them to not care of insults or violence (27.3%) or have reassured them (23.3%), while the whole 18.1% of interviewed students state that parents and teachers have reported the aggression to the police (7.2%) or

talked with the bully's parents (10.9%). On the contrary, the whole 28.6% states they haven't been helped by parents and teachers, because they told me to handle it on my own (7%), they haven't believed them (6,5%), they have justified the bully's behaviour (6.3%), finally they have suggested their children/students to react violently (8.8%) (Tab. 8).

Tab. 8. Parents and teachers' reaction

Reactions	%
They suggested me to not care of aggression or violence	27.3
The reassured me	23.3
They talked with the bully's parents	10.9
They suggested me to react violently	8.8
They reported to police	7.2
They told me to handle it on my own	7.0
They didn't believe me	6.5
They justified the bully's behaviour	6.3
I don't answer	2.8
Total	100.0

4. Discussion and conclusions

The different outcomes given by our research allow us to answer the research question we have expressed in the paper introduction, that is if cyberbullying stands out from traditional bullying to the point that it represents a very different phenomenon, which requires different public policies concerning education/awareness and penalties/sanctions.

However, aiming to answer this question, it is necessary to point out preliminarily the most meaningful outcomes.

a) A female phenomenon

The research shows that the number of authors and victims involved in cyberbullying is higher than the one that is reported for bullying. According to us, it happens because of the importance of digital media within a teenager's social life: in fact, if a teenager is more keen to interact through social media, it will raise the possibility of facing such deviant issues as cyberbullying. In addition, the research shows that there is a higher percentage of female individuals involved both as victims (and this datum does not come us by surprise, because several researches confirm that cyberbullying is performed principally against females) and authors (on the contrary, this datum calls into question the traditional "gender equality"). According to us, the prevalence of female authors is due to the fact that cyberbullying does not entail a physical approach as bullying does, so it appears more "tailor-made" for females.

b) Actor, bi-actor, re-actor

Our research shows that there are three roles that strongly characterize cyberbullying in respect of bullying:

- *Actor*: that is the "full-strength" cyberbully because he/she has never been identified as a bully;
- *Bi-actor*: that is who has performed aggressions both online and in the real life. When we focus especially on cyberbullying, the bi-actor uses the cyberspace either to post his/her real life bullying actions, or as a place in which he/she performs new aggressions against his/her victims (who can be both the same real life victims and new ones);
- *Re-actor*: that is the bullying victim who react on the Net becoming cyberbully, because here the traditional imbalance of power (often related to physical power) which characterizes bullying tends to be reduced or vanish. The re-actor can either defend himself/herself by attacking his/her aggressor, or cyberbully someone else, instead.

c) *The bystander*

Our research shows that cyberbullying presents three different typologies of bystander, which reflect the traditional web distinction between access, interaction and participation (Carpentier, 2007). This classification also reflects that logic which characterizes TV talent shows:

- the *studio audience* (which attends the performance in the studio where it is played), which consists of the bystanders who display an offensive post on the social media;
- the *jury* (which expresses an opinion in respect of the performance), which consists of the bystanders who put “like” or write a comment in respect of the post;
- the *audience at home* (which determines the performance success), which consists of the bystanders who share the posts or take inspiration from them to produce new material.

d) *Actions and motivations*

Even though the interviewed students often don’t consider as bullying and cyberbullying some behaviours which they refer to the everyday life “drama” (Rossetti, 2014), our research shows that this “reckless unawareness” concerning the boundaries between entertainment drama and the drama that leads to offensive actions tends to be reduced when we focus on cyberbullying, which appears more intentional in respect of bullying.

The intentionality emerges also referring to the reasons why cyberbullying is performed. A bully, in fact, aims to “act *against* someone”; instead, a cyberbully aims to “act *for* him/herself”, and in respect of this purpose he/she uses the Net for testing a friend or modifying status or power relationship, but above all for celebrating him/herself.

e) *Reactions*

The research shows that according to young people is better to prevent rather than to cure cyberbullying, and to this purpose they wish public policies which focus on discussing. However, the dialogue will be effective only if the people involved it (teachers or parents) are considered to be trustworthy from the victim and/or from the witnesses.

In respect of bullying (where the trustee relationship between victims/bystanders and teachers/parents can be based on a cognitive approach, an evaluative-normative approach or a affective-expressive one) (Gili, 2005), when we talk about cyberbullying the second and the third approaches are effective only if victims need to be comforted. On the contrary, when we focus specifically on what happened, the trustee relationship has to be based on a cognitive approach. However, the interviewed students state that parents and teachers are not able to fully understand how the world of social media works: because they aren’t “expert”, they aren’t considered to be trustworthy and so victims don’t ask them for help.

That said, does cyberbullying stand out from traditional bullying, which academic literature traditionally defines as an intentional and repetitive aggression against someone, who isn’t able to defend him/herself due to the imbalance of power in respect of the bully (Olweus, 1999; Rigby, 2002; Smith & Sharp, 1994)? Our research allows us to answer this question stating that cyberbullying doesn’t represent a different phenomenon, but it emerges a mediatized process (Hjarvard, 2013; Lundby, 2014) whose development can be split in three different phases.

In the first phase, in fact, the traditional face-to-face relationship between bullies and victims moves from the real life to the Net, giving rise to a new typology of bullying, which literature calls “cyber-bullying”. This first typology of cyberbullying consists of a “mediatized

bullying” (Mazzoleni, 2012), where the Net represents a tool through which bullies can share the aggressions they have performed in real life.

The evolution of the Net and especially the growing of social media mark the shift from the first to the second phase, in which cyberbullying doesn't consist of a mediatized bullying, but of a mediatization of bullying. Social media, in fact, don't represent a tool, but the frame in which the relationship between cyberbullies and victims takes shape, and the “social media logic” (Altheide & Snow, 1979) influences cyberbullying re-mediating (Bolter & Grusin, 1999) bullying traditional features. From this point of view, media logic:

- re-defines the idea of aggression translating it in acting not only *against* someone but also *for* the cyberbully him/herself;
- re-proposes the idea of repetition, basing it on the Net reproducibility (one action, repeated over and over again) which allows contents to become viral;
- re-acts in respect to an imbalance of power based on physical force enhancing the power of creativity.

Therefore, cyberbullying stands out as a mix of teenagers' typical extravagances and the social media viral attitude, a modern typology of talent show, which allows young students to express themselves beyond the boundaries of face-to-face interaction and to become a celebrity.

Based on these premises, according to us cyberbullying can be defined as a typology of aggression, intentionally aimed at hurting someone or, more frequently, at becoming a celebrity, reproduced during a period of time, expression of an attention-seeking behaviour which takes shape on the Net, where the traditional imbalance of power based on the physical strength is replaced by the imbalance of power based on a questionable idea of “talent”.

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Digital Social Research: Advantages And Disadvantages

Suna Tekel

Introduction

Along with technological innovations in digital communication, there has been a shift from informational web (Web1.0) to interactive web (Web2.0) and in this regard, social research studies have begun experiencing new opportunities but also several difficulties. Interactive web technology has expanded especially by means of recent social media boom, smart phones, tablets and net books that have facilitated the access to World Wide Web and enabled new data forms to be developed in social research studies as well as new techniques and methods for the analysis of these data (Edwards, 2013, p.245). Pessimist and optimist viewpoints with regard to the effect of technology on social life are put forward in the digitalization of social research as well. While, for some, new technologies develop a golden age for social researches, for others digitalization creates an atmosphere of crisis in social research studies. From an optimist point of view, information on daily life obtained from social network platforms such as millions of blogs, Facebook, and Twitter, and the tools that facilitate digital analysis create some sort of resource for everyone that wants to examine social behavior. On the other hand, from a pessimist point of view, these new digital resources pose a threat to research customs and types that were established in social sciences, in particular sociology by concealing the differences in the nature of social life (Marres, 2012, pp.139-140). In other words, while for some of the researchers, digital communication technologies replace conventional qualitative and quantitative researches such as in-depth interview, questionnaire, and experiment; for others, they create a new frame for object, population, and analysis techniques (Edwards, 2013, p.245).

Extensive use of Internet in our day has also affected the research methods that are used to understand interpersonal communication through observation, interview, and questionnaires. Therefore, social science researchers have started to feel the necessity of studying recent social formations that are created by individuals to communicate with each other through e-mails, web sites, mobile phones, and other similar communication tools. In this context, it is still ambiguous whether the conventional research methods would create a gap in understanding the interaction that came out by means of technology (Hine, 2005, pp.1-2).

Network-based questionnaire tools are cheaper, faster, and easier than conventional mailing, and they enable the researchers to collect data from a wider area. Online medium is also useful for qualitative situation analysis and process monitoring researches. However, online data have also some negative sides such as its temporary nature, annoying effect of spams, and limited data belonging to the public. These three problems do not affect all researches in the same way, but it is still unclear what could be effectively measured in the virtual platform (Karpf, 2012, p.12).

Internet

Internet is a social phenomenon, a tool, and also an area of research. Depending on the role it plays in research projects and various conceptualization styles adopted by the researchers, it reveals different epistemological and ethical evaluations. While Internet, as a term, is defined as a global system of interconnected computer networks that enables the flow of information without a center, it is used today as an umbrella that covers numerous technologies, tools, and social media.

Not every individual in the society is using the Internet or new media systems; however, it affects everyone through its use in the banks systems, education, health, politics, military

practices, or legal procedures. Through Internet, individuals find the opportunity to choose the subjects and share with each other through a certain interaction (Livingstone, 2005, p.5).

In this context, Internet research or research using Internet covers the following issues: online interview; questionnaire; using Internet for collecting information or data through archiving; research of the way people have access to Internet and their usage styles through participation of the researchers to web, social network websites, blogs, and games; using Internet for data processing, analysis, data storage, and data bank; working on Internet technologies, coding, and software products; examination of system structures and interfaces; using visual and textual analyses, content analyses, or images facilitated via Internet, or any other methods that analyze the texts; Internet-based arrangements carried out by the government, industry branches, institutions, and military authority and the analysis of their use (Markham, 2012, p.3).

Main reasons for the common use of digital methods can be listed as follows: It allows for an easy comparison of data as the same tool is used for everyone; it is a starting point for non-digital subjects; it enables to research daily/unexceptional issues; it accelerates the research process; it enables explaining the interaction instead of a single research unit; and it allows obtaining large-scale data and facilitates the examination of groups such as age or stratum. In this regard, it is also important to keep in mind the access limits to the network group to be examined. However, Hawthorne effect is not observed during the research. There could be research on hyper-reality and taboos. Individual opinions on significant discussion points which are difficult to collect otherwise could be easily obtained by the researchers. In this way, while collecting information on marginal groups, ethical problems might arise. Digital researches promote interdisciplinary studies. Therefore, it makes it possible to conduct researches with the participation of large groups and to perform information exchange. While it might cause a certain competition between the approaches of disciplines, it could also create some cooperation opportunities between the academia and external world (<http://bit.ly/11iz2aa>).

However, the data obtained from Internet researches present also a problem of representation. Given the fact that those using Internet constantly in their daily lives are 18-29 years of age in average, and that they are university graduates, and considering the fact that regarding the gender, Internet use is more common among men, it could present a problem of data collection from only a limited group of people (Farrell, 2010, p.118).

The fundamental process in Internet research consists of data collection, data analysis, and visualization stages. Along with the appearance of interactive web, Applications Programming Interfaces (APIs) allow for an interface opportunity for data collection, data analysis, and visualization process. Another data collection mechanism, RSS, enables a limited analysis performance through wikis or blogs where documents in XML format and generally URL links are provided. Other programs such as DiscoverText can query interconnected web sites depending on the subject to be analyzed. In this regard, social scientists need tools to interpret the data that include thousands or millions of textual objects collected from blogs, wikis, and other social media platforms. APIs, SourceForge, and SCAN allow the researchers to perform content analysis. Similarly, Lire, Caliph, and Emir present an opportunity to perform a visual and audial content analysis. Visualization, on the other hand, enables a better presentation of information and allows the subject to be better understood by the persons. In this context, regarding the presentation of data analyses, Gephi, Netvizz, and Google Charts present an opportunity of visualization for the researchers (Burnap, 2013, pp.217-221).

Social Sciences and Digital Research

The progressive increase in the number of people using social media to communicate with each other and share their feelings and related documents in their daily lives has allowed the social scientists to conduct ethnographic researches and perform content analyses of these interactions, which enabled to have an additional viewpoint towards understanding the modern society (Burnap, 2013, p.215).

In their article entitled "The Coming Crisis of Empirical Sociology" (2007), Savage and Burrows emphasize the changing structure of applied researches in today's societies where globalized, mobile, and dynamic relations are observed and social, technological, and natural processes intersect each other and hybridize. In the same article, it is argued that sociologists obtained the necessary data for their research studies by means of the methods they developed between 1950 and 1990, but in the 21st century, these data are collected on a routine and large-scale basis and in this context, data collection roles of sociologists are ambiguous. For instance, quantitative research data are collected by various social, economic, and political institutions (sales data, mail lists, membership information, etc.) and thus material and time consuming negative circumstances of sample-based questionnaire practices are eliminated for the researchers. Similarly, qualitative researches such as in-depth interview can be carried out by means of statistical cluster analysis, digital photographs, and target group analyses, using data fusion techniques. As a result, the authors suggest that social scientists should use recent tools that have developed on the basis of new technologies in addition to existing techniques and methods. In this context, other authors (Burnap, 2013, p.216) also suggest that social scientists need to use and develop appropriate digital methods that would allow for evaluating and analyzing large-scale data from a wide spectrum.

In social sciences, in particular sociology, there exist different or even contradictory paradigms regarding the examination object (complement of assumptions about the quality of social world) and each paradigm presents its own assumption (Burrell & Morgan 1979). According to Nominalism, a subjective approach at ontological level, the social world outside the individual's conscious consists of abstract creations such as ideas, names, and labels. These terms are tools used for understanding and defining the external world. On the other hand, as an objective approach, realism suggests that the external world outside the human mind exists as a concrete and constant structure, independent of individual's perception. From an epistemological point of view, objective positivist approach is based on the conventional approach that essentially dominates the natural sciences. It suggests that scientific information will increase along with the verification or falsification of the hypotheses developed on the research subject. On the contrary, anti-positivism which is a subjective approach rejects the advantage of searching for the rules underlying the regularities in the social realm. Because according to this belief, social realm is relativistic and it could only be understood through the interpretations of the people that are directly involved in the situations being studied. Considering the human nature, according to determinism as an objective approach, human actions are determined completely by the surrounding conditions of the person. On the other hand, Voluntarism, a subjective approach, suggests that human conduct is shaped by the free will of the person. From a methodological point of view, the subjective idiographic approach accepts that social realm can only be understood by specifying the first hand information of the subject being studied. In this context, various details underlying the human conduct are important and thus it focuses on the unique life history and subjective opinions of the person. On the other hand, the objective nomothetic approach adopts the methods used in natural sciences while investigating the social realm and focuses on the testing of hypotheses in line with scientific principles. To this end, it uses field research, personal tests, and standardized tools. Many theories different than this debated classification have been developed and it is

observed that controversial approaches are used together. However, it can clearly be reported that there does not exist a single paradigm in social sciences on which there is a consensus. Actually, this situation is perhaps necessary due to complexity of human which is the object of study in social sciences.

In social sciences, descriptive or explanatory studies are conducted depending on the purpose of research. Description is in a sense painting what is what, how the things start and continue, or what the events or phenomena look like. The purpose of description is to make seemingly complicated things more comprehensible. Explanation has the very same purpose, i.e. rendering complicated situations more perceivable; however, it renders the complicated problem more comprehensible by clarifying the causes, context, and consequences of the phenomena or situations being studied. In this sense, description is more limited than explanation; description can be made without any explanation, but no explanation can be given without description. In short, while the explanation focuses on "how" or "why" of the subject being studied, description concentrates on "what" (Punch, 2005, p.16). For giving an explanation, researchers need theories. In this exact situation, above-mentioned approaches are used depending on the purpose or preference of the researcher. In a sense, this could be regarded as an attempt of theory verification. In this case, according to the theory-first approach, hypotheses are deduced from theories and an appropriate research design is made in order to test these hypotheses. For the data-first approach, on the other hand, no specific theory is adopted at the beginning of the research but a theory is systematically developed using the data obtained during the research. In social sciences, whether the objective of the research is theory verification or theory formulation, the researcher uses either quantitative or qualitative or both during the research process. While quantitative researches are generally more appropriate for theory verification, qualitative researches are used more for theory formulation.

In social sciences, validity of the research is also an important issue. For instance, validity of data is about the extent the data represent the phenomena or situations they indicate in both qualitative and quantitative researches; validity of research is about the consistency of different parts of the research; internal validity refers to whether the research design is the reflection of the fact being studied; external validity is about the validity of generalized inferences in the research; contextual validity refers to whether the descriptions in the research are complete; and finally interpretive validity is about whether the descriptions in the research are related to the experience of the people being studied.

The term Web 2.0 was first used by the founder of American media company O'Reilly Media Inc., Tim O'Reilly, to define the characteristics of innovative Internet companies rather than a certain technology group. However, the term gained later a meaning of social software including participation, contribution of the user. In this context, social software provides a platform where the persons interact with each other and where the information exhibits variation. As in the common example of Facebook, it allows for online sharing and enables people to cooperate. Therefore, Internet platform has given rise to an increasing participation and interaction among Internet users within the context of web content. In this platform which is social in its nature, Internet users represent both the resources and contents.

The advantages of Internet research could be summarized as follows (Snee, 2008, pp.5-34):

First of all, practical advantages; it is relatively easy to access to user content on the Internet; the researchers do not have to leave their office to investigate the social lives of individuals and communities.

Secondly, everyday life is increasingly more documented online; people now express unprecedented information about themselves online and millions of conversations and interactions are recorded.

Thirdly, the relationships between researchers and participants in Internet researches are of a higher and closer quality. The interactive nature of the Internet allows subjects to have a more active role in research and it allows for unobtrusive research, which could be regarded as an advantage.

Although Internet research offers social scientists several opportunities, it does come with some challenges. First of these challenges is the representativeness of the sample. This is the extent to which generalizations about the wider population can be made. In this regard, certain groups are under-represented online. Similarly, there is no complete list of the platforms, e.g. blogs, to be taken as sample and there do exist spam blogs. Facebook, for example, could be a subsample of Internet users because all users may not have an account. Therefore, when conducting an online research, only the participating people could be investigated. However, data collection from many people could be regarded as a random sample; larger sample sizes could minimize the potential errors and a mixed use of several methods could increase representativeness.

Second concern in Internet researches is that it is often difficult to verify the identity of research subjects. For some, authenticity of the users is not of a considerable concern because the people present their everyday lives online as a specific research subject. The only concern is more of an ethical perspective if underage or vulnerable people are included in the sample. Because some users may enter false ages in their profiles, often as a joke or to get around the site's age restrictions.

Third concern is the negligence of cultural considerations in the evaluation of data obtained through Internet research. As a matter of fact, there are certain methodological concerns with conducting Internet research, but a good research design as well as development of new, creative methods could minimize these challenges.

Another challenge in Internet Research is ethical issues. In this regard, it is possible to focus on the quality of private life. For example, Twitter requires its users to comply with four basic principles: First, not behaving like another person while sharing content, tagging, or writing foot notes or not reading or disclosing the information protected by the user; second is to respect the confidentiality of the user; third is not to create and share spams; and the last is full compliance with Twitter principles. In this context, not only it is necessary to provide a training to social media users for the protection and security of their private information but also it is required for social scientists to establish standards on which information could be publicly available (Burnap, 2013, p.227) and to be informed on the issue.

Today, people share emotional aspects of their daily lives and their private incidents on the Internet. This situation, i.e. reflection of private sphere on a public space, is a recent phenomenon. Because information about the private life was traditionally always kept behind closed doors. In this context, the definition of public space could represent an ethical problem for researchers. Similarly, it is also of an ethical concern that the research subjects might experience a damage because of the use of their private information. Even though identity of the subject is disregarded, a simple research of the existing quotations on the online search engine could provide the identity of the subject through the original text. It is also an ethical consideration to receive informed consent of the subjects before the research and to inform them about the purposes of the data obtained. Moreover, web site owners might not accept an Internet research on its users and they might require a permission first. In this regard, there exist no internationally valid standards. Various standards on national level are sometimes applied for the protection of individual rights. As a result, ethical concerns in Internet researches are still waiting to be addressed more and developed.

Internet research becomes more limited when it is conducted on governmental activities, bureaucracy, or commercial subjects, e.g. companies. Because both governments and commercial enterprises are unwilling to share their data.

As for academics, if they happen to set up web sites, containing their profile, personal work, and research areas, it can enable them to contact other academics studying in the same area. For instance, the use of wiki software represents also a platform of interaction. People can have access to wiki and describe the existing items. However, at this point, another concern arises. In order to be able to conduct a research on the Internet, the researcher should possess sufficient technical knowledge. It is clear that young generations are more advantageous in this context, but other social scientists should also learn these techniques.

Conclusion

In order to make a research on the Internet in social sciences, researchers first need to know how to use the tools of access to Internet, and software products of data collection on the Internet and data analysis. Although this problem does not generally represent a concern for young researchers, it could be a real challenge for old-school researchers who work with conventional methods to use these recent research tools. A potential solution of this problem necessitates comprehensive training programs.

Even though an increasing number of people is using the Internet in our day, it could still be limited to obtain data about the general society using the information from Internet users. The research could be effective only when the purpose and scope of the research are limited to Internet users.

Data analysis on the Internet could represent a starting point in the subjects being studied in social sciences. However, as the data obtained on the Internet are generally limited, it must be supported with conventional research methods.

In social sciences, use of digital techniques and methods represents more of an easy use for researches with an idiographic approach and descriptive purpose.

Increasing use of social media in today's societies requires social scientists to also investigate this field; however, scientific and ethical principles regarding the collection and analysis of digital data must also be developed.

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Managing Fear. Contrasting Real and Media Represented Terrorism: Toward A Training Project To Prepare Police and Journalists

Mihaela Gavrilă

1. The Problem Statement. Terrorism as an interdisciplinary phenomenon

The word “security” is a strategic term that brings to mind not only a basic need, but also a right to be guaranteed and administered. Indeed, security is a cultural issue to be tackled at all levels of society, ranging from the State and those involved in its defence, to institutions dedicated to socialization, the sharing of values and virtuous behaviour and civic education, and the citizenry, understood in a broad and increasingly extended sense to include both the European and global dimension (Bauman 1999, Beck 2006). A recent problem that sociological and strategic studies indicate is that of the impact of a growing sense of insecurity in people experience: we are witnessing a trend in the deregulation and privatization of insecurity, of uncertainty and lack of stability (Bauman 1999), which generate solitude and isolation, the disintegration of communities and "social Cohesion" (Beck, van der Maesen and Walker, 2012, p. 61), and the imprisonment of individual freedom within the narrow cage of fear. Currently we are faced with a chronic situation which calls for a different, widespread and transversal awareness to the social system: "... individual freedom can only be the product of a collective effort" (Bauman 1999, p. 15).

To these problems we can add one more which further amplifies the alarm: the globalization of crime and sophistication of its modus operandi which also avails itself of digital technologies.

Today we share many more things and responsibilities than in the past with foreigners, or “the other”: our problems, “economic, environmental, religious and political are global and have little chance of being solved unless people, so distant from each other, unite and work together as they have never done before [...] we may think here of global warming, fair trade regulation, protection of the environmental and animal species; the future of nuclear energy and the dangers associated with nuclear weapons; the labor mobility and the definition of decent working conditions; protecting children from drugs trafficking, sexual abuse and illegal work. All of these issues can be addressed effectively only at the supranational level” (Nussbaum 2010, p. 95) .

Such scenarios call for embedding knowledge that allows us to deal with complex and multidimensional problems outside the fortified citadel of the scientific disciplines.

The same keywords outlining the semantic map of the narratives of uncertainty and fear present themselves as transdisciplinary guides to issues and views that require the coordination of skills within and beyond national borders. In particular, issues related to all facets of organized crime, ranging from the mafias to cybercrime networks and recent international terrorism, further call into question those institutions appointed to better understand, interpret, and deal with new problems which are inevitably linked to rapid social and cultural evolution, and technological innovation, in Italy, Europe and indeed all humanity. This complexity is likely to almost completely nullify the prescriptive recipe of prepacked methods of intervention, and urges the Italian and European leaders to continuously update and search for the most suitable strategies to address social, geopolitical and/or communicative situations.

2. New methodological approach for new terrorism strategies

The phenomenon of terrorism is no longer limited to covert actions and intelligence, but indeed part of broader social reality. This implies the need for a trans-disciplinary semantic map related to contrasting terrorism and an analysis of those media mechanisms which generate insecurity among the general public. A few of the disciplines having dealt with the complexity of recent terrorist events are strategic studies such as international law, social science, political science, and psychological approaches (Spaaij, 2012).

For example, almost 15 years after the attack on the Twin Towers, the most "spectacular" terrorist attack in the history of the West, precisely because it was carried out with the means of Western society itself, we can say that we find ourselves faced with a situation of exasperation (Morcellini, 2003; Chomsky, 2011). From the twin towers event, up to the Paris attacks of November 13, 2015, terror strategies seem refined and even more subtle in the use of the dynamics and the language of the contemporary media. The ambition to control the West is carried out through media propaganda, exploited in all its potential, to ensnare the dreams of progress and the democracies, whether European or not, in a veritable cage of fear.

This situation of communication control was already anticipated in the early eighties in the McBride report on the problems of global communication. In the introduction to the report, the then Director General of UNESCO Amadou-Mathar M'Bow, addressing the complexity of communication processes, stated "these, however, are only some of the prospects offered by an age which is equally capable of producing the best for the future, or the worst. They will be realised only if the temptation to enlist the mass media on the service of narrow sectarian interests and to turn them into new instruments of power, justifying assaults on human dignity and aggravating the inequalities already existing between nations and within individual nations themselves is resisted" (Amadou-Mathar M'Bow, 1980, p. XiV).

In the current context, what seems clear is that the democratic conventionalism of the media and its inability to narrate the changing world and fully understand its power and social function, tends to set up a kind of "public limited company": a result of the association between the media and terrorism/organized crime. Going even deeper, we can clearly outline some very serious consequences of this in social, communicative, and even educational terms.

With regard to the effect on the quality of social life, the first obvious consequence is related to the glorification of the individualistic dimension, already the subject of much sociological literature, which creates an unnatural annihilation of man's social nature. Yet, even more than individualism, the fear of unforeseen terrorist threats generates immobility and translates into isolationism: what is lost is the security of "being together" that comes from trust as platform of solidarity and happiness in a society (Gavrilă, 2014, p. 40). Not surprisingly, one of the key categories to understanding and interpreting the degree of happiness of a social group or nation is the need for security, a point confirmed by *World Happiness Report 2013* (Helliwell, Layard, Sachs 2014). Moreover, already at the end of the nineties, Amartya Sen had convincingly argued that recognition of the complexity of human nature and the diversity of the physical environment and human surroundings cannot one-dimensionally identify human well-being from a utilitarian point of view, but rather, as a number of vital functions, actions and conditions that people consider important in the course of their lives. These functions range from the basics, such as being properly fed, or free of diseases, to activities or complex conditions such as political freedom, job security, social opportunities, access to education and information, and the guarantee of protection and security (Sen 1997 and 1999).

In fact, the symbolic violence unleashed by the terror strategies, threatens almost all those "platforms" of happiness and social and individual balance, implementing through the propaganda and special effects, so dear to the Western consumer habits, almost "pedagogical" action and a transformation of the attitudes and behaviours of the public submitted to the media

bombardment (Galtung, 1968; Bourdieu and Passeron, 1970; Gallino 2004; Boltanski, 1999). With these strategies, to promote the recognition of social types, the risk is a kind of justification of crime or at least to encourage the involvement of new converts.

Starting from the work of Gerbner in the seventies, which acted as an empirical basis for the *theory of cultivation*, numerous research studies have documented the constant game of mirrors between the intensity of media exposure, media representations, and the fears and convictions of people. Yet, after many decades, it seems that we have not yet adequately considered the effect of the media on the opinions of people with regard to one specific aspect (Gerbner, G., Gross, L., 1972; Bryant, J., Miron, D., 2004, Morgan, M., Shanahan, J., 2010, etc.).

The consequences of terrorism as a form of organized crime and surrounding communicative bubble can be read at various levels, in particular, politically, culturally and even economically (Klein, N., Shock Economy, 2007).

In this regard areas which need to be addressed include:

1. Communication and its industrial and propagandistic power, also considering its ability to foster symbolic violence (Galtung, 1968; Bourdieu e Passeron, 1970; Gallino 2004; Boltanski, 1999);
2. Politics and its (national and supranational) institutions;
3. The need to reinterpret international geopolitics in view of understanding such recent trends in expansive and borderless imperialistic politics, be they economic, cultural, or religious;
4. Taking care of the weakest and most exposed members of the community, such as children, elderly, the culturally weak, as both subjects and audiences of communication.
5. The lack of a strong project to contrast western unpreparedness (e.g. the lack of a European military inter-force coordination project and the lack of a European journalism able to deal effectively in complex multi-national contexts);

All this needs to be contextualized within reactions to fear of crime at the national and international/global level. Indeed, it should even be done comparatively, taking into consideration other collective fears that seem characteristic of the current globalized world, such as the economic crisis, environmental disasters, and immigration. According to various national and international researches (primarily that of Eurobarometer and the European Observatory on Security in the different editions of the survey) in recent years fear of terrorism in Europe is reaching and, in some cases, such as France, Germany and Great Britain, even surpassing, that for the economic crisis and job loss.

This reversal in the ranking of the fears is closely linked to the conscious use of media power by terrorism. Besides, the Internet is changing the character of media representation of terrorism. The web and the new technologies offer, through blogs, sites, discussion groups, social networking sites, the chance to field alternative communication strategies bypassing the official information channels.

A complex environment and a media reality feeding myths, representations, propaganda and counter-propaganda networks, opposing information and soliciting new interpretive paradigms and an analytical perspective is, in part, still unexplored.

These new and global strategies and tactics further highlight the apparent omnipotence and the desire to create a conflict, dominate and redraw borders, keeping alive or smothering the economies of entire nations (Grasso, 2014).

3. Findings. The fear between reality, media representations and individual perception

When dealing with such a sensitive issue, it therefore becomes essential, to understand what should be included in the “toolbox” used to combat organized trans-national crime; in addition to other instruments, it is important to promote complete coordination and sharing, the drafting of ideas, storytelling and sharing of established practices and difficulties encountered in the field by the security operators.

Added to this is the need to counter the impact of media narratives on such complex subjects. In fact, in following short-lived ephemeral time horizons, the Mainstream media (MSM) communication, favours a logic of emergency and sensationalism at all costs, and complex processes that unfold over extended periods are represented and distorted (both in the sense of “unique” and in that of “curious, bizarre”) as singular exploding events receiving only momentary attention. The information which is diffused in the form of *news*, or as *res novissimae*, necessarily tends to be decontextualized, distorted (*novus* in Latin has the meaning of “unheard of, extreme, extraordinary”), and framed in actuality. This way facts are subtracted from their horizons of intelligibility which can only work through the concatenation of such long-term cause/effect processes.

In an essay entitled *Miracoli e traumi della comunicazione* (*Miracles and traumas of communication*), the philosopher Mario Perniola argues that media communication legitimates a discursive regime of alternating miracles and traumas, expressive modes that “share an escape from any rational explanation” (p. 15). Perniola explains that the media treats events “more as *miracles* than the achievements of processes or the realization of utopias; more as *traumas* than tragedies or disasters to be mourned” (p. 6).

Media miracles and traumas make it difficult to give breadth to the meaning to social reality. The most obvious consequences of the inability of communicative institutions to address the issue of risk include a darkening of the underlying truth events, a renunciation of action and any rational planning dimension, spontaneity and communicative immediacy, progressive futility of culture and a crushing of any historical perspective. In other words, the media damages people’s ability to experience reality by favouring a miraculous and traumatic discursive regime. In this way, “understanding, feeling and acting have suffered, i.e. the possibility of human experience as a whole” (p. 12).

In fact, the social representations of terrorism and crime in the media end up emphasizing potential security threats, with important consequences in the perception of citizens.

“.... it is above all in newspapers and on television that Islamic terrorism has penetrated into our lives. On the other hand, not just recently, but today more than in the past, terrorism uses the media, television and the Internet as battlefield. It has made it into a terrain for its war, and in doing so, globalized it, transforming executions and every attack into a bloody and spectacular event - almost a horror series, punctuated by episodes that are repeated on a frequent and regular basis” (Ilvo Diamanti, 2015)

It is no coincidence that, in 2016, particularly after the recent dramatic Bataclan events in Paris (13 November 2015), the war and terrorism have become the main issue of Europe's leading public television news (Table 1). Conventional agendas have been overturned and there is a risk that these entities become involuntary platforms of terror. If the terrorism/communication duo has become a sort of joint-stock company aimed at increasing the sense of insecurity, then individual freedom is now beginning to be seriously threatened (Mosca, 2012, p. 23:55). Western media will have to be equipped to avoid becoming a mouthpiece for extremist propaganda. It should escape from reductive and manipulative emergency frames and avoid a constant stereotyping and trivializing the real (Morcellini, 2003 and 2014).

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Table 1. The agenda of the issues in the main European Public Television news: a comparison between the networks

	All the 5 TV News	Italy	Germany	UK	France	Spain
Policy	15,7%	17,9%	10, 2%	5,1%	14,5%	18, 3%
War and terrorism	13%	12,7%	12,7%	15,2%	22%	9,4%
Economy and Jobs	9,5%	10,3%	9,4%	12,3%	16,2%	6%
Culture and Entertainment	8,7%	11,2%	2,7%	4%	6,4%	10,3%
Social issues	8,5%	9,4%	21,7%	7,5%	8,4%	6,6%
Foreign policy	7,6%	5,9%	17,9%	4,9%	4,9%	8,7%
Crime	7,5%	11,6%	0,6%	9,8%	1,3%	8%
Sport	5,9%	3%	3,8%	11,1%	1,8%	8%
Accidents	5,9%	7,6%	3,3%	6%	6,6%	5,1%
Environment	5,6%	5,6%	1,7%	7,5%	7,4%	5%
Customs and society	4,6%	2%	2,5%	1,6%	7,4%	5,8%
Weather	4,1%	0,5%	12,1%	6,5%	1,1%	5,2%
Science and Health	3,4%	2,4%	1,5%	8,7%	2%	3,5%

Source: Osservatorio Europeo sulla Sicurezza 2016; Survey of Osservatorio di Pavia for Fondazione Unipolis, on the basis of 34.533 news

What is perceived as real is real in its concrete consequences, such as the profound alteration of the quality of relationships between individuals, the inhibition of social relations, and the alienation of behaviour towards others.

This evidence can be seen even from a cursory analysis of the narratives of the European media concerning young people who are, in theory, the projection of our society into the future, but who, in reality, are portrayed mainly in relation to the major concerns of the modern world.

Narratives offered by the main European TGs are “dressed up in black”: young people are dealt with, especially, when they are involved in criminal acts, such as the murder of parents, aggression and violence; when it comes to terrorism (almost all the faces that flow in the news images are those of young people indoctrinated and recruited into Daesh/ISIS); and those who are presented and appear in front of TG cameras when the problems of immigration and refugees are dealt with, are young people - with peaks of 33% in the case of the German TG (Table 2).

Table 2. Young people in the European news (ARD in Germany, BBC ONE in UK, France 2 in France, RTVE La 1 in Spain, TG1 in Italy)

	All the 5 TV News	Italy	Germany	UK	France	Spain
Criminal events	22,4%	29,5%	41,7%	25%	0%	17,4%
Work and education	20,7%	11,4%	8,3%	50%	28,6%	17,4%
Immigration	13,8%	20,5%	33,3%	0%	9,5%	4,3%
Terrorism	15,5%	11,4%	16,7%	25%	14,3%	17,4%
Accidents	11,2%	11,4%	0%	0%	23,8%	13%

Source: Osservatorio Europeo sulla Sicurezza 2016, Survey of Osservatorio di Pavia for Fondazione Unipolis, 11.682 interviews

Therefore, deep and widespread work on trust, as social glue and community platform, is required in order to avoid "the metastasis of the ego" (Morin 2005) which is *amplified by fear of the other* (Ricoeur 1990).

4. Recommendations. Managing fear with education and knowledge

There is the need to manage the effects of medial storytelling upon such complex topics. In fact, the mainstream communication promotes the logic of emergency and of sensationalism at any cost, following an ephemeral and short-term time horizon.

In this context, the police forces, as guarantors and education to security protagonists and reliable behavioural reference points, are bearers of a strategic function. It is necessary to develop a transnational training project for law enforcement personnel and communication operators. Such an initiative, which will involve the network of Inter-force Police Schools, international journalistic agencies, as well as European universities, could be a compelling such as immigration, natural or human calamities, individual freedom, human rights ecc.

Imagining a training project for the police and media workers means taking into account, in the complex system of priorities, a starting point often forgotten by the Italian university system, i.e. the need to achieve goals starting from the characteristics of the training universe itself, in this case, adults. The provocations of the new society and the acceleration of processes, even in technological innovation, would require continuous and greater attention to cultural and professional updating in all those fields of activities that deal directly or indirectly with the modern emergencies. Among these are poverty, migration, natural and social destruction of the social and natural environments, increase in illiteracy, the progressive decrease in investment in training (UNESCO, Midterm Review, Bangkok, 2003).

In a nutshell, the tools which lie between theory and practice, as hypothesized for the training community of international inter-force cooperation, could generate a list of objectives: a structure open to additions and updates for the age to come and which may also be adapted to a European education project addressed to media operators.

1. Opening toward a new management and towards a new organizational culture, based on the value of people;
2. awareness of the social and cultural complexities and emerging challenges of the contemporary world crisis, youth participation, fear, environmental crisis, rights, new forms of crime, technologies, etc.
3. intelligent reading ability of data on immigration and crime, with a view to convincing interpretation of its role in a universe that is not only made up of deviance and stigma but also integration and normality;
4. a willingness towards updating and continuing education;
5. development of a strong sense of belonging and identity, which also involves the sharing of values and mission;
6. research and continuous enhancement of collaborative strategies and the need to make inter and an intra-organizational network; the overall quality of the performance depends, more than ever, on the ability of administrations to network with the territory, with other national and international institutions, and private sector entities, and with the citizens. We cannot forget that the network, despite its virtual nature, is formed and maintained only in bilateral contexts, continuous exchange, enrichment and growth of all those who are part of it;
7. control and conscious use of the techniques and of internal and external communication tools;
8. willingness to listen as a strategy to exit from *self-referentiality*. In public policy this

- does not simply mean efficiency, but also recovery of the confidence by the citizens, greater reputation and legitimacy of the institutions;
9. reinventing a humanistic cultural tradition which places people and human complexity at the center of decision-making. The personnel act as an integral part of sense-making organizations and transform the main administrative interlocutors into partners as well as strategic and operative allies. That is to say, in real “social capital”;
 10. enter higher education in a continuum based on the spirit and generosity of collaboration to achieve well-being and the common good.

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The Control of Networks: Internet Censorship in Turkey

Berna Berkman Koselerli

1. Introduction

Form of governance can shape the communication flow and the function of networks. Whereas the democratic governments choose to implement more independent, participant and pluralistic regulations for the free flow of information, in an authoritarian regime interventions to internet can be increased, surveillance can be heightened and regulations get tighter. Blocking IP and DNS, banning the websites based on URLs and content filtering are some of the technical methods of internet censorship. As E. Zuckerman (2010,71) says that Internet censorship is referring to the inability of users in a given country to access a specific piece of online content.

At first, in this study, a theoretical framework on controlling Internet access is interpreted and then new media policies driven by Justice and Development Party (AKP) - the ruling party - and the dimensions of internet censorship in Turkey is discussed and finally some recommendations for more equal Internet field is presented.

2. A Framework on Controlling Internet Access

The studies, which accept that new media fosters public discussion and participation, exaggerate the democratic potential of technological innovations. The debate on democracy and new media needs to be considered with a critical view. Two main approaches give direction to studies on Information and Communication Technologies in the literature. According to 'liberation technology' proponents, in an optimistic view, Internet should make the control of broadcasting mechanisms more difficult as compared to traditional media. Once a regime control central agencies such as newspapers and TV stations, it can use them its own benefit. Liberation technology arguments assume that modern communication, most importantly the Internet, change this fundamentally. Scholars emphasizing 'repression technology' contend that the Internet, similar to traditional media, is not free from government interference (Rød and Weidmann, 2015, 339-340). Sophisticated technology for tracking users and filtering content puts governments in a position to block unwanted opposition activity on the Web and to use the Internet in their favor. Rød and Weidmann (2015, 339) say that autocratic regimes benefit from these technologies through ample opportunities to censor and influence public opinion and to track members of the opposition.

States around the world use technical means to block access to Internet content for its political, religious and social reasons. Most states use a combination of media, telecommunications, national security and Internet-specific laws and regulatory schemes to restrict the publication of and access the information on the Internet. Most states ask for licenses to Internet service providers (ISPs) before providing internet access to citizens. Some states place pressure on cybercafes and ISPs to monitor Internet usage by their customers (Zittrain and Palfrey, 2008, 38).

Geoff Airo-Farulla (2001: 5-6) describes five basic strategies that have so far emerged as governments around the world respond to the challenge of regulating content. The first strategy is to apply generic laws regulating the publication or possession of certain kinds of content, such as child pornography or false advertising, to the Internet. The second strategy is the enactment of Internet-specific legislation, as has occurred in jurisdictions as diverse as Australia, South Korea, Germany and Tunisia. The third strategy, common in Asia and the Middle East, attempts to address this kind of spillover effect by providing only limited, filtered access to overseas-hosted internet content. In these countries access to the international internet

is still via only one or a small number of internet gateways, on which ‘firewalls’ have been installed, designed to filter out unacceptable content. The fourth strategy is to encourage industry self-regulation, -that is, for internet content hosts and Internet service providers to implement their own mechanisms for dealing with ‘inappropriate’ content, however that may be defined. The fifth strategy is to encourage regulate themselves and their children by becoming educated in how to use the Internet and, if desired, subscribing IPSs, that provide filtered services or installing filters on their own computers.

Controlling actions of the actors which are dispersed into new media emerge the power relations. The electronic surveillance of states to control the Internet’s field become an oppressive action in an authoritarian regime, besides these restrictive rules can cause both hierarchical and unequal implications among the netizens in a digital platform. The power relations are interlinking with a decentralized, multilateral and unequal manner in the new media environment. Public and private actors who own the new media govern the access to internet content. Corporations such as Google, Twitter etc. and governments have an extensive hegemony over the Internet.

As Zittrain and Palfrey (2008, 44) point out, Internet filtering implicates also human right concerns, particularly freedom of expression, and extends freedom of association, of religion and of privacy in some instantiations. The online environment is increasingly a venue in which personal data is stored. The basic rights of freedom of expression and individual privacy are threatened by the extension of state power, aided by private actors, into cyberspace. When public and private actors combine to restrict the publication of and access to online content, the voice of human rights activists are understandably raised (Zittrain and Palfrey, 2008, 49).

Internet censorship, as a surveillance strategy, means to shape communication flow on the networks by consolidating new hegemonic forms. New media technologies are organized to support dominant powers and power relations. Capital, networks, high technologies and mass control means are the components of power in the new political-economy order. States can control the information flow by collaborating with private actors like Internet service providers, hosting firms, hardware and software producers etc.

David Lyon (2007, 450-451) highlights that Information and Communication Technologies (ICTs) are utilized to increase power, reach and capacity of surveillance systems. Social relations and social power are organized in part through surveillance strategies. Surveillance involving direct watching or monitoring, continues to be an important part of life and assisted by ICTs.

Evgeny Morozov in *The Net Delusion* (2011) assumes that governments monitor netizens and learn information about them while carrying out censorship or allowing the web. Morozov (2011, 97) says that governments have mastered the art of keyword-based filtering, thus gaining the ability to block web sites based on the URLs and even the text of their pages.

The issue of Internet censorship also became pivotal in Turkey by new regulations. The regulations allow AKP government to monitor people and also restrict contents in accordance with its own demands. The developments about this process can be viewed within a historical analysis by comparing the new media policies of AKP government.

3. Internet Censorship in Turkey with Historical Analysis

The first comprehensive regulation to control Internet access in Turkey came into effect in May 2007 with the law no. 5651.⁴ This law which is on the “Regulation of Publications on the Internet

⁴ Law No. 5651 was published in the “Official Gazette” on May 23, 2007.

and Suppression of Crimes Committed by Means of Such Publication” dealt with illegal and harmful contents. The scope of this law is to ban the web pages containing the child pornography, gambling, drug and gun sales, the propaganda of terrorist groups or promoting suicide, insulting Mustafa Kemal Atatürk.

Blocking harmful contents by the law considered as a correct attempt for children, but its application was extended to limit Internet access with some religious reasons and political concerns. In February 2011, the Information Technologies and Communication Authority (BTK) made an effort to establish a mandatory filtering system by targeting the protection of citizens from harmful content. A report by the Organization for Security and Cooperation in Europe (OSCE) mentioned that “AKP is the first government controlled and maintained mandatory filtering system within OSCE region.” (Akdeniz, 2011, 28). After reactions from experts, civil society initiatives and international organisations, by November 2011, the filtered Internet had been made optional for people who demand it. Internet access based on mandatory filtering system is established only at schools and public institutions.

New regulations have continued to lessen freedom of access to information. The law no 5651, the legislation on controlling internet, was amended in September 2014. In the new legislation, hosting firms and service providers are urged to follow and hold Internet activities of all users for two years. Telecommunication and Communication Presidency (TIB) get authority to block web pages within four hours without waiting for a court decision. Websites can be banned also by blocking IP addresses or URLs.

While the Constitutional Court abolished the last regulation after a month period, the similar bill was passed in the parliament again in March 2015. The lawful causes to block contents are the protection of life and private property, protection of national security and public order, prevention of crimes and protection of public health. Ministers are entitled to order the TIB to block web pages. European Commission stated that “the law on internet was amended in March 2015, granting the Telecommunication and Communication Presidency (TIB) further extensive and restrictive powers over Internet content and usage. The legal framework raises serious concern about freedom of expression, freedom of Internet, protection of privacy and personal rights.”⁵

According to Engelli Web’s statistics, an independent civil organization results, more than 100000 web sites have been blocked in Turkey since 2006. Only 2.6% of them have been blocked via court decision, 94.2% of them have been blocked directly by the order of Telecommunication and Communication Presidency (TIB).⁶

After the law 5651 enacted in 2007, the government has routinely begun to block web pages including video and music sharing sites such as YouTube, MySpace, Last.Fm, Metacafe, Dailymotion, blog hosting sites like WordPress and Blogspot, the photo sharing website Slide, video sharing site Vimeo and Google groups. YouTube block was instituted in May 2008 and was lifted in October 2010.⁷ These user-generated content websites was unblocked afterwards, but Metacafe is still restricted. On the other hand, alternative news sources that report on minority issues such as Atilim, Özgür Gündem, Günlük Gazetesi, Fırat News Agency and also

In issue No. 26530. Retrieved at April 30, 2016, from <http://www.resmigazete.gov.tr/main.aspx?home=http://www.resmigazete.gov.tr/eskiler/2007/05/20070523.htm&main=http://www.resmigazete.gov.tr/eskiler/2007/05/20070523.htm>

⁵ European Commission, Turkey Report, 2015, p. 44, Retrieved at April 30, 2016, from http://ec.europa.eu/enlargement/pdf/key_documents/2015/20151110_report_turkey.pdf.

⁶ Engelli Web statictics are available online at: <https://engelliweb.com/istatistikler/>, Retrieved at April 30, 2016.

⁷ Freedom House, “Freedom on the Net”, Turkey Report, 2011, p. 2, Retrieved at April 30, 2016, from https://www.freedomhouse.org/sites/default/files/inline_images/Turkey_FOTN2011.pdf

foreign e-commerce websites featuring lingerie and bikinis have been blocked. Furthermore, Turkey has censored atheist and anti-Muslim websites.⁸

Social networks like Facebook and Twitter are common in Turkey, but citizens can be arrested because of their sharings against government officials on social media. According to Twitter's Transparency Report⁹ Turkey is the top country on requests for removal contents in the second half of 2015. Twitter received totally 2211 requests to remove contents from Turkish authorities such as courts, government agencies and police in this period. As a response, Twitter decided to withhold 414 accounts and 3003 tweets. Facebook's Government Request Report¹⁰ declared that 2078 pieces of content are restricted by the orders of BTK and Turkish law enforcements in the period of July to December 2015.

4. Conclusion

Technical tools enable to reach web pages freely, therefore it is hard to control Internet traffic completely. By using VPNs or changing DNS settings, internet users can get a free access in Turkey. Blocking or filtering the websites is also depicted as restriction of thoughts, expressions and human rights. According to Freedom House report, government appointees as to the board members is a potential threat to the Information Technologies and Communication Authority's (BTK's) independence and its decision-making process is not transparent.¹¹ BTK and TIB don't explain the lists of blocked websites or the reason why blocking and filtering.

As a consequence, new media policies settled by Justice and Development Party (AKP) government constrains not only freedom of expression but also equality. To promote an open and free Internet in Turkey, authorities should listen civil society communities and allow public deliberation while taking critical decisions. To protect children from harmful contents, education on new media literacy should be raised.

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⁸ Freedom House, "Freedom on the Net", Turkey Report, 2015, p. 8-9, Retrieved at April 30, 2016, from https://freedomhouse.org/sites/default/files/resources/FOTN%202015_Turkey.pdf.

⁹ Twitter Transparency Turkey Report, July to December 2015, Retrieved at April 29, 2016, from <https://transparency.twitter.com/country/tr>, accessed April 29, 2016.

¹⁰ Facebook Government Requests Turkey Report, July to December 2015, Retrieved at April 29, 2016, from <https://govtrequests.facebook.com/country/Turkey/2015-H2/>,

¹¹ Freedom House, "Freedom on the Net", Turkey Report, 2015, p. 5, Retrieved at April 30, 2016, from https://freedomhouse.org/sites/default/files/resources/FOTN%202015_Turkey.pdf.

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University as a brand and Social Media

Moira Colantoni

1. Introduction

1.1 Evolution of the university system

The university communication affair is a certainly still open question, although we are talking about it for almost two decades. The demand of make public the actions of the university institutions boosted since the first half of 90s. The Bologna Process and the rise of the European Higher Education Area (EHEA) – now with 47 nations, plus the European Commission – created a breeding ground for a constructive dialogue over social and academic changes.

The transition from considering university as an ivory tower or *collegium* (McNav, 1995), prevailing until World War II, has been overtaken by mass university, featured by a strong government intervention (Mazzei, 2000). Because of that, the academic system changed its priorities: education now matters for more students and they care about equal opportunities. This, in its turn, gave us a brand new perception of university and thanks to other exogenous factors, such as the globalization, the rise of the information society and the growth of the ICT (Boldrini, 2005) the academic system switched itself with a company-like and a network-like organization model (Bleiklie, 1998).

There is sufficient evidence in this process: a large part of European nations reduced the numbers of government interventions managing their own higher education programs (Bleiklie, 1998). Since then, we can now talk about university autonomy.

Stakeholders like students, families, companies, public institutions, research centers and other universities became the ideal interlocutors regarding university communication. It is now considered a strategic resource to engage the academic community, get in touch with stakeholders and build a network, a useful way to deliver an *image equity* (Morcellini, 2005).

1.2 University communication? A matter of reputation

A brief historic description of the university's models evolution allows us to highlight how university communication became a strategic role. Obviously, there is no just a way to make university communication. Starting from accountability and reporting to marketing and student guidance, the border between the different meanings of these activities is more fleeting as it can seems because it exceeds the dichotomy between internal and external communication. There are at least six ways, based on goals, to categorize university communication:

1. It aim to satisfy accountability and transparency legal requirements;
2. It is devoted to third mission;
3. It is a marketing instrument to make its institution appeal growing for students and investors;
4. It is a way to promote the dissemination of scientific knowledge;
5. It is a student guidance instrument and a way to manage crisis;
6. It is an instrument to promote crowdfunding campaigns.

As you can see these categories may overlap. By the way, it is evident that university communication is a crosscutting issue, just like the corporate communication for a company. In fact, Cornelissen explains that corporate communication is a «management function that offers a framework for the effective coordination of all internal and external communication

with the overall purpose of establishing and maintaining favorable reputations with stakeholder groups upon which the organization is dependent» (Cornelissen, 2011, p. 10). Don't you think we can use these words even talking about university communication?

In academic context, this approach highlight two strategic elements: the importance of implement an effective internal and external communication and the stakeholders' importance to maintain a positive reputation. It is an organic and a continuous approach, because it engage several organization departments and it must be structured with regular activities alternate with one-time campaigns.

In addition, considering that «corporate reputation can be defined as a socially transmissible evaluation of the company (its characteristics, practice, behavior and results, etc.); and it represents expectations for the company's actions, and level of trustworthiness, favorability and acknowledgement in comparison with its rivals» (Smaiziene, Jucevicius, 2009 p.98), we can highlight the strategic relevance of reputation regarding universities' competition. Therefore – considering the ability to communicate brand values can nowadays decree a company success – corporate reputation must be considered a way to compare same sector organizations.

Thinking about reputation like a contact point between institution identity and stakeholders' expectations, it is necessary to look at cultural, legal and technology changes having modified the relationship between receiving a message and user feedback. Nowadays “Examining corporate reputation is becoming more important today than ever. This is due to many factors such as: increased public awareness about corporate actions and issues, increased requirement for transparency, higher expectations by multiple stakeholder groups, word-of-mouth and online communication, customer's personal experience with a company's products and services, effect of the influence of opinion leaders, growth in interest groups and increased attention from media have all contributed to the importance of assessing and actively managing a company's reputation” (Shamma, 2012 p. 151).

Universities have now to come to terms with a larger audience, several goals related to the three academic missions – even nationally and internationally – to reach more people and attract more human and economic resources.

1.3 Corporate brand and social media

In the networked individualism era, at a time when social groups' borders are more fleeting than ever, people are getting a direct access to information. This brand new social framework, featured by a social network structure, got another boost thanks to ICT development: «Internet contributed to this process, allowing people to operate autonomously more efficiently [...]. It also attached more power to people, extending their range and offering them instruments to find relevant information to project their own voice» (Rainie, Wellman, 2012, p. 102).

People live now a networked sociability paradigm, so the identity component and the relational one are deeply connected: «we can't think about sociability and other forms of social relationship excluding identity issues» (Comunello, 2010, p.136). Such a situation, even referring to people, can be used to better define the relationship between social media and universities' brands. It firstly helps us to define why users follow their own university's social media accounts. These accounts, pages or channels, represent an extraordinary way of disintermediation between message sender and recipient, relating to the information access process – just think about speed and information customization. However, users also follow these accounts even to show off about their own identity to others: it is a way to say “I'm involved with this university”; “I'm studying here”. On the other hand, we must underline about how identity building process and brand building process are not so different.

Social media are de facto preferential channels to spread and enhance universities' activities, an actual «phenomenon which can drastically impact a brand's reputation and in some cases survival» (Kietzmann, Hermkens, McCarthy, & Silvestre, 2011). In particular, considering missions' diversities (education, research and third mission), «universities are corporate brands due to the multiple stakeholders that they need to engage with and, again, their service industry orientation» (Rutter, Roper, & Lettice, 2016, p. 3097).

Moreover, social media are powerful instruments to attract students, especially considering the social media success among millennial generation (Liang, Commins, & Duffy, 2010). In Europe, there are 393 million monthly active social media users, with a penetration rate of 47% (We Are Social, 2016).

The high penetration rate among users stimulates universities and gives their communication offices or departments a strong reason of why it is useful to use social media. The demand (by users) of a direct access to information highlights the need (by universities) to take over these new interaction places clarifying social networks between users and institutions, between users, between institutions. All of them have now a new range of possibilities to show off another building block of their own identities.

The necessity of being open institutions also involves through to social media management activities, collaborative storytelling projects – covering education, research and third mission – and brand communication strategy. Each university becomes a brand and a brand cannot ignore users issues because they can (and want to) interact with it.

2. Method

This research analyzes 24 universities' Facebook fan pages belonging to the EHEA. These institutions are ranked in the Shanghai Ranking 2016, relating to the alumni criteria, the only common one that does not make difference about the field of science. Considering all the 47 EHEA members, only 24 of them are considered in the Shanghai Ranking 2016; 23 of them are not.

To detect every Facebook fan page, this research started scanning universities' websites, considering local language version. In some cases, English version websites do not show local language social media channel; in other ones, they only show English social media channels that are different from local language ones.

With this preliminary analysis, it is possible to have an overview over social media usage and how universities consider social media. In order to satisfy these research issues, three indicators have been built and two others relevant factors have been defined: the authentication badge – the blue or the grey one –; the count of likes numbers.

- The interaction indicator is built considering four elements and it may vary from 0 to 1 (0, 0.25, 0.50, 0.75, 1). It depends on the possibility to send direct messages, comment posts, write a post within the page, review the page.
- The customization indicator considers five elements and it may vary from 0 to 1 (0, 0.20, 0.40, 0.60, 0.80, 1). This indicator checks how administrators customized description and foundation fields, defined a call-to-action, used a Facebook app and if they liked other pages or not.
- The diversity of contents indicator deals with four elements and it may vary from 0 to 1 (0, 0.25, 0.50, 0.75, 1). It depends on how many types of content the social media manager used to use among videos, photos, notes, Facebook apps.

The first two elements are useful to understand if an institution is relevant for Facebook – that can give it a blue badge – or not. In this second case, universities may ask to have a grey badge, a symbol representing authors' verification.

Indicators highlight, instead, if universities consider Facebook a communication channel or a mere information one; and they effectively use Facebook regarding customization and content diversity.

3. Findings

As you can see soon, results are divided in four areas of interest: ranking analysis, account properties, use perception and usage.

3.1. The EHEA members in the Shanghai Ranking 2016

Considering a total membership of 47 (+1) nations, 24 of them classified in the Shanghai Ranking 2016. Among these 24 nations, we can count 205 universities ranked (41%), out of 500 academic institutions. Checking universities nationality, there are positive ratios concerning Sweden (29.73%), Switzerland (29.63%) and Denmark (29.41%). In absolute terms, it is possible to highlight Germany (38), UK (37) and France (22).

Table 1. The EHEA in the Shanghai Ranking 2016

	Nation	Universities	Universities classified in the SR	Percentage
1	UK	168	37	22,02%
2	CH	27	8	29,63%
3	DK	17	5	29,41%
4	FR	231	22	9,52%
5	SV	37	11	29,73%
6	DE	427	38	8,90%
7	FI	39	5	12,82%
8	BE	62	7	11,29%
9	NL	74	12	16,22%
10	NO	26	3	11,54%
11	RU	393	3	0,76%
12	IT	97	19	19,59%
13	IR	32	3	9,38%
14	ES	109	12	11,01%
15	AU	68	5	7,35%
16	PT	133	5	3,76%
17	RC	70	1	1,43%
18	SE	16	1	6,25%
19	GR	38	2	5,26%
20	TK	170	1	0,59%
21	PL	128	2	1,56%
22	SL	31	1	3,23%
23	EST	13	1	7,69%
24	CR	47	1	2,13%
Total			205	

Shanghai Ranking makes position clear from 1 to 100, but it bring together others, grouping them by 50 or 100 positions. Choosing just one university ranked for each country, this research analyzed the first one classified. This process was particularly simple regarding 6 cases, because there weren't other options (Czech Republic, Serbia, Turkey, Slovenia, Estonia, Croatia).

Table 2. Best EHEA's members by Shangai Ranking 2016 (updated on 26 August 2016)

Country	University	Ranking position	Page likes
Austria	University of Innsbruck	151-200	22.118
Belgium	Ghent University	62	43.291
Croatia	University of Zagreb	401-500	n.a.
Denmark	University of Copenhagen	30	43.527
Estonia	University of Tartu	401-500	23.520
Russian Fed.	Moscow State University	87	29.465
Finland	University of Helsinki	56	14.401
France	Pierre and Marie Curie University - Paris 6	39	43.689
Germany	Heidelberg University	47	38.038
Greece	National & Kapodistrian University of Athens	301-400	6.221
Ireland	Trinity College Dublin	151-200	38.186
Italy	Sapienza University of Rome	151-200	74.728
Norway	University of Oslo	67	73.654
Netherlands	Utrecht University	65	49.842
Poland	Jagiellonian University	401-500	59.638
Portugal	University of Lisbon	151-200	20.093
UK	University of Cambridge	4	1.641.785
Czech Republic	Charles University in Prague	201-300	37.053
Serbia	University of Belgrade	201-300	6.037
Slovenia	University of Ljubljana	401-500	n.a.
Spain	University of Barcelona	151-200	111.283
Sweden	Karolinska Institute	44	16.372
Switzerland	Swiss Federal Institute of Technology Zurich	19	38.549
Turkey	Istanbul University	401-500	121.655

Out of 24 universities, 22 of them have a Facebook fan page; 2 don't (the University of Zagreb, Croatia, and the University of Ljubljana, Slovenia). It narrows it down to 22 universities analyzed.

3.2. Account properties

There are two types of image used as a profile image: a photo of the university headquarters and, mostly, the university official logo, the same we all can find in a university website or document.

Table 3. Facebook Badge (updated on 26 August 2016)

	Blue badge	Grey badge	None
Number of pages	5	1	16

There five blue badges among the considered universities: the Cambridge University, the Pierre and Marie Curie University - Paris 6, the University of Copenhagen, the Trinity College of Dublin and the University of Barcelona. The blue badge gives us information about page authorship verification and contents reliability.

The Heidelberg University is the only one having a grey badge. It means Heidelberg's communication office or department manually ask Facebook to verify its authorship.

Likes number is an important value to better profiling universities. Considering the first three universities by likes – the University of Cambridge, the Istanbul University and the University of Barcelona – it is important to notice the ratio between likes and academic community. The University of Cambridge has nearly 20.000 students and over 1,5 million likes. Exactly as the University of Barcelona has over 110.000 likes: twice its students (Universitat de Barcelona, 2016).

3.3. Use perception

The interaction indicator is strategic to answer the question “how universities consider social media?”. This indicator considers four ways to interact with the page and they can be enabled or not. The interaction indicator gives us an exactly response on which university considers social media instruments to inform and which one considers them channels to communicate.

In the first case, the indicator may results 0,25 (because of the recent obligation of allowing users to comment posts) or 0,50. In the second one it may results 0,75 or 1.

1. The minimum interaction level, seen as the only way to interact is commenting page's posts, is a feature of two big university brands: the Cambridge University and the Sapienza University of Rome.
2. The University of Helsinki, the University of Belgrade and the National and Kapodistrian University of Athens allow users to review their own page, giving them the possibility to vote them from 1 to 5 and comment their review with a short message. Social media managers cannot delete reviews.
3. The interaction level grows when we talk about universities giving their users three different ways to interact. We are talking about the Swiss Federal Institute of Technology Zurich, the Moscow State University, the University of Lisbon and the Jagiellonian University (comments, reviews and private message); the Karolinska Institute and Trinity College of Dublin (comments, third party posts and private message); and the Istanbul University (comments, third party posts and reviews).
4. The maximum interaction level is reached with several institutions: the University of Copenhagen, the Pierre and Marie Curie University - Paris 6, the Heidelberg University, the Ghent University, the Utrecht University, the University of Oslo, the University of Barcelona, the University of Innsbruck, the Charles University in Prague and the University of Tartu. They all allows users to comment posts, write posts, write a review and send a private message.

3.3. Usage

It is now time to talk about customization and diversity of contents. The first issue can be analyzed through the customization indicator that considers 5 different values. It has a minimum result of 0,20 because of the recent Facebook obligation to set a page description.

The other optional fields may be set or not: it depends on the administrators' decision. We are talking about the foundation field – it can be useful to enhance the historic tradition of a university – used by 13 universities out of 22.

Almost all the pages analyzed have a call-to-action button (21 out of 22), a feature used to promote a video about the university education program or to generate more traffic. In this second case, there are three types of landing page: the home page, a contact page, a customized landing page dedicated to courses and admission campaigns.

Another way to customize a fan page is represented by following other pages. They can be secondary university pages, other universities or stakeholders. 21 universities, out of 22, use this feature.

One more variable of the customization indicator is the usage of Facebook apps, used by 15 universities (out of 22). Facebook apps may be used to give users more customized contents within Facebook platform. By the way, users can only use them using a pc: smartphones and tablets cannot run Facebook apps. This variable is in common with the last indicator: the diversity of content one.

Regarding the different types of content, visual contents are so important in university communication: all the university pages analyzed deals with photos or images and 17 of them uses videos to communicate with users. Facebook notes, the textual content par excellence, is used in just 4 cases out of 22.

4. Discussion and conclusion

Facebook is a reality and a useful owned channel for academic communication by EHEA's members: 22 universities ranked in Shanghai Ranking 2016 have a Facebook page, 2 don't. They promote social media channels through their own website and Facebook is not the only social media service used.

Universities use social media as useful instruments into their communication activities. These owned channels may be used to promote universities' brands and to keep in touch with stakeholders. The official status is supported by the same university communication managers who put social links in the university's home page, use the official brand name and logo of the university.

By the way, each university consider these instruments in a different way. We can highlight at least two macro-concepts:

1. Fan page as an information channel. Some of the universities analyzed use Facebook as a news amplifier. The main goal is to gather a space where people voluntarily join to receive an ongoing information flow that works like an agenda setting tool.

In particular, there are two examples to emphasize: the University of Cambridge and the Sapienza University of Rome. In the first case, Cambridge's communication staff provide information about current events and academic research. Posts contain links to generate web traffic to scientific and academic articles hosted by the university's website. Therefore, the purpose is to promote Cambridge's academic research, enhance its historic tradition and intercept current events' topics respecting news standards. In Sapienza there is a different approach: its communication staff want to talk about research and news, but they give to users

a link to online newspapers or magazines. In this case, information process does not generate web traffic and it leave the agenda setting power to others. The only type of content carrying users to Sapienza's website is news about events (the third mission).

In the Cambridge's case, the fan page is a meeting point among several colleges. It shows off contents away from students' life or student guidance logic. Instead, it enhances the University of Cambridge as a brand. In the second case, Sapienza is lacking in creating contents about itself and it leave to others this job: from departments, because they deals with teaching, to newspapers.

2. Fan page as a communication channel. The most of the universities (17 out of 22) allows people to interact with the staff because they have a 0,75 or a 1 result according to the interaction indicator.

The possibilities to write a post within the page or to send a private message emphasize an approach based on dialogue. Besides amplifying events and news, those universities choose to interact with their own audience. They consider social media a relationship-oriented place. In this way, universities meet users' expectations, because they want to use social media to interact.

However, this approach must should provide a constant administrators' presence. They – in addition to manage an editorial plan – should interact with users promptly, even managing any possible crisis. Minding Facebook's relationship-oriented nature, users prefer this approach because of their need to know information or solve a problem as fast as they can, even talking directly with universities' pages owners and managers.

In the first case (fan page as an information channel), there is no a bi-directional relation: Facebook has a mere information role. Its potentials and features are undervalued. In the second one (fan page as a communication channel), Facebook is a way to interact with people, even offering them a space to ask for assistance. However, there is a risk of hosting dangerous conversations for university's reputation. In both cases, social media like Facebook are an interesting battlefield for universities to show off their ability and appeal. Reputation is a strategic resource and it must be used to plan storytelling activities to audiences.

Regarding customization and diversity of contents, 19 fan pages out of 22 have a medium or high customization level, because of the use of description field, call-to-action button, networks activities.

Call-to-action button, for instance, is a positive example in order to give something more to users. Universities care about landing pages and it is good to optimize results on investment. The most used buttons – Find out more, Contact us, Subscribe – tell something more about the strategic approach used. The first one is so generic and it addresses to anyone: generally, it brings users to home page. Even the second one (Contact us) is so generic, but it comes with a relation-oriented purpose: come into contact with the user. The third case (Subscribe) tells a lot about the universities' strategy: their staff want to catch people interested in subscribing or, at least, in finding more about courses.

Talking about other pages liked by the universities' pages, this is an often underestimated feature. It is useful to enhance a social network logic, an intrinsic mechanism of social media. It is based on the possibility to make visible agreements or links between universities and peripheral schools or departments, institutions, companies or others. University of Cambridge and Sapienza University of Rome are emblematic examples again. Cambridge's fan page follows its colleges and famous alumni; Sapienza's staff follows Sapienza's peripheral structures and offices like, for instance, the "CIAO – Centro Informazioni, Accoglienza e Orientamento" (Information, Accomodation and Guidance Center).

One last piece of the social media usage puzzle is represented by the diversity of contents. Almost all of the universities analyzed use at least two types of content among videos, photos, notes and Facebook apps. Starting from Facebook apps, these tools are useful to enhance a Facebook page because it can group, for example, other social media accounts like Youtube, Instagram or Twitter. Photos or images are used by all the checked universities. However, only 17 pages out of 22 use videos. The main reason, in this case, is that universities still prefer Youtube to upload videos online instead of Facebook.

The high use of photos or video, compared to an almost nil use of Facebook notes, emphasizes an increasing will to join the latest visual contents web trends. Full-screen photos, big pictures and infographics dominate modern websites to combat information overlapping: so why should not this mechanism work on Facebook or other social media?

This research has clearly and explorative purpose, but it is useful in order to draw at least four starting point for further steps and a broad-spectrum future research:

1. Social media use is decisive for universities.
2. Those interaction areas are perceived both as academic activities amplifiers and as agenda setting instruments (deadlines, events, appointments, etc.). When pages allow users to interact, comment and review, they may become virtual offices for assistance, guidance and students caring activities.
3. Universities guess social media features' opportunities unevenly.
4. Universities are brand and Cambridge University is a positive example in this way. A part of likes represents a piece of users' identity building process, because following Cambridge University's page means: "I'm involved with this university"; "I'm studying here".

5. Limitations and further research

To better define if social media are, or not, the definite ways to upgrade university communication in order, this research have to excel itself, starting analyzing other social media platforms. Facebook is of course a starting point: it has the biggest social media population compared to others; it makes it simple to scrape data; it, as you saw, is widely used by universities.

Talking about further steps:

1. It is necessary to extend the number of universities to be analyzed and the variety of indicators;
2. Studying students' perception about their university's social media usage may be interesting to analyze a different point of view;
3. It is strictly necessary to find more ways to study this trend;
4. Check the existence of universities' social media policy and staff's organization.

All of these steps, in the end, preparatory to finding patterns of use about how universities effectively exploit social media to build their own brand.

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Re-construction of Realms of Memory through Television Series Case Study: *Muhteşem Yüzyıl: Kösem*

Bilgehan Ece Şakrak

1. Introduction

Nowadays a great deal of subject, place, person, event and situation is presented to the audience via numerous fictional or documentary TV programs. Some of the most popular examples of these are undoubtedly the ones that take the most glorious period of Ottoman Empire as a subject and that are very popular in the countries they are exported even though they are produced in Turkey. Historical relics based on the books, written documents and visual-audio records that are convenient for its period that go out of the museums are referred, re-referred, remembered, visualized, and reached to the audience almost in a way media spectacle (Kellner, 2010) via these TV programs.

In this study especially rituals like coronation, marriage, birth, death, and war victories in the series, *Muhteşem Yüzyıl: Kösem* [The Magnificent Century: Kösem] are examined. In this sense how the series, *Muhteşem Yüzyıl: Kösem* -simultaneously it is exported to the foreign countries and has a massive audience in these countries- as a popular TV program reconstructed the realms of memory, and transformed the rituals it brings about into a media spectacle, and how it pull off them from its time and moving into present, and how reproduced itself are evaluated in narration-representation-ideology context.

1.1 Theoretical Frame

1.1.1 Culture and Memory

Halbwachs attributes the individual memory composing to the social conditions. The society is the subject of memory and remembering. Setting off from this point Asmann (2015) emphasizes that the subjects of the memory and remembering are always the individuals. However these individuals are depended on the “frame” that fictionalizes their recollections. If an individual or a society constructs the past only in the frame that it associates it will forget everything beyond this frame. Therefore re-fictionalizing the past in the present is possible.

In other words, individual memory for one develops with this person’s participation to the process of communication. An individual is included in this development by being included in different social groups as well as family, religion and national societies (Assman, 2015). The development and the cultural accumulation of the individual in the society are ideological at the same time. According to Althusser’s (2006) “ideological state apparatus” conception religion, family, school and mass media are ideological tools used in order to provide the hegemony in the direction of the dominant ideologies of the dominant class. These apparatus make individuals consent to the ideology and consequently manipulate the society to consent indirectly in order to establish the hegemony. In this context relating the process of development of the individual memory by participating to the process of communication to an ideological manipulation is meaningful.

As Assmann (2015) explains the memory is alive and always stays alive in the communication. If this relationship pauses or the frame of the reality it relates changes or vanishes the forgetting occurs. Halbwachs differentiates the collective and individual memory. The individual one is only perceptions, not the recollections. The perceptions relate to our bodies strictly but the recollections are derived from the different groups we are in.

In this context the fact that the re-formability of the memory according to the desired situations making remember or forget in the reconstruction in the present is related to the fact that the memory always stays alive in the communicative process. And the communicative process is social rather than individual.

1.1.2 The Forms of Social Remembering and the Figures of Remembering

The forms of social remembering are important because they help expressing the process of the reconstruction of the realms of memory by TV series which is the main theme of this study. At this point the strong relationships between the forms of social remembering and spectacle are significant. Therefore the questions what the forms of social remembering are and how they work should be included in this study.

Assmann (2015) differentiate the concepts of “communicative memory” and “cultural memory”. The communicative memory is the recollections one share with the contemporaries and they include the ones belong to the recent past. On the other hand the cultural memory faces certain points of the past. The symbolical figures of the past the present is attached are pivotal. The ones called as ritual are the remembering figures that express the current situation. Some of the differences between the cultural and communicative memory are everyday and ceremonial, temporary and permanent, partial and general dualities. But cultural memory is formed and ceremonial; it is the most important feature of cultural and communicative memory.

“Festivals and rituals undertake the conveying of the knowledge that preserves its identity by regular repetitions and their transferring, therefore the reproduction of the cultural identity. Ritualistic repetition reassures the spatial and time-wise association of the group.”(Assman, 2015, 65)

According to Halbwachs (cited by Assmann, 2015, 46) “in order to take place in the memory of the group the realm should be lived as a real and certain person, place or event”. On the other hand to take place in the memory of the group and stay there permanently the event has to be flourished with a meaningful reality (Assmann, 2015). “Every character and historical event transfers a message, a concept, and a symbol as it enters into the memory; and become an element of the society’s thought system” (cited by Assmann, 2015, 46). And the “remembering figures” rise from the traffic between the concepts and experiences. The developing and staying alive of the remembering figures are about the group loyalty, reconstruction of the history and loyalty to the time and space (Assmann, 2015).

Group loyalty is about the concept of the collective memory and its existence only with its conveyors, and forming evidences on participation of the participants of the process. The concepts of concrete space and time of the collective memory occur with the concrete identity (Assmann, 2015).

Reconstruction of the history is about the fact that the past never remains as it was and the present is always reorganized according to the conditions of the present (Assmann, 2015). It can contribute to the forming of the social group memory or it can be used in the process of erasing the collective memory of the citizens systematically (Connerton, 1999).

In this context rather than based on the reality the place of the past in the memory is always reorganized according to the current conditions of the “reconstruction” and it is not inconvenient to claim that it indicates that the reality is partially synthesized with artificiality.

At this point the concept of “collective memory” comes forward. “Collective memory is the exploration of an identity combines the social groups have different concerns and motivations such as the members of a family or a nation” (Confino, 1997, 1390). A historical selection it is not enough to form this; this past has to direct the emotions of the past, and to mobilize its members it has to motivate them and has to be accepted (Confino, 1997). As Philip Smith (2007) states according to Halbwachs the collective memory works to bring close the

society together. How people narrate the past and make it mythological is important. This situation is about the working of the groups, organizations, and rituals responsible of keeping the collective memory alive. They work by narrating-writing the collective practices such as commemorations, festivals, legendary events about the origin of the groups and the heroic stories and recording, and reforming them by a “selective” manner. The determinant of the memory about the past is the present conditions. That is the collective memory is reformed by every generation.

Loyalty to the time and space is about the desire to materialize in a specific space and to update in a specific time the remembering figures. Rather than a geographical and historical sense this requires a concrete time and space. The contents recollected gain temporality by the fact that they were lived so many years ago or their supernatural links or a shared space. Festivals, memories, etc. are based on a common place (Assmann, 2015). The memory is related to the space like the history is related to the events (Nora, 2006).

According to Connerton (1999) the images belong to the past and the remembered knowledge (like ceremonial) are sustained by practices (performance). In this context the collective memory is established especially by commemorations. Today national elite is inventing ceremonies claiming they are the extension of a past they approve by organizing meetings, parades, ceremonies and establishing new ceremony fields because the past version is preserved by reproducing the words and images representing it. These inventorying practices are conceptualized by Hobsbawm (2006) as “invented traditions”. They aim to impose certain values and norms. They demonstrate ritualistic and symbolic features. However the continuity of many is artificial and fabricated.

Even if they are artificial and fabricated the remembering figures in the formation of collective memory reach to the societies via “visible” ways. At this point the face of the collective memory changing into a spectacle is significant.

According to Guy Debord (2006) spectacle is the current social organization of the fact that history and memory paralyzed and that the history based on historic time is abandoned and it is the wrong consciousness of time. The thing represented as the real life is a show life made more realistic. The type and content of the spectacle serves completely to legitimate the conditions and purposes of the current system. The spectacle reflects the portrait of the power. It is a field of representation and confirmation.

As Pierre Nora (2006) emphasizes the memory is general description and management of the past within the present and he claims that the memory appears especially in a space such as festivals, commemorations, monuments, emblems, eulogies, dictionaries, museums. He says the origin of the emotion of continuity is about the space. Since there is no more the mediums of memory there are “realms of memory”.

Toomas Gross (2007) expresses the relationship between the memory and space Nora founded by underlining with the concept of “memory reservoirs”. This concept refers to the cultural activities such as song festivals, oral history and loyalty to the shared land, and the physical places. A quite lot of collective memory and identities are preserved in the rituals, ceremonies, and social events.

The realms of memory function on different levels of accumulations and are about many points in the social life. Sanctity is out of the churches substantially and shifted to the earthly fields. Today sanctity is started to be persevered in the museums and exhibitions; these realms of memory are the churches and cathedrals of modernity (Winter, 2015).

The realms of memory are to stop the time, prevent forgetting, immortalize the death, and concretize the meanings by signs (Nora, 2006). They extract certain period of the past and make it visible in the present.

Even a concrete looking place like an archive office becomes a realm of memory when imagination affiliates a symbolic halo. Even merely functional places like a textbook or a

testament can be classified under this category if only they become the subject of a ritual (Nora, 2006). Therefore ritualistic presentations are the most important determinants filling the spaces of realms of memory and concretizing the past within the present.

As Pierre Nora (2006) states today rather than commemorative monuments, the obsession of statues, rituals and corteges practiced at the same time everywhere in the country; unique attempts of individuals and processions peculiar to the generations are respected. The place where the shared identity confirmed becomes museums, theatrical representations, folkloric spectacles, and TV. From now on the realms of memory are large spectacular broadcasts using scene, and dramatically components.

Today the culture of mass media offers new materials rising constantly for fantasy, imagination, and the patterns of thought and behaviours, and the identities. Media spectacle is a culture of celebrity offering the dominant role models, and symbols of the image, and the characters. It has spread all of the parts of the life from economy to culture, daily life practices to politics, art, sports, and war (Kellner, 2010). Therefore it is inevitable for the productions of the cultural industry produced in the popular culture to turn into a media spectacle engaged with the daily life practices offered by the consumer culture.

2. Method

In this study qualitative research method is used and how the critical theories mentioned in the introduction evaluated in the context of the series, *Muhteşem Yüzyıl: Kösem*. To put it in a general frame especially Pierre Nora's concept of the realms of memory is placed on the focal point, and drawing from Halbwachs and Assmann's theories how collective memory and remembering figures occur is examined, and conferred to Connerton about how the remembered knowledge moved into today's rituals. Guy Debord's concept "the society of the spectacle" and Douglas Kellner's concept "media spectacle" are used in the explanation of how the realms of memory transform into a media spectacle while it is reconstructed via TV series.

3. Findings

3.1 The Summary of *Muhteşem Yüzyıl Kösem* and General Information

Muhteşem Yüzyıl: Kösem (2015) narrates Ahmet Han I. (Sultan Ahmet), one of the sovereigns in the seventeenth century of the Ottoman Empire and his official wife Kösem, becoming an important figure in the history of the Ottoman Empire later. The topics of the thirty episode-series are: Ahmet Han I., the son of Mehmet III, eluding from the fights for the throne in the dynasty and the princes massacred for the throne, becoming the Sultan in his childhood and first years of his rule; Kösem Sultan's being kidnapped from Cephalonia when she was a little girl and being offered to Ahmet Han I.; and Ahmet Han I. and Kösem Sultan's love and the marriage; harem life; the political events of the period such as campaigns, janissary uprisings, and law and order; public and palace life in the place called "payitaht" (İstanbul, the capital city of the Ottoman Empire in the period), where most of the events mentioned in the series; on the one hand the mistresses of the sultan, competing to give birth to the dynasty and on the other side the struggle and the plot of the princes and their mothers to succeed the throne; the secret agreements between the officers of high standing like pashas and the members of the dynasty; death of Sultan Ahmet Han I. and Kösem Sultan's governing efficiency after his death; the son of Sultan Ahmet Han I, Young Osman (Sultan Osman II.) who was given birth by Mahfiruz Hatice Sultan, and after the his getting killed the ascending and descending of his uncle Sultan Mustafa I.; finally Sultan Murat IV., the events emerged until Kösem Sultan's son's coronation at his early age.

The first episode of *Muhteşem Yüzyıl: Kösem* was televised on November 12, 2016 and continued on Star TV on weekly basis. Its production company is TIMS Productions; its producer is Timur Savcı, the directors are Mert Baykal and Yağız Alp Akaydın. It is written by Yılmaz Şahin and the music of the series is composed by Aytekin Ataş (Künye, n.d.).

3.2. Reconstruction of the Realms of Memory in *Muhteşem Yüzyıl: Kösem*

The thought of that today the realms of memory are not merely physical places enclosed by walls, and that the TV is a realm of memory on his own as both stage and dramatically components are used on TV, and it addresses large audiences (Nora, 2006) is clearly demonstrated in the series, *Muhteşem Yüzyıl: Kösem*. It is possible to interpret the realms of memory this series formed on a pair of point related each other. Firstly in sense of medium TV produces realms of memory as a mass media device on which the products of the cultural industry are televised. These realms of memory can be replicated, transferred to the different mediums, erased/re-uploaded, watched over and over, archived, bought and sold as goods technically. Secondly the fact that the kind of the series is historical –the series tells about a specific historical period- enables reconstruction of a lot of de facto nonfunctional realms of memory. The representation forms of this reconstruction are fictionalized in the direction of the requirements of the day. The components of the bridge, memory built between history and TV “...on the one hand aim to represent the past and take it as an existence, on the other hand there is a living physical memory in the moving of time. A form of memory represents the past, another form mobilizes it.” (Köse Özelçi, 2010, 332)

A quite lot of ritualistic presentation and forms of representation such as coronation ceremonies, birth, death, marriage ceremonies, law and order, and religious practices are stuffed inside of these reconstructed realms of memory. Therefore it is appropriate to state that the realms of memory produced in the series work with ritualistic presentations.

In this context to assess some realms of memory come forward in the example of *Muhteşem Yüzyıl: Kösem* with rituals seem meaningful.

Payitaht [capital]: The capital of the period, the centre of the dynasty that is Istanbul. Payitaht hosts most of the reconstructed realms of memory and it is the place most of the events developed in. Topkapı Palace, Janissary organization, Gözayaş Palace (Old Palace), Dar’ül Eman, almshouses, mosques, Kız Kulesi, Bosphorus, harbor, the streets/ avenues of the period, the houses the public live in, markets, entertainment venues depict both daily and official life of the public and court and each represent a realm of memory, and this is the heart of the Ottoman Empire. Even if it is not the capital city today recognized worldwide İstanbul’s realm of memory fictionalized according to the seventeenth century.

Payitaht is at the same time the city hosting the big love of Sultan Ahmet Han I. and Kösem Sultan. This deep love is one of the main topics that the narrative continues on along the series. The series do not only sort the historical events. It also presents the humanitarian values of the characters in fiction with historical events. A lot of moods such as the happiness, sadness, miseries, loves, ambitions, fears, hopes of a lot of characters such as Sultan Ahmet Han I., Kösem Sultan, mothers of the reigning sultans, pashas, ordinary people, mistresses, princes, etc. are reflected in the series. Thus the characters gain dramatically depths and this enables the audience to identify themselves with the characters.

Topkapı Palace: It is the place where both the private and the official life of the members of the dynasty take place; and where the pashas and important officers live in; and where at the same time witnessed a lot of plotting and struggle; and where the empire is ruled. Today as being a physical realm of memory Topkapı Place Museum is fictionalized according to the period narrated and it is a reconstructed realm of memory via this TV series.

Many ritualistic presentations come alive both inside and outside of this realm of memory. Ceremonies based on rituals such as the magnificent *cülus* ceremonies, one of the requirements to succeed the throne for the prospective prince, funerals of the members of the dynasty were carried out exterior space of the palace and Topkapı Palace is presented as a realm of memory represent the authority. The events such as the ritualistic dinner ceremony, *ulufe divanı*, at which the agreements about Janissary uprisings, the salary called *ulufe* offered to janissary and the level of the contentment of the janissary etc. conducted, and the people's attempt to make revolution show how the central authority is threatened but yet how the absolute authority is the Sultan are presented in the large courtyard of Topkapı Palace, sometimes turning into a media spectacle in different episodes.

Topkapı Palace is fictionalized as a place that symbolizes the power, that the more it is close to the throne the more death threatening increases, that one has to be strong and even some times has to fight invisible wars. The mothers of the princes want to be the closest to the throne and in the palace in their struggles to succeed their sons. The ones banished from the palace or prisoned after their plots revealed always tried to go back to the palace with schemes taking the chance of death not to lose the chance for the throne. Topkapı Palace is represented as the centre of the authority, power, and domination.

Inferior spaces of Topkapı Palace -the ones come forward profoundly will be dealt in detail later- such as harem, has oda, the studies of pashas and important officers, şifahane, hammam, dungeon, Kubbealtı office in which the governmental business is conducted, the corridors which witnessed very secret dialogues reconstructed as the realms of memory via the series are presented to the audience.

Has Oda: It is the private office and room of the sultan and used regularly in the series. It is guarded by *Has Odabaşı* who is the closest the sultan and the most trusted person. It is the room in which the sultans run the governmental business, conduct his private life, eat his meals, and sleep with his mistresses. When the masses a popular product of the cultural industry can reach is considered the reconstruction of a real concept from the past like *has oda* in the series may acknowledge the audience unaware of this reconstructed realm of memory. At this point concretization of the history via the fictionalized realms of memory and its reconstruction transformed into a media spectacle in front of the audience are significant as they show how the current ideological discourses and the representation forms can direct the masses.

Harem: One of the most important places in the series. It is managed by Valide Sultan who is the mother of sovereign, and separated into rooms hierarchically; and its residents were mistresses competing with each other to sleep with the sultan and to give birth to a prince, favorite mistresses, and princes at their early ages and their mothers; and it is charged by *kalfas* [forewomen] and eunuch *kızlarağası*. Harem is not represented just a room for sexual intercourses in the series. Harem is represented in the series as a formal organization on its own. There is a ceremony held in harem as some part of the funeral of valide sultan or a woman member before the body is taken out of the palace; for the celebrations of events such as birth or *sünnet* [circumcision] a traditional dessert is offered to the people and the members from the highest ranks of the dynasty attend to these celebrations. All of these demonstrate how harem is significant, and how it is valued symbolically.

Janissary Organization: As one of the military classes in the Ottoman Empire the Janissary corps is depicted as a physical realm of memory that young people participated just now are trained, that older ones make drills and develop close relationships, and live and eat meals, shortly where all of them spend all of the times out of campaigns. Janissary corps in the series is depicted as loyal to Kösem Sultan. Even they claim loyalty to the sovereign some rebels among them are strong enough to threaten the throne. The Janissary Organization often mentioned in the history textbooks and rendered visible in the series are reconstructed and offered to the audience as an important realm of memory.

Gözyaşı Palace: It is the old palace. For the period told in the series it can be said that Gözyaşı Palace was as an exile space. The mother of reigning sultans committed important crimes but not punished heavily enough with Sultans' initiative because they are the members of the dynasty such as Safiye Sultan, Handan Sultan are exiled from Topkapı Palace to this palace. After Ahmet Han's death his brother Mustafa I. becomes sultan and with his mother, Halime Sultan's effort Kösem Sultan is exiled to Gözyaşı Palace. The women who are wanted to make neutralized and expelled from the heart of the empire, Topkapı Palace suffers in this realm of memory. Even if the ones exiled here are accompanied with attendants they have not more a glorious life as they had in Topkapı palace.

Sultan Ahmet Mosque [Blue Mosque] and Square: The mosque was made build by Sultan Ahmet Han I. in Sultan Ahmet Square, opposite of Hagia Sophia Mosque. Today it is still operational and one of the biggest and known mosques in İstanbul. To build glorious structures for Islam, in which Sultan Ahmet Han I. believe are very important. The related episode of the series reflects the process of the building of this place clearly. The only six-minaret mosque was in Mekka until the day Sultan Ahmet [Blue Mosque] was built. And according to the Ottoman traditions the sultans were making built glorious mosques only after a huge war victory. All of these contributed the criticisms made about him and the series take this as a subject. The religious and formal ritualistic representations in the glorious opening of the mosque encourage representing the power of the realm of memory and this is transmitted to the audience transforming into a spectacle.

Kösem Sultan's Almhouse: It is founded by Kösem Sultan. This is the place which Kösem Sultan often meets the people and listens to their problems and this realm of memory is reconstructed via the series. It is a charity house in which the poor are fed, the expenses of the poor children are provided, and people in need are helped. And the expenses of the house are provided by the charitable foundation Kösem Sultan founded. Kösem Sultan herself serves meals and tries to solve people's problems there. It is depicted as the place where Kösem Sultan often meets with poor and ordinary people.

Dar'ül Eman: It is the *dergâh* [dervish lodge] founded by Mahmut Hüdayi Hazretleri and in which the people who pray for forgiveness are sheltered. This person is loved and regarded especially by Kösem Sultan and Sultan Ahmet Han I. The most ritualistic characteristics of *dergâh* brought forward in the series is the immunity -even the sultan can't touch them- given the people after escaping here, after they repent no matter what their sin was. The people seek refuge and stepped in this *dergâh* are untouchable. *Dergâh* is reconstructed as a realm of memory where with religious statements such as "none of Allah's subjects is superior of another" or "after stepping in one leaves all of his political, economical etc. characteristics behind" the people quit glorious clothes and get wrapped modest ones and where the former sinners are visualized as they pray all the time. The real *dergâh* is in Üsküdar, İstanbul today. The visibility reconstructed in the series as a realm of memory with the popularity of the series, can be considered as an introductory for the real one.

Kız Kulesi: It is one of the symbolical structures of İstanbul and it is used for touristical purposes today. Kız Kulesi in the series is positioned as a realm of memory where Safiye Sultan (Sultan Ahmet Han I.'s grandmother) is imprisoned because of the crimes she committed and only certain officers were able to reach this place via seaway.

Harbour: It can read as the door of the Ottoman Empire opening far worlds. It is positioned as a realm of memory where the merchants coming via seaway berth to this harbor and where signals the hopes of salvation of the ones who has to leave payitaht illegally. It is the borderline of the empire.

Different Practises Run by the Production Company: Apart from the realms of memory mentioned above the realms of memory opened to the public sphere such as the museum and the flashmob concerts reconstructed out of the series but at the same time related to the series

are remarkable. In fact the series, *Muhteşem Yüzyıl: Kösem* has met the audience after a series about Kanuni Sultan Süleyman [Magnificent Süleyman], *Muhteşem Yüzyıl* [The Magnificent Century], which lasted for four seasons. Within the first months of the *Muhteşem Yüzyıl: Kösem* aired the costumes, some decors, the wax sculptures of some of the characters of the four-season before are exhibited in an exhibition center in return of tickets bought. This practice goes one step ahead as it takes the historical events and places from their moments they belong to and reconstruct in the present via the series and these reproduced realms of memory are extracted from the series and they are located in the museum. That is the realms of memory continuously themselves mutually reproduce and transform in to the different kinds of spectacle. This transformation is beyond the transformation of the history into goods; it enlarges the distance between the original and the reproduction as it reproduces over and over the realms via each other, and subordinates this consumption wheel to run faster as it make it transform from one form to another. Threatening thing at this point is the question whether a cultural transformation is going to emerge.

Similarly another practice is the flashmob concerts. These concerts are realized as the most loved and repeated songs of the series begin to be song in İstiklal Street suddenly and after that musicians look like street performers join the first ones and more musicians on the way that in ended playing of a symphony orchestra. İstiklal Street is one of the most crowded centers in Istanbul. In this crowded place, the concert beginning as a surprise amazes people unaware of things initially then becomes a focal point for interest since they are the songs of a series that everyone knows somehow. TV is not a mass media deice that only contains visual components but also an audio-visual one. In this practice its auditory characteristic is used. Reconstruction of the realm of memory reproduced via the music of the series. Even though the songs of the series are composed for the series and they have nothing to do with the past make people remember that period of the Ottoman Empire with the feeling the series created on the audience. A traditional music invented only for a series today refer to a period that music did not exist and evoke that period. In the process of reconstruction of the realms of memory audio codes can be effective as well as the visual codes and this can be the subject of another research.

4. Discussion and Conclusion:

In this study extracting history from its moment with the reconstruction of the realms of memory via TV series is evaluated. In this evaluation, in the context of the theoretical frame introduced in the introduction that the realms of memory are the cultural elements of remembering, and that TV series reconstruct these realms of memory, and that the realms of memory work with ritualistic presentations and they transform into media spectacle are mentioned.

At this point in the situations the history rendered visible via TV series the facts that what to show and what not to that is the decision to take into the series as a content is made by media professionals; and that a perception of a formed memory is conveyed to the audience are important. When the power of the TV in directing the masses as an audio-visual mass media device is considered the levels of the forms of representation is capable of exhibiting a political approach as well as a realistic approach at the point that the reconstruction of the past in the present. This means that in the context of the manipulative power of the products of the cultural industry in the popular culture the contents can be re-created in the direction of the necessities of the day (Adorno & Horkheimer, 2000), and they manipulate the perceptions of the masses according to these re-created contents.

In the series *Muhteşem Yüzyıl: Kösem* the things transforming into ceremonial practices are especially the realms of memory and the rituals lived in the realms of memory. Most of these realms of memory are both private and public places such as Topkapı Palace and its

rooms, Harem, Has Oda; Sultan Ahmet Mosque and Square; Gözyaşı Palace; Kız Kulesi; Janissary Foundation; almshouse; Dar'ül Eman; streets and avenues; and harbor in mostly İstanbul, called payitaht. Therefore as representing a wide range of matters from the palace life to the ordinary people life, from the sultans' struggle to the secret agreements, from the law and order to the important political of the day, from the importance of the religion in the administration to the position of the janissary in military affairs, nearly all of the fields at the period of Sultan Ahmet Han I. and Kösem Sultan the series allow the people unaware or once knew but forgot by the time or remember partly to learn the history. At this point the role of the collective memory plays in the cultural transformation in the long term the media professionals have a massive responsibility about the matter what is real and what is fiction.

The versions of the realms of memory which the most of the originals still reside in İstanbul are designed structures in the plato set in large fields by the production company. That is the realms of memory in the series are reconstructed physically. The practices such as an exhibition and flashmob concerts organized by the production company move the realms of memory to the designed structures in the TV series and to the street after that. At this point the realms of memory are transferred from one medium to another and the process of reconstruction emerges in this transferring. The transformations can be formed in the realms of memory by the continuous rising in the reconstruction are significant.

While the historical information in the history textbooks which may be forgotten can be transmitted via the series since it is profoundly a product of the popular cultural industry the narration involves fictional elements inevitably. The classical narration formulas are used especially in the dramatically fictionalizing the depths of the characters to substract them from the textbooks and make them like real persons. The emotions which will make them familiar to the audience such as love, horror, sadness, happiness, expectation, ambition, and passion are applied especially in the process of fictionalizing the characters. The deep and passionate love between Sultan Ahmet Han I. and Kösem Sultan which lasted through the episodes is one of the apparent examples. One should be aware of the details in the usage of the mainstream narrative techniques applied to provide continuity in the series and preserve its popularity. When the dramatically fictions are given in a frame of the events lived in the past the responsibility not to distort the past belongs to the media professionals. The necessity of a balance like this can be the starting point of a different study.

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Public Relations Practices In Terms Of Intercultural Communication: Example Of Yunus Emre Institutes In Turkey – Bosnia And Herzegovina Relations

Mustafa Akdağ, Nilay Akgün Akan

1. Introduction

Generally coined as a holistic body of values making a group or community different from others (Banks, 1995, p. 7-8); and a concept studied in the fields of anthropology, sociology, social psychology and communication, culture includes everything transmitted through social, not biological, means in human communities; (Marshall, 1999, p. 442).

Anything that paves the way for communication is actually a difference. Difference is an indispensable component to ensure communication (Kartarı, 2001, p. 24). Therefore, there are differences in our own culture as well as other cultures we encounter and this is always in motion. It is certainly impossible to eliminate these differences, because cultural transformation is unstoppable. Even though communication technologies are said to have removed cultural differences and formed a single type of humanity, new differences will certainly emerge as cultural transformation will not stop. The thing is being able to take a tolerant stance against both sub-cultural differences in our own community and those of other cultures.

Intercultural interaction, along with globalization, is a concept which is gaining importance each passing day. In this global era, which was accurately defined as global village by McLuhan, states, communities and individuals establish close relations with other cultures as well as interacting with them in terms of economical, political and cultural affairs (Göker et.al., 2011, p. 65). Thanks to the developments in communication technologies, mass communication devices and systems, it is now possible to obtain and send information to and from any part of the world. Societies are enhancing their relations and interactions with each other as a result of easily attainable, rapid and facilitated communication (Tanrıbilir et. al., 2005, p. 130).

As the world globalizes and gets smaller each passing day, this process makes nations more flexible in terms of cultural affairs. As a result of enhanced cultural interaction, the peculiar traditions and customs of various nations are easily recognized and adopted by others. By this way, cultures can protect themselves from corruption and extinction by introducing their socio-cultural values (Soysal, 1976, p. 205). It is specifically important in the field of intercultural relations, which is rapidly transforming and changing, to establish a powerful image (Akdağ et.al., 2009, p. 152).

The introduction of cultural values to the world provides added value for the country in terms of cultural, economical and political affairs. Likewise, the main objective of cultural relations is to provide support for political and economical interests. In this respect, it could be said that cultural introduction is actually a long-term political investment. In contrast, cultural introduction might necessitate state intervention and could become a very sensitive issue at certain circumstances (Soysal, 1976, p. 206). In this respect, public relations activities, which are of significant role, might differ from one country to another (Akdağ et. al., 2009, p. 152). Experts in the field of public relations should be able to recognize cultural differences, adopt local communities and to understand peculiar strengths of each culture in terms of both verbal and non-verbal communication (Wilcox et. al., 2006, p. 519).

In this sense, cultural communication has been studied in a large number of academic researches; however, they mostly dealt with the cultural differences with other countries, how they are perceived and the communication problems between the people of different cultures and their reasons. This study, on the other hand, in the light of collaboration and cooperation as a result of the encounter between two cultures with the same historical background, analyzes

the public relations activities of Yunus Emre Institute, a civil society organization, in the particular case of relations between Turkey and Bosnia.

2. Conceptual Framework

2.1. Intercultural Communication

Culture is an order of life which is learned and shared by individuals in a specific society thus attaching certain meanings to it. Meaning-making requires lots of activities and they are based on two different dimensions of culture. The first of them is the concrete culture including some components like technology, production materials, economical, financial and social infrastructure, arts etc.; while the second one is the moral culture including religion, moral understanding, language, judgment values, traditions and customs. In fact, the concept of culture mainly signifies the moral culture. Moral culture encompasses the customs, traditions, collective behaviors, social rules, judgment values and opinions making a society, nation and community different from others. In this sense, it is possible to state that the basics of intercultural communication are rather established by the moral culture (Aksoy, 2012, p. 298).

Intercultural communication, on the other hand, is a discipline which is getting more important as the impacts of globalization are recognized in each part of life. The main factors highlighting the importance of intercultural communication are the emerging communication problems experienced between people of different cultures, worsening of good relations or even inability to establish relations because of misunderstandings (Kartarı, 2013, p. vii).

The main purpose of intercultural communication is to *understand and describe* the *interaction process* between the people of different cultures from all aspects and to look for ways for *effective communication* by developing *foresights* about possible outcomes of these communication processes. In order to attain this goal, it is necessary to analytically deal with the process, to recognize the components of this process and to understand their relation between each other. As each occasion of intercultural encounter is peculiarly different from others, it is necessary to analyze the components of each specific *communication context* in terms of its relations and connection with each component to grab a holistic view (Kartarı, 2013, p. 4).

The main reason for the concepts of culture and communication to be taken together is the role of communication in transmitting culture. In this sense, communication is an important factor in learning and practicing culture. Communication has an impact on culture and vice versa. Because culture, enabling individuals to interact within a culture, is also a significant scale for both sides of communication to underline the symbols and codes used in a communication process in the most accurate way possible (Göker et. al, 2011, p. 67). Globalization necessitates that relevant concepts and developments involve various countries and cultures in the process thus enabling it to run as an item of agenda or process affecting the global scale. This also signifies that there is necessarily and inevitably wide-scale relationship among various countries, cultures and identities ranging from cooperation to imposition. Specifically when analyzed in the context of relations and interactions between cultures; as innovations in communication environments and technologies transform the world into a global network, intercultural interaction runs in the utmost level attainable (Bekiroğlu et.al, 2014, p. 431).

The main indicator of intercultural awareness is defined as taking positive attitudes and feelings against other cultures, sub-cultures and local commitments. Taking positive feelings means to view differences impartially, free from stereotypes, ethno-centrism and judgments. This refers to a world of feelings and cognitive climate characterized with understanding, recognition, approving, showing respect and relativity (Bekiroğlu et.al. 2014, p. 434).

Language is one of the most important obstacles facing the communication process, referring to communication and interaction among individuals with information and experiences in different cultural and sub-cultural fields (Kim, 2005, p. 554) (Göker et.al. 2011, p. 68). However, even if people do not speak the same languages, they could communicate through some signs. When the people taking part in communication do not know communicative behaviors of individuals from a different culture, they will prefer to make sense of expressions, attitudes and behaviors according to their own cultural norms and standards. This indicates that communicative conflicts become matters of expectation during the process of intercultural interaction (Selçuk, 2005, p. 2). For this reason, it is hard for individuals experiencing intercultural communication to get hold of this obstacle. In addition to differences in languages, communication is a matter of the field when it comes to sub-cultures within a specific culture. Therefore, differences in points of view will have a negative impact on the course of communication irrespective of descendance from the common history among various countries, let alone having the same language in a sub-culture within a specific culture (Göker et.al., 2011, p. 68).

Another component with a negative impact on intercultural communication is ethno-centerism. Ethno-centrism is centralizing their own culture on the part of individuals, basing their judgments on their own culture and taking other cultures as nothing (Kartarı, 2001, p. 185). In order for the intercultural communication to develop in a positive way, it should be improved from ethno-centric stages to ethno-relative stages.

2.2. The Relation between Intercultural Communication and Other Disciplines

According to Kartarı (2013, p. 183), the history of humankind is nothing, but the history of cultural interaction since some specific era. Some reasons like movement of individuals because of immigration, wars, changing political regimes, economical developments or education caused certain cultural transformations thus paving the way for the emergence of different cultures. Therefore, intercultural communication is actually a necessity and influenced by a large number of disciplines as well as having an influence on them. The multidisciplinary characteristic of public relations is also true for intercultural communication.

Following is a description of the relations between intercultural communication and these disciplines (Kartarı, 2013, p. 183-194);

2.3. Tourism and Intercultural Communication

The relation between both disciplines could be in the form of encounter of different cultures or the same could be true for different sub-cultures under a specific culture. For this reason, the staff providing accommodation, catering and travel services to individuals temporarily moving to a different place to have some rest, fun or do certain things should have communicative competences described previously. Tourism is one of the fields in which our national image is mostly represented, and for this reason, it has an important place in intercultural communication.

2.4. Health and Intercultural Communication

Most of the practices in the field of health are modified according to culture. At first, there seems to be no relation between this field, which is totally scientific, and culture, but this is not the case. This is because being healthy can have different meanings in each country or culture. For example, while in German culture health problems could be considered as an indication of weakness, in Turkish culture it is a matter of collaboration. Human beings start learning about health culture in childhood. There is a different attitude about doctors, medicines and hospitals

in each culture. It is possible to observe the impacts of culture in each field of health discipline including the education of health personnel, the campaigns run by the state. It is impossible to obtain positive results through health announcements, trainings and persuasion methods prepared for a different culture. The scientific dimension of health is a subject of intercultural communication, because some remedies might differ or be applied according to cultures.

2.5. Law and Intercultural Communication

It is known that the internal running of each society, interpersonal relations and the relations between individuals and social institutions are designed according to social norms. Social norms have various levels of impacts on human behavior in accordance with their sanction level. There are some rules in modern societies identified to maintain social order. Law is defined in dictionaries as “the whole body of regulations” regulating society and identifying the sanction level of state. However, law is not just comprised of written rules; it also includes the interpretation and practice of regulations.

For this reason, the social perception and interpretation of regulations, and the attitudes and behaviors developed accordingly form a connection between law and culture. The perception of “right” is different in every culture. The expectations, rules, stereotypes, ways of conduction, limitations, prohibitions and taboos and all the sanctions to be imposed if these are not applied which are used when providing solutions to daily life problems, over which a consensus has been held and acknowledged by most of the group, are included in the regulations coined as “Public Law”.

2.6. Management and Intercultural Communication

It's not possible to claim that all the people living within the borders of a certain state have a single culture. However, it is natural that the people living within the political borders under the same regime and economic order have common norms, beliefs, values and behavior patterns as a result of their historical and geographical ties. These historical, regional and cultural partnerships result in “national culture”. The national culture, which could be defined as the culture of the “nation” formed by the people living within the political borders of a state and sharing a common history, today and future, is the one shared by all sub-cultures in a country. This framework of culture, which is described with strong connotations”, certainly includes all the cultures of each group forming the nation. The concept of cultural richness meets this characteristic and highlights the cultural variety in a given country.

2.7. Education and Intercultural Communication

The existence of different students in a class in an educational context is the source of cultural richness. The students visiting our country for education or our students or academicians going abroad for education are always included in the relation between these two disciplines. It is observed that specifically student exchange programmes trigger cultural encounters and there are some studies about this in literature. These studies indicate that the students visiting our country or our students or educators going abroad should have cultural competence otherwise the quality of education could get negatively influenced by this.

2.8. Arts and Intercultural Communication

Arts, an inseparable part of human life and of culture, shapes culture as well as being shaped by it. The people around the world have started to use the same products of culture and arts with the advancements in technology. As a result of different perceptions and meaning-making between cultures, there is an intercultural problem in the marketing of these products and consumption of them by large communities. The need to take cultural appreciation and habits in every item of production into account forces marketers, artists and producers to learn about the cultures of their target groups and to develop intercultural competence. The local products which attain marketing success on an international scale are always in parallel with intercultural communication rules. Cultures change as new opinions emerge and individuals start to adopt them. Otherwise, no culture would be changeable, so arts is one of the factors ensuring cultural change as well as social change.

2.9. Economy and Intercultural Communication

Economy is a field in which production and consumption is studied. When there is production, there should be marketing, as well. Marketing could be taken as a bridge between producer and consumer. Marketing communication is a wide-scale concept including the creation, pricing, dissemination and adoption of products, opinions and services. The culture of consumer group is of high significance in marketing. Globalisation emerges firstly in the field of economy. The tendency which starts with the transportation of production facilities to the country which is considered as the market ensures the proliferation of multi-national corporations in the course of time. By this way, it gets included among the subjects of intercultural communication. Because intercultural communication is necessary for not only of the point of manager sent to ensure the administration and running of the facility, but also of individuals going abroad as workers.

2.10. Public Relations in terms of Intercultural Communication

The active role of public relations is highly effective in the fields of administration, organization, project development and institutional mobility and activity, social responsibility specifically in terms of promoting intercultural communication skills as well as individual communicative competence in multi-lingual, multi-cultural societies in which the human force mobility is high (İlbuğa et.al., 2009, p. 94). According to Földes (2007), intercultural communication is observed on the micro scale in the analysis of face-to-face communication between 'foreigners', while on the macro level it is identified with the communication activities between ethnic groups, nations and countries (quoted by. İlbuğa et.al. 2009, p. 96).

According to Culbertson (1996), the promotion of cultural values to the world brings about two other benefits. For this reason, as this cultural introduction will result in cultural collaboration thus facilitating the accomplishment of economical and political objectives, it is a subject of both international public relations and intercultural communication and it requires state run practices. In this respect, the activities to be organized by public relations conductors on the international and national scale will raise awareness among various cultures thus promoting consciousness and ensuring emphatic behaviors (quoted by. Becerikli, 2005, p. 42).

The image of countries in the world, international views, opinions and concepts about a given country are not cultivated easily. Therefore, it is impossible to change or re-create your national image abruptly (Yelçe, 1989, p. 273). There should be a long-term given for the creation of a national image in the global perspective. For this reason, public relations activities targeting a long-term and permanent impact will have an effective importance in international

relations through its advantages in socio-cultural, economic and political scales (Soysal, 1976, p. 205). Public relations is not only building relations between institutions and their target groups, sustaining these relations and constructing a positive image of these institutions, but it also includes the introduction of cultures to each other, building mutual understanding between cultures and strong bridges of communication and even establishing a positive image of cultures on the international scale. Likewise, it is so important for culturally rich countries like Turkey that the specific sub-cultures living within such countries are introduced to the whole world (Varol, 2012, p. 54-55).

For this reason, public relations and intercultural communication are parallel to each other in most senses. International public relations focus on public relations practices on the international or intercultural scale including relations between international organizations and governments, trans-national economical affairs and interactions among citizens of different nations on the realistic scale (Becerikli, 2005, p. 42). Public relations should take a stance free from ethnocentrism and symmetrically acknowledge the existence of all parties in intercultural communication. According to the hypotheses put forth by Grunig about the relations between culture and public relations, public relations should ideally have the expertise in order to establish necessary environment to provide solutions for conflicts in intercultural dialogue through negotiation and it should also be able to use some certain tools.

The tools and equipment used by public relations could be classified in three different areas including *written, audio-visual, face-to-face and mass tools*. As written tools we could take the newspapers (press announcements, bulletins, meetings and travels), institutional newspapers, journals, brochures and handbooks, bulletins, billboards, hand-lets, placards and year books. Visual and audio tools include radio, television, films and video tapes, slides and photos while face-to-face and mass tools include speaking and listening, wish boxes, festivals and competitions, meetings (conferences, seminars, panels), exhibitions and fairs, kick-off and anniversary ceremonies, Internet and web technologies (Akdağ, 2007, p. 175-191). In addition, the social media could be included among these tools, which has wide-spread use all over the world eliminating boundaries. Given the impact of social media providing a new space for public relations activities and practices, the significance of public relations practices gets even higher for the collaboration and unity among cultures and their level of influence on each other. These practices have become so important for cultural introduction, maintenance of intercultural communication so they should be taken into account on the corporate and institutional levels.

3. Research

The scope of research includes the public relations practices of Yunus Emre Institute on the international and national level under the context of Relations between Turkey and Bosnia Herzegovina. The study aims to evaluate the public relations practices between Turkey and Bosnia Herzegovina in terms of cultural communication. The studies dealing with intercultural encounter has been conducted previously, however they mostly cover different countries. This study is of significance in that it covers two cultures with common history.

3.1. Scope and Limitations

There are also other institutions conducting studies on the cultures of various countries, however, this study is conducted on the specific scale of Turkey and Bosnia Herzegovina, since it is observed that the activities of Yunus Emre Institute has a more intensive rate. The elimination of other institutions forms the limitation of study. The activities of Yunus Emre

Institute have been limited to those in the fields of arts, culture and education given the disciplines with which intercultural communication is in relation.

3.2. Methodology

The relations between Turkey and Bosnia Heregovina have been analyzed over the official web page (www.yee.org.tr) and Facebook account (www.facebook.com/yeeorgtr/?fref=ts) of Yunus Emre Institute and relevant news accounts. The relevant institution and its activities are analyzed over the information published on the relevant official web site and social media posts about the institution and news accounts by making an assessment through analysis.

3.3. Findings

In this part of the study, the activities and practices conducted cooperatively in both countries are analyzed and given in Tables as drawn from the official web-site of Yunus Emre Institute. The evaluation of public relations practices based on Bosnia Herzegovina forms the limitation of study in terms of subject scope. The specific period for analysis is identified as the period between the years of 2013 and 2015 as the establishment of Prime Ministerial Public Diplomacy Coordination Unit took place on 30th Jan. 2010 and Turkey started to get more and more interested in such affairs since that date and relevant activities were commenced in 2013.

Given the public relations activities held between Turkey and Bosnia by Yunus Emre Institute, the number of studies differs each year. While the 2013-2014 could be seen as a time with relatively lower number of activities, 2015 witnessed more number of activities. As Yunus Emre Institute does not follow political and economic objectives, its activities are analyzed under three headings as those in the fields of culture, arts and education.

3.3.1. Public Relation Practices in the Field of Culture

The public relations activities of Yunus Emre Institute to promote the cultural connections between Turkey and Bosnia include commemoration nights, cultural days, meetings, festivals, exhibitions, gatherings etc..

Table 1. Cultural Activities held between 2013-2015 oriented in Bosnia Herzegovina

2013	2014	2015
- A Symposium named Ottoman Heritage in Bosnia Herzegovina on the track of 550th Year. - Deputy Prime Minister Bülent Arınç Introduced “Love” in Elif Şafak’s prose in Bosnia Herzegovina.	- Yunus Emre Institutes Celebrated 23rd of April National Sovereignty Festival in Bosnia.	- Turkish tea was served to citizens in Bosnia Herzegovina under the project called "Tea Fun in the Balkans". - An Exhibition was held in Sarajevo including Matrakçı Nasuh's works to commemorate him. - Traditional Ramadan Concert was held. - The Drawing Exhibition called the Sorrow of Srebrenitsa was opened in Yunus Emre Cultural Institute. - Festival was held for 23rd of April.

3.3.2. Public Relations Practices in the field of Arts

The public relations practices run by Yunus Emre Institute in order to improve cultural communication between Turkey and Bosnia Herzegovina include music festivals, drawing and statue exhibitions and concerts.

Table 2. Artistic Activities held between 2013-2015 oriented in Bosnia Herzegovina

2013	2014	2015
	- An Exhibition on the First World War and Turkey was held in Bosnia Herzegovina.	- Drawing and Statue Exhibition named 'A Touch on Arts' was opened in Sarajevo. - Traditional Turkish World Concert was held in Bosnia Herzegovina. - Turkish Composer and Musician, Atilla Can, gave a concert in Sarajevo under 55th International Theatre Festival. - An Activity of Balkan Caravan Project was held in Sarajevo. - The Sarajevo Filarmoni Orchestra gave a Ramadan concert with the support of Yunus Emre Institute. - A Drawing Exhibition was launched in Sarajevo under the topic 'From the Altai to the Balkans'. - An event was held under the project called 'The Travel of Arts from the Master to the Novice and from Turkey to Balkans'. - A Gravure exhibition was held including works from the Ottoman times. - Mystic light exhibition took place in Sarajevo. - Mikrotonol Trio, A Music Band, gave a concert.

3.3.3. Public Relations Practices in the field of Education

The activities of Yunus Emre Institute are of crucial importance in terms of educational ties between Turkey and Bosnia Herzegovina. Sister countries know about each other more and they are more influenced from each other. The public relations practices in this field include visits, congresses, and symposiums between both countries.

Table 3. Educational Activities held between 2013-2015 oriented in Bosnia Herzegovina

2013	2014	2015
-A Turkish Library was opened in Bosnia Herzegovina under the support from Yunus Emre Institute. - A protocol was signed to make Turkish the second language. - Turkish has become a compulsory elective course in Bosnia Herzegovina. - Vocational courses were launched for Bosnian women.		- A conference was held on the 'Place of Bosnia Herzegovina and Bosnians in Mehmet Akif Ersoy's life'. - Certificates were given to 200 course takers who learnt Turkish. - The Minister of Education in Bosnia Herzegovina visited Turkey to make observations under the project called 'I prefer Turkish'. - Stationary help packages were given away to those students electing Turkish courses in Bosnia Herzegovina. - Turkish instruction courses were commenced for Bosnian Youth under the cooperation between Ümraniye Municipality and Yunus Emre Institute. - The students learning Turkish in public schools in Bosnia Herzegovina came together in Yunus Emre Institute 1st Sports Tournament. - 2nd International Sarı Saltuk Gazi Symposium took place in Sarajevo. - Students learning Turkish gathered in children games. - Turkish scholarships orientation meeting took place in Sarajevo. - The 10th International Great Turkish Language Summit was held in Sarajevo.

It is of vital importance that Yunus Emre Institute increases the number of their activities orienting in Bosnia Herzegovina as well as their public relations activities with other countries since cultural cooperation activities will bear positive impacts in the field of political and economical affairs thus promoting better communicative ties.

4. Evaluation and Results

Yunus Emre Institute provides scientific development by holding a large number of scientific congresses, conferences, and symposiums and in the specific case of Bosnia Herzegovina the most intensive activity field seems to be that of educational field. However, this is mostly true for teaching Turkish to the students living in Bosnia. While this practice in order to overcome the language barrier is absolutely true, it is not sufficient in terms of activity. On the contrary, if these activities are varied in different fields, this will facilitate cooperation (Akdağ et. al., 2009, p. 159). By giving priority to students' exchange programmes, the number of Bosnian students should be promoted in Turkey. In this respect, as an incentive, the students coming to Turkey from Bosnia should be hosted and necessary actions should be taken to provide accommodation, education and other kinds of services thus making Turkey favorable for them. Likewise, it is clear that both countries should take effective contribution to such mobility.

As the common fields of profession could be unearthed coming from our common historical background by disseminating vocational training courses thus providing economical benefits, as well. Some vocational courses are planned to take place in Bosnia, however, it will be of crucial use for Turkey if some types of handiworks maintained by Bosnians as inherited from the Ottomans could be brought to Turkey by having experts visit Turkey to provide courses on these types of arts, which will create wonderful opportunities for cultural interaction.

It is observed that there were no artistic activities throughout 2013, while having only one in 2014. This type of activities rather took place in 2015. It is necessary that the activities in this field are promoted in number. For instance they could be listed as the endorsement of practical field of French cultural diplomacy; stage fields, music, visual arts, cinema, book, media and broadcasting, cultural and creative industries (www.diplomatie.gouv.fr). It is thought that intensive activities of Yunus Emre Institutes on Turkish in Bosnia Herzegovina should be accompanied with artistic activities. One of the important instruments of public relations paving the way for cultural exchange, cinema and film festivals would provide significant outcomes in this respect. In addition, children would form an important mass of audience as they are the target groups of cultural interaction activities. Therefore, as Japan introduces its culture through cartoons, we should tell about our common culture to our children as a way building strong relations for the future.

In addition to providing variety for cultural activities, a specific issue should be taken as a focal point and made traditional in order to establish a partnership to be transmitted to next generations. Similarly, the activities held annually on a regular basis are of crucial importance for the sustainability of cooperation. When the activities held so far are analyzed, they are found to lack sustainability as they have newly (2013) been launched. However, in order for public relations activities to be effective, they should be held on a sustainable basis. For this reason, there is a need for project based activities held annually with regular intervals.

Given the figures in tables, almost all activities are observed to have taken place in Bosnia Herzegovina. Our citizens of Bosnian origin should be taken into account and the lack of activities in Turkey should be met. In this respect, various opportunities should be presented to Bosnian students visiting our country by building cooperation with universities.

These actions should be supported not just through the relations between official institutions, but also through actions with the participation of Bosnian and Turkish public. Similarly,

Bosnian people in Turkey provide citizen diplomacy (Sancar, 2012, p. 176) and play a significant role in intercultural communication.

From a general point of view, Yunus Emre Institutes could be identified as the unit with the highest rate of public relations activities in the context of relations between Bosnia Herzegovina and Turkey. As the agency in Bosnia Herzegovina is the first unit of representation after the establishment of Yunus Emre Institute, it is expected that public relations practices held in this city would set an example for other agencies. Therefore, these actions should be facilitated thus providing opportunities for political and economical cooperation. For this, the support from Turkish Ministry of Cultural Affairs and Turkish Ministry of Foreign Affairs should promote their support. In this sense, the cooperation between both countries will be enhanced thus creating added values for both countries.

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Language Games of the Cinema: “Ah Güzel İstanbul” Are You Real or Lie?

Hacer Aker, Meral Serarslan

1. The Literature Review

Modernism, which is towering over the concepts of modern, modernity and modernization, can be defined as traditionalization of being in search of the innovation. That is why, there is a need to accept the fact that the explanation which will be brought to modernism, demolished a formalization manner instead put a new one in which more than a radical change.

In the wake of this radical change, there is modern philosophical tradition that starting with Descartes in the mid-16th century, then drawing the framework with Kant in the 19th century, and nearly continues 500 years till 20th century. Modernism is a continuation of this philosophy tradition. Modern philosophical tradition, which is source of modernism, initiated by the renaissance and reformation movement, then it has experienced the enlightenment with the idea of the effects of these movements (Keat ve Urry, 2001).

With the enlightenment, individual's request of individual self-government has brought along any external action to impose rules on its own with superior presence the refusal. Enlightenment thought which makes the mind the first predictor in human life has been one of the steps to prepare the ground to be freedom of thought and expression; criticism; belief in value of in logic and science; and gives great importance to the individual himself as the premise of modernism with this aspect (Russ, 2011).

Descartes who is predisposing the enlightenment idea and the founder of modern philosophy, he has entered into seeking a new method on which he will raise an information tree. According to Descartes, solutions towards the basic problem that confronts humanity require a new method instead of new political program. For this, Descartes starts from the human mind. In this direction, he gives importance on the concept of intuition and deduction (Descartes, 1984).

He expresses that these two forces should be used for building a method that enable them to achieve precise knowledge and solid results. On the other hand, Kant who brought the Modern philosophy to maturity, he has contributed to modern philosophy and critical philosophy. Kant aimed to synthesize empiricism and rationalism as opposing views. According to Kant, even if content of our information based on experience or intuition, the structure of experience cannot be established without human mind and ability to understand (Kant, 1999).

Structuralism analyzes unit which is handled as the whole. The unit is handled in connection with other units as a wholistic structure. The structure has priority when it is compared to units and it is more important than the all of the units. Ferdinand de Saussure is the first person who gives discipline feature to the concept of structuralism. Structuralism is also used in cultural anthropology by Levi Strauss. The source of structuralism is structural linguistics theory which was established by Saussure. Firstly, Saussure need to identify and define what language phenomenon is. For this purpose, he developed a method to enable determination components of the language. Saussure determined that language the case can be dealt with on its own. His determination formed the basis of structural linguistics. To understand the Saussure's structural linguistics, it is necessary to understand the distinctions about language which were converted into by him. The first distinction is between language and parole. Language is the name given to a language system (like Turkish). Parole is using a language by a particular user. The aim of structural linguistics is to reveal this structure. For this, it is need to examine the parole. Another distinction is separation every indicator as showing and to be shown. In this regard each indicator has a sound an also has a conceptual image. Sound image

is named as showing and refers to the physical (concrete) and tangible dimension of the indicator. Conceptual image is named as to be shown and refers to abstract concept of the indicator. The relation between to be shown and showing is causeless. Saussure expresses that the language is composed of these concepts and these should be analyzed as basic phenomenons of the structure (Valašinov, 2001).

On the other hand, Levi Strauss applied Saussure's structural linguistics understanding to social relations with structuralist approach and by this way he tackled with how people get along with each other in the community and how they can cope with complicated relationship. Strauss acted with structuralist method for interpretation of individuals' daily lives without being aware of his act or settled schemes, the simplest cooking tools and like marriage rituals, approach into all areas of cultural processes. According to Strauss, even if different cultures' sense-making of the world are distinctive, their sense-making ways are universal. In other words, meanings are specific to the culture they were produced, but production forms of them are universal for all individuals (Strauss, 2012).

In postmodernism that inferred after modernism, the issue is based on reductionist and foundationalist theories. According to this view there is not mind, but minds are; everything determines everything; everything affects everything, there is no validity common trues, no theoretical system offer entirely consistent, wholistic description, it claims that all of these a holistic explanation is nothing more than a beautiful tale. Being Postmodernism's basic view 'the subject of extinction' has found the clearest expression in Nietzsche's Nihilism. Nietzsche, defined the Nihilism as self-devaluation of the highest values, loss of the aim, and remain unanswered question of why. According to Nietzsche (2011), no real unavailable: it has different kind of eyes, therefore, there are several facts and so there is no real truth.

Another philosopher is Ludwig Wittgenstein who contributed to postmodernism. According to Wittgenstein words entitle the object; sentences are also formed by combinations of such names and each of them has a meaning. This is a game similar to the occurrence of the moving object on a surface according to certain rules. According to Wittgenstein these are language games. For Wittgenstein, prerequisite for being able to play language game is a life-style. All language games are made up of life-style and available in life styles (Hadot, 2011).

As for Jean François Lyotard who influenced the post-modernism with his views, at his book name is Postmodern Condition said that the nature of knowledge will not stand unchanged at this structure which progress of the technology. It was stood in the face of change, until Enlightenment with myths, after Enlightenment, it was settled down under favour of will be disciplined of the people and commodities which will be under control meta narratives. Lyotard expresses the characteristics of this meta-narrative as follows: Narratives which told in their communities, allow to evaluation on the one hand to identify the license measures; in this society on the other hand, in processes or which can be operated according to these criterions. Narratives leave themselves a great game of language diversity. In this point, areas of specialization which were offered or applied by the narrative organized by a perspective. Transfer of narratives is obedience to the pragmatic rules of narrative. Narratives follow a temporal order. Lyotard who expressed the people cannot yet will be relieved by meta-narratives which are now moving more in terms of singular point of view by advancements in technology and changes in the information and he claims that postmodernism refers to the end of the meta-narratives (Lyotard, 1997).

As for Jean Baudrillard, who is contribute to postmodernism with bandy about Excessive reality, image, simulation, consumption society and like this culture, assert that neither the reality of the problem nor the image of reality is, because eliminate it's presence by creating artificial new realities. That is why, according to Baudrillard It does not matter whether it is the truth, important thing is image or indicator. The most important reason of this matter; everything in the media is a fiction. Baudrillard gives the name the period in which all of them

experienced "era of transparency". This era is an era that everything can involve everything, everything can be everything, everyone can say everything and everyone can make everything. The main qualification of the transparency era which is a simulation, fake, an artificial world consisting of imitators (simulacra). Everything that non-existent in reality but pretend it has, hasn't source and not the first instance, in this imitation cosmos is a copy (Baudrillard, 2011).

After modernism, structuralism the continuation of postmodernism constitutes a new idea tradition. This idea tradition is post-structuralism. In this direction, post-structuralism was born as a reaction to structuralism. However, the basic point of both two philosophies is linguistics. In spite of the fact that structuralists using Saussure's linguistic theory and application to other social science fields, poststructuralists put forward a separate linguistics theory. Because, although the theory of structural linguistics and solid off into its own, poststructuralism has been ceases the language to be a closed system (Bayrav, 1998).

Poststructuralism contrary to structuralism express the social position of the observer and his historical evolution, play a role in the formation of the knowledge and theories and examine whether make reading that everyone agrees on or not. Afterwards cultures and texts can be read from different ways and can be reviewed, for this reason it can be expressed the impossibility of achievement the truth and thruth as a production of discourse. Unlike structuralism, poststructuralism refuse trusting to the mind anc accept the idea of structure and even sees everything as a structure by radicalizing the idea of structure. However, contrary to the structuralism Poststructuralism believes that the structure has not a center or a border. Despite structuralism thinks all relationships in a linguistic, symbolic and discursive framework, poststructuralism said that it is limited, and more interested in power potency. Because, potency for poststructuralism is an unalterable principle of social reality and potency is not just a tool of repression and prohibition in the same time it is also produces the reality in time, determines the object area and rituals of truth (Sarup, 2004).

One of the most important poststructuralist philosophers who work in this direction is Michel Foucault. Foucault opposed to the world to theorize universal explanation of any kind working entirely. Therefore, never abandone a critical attitude towards indexicality. Making sense of the world in the string is easy, but for segments of the population who believe that intolerable and oppressive; Foucault, before anything else, do not believe that knowledge dissociated from potency. That is why he says there is no pure truth and he sees potency not only as a state apparatus which is fulfilling its legislative mission, but also since it has all the apparatus of repression , acts as a large structure. For this purpose it is develop an analysis method. This is "genealogical analysis." It is the main aim at the genealogical analysis is uncovering the connection between non-discursive practices (life events) and discourse strings (data structures). In this point Foucault's basic thesis is always available the existence of a relationship between information (discourse) and potency (unwritten practice, especially the control of the body). From this point of view knowledge can not be independent from the potency in any case. As a consequence, instead of the analysis which is based on symbolical field or indicative structure field. He made analysis of power relations, strategic development and tactical genealogical (Foucault, 1987).

As for Jacques Derrida, who is another poststructuralist philosopher, were come to the forefront by "Deconstructive analysis" Derida at first wrapped in the tradition of Western philosophy "Metaphysics of presence" and he were directed to deconstructing the assumptions. Derrida main criticism of issues are definite world as a part of a universal whole presence metaphysics and that is why he assert that the separation which is occurre in fact is not separation Derrida says the texts, which have taken place in the Western philosophical tradition, founded on the hierarchical dualisms (Being/nothingness, reality/appearance, speech/writing), first term at this duality in any case more robust, the infallible certainty right and seen as a

fulcrum for all the idea strings (Derrida, 1994). Derrida has developed a deconstructive analysis to analyze all of them.

Purpose at the deconstructive analysis is removing text bearing structures which was founded on the text. Deconstructive analysis is a method that tries to run off with the obvious design defects with its contradictions in the text of separating the text each parts, start without questioning the adopted assumptions. That is why almost all strategies which are developed by deconstructionist analysis, instead of focusing on a union that moves the text itself, balance, internal harmony. It tends to the contradictions in the text, inconsistencies, carefully conceals himself over to the implicit dilemma / meta- narratives. Deconstructive analysis in this direction firstly after determining the concept of opposition in the text, disrupt the structure of the whole text by reversing the suppressions relations in this contrast, the concept is considered to be dominant, replacing the concept is considered to be suppressed. Thus, it attempts to ensure equality between concepts, but for that it move the secondary values to location of primary value, it is to be remove the priority sequencing (Timur, 2005).

2. Method

Deconstruction at cinema, challenge to interpretation with drawing attention to accompanying contextual and institutional constraints, examines the attitude towards the film's audience, focus on the part which is lost the meanings and investigate the why cases are processed by the opposition against the idea that the more privileged, like psychoanalysis. However, none of his numerous meanings that can be drawn on the occasion will not reflect the whole picture and at the end it emphasize it is not possible what applies to a certain interpretation of the film might be and what it might look like (Ryan ve Kellner, 2010).

The film will be followed in the analysis of the following ways:

- a) Summary of the film, (in order to provide preliminary information on the reader, it will be given Summary of the film by deconstructive analysis method which will be analyzed)
- b) Detection and Analysis of Meta- Narratives in Film

It will be determined Lyotard's primary meta- narrative of the film with the features of the concept of meta- narrative in this point it will be moving from the assumption that the sense of self through language game, undefined the narrative qualification criteria for the community, it will be moving within the meaning of the language game itself. After it will be determined to detect the primary meta-narrative elements, then it will be determined to reversing the narrative elements of primary commodities to the elements of the secondary meta- narrative. Afterwards it will try to expose the determined secondary meta- narrative in which the reference to which the elements of the meta- narrative. For this again Lyotard's characteristics which are apply to the determination of the meta- narrative will be used;

- 1. Narratives, which are said in the societies, define the criteria for qualification.
- 2. Narratives are meaning itself within a great game language.

3. Findings

3.1. Story of *Ah Güzel İstanbul* Film

Ah Güzel İstanbul is a film directed by Ömer Kavur in 1981. In the film, from which adopted Firuzan's book "Kuşatma", Kadir İnanır (Kamil), Müjde Ar (Cevahir), Levent Dönmez (Cengiz), Sümer Timaç (Erol) and Hakan Tanfer (Muavin Erdoğan) perform in a movie.

Kamil is a truck driver in a transport company. When returned to Istanbul after a long road, first goes to a tavern with friends, then go to a house of prostitution. He met Cevahir at there. Before leaving for work again goes to see Cevahir for two hours. Cevahir has become a

passion for him. Take a blouse as a gift, where he bought from outbound, to Cevahir. Cevahir has also begun to feel warm feelings towards Kamil.

Kamil offers to Cevahir meet outside and they meet. They get to know each other. There is no longer a relationship between them. Kamil holds a house, take the Cevahir from the brothel and they settled home. New home, new needs, Kamil's old gain begin to run short of. They want to get married. But their situation is not yet suitable. Kamil calls Cengiz who previously rejected offered to him to bring contraband starts bringing contraband for Cengiz.

Meanwhile Cevahir closed herself at home completely. Only relationship with the outside is Kamil. Kamil's negative behaviors due to economic problems is also drags on the Cevahir insolubility. Hiding himself of Kamil from her friends leads to think Cevahir is ashamed of him and she did not want to marry him.

When Kamil went to bring goods from Mardin (city of Turkey), Cevahir decides the impossibility of marriage and leave the house. Kamil meanwhile has received wedding dress fabric for Cevahir when returning from Mardin when Kamil returning to İstanbul.

3.2. Detection and Analysis of Meta-Narratives in the Film

Lyotard in the film to identify meta-narrative draws attention to the following two points:

1. Narratives define the criteria for qualification in the said societies.
2. Narratives make sense of itself from within a great language game.

3.2.1. Primary Meta Narrative's License Criterias

Meta-narrative of the primary qualification criteria used in the film, has identified Kamil and Cevahir. Kamil successful in business, loved around and he has a conscience. He is one person who trying to help older truckers Nuri Baba. Living inconsistencies can be lived an ordinary person. He fell in love with a brothel woman, but because of social norms in the space where he can not be revealed the community. Even though Cevahir is dying for she can not marry him because of both the pressure of social norms and economic difficulties. Kamil is feared Cevahir recognition. In fact, Kamil will be able to marry her immediately if anybody did not know Cevahir's work in brothels or his friends have not seen her in the pavilion. Under these conflicting emotions he wants works and accumulating money to get to a place where there are people not recognize themselves. Kamil is not bothered by Cevahir's being prostitutes. To the point of being uncomfortable that others know about it and are likely to be able to confront any moment.

Cevahir is a brothel woman. She made real women who waiting for the men to pull themselves out of this life brothel dreams. She achieved to build a life with the man she loves. She is domestic, a good partner and a good neighbor. She makes everything humanly possible for protect her new life. While she was alienated from community due to her work, she could get a place herself by hiding the truth in her living environment. But this place rests on a slippery surface because of the constant anxiety of recognition.

3.2.2. Primary Meta-Narrative Language Game

Primary meta-narrative used in the film made sense of itself in a great language game. This language game built by Kamil and Cevahir. Behavior forms of Kamil and Cevahir constitute the components of primary meta narrative. These components are seen as individuals who are intelligent, effective, powerful, independent; do not believe in any restricting authority, see themselves as only source of reality; believe they can do everything by themselves; make their

decisions by themselves; believe that the destiny of individuals can be determined by themselves.

Identified components after comparison of Kamil and Cevahir's behavioral patterns with features used in determination of Lyotard's meta narrative reveals that used meta analysis in *Ah Güzel İstanbul* film is "Rationalism" meta narrative.

Components of secondary meta narrative will be determined by reversing components of primary meta narrative. Then, it is tried to be revealed which components of secondary meta narrative refers to which meta narratives.

The components of secondary meta narrative which was revealed by reversing "Rationalism" components are seen as primary meta narrative as follows: passive, weak, lazy; dreamy, emotional, follow to wrong one consciously or unconsciously, lack of discernment, being able to fall over heels in love, losing the control of the mind. Now, we will resort to Lyotard's meta narrative characteristics in order to determine secondary meta narrative's components which were identified.

3.2.3. Secondary Meta Narrative's License Criterias

License criterias of secondary meta narrative used in the film are described by Kamil, Cevahir and Cengiz.

There is a big hunger for the technology, luxury, offerings of the modern life in 1980s when the film was shot. Cevahir is a representation of a transformation in the film. She wants to buy a television and refrigerator for the house. However, her income is not enough. To get rid of this situation, she accepts the smuggling proposal of Cengiz.

Cevahir prepares a raki table in their house before the last journey. They sing songs with Kamil, but they don't talk about their relations. There is a warm smile on the face of Kamil as a hope expression, but Cevahir is sad. She is pessimist about her future. The hope and hopelessness gather around the same table. They cannot sympathize with each other because of lack of communication between them. This lack of communication gives a ground for end of their loves.

Cevahir leaves her family to find love, but she forced to be a prostitute. Kamil came to İstanbul to live in a better conditions and he works in a wild capitalist system by putting his life in risk and resort to illegal ways in order to have his desired life. Their living areas are composed of a single room. They try to build a happy life, but social norms make this impossible.

Another reproach is seen in human relations. Solidarity between people who remains their traditional values gives its place to boss who do not give importance on human, friendship, and labor; and profiteers like Cengiz who aim to make money easily.

3.2.4. Secondary Meta Narrative Language Game

Primary meta narrative made sense itself in a great language game. This language game built by Kamil and Cengiz.

Honest and faithful man who rejected smuggling proposal of Cengiz accepts this proposal to satisfy needs lover. By this way he deprives his personality and jeopardizes his future. The woman seduced the man and leads to go wrong like the story of "Adam and Eve". Removing of "Rationalism" meta narrative and building "Irrationalism/Love" meta narrative becomes prominent in transformation of Kamil.

In the final scene of the film, white wedding dress fabric which was bought by Kamil to make surprise for Cevahir when she returns from Mardin and Cevahir's preparation for the death is given to the watchers in a parallel fiction. Cevahir thinks the man she loves even she goes on death. She tidies up the home, gives cooked meal to the neighbor and goes out of the

home. She stubs her toes when she went out from the home. Her life is like her, it was upside down. After walking around the streets, she stands on the Galata Bridge and watch the water. Images from her childhood become visible in her mind. This is followed by a flying gull. Cevahir realized the impossibility of making a fresh start in a world which is ruled by men. She decided to give up her life and leaves herself to the sea. She will be able to be independent by this way.

In the film, “rationalism” acts as a primary meta narrative and “irrationalism/love” as secondary on. By this narrative structure, the film takes side with the “irrationalism/love” meta narrative and criticize “rationalism” meta narrative. Accordingly, we can say that while primary meta narrative is removing, a new meta narrative is building at the same time. Meta narrative composed of facing stones from a particular language game removes the meta narrative composed of opposing language game’s facing stones. In this frame, one of meta narratives removes another’s metta narrative by talking in a particular language game. In other words, when a meta narrative (“rationalism” meta narrative) is removed, a new meta narrative (“irrationalism/love”) is composed.

4. Conclusion

In *Ah Güzel İstanbul* film of Ömer Kavur dominating opposition is provided by the terms of dominant and repressed; “Rationalism” is a primary meta narrative and “Irrationalism/Love” as a secondary meta narrative.

“Rationalism” and “Irrationalism/Love” become metaphysic and ideological preassumptions of built opposition prominent by carried meanings. Primary meta narrative as a dominant term determined the mind as basic determinant while secondary meta narrative as repressed one as metaphysics and ideologic preassumption “Irrationalism/Love” determined the main structure as emotions.

Constituted oppositio between “rationalism” and “irrationalism/love” and emergence of this opposition has become possible by removing primary meta narrative as dominant term including metaphysics and ideological assumptions of “rationalism” which accept the mind as main determinant by secondary narrative as repressed term which accepts emotions as main determinant of ““irrationalism/love”.

Accordingly, opposition between “rationalism” and “irrationalism/love” reversed and secondary meta narrative as repressed term including “Irrationalism/Love” which was not seen as privileged, became prominent. Thus, opposition between “Rationalism” and “Irrationalism/Love” was shaken and it is revealed that this opposition is a fiction. So, the main problem of filmic text was analyzed as “when the structure of every meta narrative is distorted by deconstructive analysis, a new meta narrative’s structure come into existence, on the other hand”

5. References

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Political Communication and Elections: The Analysis of 7 June and 1 November General Elections in Turkey in terms of Political Communication

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1. Introduction

Democracy, power, government, service, success/failure, trust/distrust, scandal, polemic and so many similar topics have become mostly discussed headlines of our political world. However, nowadays the main question or problem of politics is definitely communication. Miscommunication should be looked for so many problems related to politics. Because, elections, successful election process and its sustainability which is conducted among candidates in order to power is directly based on quality and effectiveness of political communication processes between voters and candidates. In every election period, it is always mentioned about competition between candidates of parties, reactions and behaviours of voters and what kind of messages shared. Even some part of these questions can be asked until next election period (Damlapınar & Balcı, 2014). Now that democracy is a dialogue established between political candidates, the most apparent and colourful part of this dialogue is formed by political communication and campaign activities (Balcı, 2016a).

Reducing in voter profile who make strong connections with the parties and accordingly, increase in number of indecisive voters and resembling party policies each other leads to make media and political campaigns important in political decision making process (Balcı, 2016b). As Güllüpunar (2016) expressed that individualism as one of the most important characteristics of modern society has an influence on political preferences like many areas of the life. This process became the basic dynamic of the voting behavior with the expectation of welfare instead of ideological behavior.

Both emotional and rational messages and positive or negative messages are tried to be given to voters via political actors, political campaigns, and advertising. Certainly, there is a motivation includes telling itself or its party in the best way and persuading on this direction. However, the main purpose of this is influencing opinions and voting behaviour of the voters and this is not a secret (Bekiroğlu & Çakın, 2016).

In this study, political parties AK Party, CHP, MHP and HDP which passed 10 % electoral threshold and entered parliament in 7 June and 1 November General Elections will be taken in hand in terms of political communication. Especially, this study will focus on some topics such as communication methods, message strategies of parties for affecting voters, their usage of mass communication vehicles, what kind of topics they gave priority in their elections campaigns and their vision about Turkey.

2. Political Campaigns in Political Communication Process

Political campaigns which mediates the mass and their possible influences on voter decisions have become always question of debate among scientist in particular, journalists, philosophers and political observers (Pinkleton, 1998). So, one of the most important atmospheric phenomenon in electoral periods is political campaign and its characteristics, undoubtedly. The campaign's message strategy, promises and discourse which determine its general frame sometimes increases the "temperature" and tension of political atmosphere and sometimes leads to social mobility by new "wind blowing" (Damlapınar, 2016). The political campaign and advertising activities are mostly communication methods used by political candidates in order to influence election results and have a feature which provides an opportunity to express superior characteristics of one candidate than his/her competitors (Trent & Friedenberg, 2000;

Bekiroğlu & Bal, 2014). Candidates resort to traditional marketing research techniques in order to learn both their and competitors' strengths and weaknesses and position themselves in accordingly and then target voter/market segments with proper messages (Kaid, 1999).

Every political campaign is fictionalized to show own side as positive and other side as negative. This means that encountered influential states prompts candidates; (1) to try increasing trust in deserving related position, (2) to create a public opinion that the competitor does not provide enough confidence, (3) and to give defensive answers if their competitor assault themselves (Benoit et al., 1997). Ideal election campaigns inform citizens and offer themselves to explicit and distinct political preferences and motivate themselves to participate in the election. By this way, political campaigns have a key role in explanation of political preferences to voters. Voters react to received information from campaigns and vote for the candidates which mostly appeal to their interests (Herrnson & Patterson, 2000).

It is possible to organize functions of political campaigns in political communication process as below (Atkin & Heald, 1976; Denton & Woodward, 1990; Ansolabehere et al., 1994):

- ✓ In addition to constructing the voter preferences and strengthening current attitudes, they support participating of voter in the election –including desire for interest to the election; information about actual issues; awareness and personal thought-.
- ✓ It provides making voters informed about the candidates and their agendas. At the same time, give a chance for voters to make different political opinions distinguishable.
- ✓ It serves for the leaders or candidates who are positioned as new actors in political sphere in terms of recognition and legitimizing; also arouse interest of voters.
- ✓ It can help to form a positive opinion about the personalities of political leader or candidates.
- ✓ It is the most active and heated stage of the political electoral process. A wider consensus can be built by increasing loyalty level of voters to the political system
- ✓ It may increase positioning of political candidates or issues in different poles. It leads to make voters, who support another political party or a candidate, have a suspicious approach towards other candidates, while provide a high level identification with supported party.
- ✓ Voters take benefit of political campaigns for *political party identification (political interaction)*, strengthening party loyalty, persuasion of other individuals by propaganda, involving political life and political processes, showing sides to others by joining to a particular political group, interaction with political actors, increasing political conscious level of other individuals and creating talking points for daily life (Arklan, 2016).

In recent years, developments in communication technologies have changed the manner of politics and discourses of politicians radically. In the past, politicians were able to meet limited number of voters face to face in halls or squares and giving their messages with their “personal communication abilities”. The Internet came into individuals' lives in addition to traditional media (newspaper, radio and TV) and provides politicians to access millions of voters simultaneously (Shea & Burton, 2001). However, political actors started to need for professionals who know the language and effective using of these channels. Advertising and public relations specialists and other campaign consultants came into play in this process. Politicians have to give their messages to the public in compliance with these channels' characteristics in terms of content and form (Ural, 2002). Modern political

campaigns require intensive mass media using so voters have to trust information about the political candidates and subjects provided by the mass media (Kaid et al., 1999). For example, citizens cannot get all information about the campaign directly from the candidates. The news media play a significant role in providing information to the voters. As a result of this, the role of media has a vital importance in democracies (Gölcü, 2015) and the amount of information provided by the news media will influence opinions of individuals about elections. When the number of paragraphs written about the election increases, the number of citizens who are informed also increases (Kahn & Kenney, 2000). As Güz (1996) expressed that political campaigns are conducted in a competitive environment in multi-party systems and also communication with voters and tools make communication possible become more important. Because in modern societies governed by democracy, individuals are dependent on the mass media in order to get the picture from their environment and direct their lives on this direction.

According to Bektaş (2002), political campaigns come into prominence as sensitive periods in democratic life. So, mass media pave the way for making discussions on policies which will be followed about national and international problems within the measures and boundaries accepted in social level in campaigns. On this context, political campaigns connect voters with candidates in symbolic level by way of doing citizenship duties in different roles by legitimizing democratic governance and political leaders.

Finally, it should be stated that political campaigns are not only factor which determine the results of an election. The most important factors can be expressed as economic, political and social state in the country, socio-cultural tendencies and expectations of the public, and actions of candidates and parties in previous months (Topuz, 1991). At this point, political campaigns must not be ignored in terms of endeavouring voters by representing parties or candidates, and announcing their programs (Balçı, 2003).

3. Method

AK Party, CHP, MHP and HDP which are participate 7th June and 1st November 2015 General Elections and got into parliament by passing 10 percent election threshold are examined in terms of political communication method; message strategies in persuasion of voters; using the ways of mass media; emphasized subjects in the campaign; and presented Turkey vision to voters. So, the study is limited with last two general elections in Turkey and election campaigns of four prominent parties (AK Party, CHP, MHP and HDP) in these elections. In this study, descriptive/impressionist analysis was made by using theme analysis (Tokgöz, 2010). Also, there is not any quantitative analysis. In the analysis, categories like party logo, slogan, campaign theme and discourse, messages and promises, target audience, media using are take into consideration.

4. Results

Under this title, political communication strategies of 4 parties (AK Party, CHP, MHP and HDP) which have a possibility to pass 10 percent election threshold are tried to be analysed. In accordance with this purpose, topics which will be emphasized in this chapter can be expressed as analysis of political discourse of parties in general; revealing whether the political discourse changes in every election or not; analysis of political communication and discourse opportunities between two election periods in 2015 by considering political communication and discourse in previous elections and current political atmosphere; discussing possible results when this communication and discourse is adopted.

4.1. Justice and Development Party (AK Party)

Encountered process in the date between 7th June-1st November includes that opposition parties made efforts on restricting and weakening institution of politics which is the base of AK Party as a mass party; AK Party tried to widen politics again against these restricting and widening efforts (Aslan, 2015). In addition to this, after election of Recep Tayyip Erdoğan who is the founder and general president of AK Party was elected as President of the Republic in August 2014, AK Party went on the election by changing its general president. However, continuity of new board of administration with the older one in terms of ideology and organization makes difficult to determine the effect of administration change on obtained results in consequence of the election. Also, collision between meetings relocated presidential system to the centre and election campaign of the party leads to creating a perception as if there is a congruity among campaigns (Miş et al., 2015). AK Party tried to make persuade voters by conducted colourful and assertive campaign starts with mentioned developments in two electoral periods which are subject to the study

AK Party worked with Arter Ajans in both two electoral periods. As Özkan (2016) mentioned that; AK Party has worked with the same advertising agency since it was established in all elections extraordinarily. This is significant in terms of maintaining communication continuity and acquainting of policies and positions of the party closely.

Logo: AK Party has used the same logo in two elections of 2015 like in previous elections. In logo design, a yellow bulb on the white ground and a hand will impress a seal including the expression of “yes” on voting paper are seen.

Slogan: AK Party accepted “*They Talk; AK Party Takes Action*” as slogan General Elections in 7th June 2015 and “*Come into Power Singly for Turkey*” as in 1st November 2015 General Elections. Using “*They Talk; AK Party Takes Action*” slogan during campaigns and giving a wide place to planned projects and performed actions can be evaluated as a strategy to protect its current voters (Özkan, 2015).

In 1st November General Election AK Party prefers to use “*Come into Power Singly for Turkey*” as a slogan which demands comes into power alone in order to provide trust and stability in the country and complete continuing projects by taking attention to problems encountered in formation of the government. On the other hand, terrorist actions which became current issue of the country and started to be more intensive after 7th June increased need for elimination of “uncertainty” and made this concern more common. In such a conjuncture and social state of mind which was formed by reflections of mentioned conjuncture (Bekiroğlu & Çakın, 2006); AK Party has developed a slogan as “*Neither You nor Me doesn’t Matter; The Matter is Türkiye*”.

Discourse of the Campaign: In 7th June Elections AK Party tried to publicize performed actions and planned projects for the future in one hand; emphasize inabilities of other competitor parties as a basic strategy, on the other hand. It is remarked that AK Party did not feature its attention on negative discourse in its 1st November Election campaign. Political advertisements of the Party in 7th June which the slogan of “*They Talk; AK Party Takes Action*” used as a base, performed actions of AK Party are told to public from voters’ mouths and by this way it is emphasized that competitor parties can only criticize and talk. In addition to this, the main theme of the AK Party’s campaign in 7th June Election was the idea of establishing “*New Turkey*” main theme. The text named as “*New Turkey Agreement 2023*” include how New Turkey will be established in detail. AK Party tried to make sense coming into power alone and actions, services and earnings through “stability” theme since 2002. On this context, AK Party used “*Come into Power Singly*” slogan in its political ads in 1st November 2015 General Elections in concerning with the subject of “stability”. It can be said that this slogan also includes “stability” emphasis implicitly (Bekiroğlu, Çakın, 2016).

Messages and Promises: AK Party brought the stability, trust, continuity of started investments and projects, democracy struggle against political tutelage forward in 7th June election campaign and targeted 50% of the country who voted itself in 2011 general election. In 1st November election, AK Party followed a strategy which use particular issues as a base; bring selected messages forward; focus on agenda of the country instead of conducting intensive and comprehensive campaign like previous election periods. The election theme of AK Party in 1st November election campaign is “Stability, Calming and Peace”. Frequently repeated motto of the election materials is “*Come into Power Singly for Turkey*” and this expression emphasizes the importance of coming into power alone for the peace, security and future of the country (Özkan, 2016). The most focused and promised subjects by AK Party in two electoral periods are economic improvement and development, national integrity, democratic and social rights.

Target Audience: AK Party targeted all voters who seek for services and actions in both 7th June and 1st November 2015 General Elections. In addition to this, it is seen that various messages were prepared towards retirees, women, youth, workers, elderly people, tradesmen, farmers, students, disabled people, and officials.

Media Using: Top user of the media is AK Party in two elections of 2015. For example, AK Party used more TV commercials than other parties. Rational appeals are seen in TV commercials of AK Party which told performed actions in its power period (Balci, 2016c). It can be said that AK Party also becomes prominent in terms of newspaper using in political campaigns. In a study which analyses ads covered in top 10 newspapers in circulation terms before 1st November 2015 General Elections (Bekiroğlu & Çakın, 2016); it is seen that AK Party leads the way with 75% of political ads (229 political ads) and it was the main architecture of making giant advertising in analysed period includes 16 days. On the other hand, it is found that MHP published 43 political ads in sampled newspapers and it is followed by CHP with 32 political ads. Although developments like tensions experienced before 1st November 2015 General Elections, interruption of resolution process and terrorist attack in Ankara in 10th September slowed parties’ political campaigns down, AK Party took the benefit of social media more than other parties. In 7th June General Election, the number of tweets shared by AK Party, CHP; MHP and HDP are respectively 303, 92, 332 and 108, while 170, 94, 90 and 46 in 1st November 2015 General Elections. When shares are compared 6 days ago before the elections both in two periods, different results are obtained. Although the number of shares of AK Party in 1st November 2015 is less than in 7th June 2015 General Elections, the party which made the highest number of share via Twitter is AK Party (Tarhan & Fidan, 2016b).

4.2. Republican People’s Party (CHP)

CHP went on “renewal” by making a radical movement under the presidency of Kemal Kılıçdaroğlu. The mission of Kılıçdaroğlu was to lead formation of opposition block against AK Party in social manner to stop widening and deepening its power scope by covering political-ideological depression of the party with economic promises oriented populism and understanding inevitability of staying in opposition. CHP remains this role although it is sometimes excluded from this block such as in Gezi Park Violence Movements and becomes a secondary important by rising HDP recently. CHP in the leadership of Kılıçdaroğlu between the dates of 2011 and 2015 developed a political opponent language which polarizes society at the risk of undertaking brutal responses in party alignments by suppressing neo-nationalist opposition in-party level and pushing Kemalist ideology back. By this way, CHP has achieved to transform its image mostly within 5 years. CHP got rid of perceiving as party of tutelage by the help of Old Turkey media and the perception of CHP came a long way in evolving from “confliction” to “reconciliation” (Aslan, 2015). It is possible to see this change-seeking approach in political campaigns of CHP in 7th June and 1st November elections.

Logo: CHP did not design any special logo in both two electoral periods of 2015; in campaign works, CHP's corporate logo including six arrows figure on the red ground and the name of CHP below the logo is used

Slogan: CHP used slogans like “Vote and Let You Go”, “A Liveable Turkey”, “We are Applauding Nationally” in 7th June 2015, while “Turkey Comes First”, “There is a Solution, We Can” in 1st November 2015 General Elections.

Discourse of the Campaign: CHP gave weight on positive discourse in 7th June Elections while negative discourse is mostly seen in 1st November General Elections. In both two electoral periods, CHP used criticism towards competitor parties allusively in its campaigns. CHP gives weight on positive advertisements in promises, while it gives weight on negative advertisements in criticism towards AK Party. CHP gave more place to economy issue as one of chronic problems of Turkey in 7th June Elections and tried to provide solutions for voters. Discourse of “Turkey Comes First” was the focus of CHP and the need for unity and solidarity of the country was emphasized through this discourse. In other words, CHP used rational appeals by addressing to mind of voters and telling earnings (Balcı, 2016c).

Messages and Promises: In 7th June 2015 General Elections, voters were tried to be persuaded by promises which were mostly economic such as “Credit Debts will be Written Off”, “Zero-Interest Loan will be provided to SMEs which do not have any tax debts”, “Price of Diesel Fuel will be 1,5 TL”. In addition to this, it was emphasized providing financial aid for disabled people, women, soldiers, elderly people and mothers and social aid like education support for students and family insurance. In 1st November 2015 Elections, there are similar promises. For example, changes in economic situations diesel fuel price increased from 1,5 TL to 1,8 TL. “Inclusionary democratic citizenship” approach revealed by CHP with regard to resolution process which were formed on the frame of Kurdish issue claims solving the problem through discussion and politics found an expression in 1st November Elections. CHP states that the resolution place of Kurdish issue is TBMM and it will be solved by social agreements. Accordingly, CHP expresses that prohibitions of language in elections and politics will be removed and by this way everyone will have a right to take education in mother tongue (SDE Analiz, 2015).

Target Audience: CHP has preferred to address every part of the society in its political campaigns conducted in both 7th June and 1st November 2015 General Elections. In addition to this, CHP has ads which address to retirees, women, workers, crafts, farmers, students and disabled people and emphasize their earnings.

Media Using: CHP has the second place in television using in its political campaign in both two electoral periods of 2015. CHP gave more place to economy issue as one of chronic problems of Turkey in 7th June Elections and tried to provide solutions for voters. CHP used rational appeals by addressing to mind of voters and telling earnings (Balcı, 2016c). CHP took benefit of newspapers as complementary media and show a strategic approach in newspaper choices. For example, a significant number of ads of CHP were published in Zaman newspaper in 1st November Elections and this can be read as a strategic preference. This preference can be examined in detail as transforming the mass which Gülen Community addressed into votes for itself. Another remarkable finding about CHP is that any ads were not placed on Sabah, Türkiye and Güneş newspapers. These newspapers are evaluated as close positions to the ruling party (Bekiroğlu & Çakın, 2016). In both two election periods CHP used its web page effectively in the campaign. The party announced conducted activities and make possible to access campaign materials for people via its web page. CHP took benefit of social media in two electoral periods to access young voters. The number of young voters who vote for CHP is remarkably high and it can be said that social media using in political campaign is a correct strategy.

4.3.Nationalist Movement Party (MHP)

MHP is one of the most important actors of the politics and this position is related with various dynamics. These dynamics can be organized as transforming of MHP into a right party; reactionary movements and rising nationalist sensitiveness against PKK violence; threats on nation-state and national identity by EU-Turkey relations and globalization process. Experiencing ways of Kurdish issue has the biggest influence on increasing quantitative volume of MHP in consideration of general election results of 1999 (Altunoğlu, 2015). MHP establishes its discourse and political practices through Turkish nationalism in terms of its main reference and emphasis. MHP has a chain of discourses in various subject and problem areas like state, security, terror, identity politics, international politics, globalization and economics on the basis of main emphasis and theme (Balcı & Bekiroğlu, 2015). It is possible to see traces of respective approach in two election campaigns of 2015 strikingly.

Logo: In both 7th June and 1st November 2015 election campaigns, MHP gave importance on designs of ads and posters which include slogan and logo on a strip. The expression of “Turkey, Walk with Us” and “It’s your choice, Turkey” takes place on red part of the strip while other part includes logo consists of three crescents.

Slogan: : The election campaign of MHP was established on three slogans as below: “Remember” “Turkey, Walk with Us”, “You Know, Turkey”, “Nationalist Movement Party as Future of the Country” and “I am Walking with you”. MHP aims to remind voters what AKP did and proposes incomplete and wrong actions; and by this way tries to prevent voting for ruling party. The expression of “*Turkey, Walk with Us*” is used with not only a photo of Devlet Bahçeli who is general president of MHP, but also expressions of “*Against Betrayal; Against Corruption; Against Poverty; Against Division; Against Unemployment*” together; and by this way MHP shows address to prevent referred problems (Özkan, 2015).

In 1st November 2015 Elections MHP preferred to use slogan of “Voting for Future of the Country”. By this slogan, MHP emphasized the being at the crossroads; and also touched upon the significance of MHP in terms of future, calming, unity and solidarity of the country. By the slogan of “You Know, Turkey”, it is referred that Turkish voters will make right decision and vote for MHP.

Discourse of the Campaign: It can be evaluated as an explicit determination that MHP has a settled and stable discourse on subjects like Kurdish Issue and Resolution Process; and these discourses constitute dominant personalities of MHP politically. This dominant and main discourse which was grounded on Turkish nationalism theme become prominent theme and discourse in not only general, but also in political communication and campaign process of electoral periods. MHP also reveals its tangible actions and policies in areas like economic, social rights, justice, and public administration; and also develop its discourses on Turkey and the World vision, democracy and power senses and actual developments of politics (Balcı & Bekiroğlu, 2015).

Messages and Promises: MHP’s conducted campaign for 7th June election main topics include not only establishing peace and trust environment, but also economic promises. For example, economic promises in many areas like paying 250 TL rent support for families who are not homeowners; providing 700 TL family support for needier families; increasing retired pay; increasing minimum wage to 1400 TL; remaining social aids; giving Hilal Kart for needier families are remarkable. MHP gave more place to allegations of corruption emerged after 17-25th December operations which the ruling party mentioned in addition to chronic issues of Turkey like economy, social and democratic rights in 1st November 2015 Election campaign. MHP used peace and trust emphasis in its campaign to remove state of anxiety within the country as a result of related allegations of corruption.

Target Audience: In both two electoral periods, target audience can be described as people from different parts of the society such as low income families, people manage on minimum wage, unemployed and needy people, young people, SMEs, merchants and craftsmen; women; retirees; and officials. Tangible promises which can solve problems of relative groups of people were offered in the campaign.

Media Using: In both two electoral periods various mass media tools were used in campaigns of MHP. For example, MHP gives place both positive and negative discourses in TV commercials towards 7th June 2015. In other words, MHP not only give place to criticism oriented to ruling party, but also give particular importance on promises for the future as an election strategy. In 1st November General Election campaigns, MHP gave more importance on negative Television ads. Problems between AK Party and Gülen Group and its reflections on the society came into light by 17-25th December operations and they were covered in ads of MHP. The competitor party or candidate was criticized without revealing its identity in all negative TV commercials of MHP prepared for 7th June 2015 and 1st November 2015 General Elections (Balcı, 2016c). MHP mostly placed its ads on the newspapers named as Zaman, Habertürk, Hürriyet, Posta and Sözcü (Bekiroğlu & Çakın, 2016). In both two electoral periods, MHP published its political activities and campaign practices in www.alpturk.tv as an online platform which was found by MHP; by this way tried to make public informed. It is clear the limited effect of this method in persuading and informing to the public by itself. Another web platform established by MHP in the Internet is www.bizimleyuruturkiye.com. This site includes election materials and possible to access election manifest and political ads (Özkan, 2015). MHP took benefit of corporate web pages in both two electoral periods as a way for information providing to both voters and the press and also MHP share something about its field services. Although web pages do not include history of the party, they include life story of Alparslan Türkeş who is founding leader (Tarhan & Fidan, 2016a). In both two electoral periods, MHP took benefit of social media which require lower budgets and provides one-to-one interaction with voters; and shared various political messages to the public via Facebook and Twitter accounts (Tarhan & Fidan, 2016b).

4.4. People's Democratic Party (HDP)

HDP participated in two general elections of 2015 under the party roof unlike other electoral periods. Interest of the public focused on HDP because of this participation way. HDP made significant movements to pass the election threshold. It changed its discourse; prepared an election manifesto which promises services and directed to the centre. It tried to go beyond rooted ethnical politics; sought votes for people who are not its traditional supporters. HDP set goals in order to elude from being “Kurdish Party” and to “be from Turkey”, “be a left party” (Coşkun, 2015). It is possible to find races of new political identity in political campaigns dramatically.

Logo: HDP used the same figure consists of green and purple tree on the white floor in both two elections. The tree in HDP logo is identified with the tree which everyone who excluded from the society can take shelter behind. The logo is purple like all other materials used in the campaign (Karakoç & Taydaş, 2016).

Slogan: the main slogan of the 7th June 2015 campaign is “*We're to the Parliament*”. It is expressed in its web site that the word of “we” refers to “women, young people, children, people from all identities, who believe to the democracy, workers, supports of free worlds, nature protectors” (Özkan, 2015).

Discourse of the Campaign:

HDP which participated to two general elections of 2015 by changing its discourse; preparing an election manifesto which promises services and directing to the centre sought

votes for people who are not its traditional supporters. A positive discourse was adopted in both two electoral periods as a result of eluding from “Kurdish Party” identity and conducting campaigns on the purpose of “being from Turkey”, “being a left party”. Corruption, election success, democratic and social rights and identity issues are the themes of 7th June Elections while national unity issue is the mutual theme handled in both two elections (Balçı, 2016b). Equality emphasis is remarkable in the discourse of HDP. A language which made marginalized groups prominent is seen in the campaign of HDP. On the other hand, the expression of “purposely” is remarked as one of basic discourses of the election campaign of HDP. HDP came under the fire by followed policies and not able to keep its distance from the terror so current conducted policies are like declaration of stand its policies (Özkan, 2015).

Messages and Promises: It is remarked that HDP gave importance on promises towards respecting democratic rights and different identities in both two election campaigns. There are promises including protection of resolution process; preparing a constitution in accordance with the multicultural social structure; realization of democratic autonomy in the country as a whole; transition to centralized administration with regional assemblies; making religion lesson elective; providing judicial service in mother tongue free of charge. In addition to these, HDP gave importance on promises towards economic developments, preventing corruptions and national unity in both two election periods.

Target Audience: HDP preferred to address every part of the society in both 7th June and 1st November General Elections.

Media Using: HDP took benefit of TV commercials less than other parties in persuasion of voters. The expression of “We’re HDP, We’re to the Parliament” used as main slogan in these ads. The theme of respecting different ethnicities, beliefs and opinions is at the forefront in ads which different parts of the society were targeted. In 7th June Elections rational appeals were used in HDP’s television ads which tells earnings for voters. On the other hand, HDP used both rational and emotional appeals in 1st November Elections. It can be said that HDP gave importance on positive television ads in both two electoral periods (Balçı, 2016c). In both two election periods, HDP used its web pages effectively in its campaigns. Conducted activities were announced via the party’s web site. HDP is behind other three parties (AK Party, CHP and MHP) in social media using in both two election periods. According to a study which analysed 1237 Tweets of Parties in 7th June 2015 and 1st November 2015 General Elections period (Tarhan & Fidan, 2016b); MHP has the first place in 7th June 2015 General Elections with 332 tweets; and it is followed by AK Party with 303; HDP with 108 and CHP with 92 tweets. In November 2015 General Elections, AK Party has 170 messages of total 399 messages. This is followed by CHP (94), MHP (89) and HDP (46).

5. Conclusion and Discussion

Political communication and campaigns has an important place in political participation of individuals in democratic societies. Because curiosity of voters about political atmosphere in electoral periods increase and parties try to persuade people and satisfy their curiosity by conducted campaigns. The importance of failures in voters’ profiles; increase in indecisive voters and similar policies start to become prominent. This importance is seen in two general elections of 2015 in Turkey.

The biggest importance was given on political communication and campaign activities by AK Party in two electoral periods of 2015. There is integrity between AK Party’s campaigns in two electoral periods. The expression of “They Talk; AK Party Takes Action” is most frequently used discourse in 7th June 2015 and by this way AK Party told performed actions and planned projects for the future in voters’ mouth and also emphasized inabilities of other competitor parties. In 1st November elections, in the discourse of “*Come into Power Singly for*

Turkey” the concept of stability was emphasized. Failures in government formation process after 7th June Elections became influential in construction of this kind of discourse in particular. Economic progress and development, national integrity, democratic and social rights are one of the most accentuated topics in two election periods by AK Party and accordingly promises are about these topics.

CHP which went on “renewal” by making a radical movement under the presidency of Kemal Kılıçdaroğlu conducted its campaign on the discourses of “*Vote and Let You Go*”, “*A Liveable Turkey*”, “*We are Applauding Nationally*” in 7th June 2015 while “*Turkey Comes First*”, “*There is a Solution, We Can*” in 1st November 2015 General Elections. CHP as an opposition party uses negative discourse more than ruling party. In CHP campaigns were based on allusive attacks, inference approach was adopted. In other words, the task of finding which party were criticized and its inabilities were emphasized is responsibility of voters. CHP conducted its campaign by addressing to the mind of voters and giving importance on economy and national integrity in both two election periods.

MHP establishes its basic reference, political discourse and practice on topics such as Turkish Nationalism and gave importance on national integrity, terror, national security, corruption, economic progress and development in both two elections of 2015. As in MHP’s expression of “*Turkey, Walk with Us*” was emphasized unity against betrayal, poverty, division and unemployment. MHP preferred to use “Voting for Future of the Country” as a slogan. By this slogan, MHP emphasized the being at the crossroads; and also touched upon the significance of MHP in terms of future, calming, unity and solidarity of the country. Dominant nationalist discourse which was established on Kurdish Issue and Resolution Process underlay the political language of MHP in both two election periods. Also, MHP used peace and trust emphasis in its campaign to remove state of anxiety within the country as a result of related allegations of corruption in 19-25th December.

In the scope this study, another analysed party is HDP. HDP meets its voters by the aim of eluding from being “Kurdish Party” and “being from Turkey”. It is seen that HDP gave importance on promises about democratic rights and respect on different identities.

On the other hand, reserving of various messages provided by parties and their political campaigns, posters, brochures, face-to-face interviews and political conversations refers to political and social atmosphere (Bekiroğlu, 2016). At this point, parties made efforts on persuasion of voters by giving important topics in their political campaigns in two elections of 2015. To sum up, political parties, leaders, elected administrators and managers, nongovernmental organizations, journalists, political public opinion research professionals and actors take part in political communication process must embrace the significance of communication processes and behave in accordance with this in all kind of political activity areas particularly in elections.

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In Terms of News Value Factors of Traditional and Internet Media Comparison^{§§§}

Emre Vadi Balcı

1. Introduction

Knowledge and information are basic resources of journalism which this speed and technology are reformatted by hands of journalism in a world where the knowledge and speed become basic values. For being a news, as for Galtung and Ruge's outlining, timing, intensity, sharpness/clarity of cultural appropriateness, relevance, sudden events, continuity, composition, socio-cultural values, negative references to and other references to people are required. In these sense, the similarities and differences of traditional newspapers and internet newspapers' news were examined. How new journalism differs from traditional journalism is the main point of the study which stands a thesis about to explain the journalism targets with a new perspective.

Improvement of technology and changes that brought by technology have affected mass communication devices as all other fields. A number of changes and improvements have been predicted on broadcasted news by mass media devices and news selection processes that made before their presentation. In this respect, glance of news value factors that accepted as the most important factor on selection process is required. Hence, comparing is required to reveal differences and similarities between traditional newspapers which are accepted as the oldest mass communication device and internet newspapers which is one of new media devices.

1.1. Newspapers as Mass Communication Device

Nowadays, press concept represents substantially extensive communication medium. But, emergence of press has happened with newspaper. Development process of newspapers and journalism has had significant period of change in terms of technical matters and structuring by gaining acceleration especially after invention of paper and printery. With capitalism in 19th century while newspapers of today shows up, within that period market conditions has determined modus operandi as business organization (Smith, 1980, p. 42). Definitions on newspapers are existed and while defining what newspaper are in these definitions also functions of newspapers are mentioned. In this context, primary duty of newspaper is inform. As for information is not fact that insusceptible and objectified. Reason for being of newspaper is society. This reason for being has been effective on meaning of newspaper. Annunciation of truth and accurate from newspaper to public by regarding basic values of society objectively has confirmed meaning of newspapers. A journalist may be defined as incumbent person who communicate truth to public.

1.2. Internet Journalism

Nowadays, mass communication has been defined as traditional, mainstream, or old media like printed media and audiovisual media institutions. Changes that innovations of communication created in mass communication technologies devices and settings has caused to go such definition. Information technologies, communication devices, telecommunications and broadcasting institutions have conceived new media by verging same direction (Törenli, 2005, p. 87). Volume and flow of information has grown with developments on communication field,

^{§§§} This study based on a graduate thesis prepared for Journalism Department accepted by Selcuk University Social Sciences Institute.

emergence of new communication devices has revealed new information needs and new usage forms and accessibility of information and knowledge has increased. Along with new communication devices gathering, transmitting, recall of garnered information, new communication devices has the power of implementation of these transactions and transmitting snappily. One other advantage that new communication devices provide is raising of receiver's ability of control. By new communication devices, receiver is rescued from passive position and s/he have option for getting information whenever and wherever receiver wants (Özçağlayan, 1998, p. 16-17). Yet another novelty brought by communication technologies is rising of interplay ability. With this novelty, simplex communication has stood in the past, new communication technologies provide possibility communicating between receiver and sender directly and affecting produced message simultaneously (Şahin, 1991, p. 26-28). Canadian communication scientist Marshall McLuhan who argues that world has become global village determines that communication technologies free people render people have equal circumstances; being produced, accessible and referable of information strengthens democracy (Alankuş, 2003, p. 27).

According to Rogers, new media has three characteristics (as cited in Geray, 2003, p. 18-19): to be interactive means to be in communication or sender and receiver simultaneously. Demassification is being demassificative till it provides in order that each individual may transmit a private message. To be asynchronous means new communication technologies has abilities of sending message in a proper time or taking message and abolishes necessity of being simultaneous.

Developments on media technology, especially weaving of world with a huge network called internet, speed, wealth, multidimensionality, finally multimedia technology have changed content, quality, aims and functions inevitably (Duran, 2001, p. 63). Surrounding world of network connections provide that all readers may reach newspapers in intended time and place via internet. This development has brought forward opening timeliness and proximity which form key elements newspaper reporting traditionally up for discussion (Yedig and Akman, 2002, p. 31). At the same time, internet journalism verges integrated communications which all journalism techniques is combined. Both printed, voiced and imaged news may be presented in integrated form (Yüksel and Gürcan, 2005, p. 202; Alankuş, 2003, p. 157).

Initially electronic newspaper notion has arose in consequence going on changes on newspaper form with progression and development of technology (Gürcan, 1999, p. 18). In consideration of distinctive possibilities of internet, internet is not only a device, which provide a possibility on transmission of information, but also an environment, which information is produced and presented once again (Karaduman, 2003, p. 139). Internet journalism is a structuring digitally via internet. Although electronic newspaper and internet journalism notions serve different areas by being used differently, in term of study both are conceptualized as internet journalism within same notion (Törenli, 2005, p. 205-206). Briefly, internet journalism is defined as informing of people via internet by using several methods of journalism. Wire service and pages opened on internet are stated as internet journalism or internet newspaper, virtual journalism or online journalism (Yüksel and Gürcan, 2001, p. 18).

When examining advantages of internet journalism in mass communication: it provides user control, freedom of reaching intended information of users, news has not linear structure by contrast with traditional journalism. Storage and correcting news possibilities are provided. It has unlimited area. News is presented instantly and swiftly. It can give news as multimedia. This provides a possibility to gather information about news for a journalist (Gürcan, 1999, p. 74). Internet journalism attracts the attention on four features different from traditional media. These four features: to be fast, to be ambulatory, to let details and to have liberatory feature for both publisher and reader (Dilmen, 2005, p. 96). In collaboration with publication of newspaper on internet, terms and elements belong to mass communication have changed. Electronic

newspaper's alteration of traditional media forms beginning of changes on news feature (Gürcan, 1995, p. 98-99).

Emergence of new communication environment with developing technology and a new terminology on communication with development of traditional mass communication devices arose. This new communication environment causes even differentiation of term that new communication devices use and alternation of all used journalism terms. In this sense, to look news value factor, which is the most important factor of newspaper and called new values, is necessary to reveal differentiation of new selection between traditional journalism and internet journalism.

1.3. News and News Value Factors

1.3.1. News

There are many definitions on what news is. Rigel (2000, p. 202) defines news notion like this: "Criteria that help on decision making process to all gatekeepers from chief editors to intern correspondent about which information is going to be news." These definitions are related to position that definers have in other words general perspectives of definers on perception of world. According to Oya Tokgöz (2006, p. 209) News are a reflection of reality. Every interesting fact is news." Data's, can be defined as essential in news content and determines content of news also. A news factor provides to be impeccable of news content. Intelligence is provided and data is collected to reveal news without data is not written (Aslan, 2002, p. 59). Generally, to make news for one case, it requires to obey a rule called five ws and oneh (Dağlı, 1995, p. 51). While making a news there are specific features and news writing techniques. Even though news writing techniques changes according to types of news and used mass communication device, generally it has some mutual techniques. These techniques are inverse pyramid, straight pyramid, rectangle or square and spoken language (Yüksel and Gürcan, 2001, p. 94). Another outstanding point on news producing process is basic factors that news needs to have. When generalizing these factors, six title arise: accuracy, reality, objectivity, meaningfulness, precision and consistency (Tokgöz, 2006, p. 211-213; Aslan, 2002, p. 61-64; Erdoğan, 1995, p. 16; Erdoğan, 1995, p 70-71). At this point glance of news value factors is required.

1.3.2. News Value Factors

News is formatted form of collected information on case or fact by summarizing. A case needs to carry one or few of news value factors to be a news. News value is codes that used on setting or presentation of news stories (Mutlu, 1994, p. 51). News value notion is for explanation of news or interpretation of news directly or indirectly mostly (Karabay, 2000, p. 92). Every broadcast institution has chosen and fictionalized their news within the scope of their own ideological approaches. Besides this approach, another admitted point is although selection and presentation of news are differentiated news value factors, which are admitted universally, are exist. "News value factors that almost all comes to an agreement, exist along with changing which cases are newsworthy which cases are not according to journalists and editors. In general, news value, which is necessary in news and forms basic values of journalism, can be collected under five titles as immediacy, proximity, prominence, consequence and human interest (Tokgöz, 2006, p. 222-228; Yüksel and Gürcan, 2005, p. 59-79). Other values can be attached to these values as conflict, suspense, oddity, emotions, novelty, to be at the moment, to have

news value features, to be latest and originality (Soygüder, 2003, p. 50). This definition, which is made in the most general sense, is such as to involve other definitions.

Selective gate keeping model of Galtung and Ruge is at the head of applied studies on discussing news value factors. Model is based on lean version of news flow relatively and gate keeper who makes prospering choices from numerous news value factors or process like an operation which determines a criterion for perception of news cases. Reference is made to news value factors which Galtung and Ruge form a frame for it while explaining news value factor. These criterions are time span, intensity, sharpness/clarity, cultural appropriateness, relevance, sudden events, continuity, composition, socio-cultural values, references to individuals (McQuail and Windahl, 1993, p. 160-162; Küçük, 1999, p. 342). In this study building fact is used as base along with being emphasized informing role to public. In news producing process ruling out of objectivity is an admitted reality. In this study units of analysis are formed within the frame of news value criterions main headings that Galtung and Ruge draw a frame.

2. Methodology of Study

Aim of this study is to determine which news value criterions that Galtung and Ruge form a frame and one of essential factors of news and used in news selection, are used and from which point's traditional newspapers and virtual newspapers resemble each other or differentiate. In study, structuring news selection with regard to news value factors of traditional newspapers and virtual newspapers and to reveal from which points they differentiate and resemble each other are aimed. Moreover, to reveal how printed journals and virtual versions of traditional newspapers differ from in news value factors is studied. In newspapers how news selections, which are made by taking into consideration news value factors, differentiate and resemble in the sense of keeping pace with traditional and virtual newspaper's own factors and developing communication environment is approached as a determinant feature. Collected findings are evaluated by content analysis method. Published news in traditional newspapers and virtual newspapers need to have the highest number of news value factor as far as possible. In other words, the more one news case has news value factors the more it has publication possibility. As limitedness, this study is limited with investigation of news presentation in traditional and virtual newspapers. National newspapers of this study Ankara editions of *Hurriyet*, *Haber Turk* and *Zaman* and virtual versions of these newspapers can be reached via internet. The study is limited with issues of these newspapers between 30.08.2010 and 03.09.2010 both traditional versions and virtual versions. First news, which take place on politics, agenda, economy, foreign news/world, port, culture & art, family and health pages involved in traditional and virtual newspapers and admitted as mutual pages in each of these newspapers have, form another limitedness of study. Selected news as first news are projected for evaluation of the closest ones to newspaper logo; one of the criterions, which are to be first news, have the biggest font size in other word headline are other limitedness.

Content analysis is used in practice part. Comparative analysis is made by determining selected parts and first pages of *Hurriyet*, *Haber Turk* and *Zaman* proper to determined criterions in traditional and virtual versions and frequency rate of politics, agenda, economy, foreign news/world, sport, culture & art, family and health pages, which are selected as research unit. First news, take place in agenda, economy, foreign news/world, sport, culture & art, family and health pages of both traditional and virtual versions of *Hurriyet*, *Haber Turk* and *Zaman* between 30.08.2010 and 03.09.2010, form the data of study.

3. Findings and Discussion

3.1. Newspaper Type of Selected News

News in traditional and virtual newspaper collected from traditional newspapers at the rate of %47,2 and from virtual newspapers at the rate of %52,3.

3.2. Usage of Timing Factor in News

While timing factor is used in all traditional newspapers, it is seen that this rate has decreased and timing factor, which is one of the basic factors of news, is not paid attention. According to chi square analysis, which shows usage of timing factor relations between traditional and virtual newspaper, chi square is calculated as 7,462 and significance values is calculated as $p=0,006$ ($p<0,05$). In news usage of timing factor differentiates for traditional newspapers and virtual newspapers ($\alpha=0,005$). According to chi square analysis which shows relationship in the sense of determined parts of timing factor, a significant relationship between part in which news published and whether timing factor is used or not ($p<0,05$). While in Politics, Agenda, Foreign News, and Sport pages timing factor is used, it is seen that the rate of timing factor usage in Economy and Culture & Art pages decreases, moreover, the usage rate of timing factor in Health and Family Health pages is much lower than news published in other pages. (see Table 1)

Table 1: Use of Timing Factor Cross Table

	Newspaper Title	N		Rate (%)		Chi-square	P
		Yes	No	Yes	No		
Traditional Newspaper	Hurriyet Newspaper	29	0	100	0	7,462	0,006
	Haber Turk Newspaper	35	0	100	0		
	Zaman Newspaper	30	0	100	0		
	Total	94	0	100	0		
Internet Newspaper	www.hurriyet.com.tr	34	1	97,1	2,9		
	www.haberturk.com	33	2	94,3	5,7		
	www.zaman.com.tr	30	5	85,7	14,3		
	Total	97	8	92,4	7,6		

3.3. Usage of Intensity Factor in News

It is observed that intensity news value factor is used considerably lower than other news value factors. According to applied investigation in traditional newspapers and internet sites, it is seen that usage rates of intensity factor in news are close to each other. As a result of chi square test, which is applied to reveal relationship of intensity factor in determined pages, it is seen that a significant relationship between published part of news and whether intensity factor is used or not ($p<0,05$). While in news published in Health & Family, Health and Culture & Art pages the usage rate of intensity factor is lower than other pages, it is glittered that usage rate of intensity factor in foreign news and Politics pages is high. This situation shows that news in Foreign News and Politics have cases, which are directly proportionate to features take place in explanation of intensity factor.

3.4. Usage of Cultural Appropriateness Factor in News

Cultural appropriateness factor in news is low for both research groups. When examining usage of factor, it is seen that Hurriyet and Zaman newspapers have very close rate with their own internet pages. For Haber Turk newspaper, it is determined that cultural appropriateness usage

rate is higher than internet page with the rate of %11. When examining relationship between selected parts of news and cultural appropriateness factor, it is extrapolated that there is a significant relationship according to chi square test ($p < 0,005$). While cultural appropriateness factor is used in news take place in politics, agenda and sport pages, the usage rate of cultural appropriateness in published news in health & family, health, culture & art and economy pages is lower than published news in other pages.

3.5. Usage of Relevance Factor in News

It can be said that traditional newspapers use relevance factor by coinciding with internet pages. It is obvious that not to be used of relevance factor in traditional newspapers is low in comparison with not to be used in internet pages computationally even if just a smidgen. Although usage rate of relevance factor in news in internet pages escalates till %100, this rate in traditional newspapers is around %97,1.

3.6. Usage of Sudden Events Factor in News

It is determined that usage of sudden events factor in internet pages is more frequent as a result of analysis. It is seen that news numbers and rates are very close to each other due to examining through traditional newspapers. This situation can be explained due to the fact that internet is highly efficient and competent in making news sudden cases technically. This technical superiority of internet is demonstrated as a sign that subordinates in comparing with selected sample newspapers. As a result of applied chi square test, which is made for sudden events factor, is detected that there is a significant relationship between newspaper type and the usage of sudden cases factor ($p < 0,05$). Aforesaid usage factor rate in internet newspapers higher than traditional newspapers.

For relationship among pages, in which news take place, usage of sudden events; according to chi square test there is significant relationship between a part in which news published and whether sudden events factor is used or not ($p < 0,05$). The usage of aforesaid factor in news published in agenda, foreign news and sport pages is further than news in other pages. In this case, it can be seen as an expected result if it is thought that police and judiciary cases, city news and news headed as agenda are sudden events. But, flood disaster in Pakistan, issue a call for help for Pakistan from Pakistan executives to Turkey, such a prosperousness of Turkey National Basketball Team in a World Championship for the first time in its history in determined times of study have been explained as effective facts for repetition of sudden events factor significantly in news take place in foreign news and sport pages. (see Table 2)

Table 2: Usage of Sudden Events Factor Cross Table

	Newspaper Title	N		Rate (%)		Chi-square	P
		Yes	No	Yes	No		
Traditional Newspaper	Hurriyet Newspaper	8	21	27,6	72,4	3,850	0,050
	Haber Turk Newspaper	7	28	20	80		
	Zaman Newspaper	7	23	23,3	76,7		
	Total	22	72	23,4	76,6		
Internet Newspaper	www.hurriyet.com.tr	16	19	45,7	54,3		
	www.haberturk.com	13	22	37,1	62,9		
	www.zaman.com.tr	9	26	25,7	74,3		
	Total	38	67	36,2	63,8		

3.7. Usage of Sharpness/Clarity Factor in News

It is evaluated as a thought-provoking result that there are news which have not sharpness/clarity factor and rates approach %30s. When examining newspapers; while the usage rate of sharpness/clarity factor in Hurriyet is %89,7, this rate in hurriyet.com.tr is %80,0. When comparing with Haber Turk newspaper and haberturk.com.tr in term of usage of sharpness/clarity factor, it is seen that the usage rate of sharpness/clarity factor in Haber Turk %82,9 and in haberturk.com.tr this rate is %80,0. While usage rate of sharpness/clarity factor %73,3, in zaman.com.tr this rate %71,4. It is possible to able to explain being on traditional newspapers' side of sharpness/clarity factor with making news of internet newspapers to give news faster under pressure by racing against time, not to pay attention, to have more time to make news of traditional newspapers.

At the result of chi square test, there is a significant relationship between published part of news and sharpness/clarity factor ($p < 0,05$). While sharpness/clarity factor is very high in especially sport pages, politics, agenda, foreign news pages, the usage rate of aforesaid factor is less in health & family, culture & art and economy pages than other pages. It is interpreted that fields take place in these pages requires expertise, and involves terms on fields.

3.8. Usage of Contunity Factor in News

In almost all news of traditional newspapers and internet pages contunity factor is used. In haberturk.com.tr and zaman.com.tr not to be used of contunity factor at the rate of %2,9 is seen as a remarkable statistical data. In parts take place traditional and internet newspapers a significant relationship is discovered in terms of contunity factor usage as a result of chi square test ($p < 0,05$). It is seen that the usage of aforesaid factor in news in health & family and health pages is lower than news in other pages.

3.9. Usage of Composition Factor in News

Composition factor is used in almost all news that takes place in traditional newspapers and internet pages. This rate in Hurriyet %82,2, in Haber Turk %94,3 and in Zaman %86,7. The usage rate of composition factor in all traditional newspapers is lower than their own internet pages. At the result of chi square test, it is observed that there is a significant relationship between newspaper type and whether composition factor is used or not ($p < 0,05$). Usage of aforesaid factor in internet newspapers is more than traditional newspapers. This can be explained that internet newspapers have chance to give news on more subject and number.

At the result of chi square test, which is made to determine for pages, it is concluded that there is a significant relationship between page that news published and whether composition factor is used or not ($p < 0,05$). It is seen that in news in sport pages the usage rate of given factor is lower than news in other pages. Likewise, it is remarkable that composition factor is not used also in culture & art and economy pages even a little. In politics, agenda, foreign news and family & health pages, to be at the rate of %100 of usage rate of composition factor is another remarkable point. (see Table 3)

Table 3: Usage of Composition Factor Cross Table

	Newspaper Title	N		Rate (%)		Chi-square	P
		Yes	No	Yes	No		
Traditional Newspaper	Hurriyet Newspaper	24	5	82,8	17,2	13,006	0,000
	Haber Turk Newspaper	33	2	94,3	5,7		
	Zaman Newspaper	26	4	86,7	13,3		
	Total	83	11	88,3	11,7		
Internet Newspaper	www.hurriyet.com.tr	35	0	100	0		
	www.haberturk.com	35	0	100	0		
	www.zaman.com.tr	35	0	100	0		
	Total	105	0	100	0		

3.10. Usage of Socio-Cultural Values Factor in News

When examining usage rates of socio-cultural values, it can be said that rates are close to each other highly. But, for not to be used of social-cultural factors, sitting out of the factor at the rate of %6,7 of news is remarkable. In collected news from internet newspapers being high of this rate reveals requirement of attention to relationship between pages in which news is published and news value factors analysis.

At the result of chi square test, which is made to reveal relationship among pages, it is concluded that there is significant relationship ($p < 0,05$). As mentioned before, for the issue of not using of socio-cultural values, it is observed that it is higher in news that takes place in culture & art pages. Moreover, it is observed that this factor is not used in economy, foreign news and health pages. It is observed that news affects percentage changes.

3.11. Negative References in News

In direct proportion to determined pages, it is observed that usage of negative references factor is lower than expected. When examining usage rates in traditional and internet newspapers, while usage rate of to negative references factor in Hurriyet %89,7, this rate in hurriyet.com.tr %74,3. When comparing Haber Turk and haberturk.com.tr in terms of to negative references factor, it is seen that this rate is %77,1 for both Haber Turk newspaper and haberturk.com.tr. While the usage rate of to negative references in Zaman is %70 in zaman.com.tr this rate is %73,4.

At the result of chi square test made for pages, it is concluded that there is a significant relationship between page in which news published and whether to negative references factor is used or not ($p < 0,05$). In news culture & art and sport pages, usage rate of aforesaid factor is lower than other pages. It is concluded that to negative references is used in politics and foreign news pages mostly. In investigation term, having referendum process of Turkey, political tensions.etc. On the other hand flood disaster in Pakistan and following situations are glittered factors that are effective on emerging of the result.

3.12. References to People in News

In all of traditional newspapers, it is concluded that while the usage rate of references to people factor is %100, aforesaid rate in internet pages is lower. Usage of this factor in all news collected from traditional newspapers have presented an important data in terms of making news in traditional newspapers and difference of traditional newspapers on news making durations from internet newspapers. At the result of chi square test, there is a significant relationship between usage of references to people factor and newspaper type ($\alpha = 0,05$). At the result of chi square test on pages in which news takes place there is a significant relationship between pages and

whether references to people factor is used or not ($p < 0,05$). This situation is not surprising in life and world which all things are personalized. When commercial concerns added it is clear that news, which people find something from themselves, will be has the precedence. In news of health & family page, it is seen that the usage of aforesaid factor is much lower in proportion to other pages computationally.

Table 4: References to People Cross Table

	Newspaper Title	N		Rate (%)		Chi-square	P
		Yes	No	Yes	No		
Traditional Newspaper	Hurriyet Newspaper	29	0	100	0	15,576	0,000
	Haber Turk Newspaper	35	0	100	0		
	Zaman Newspaper	30	0	100	0		
	Total	94	0	100	0		
Internet Newspaper	www.hurriyet.com.tr	31	4	88,6	11,4		
	www.haberturk.com	29	6	82,9	17,1		
	www.zaman.com.tr	29	6	82,9	17,1		
	Total	89	16	84,8	15,2		

4. Conclusion

Development of journalism has started with pouring of changeable letters from mine alley, putting woodcut into place and printing of first work in 1440 by Gutenberg. In real terms the birth of periodical has been possible in the beginning of 17th century, 19th century became a century that many revolution occurred in terms of development and institutionalization of newspaper and journalism. Undoubtly, journalism have gained more freedom, transformed as profession, gained reader with revolution of information which has improved in conjunction with beginning of industrial revolution in England in 19th century. In the light of these developments upheavals on journalism field has started to emerge as emerged in all fields with fast growing of both technology and journalism. With internet notion that changes speed in communication considerably, coming into question of changes in journalism principals are confronted as factors that are beside the point. Internet causes to change news value factors also, which are defined as the most important factors in selection and making of news. This change causes changing of requests of audience, listeners and the most importantly reader and request more information in quicker time thanks to developing technology and thus, rising of speed in communication. Some news value factors, which are important for traditional newspapers, become usable in internet journalism more by other mass communication devices by leaving astern in terms of internet journalism. Changes in these values are resulted tackling of news differently for different news and in this study, it is tried to reveal in which points news value factors differentiate and resemble in terms of internet journalism and traditional journalism.

At this point evaluation of first news, which are selected from determined pages in Hurriyet, Haber Turk and Zaman newspapers and their virtual versions publicated in internet, display points that news value factors in traditional journalism and internet journalism differentiate and resemble each other. In applied study, while traditional newspapers come into prominence in timeliness, sharpness/clarity, cultural appropriateness, negative references and references to people factors of news value ; virtual newspapers have come into prominence in usage of virtual element, sudden events, relevance and composition factors of news value . Relative equal-weight is confirmed on like intensity, contunity and cultural appropriations news value factors. It is seen that there are some problems in the context of using citation in some news that evaluated from internet newspapers. Especially not using of citation in internet newspapers is confronted as the most important data that reveals the problem. At this point it can be said that using citation is at the high rates substantially in traditional newspapers and

news in traditional newspapers are attentive on citation usage. Moreover, using news sources, which are called as other, conspicuously in especially two sample of study Zaman and zaman.com.tr is relevant.

At the result of changes brought by traditional newspapers and technological developments; it can be said that dissertation of rising to prominence of internet journalism more, which is one of the new communication technologies, does not ensconce well in the sense of news value factors. It can be also said that traditional newspapers are better in some of evaluated news value factors of study and factors that form other theoretical framework and internet newspapers, which have possibility to give news more strongly in the sense of technology, have lacks. Herein, it will not be wrong to say necessity of overcoming the deficiencies of traditional and internet newspapers on confessed subjects. For instance, it is obvious that internet newspapers need to abandon habit of putting news on own pages by taking from printed traditional newspapers directly and they need to correct many missing points about code of ethics.

In the light of all these results, it is tried to reveal importance of news value factors, which are seen as one of the most important factors of news, in terms of applied courses and similarities and differences of traditional and internet newspapers on news value factors. In this context, it is revealed that considering necessity of news value factors usage no matter which course. Necessity of using news value factors is rooted in importance in terms of both news values for reader and rising in value of news. On the basis of these specialties of news value factors, importance of news value factors should be known and applied as important subject by both journalists and editors no matter it will be publicated in which mass communication devices. Also, it needs to be accepted as ethical code (which should not be forgotten) that there is some progress to be made for internet journalism as one of the new communication technologies; all features and factors in journalism need to be implemented in journalism fields for both traditional and internet journalism.

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Ethics in Health News in the Scope of Internet Journalism

Goksel Basmaci

1. Introduction

By developments in communication technologies, habits of the ways of taking news have directed to different areas and individuals also start to take benefit the news in digital media in addition to traditional media. On this point, Internet newspapers have become utilizable in mobile devices and accessing to the news in every part of life has become possible. The ways of taking the news have evolved on the basis of fast, interactive and global nature of the Internet. On this point, the newspapers which have a say in traditional media have directed to online news networks and started to publish their news on these areas. However, these developments have come with lots of problems and the Internet newspapers have directed to more sensational, tabloid and consumption and advertising oriented publishing policy in order to be visited more times.

Primary aim of the media which provide sensational content instead of the information is to make people read the news and then provide commercial background in the related area (Sütlaş, 2007). For this reason, how fictionalized content is generated in the news has a big importance. On this point, especially medical news becomes prominent to evaluate as a different area. The reason of this can be expressed that individuals who get information via the news in a fast way can put their health in jeopardy by following provided advice in the news and they can misinform others. Thus, in the medical news violation of health rights is seen clearly and it is defended that commercial concerns are at the forefront. From this point of view, the main assumption of this study is “the Internet newspapers as a type of monopolized media pursue a commercial, manipulative, tantalised, alarmist, and consumption-oriented publishing policy in health issues”.

2. Materials and Methods

In this study, development of the Internet journalism and ethical violation seen in the medical news are handled. On this context, Internet newspapers named as Hürriyet, Milliyet and Sabah in the dates between 06.04.2015 and 20.04.2015 are analysed. These three newspapers are selected because they are one the most tangible samples of monopolized structure in Turkey. Main purpose of this study is to reveal and interpret unethical examples in the medical news of the Internet newspapers tangibly. The research method of this study is content analysis and sources based on the literature are utilised.

3. Development of the Internet and the Internet Journalism

Users have got opportunities to select and control the content by the help of the Internet which creates new methods to break the news and information and users have interactive communication facility instead of one way communication. Internet technology which is commonly used and continuously developing is a product of need for storing, sharing and accessing the information. Many computer systems are connected to each other within the Internet. Thus, today’s individuals can access the information easily, cheaply and fast (Kazaz, 2007). The features of the Internet technology with reference to these developments can be summarized as (Aziz, 2008, p. 72-73);

- The internet is a collection of communication technologies.

- It uses communication techniques like written communication tools, telephone, communication satellites, audio and visual mass media, books, photography and information storage.
- The Internet functions as all media.
- The Internet creates commercial opportunities
- The Internet provides interactive communications.

As it is seen that systematically developing Internet technologies grow with various features and breathe a new life into communications. At this point, it would be good to say something about the Internet journalism against traditional journalism.

Emerging and raising of mass media makes the media possible to develop as an independent institution at the core of democratic processes. However, the media have become a part of the dominant structure and led to make the functions of the media inquirable. At this point, the Internet journalism has been appeared as a fifth power and it is seen as a new side of the media which are evaluated as the fourth power. According to the Internet journalism, it breaks the news in a critical position, and has investigation and evaluation functions instead of being a part of traditional power. In 21st century, the Internet has globalised the news by providing transition from printed culture to cyber culture and become a power which not only controls and checks the mainstream media, but also creates alternative journalism types (Erdoğan, 2013). Internet journalism is reason for preference because it turns traditional readers to interactive users and it is fast, practical and updatable instead of traditional journalism with one way communication (Yüksel, 2014).

The Internet journalism which is described as informing people by using journalism methods has changed individuals' habits of accessing to the news (Karaduman, 2003).

Pavlik describes the Internet journalism as “contextualized journalism which enables to production and presentation of multi mediated news; connecting the news with different sources and news; participation of the users in production and presentation process with the features of interaction and personalization; unlimited with the time; have a dynamic production and presentation process (in Aydoğan, 2012, p.23). In addition to this, it is possible to say that the news pages on the Internet can be called as “virtual journalism” or “online journalism” (Yüksel & Gürçan, 2001).

When we look at historical development of the Internet journalism, we see that teletext broadcasting on televisions are in initial point. Teletext broadcasting in 1972 called as CEEFAX by BBC Channel is accepted as beginning of the Internet journalism (Toruk, 2008). From the date of 1994, the newspapers have transformed into electronic newspapers published on the Internet and the concept of online journalism added to the literature. On this context, newspapers like The Washington Post, New York Times started to virtual period by transferring their newspaper papers online in 1995 (Gürçan, 1999). This practice was used for the first time in Turkey in the magazine called as Aktüel in 1995 and also September of the same year, the magazine named as Lemar moved into online media. The newspaper named as Zaman led the way in journalism by giving the news and columnists of the newspaper in an online way from 2nd December 1995. Then, it changes the view of the pages and creates subheadings like actual, politics, news from the world, economy, sport, media. The first newspaper which gives whole of the content online is Milliyet in 27th October 1996 (Şimşek, 2003).

We can sum developments in communication technologies and opportunities offered by the Internet journalism up as below (Karaduman, 2003, p.146-147):

- Being able to give the news in a very rapid way and update continuously
- Accessibility of the news by readers whenever they want
- Using audio-graphic-visual files on the basis of multimedia

- Being able to access news in the archive easily and keep intended news
 - Have an interactivity with the readers, in other words, delivering comments of readers instantly
 - Being able to access topics about background information related with the news easily
 - Being able to find different news which are not covered in other media
- Negative effects are as below (in Çakır, 2007, p.142-143):
- Watchable interactive media have realized the power of advertising
 - A new “velocity factor” steps in the news
 - The concept of questioning source of the news has come in to play in a more effective manner
 - Covering wrong news which cannot be approved by approval crew of the news.
 - People who pay money for newspaper have started to read the news in the Internet

It is seen that the Internet as one of the most effective communication tools has both positive and negative features. We can say that positive features refer to positive points like speed, up-to-dateness and interactivity with reference to the concept of “global network”. On the other hand, it is possible to say that continuously developing global network comes with a lot of problems. Undoubtedly, the most important one is disinformation, and another one is ethical violation in many areas like health, politics, magazine, sport etc.

4. Medical Journalism

Health and being healthy is one of the most fundamental human rights. Individuals need much more information to keep their health. Developments in modern medicine lead to continuously progress. These developments are announced and information about these developments are given to the society via the media (Gür, 2009).

In this respect, the medical news can be described as news include information about the health and have intention for informative purpose (Kumbasar, 2006). Health journalist can be described as a professional press member who is responsible for making public informed about developments in the healthcare field (Çağlar, 2005).

4. 1. Ethical Violence in Medical News

First of all, the word of ethics should be described conceptually before saying something about ethical violence in medical news. The word of ethics was derived from “ethikos” etymologically and it is described as right and wrong theories. It analyses moral terms related with individuals’ behaviours and handles underlying expressions (Nuttal, 1997). Media ethics is described as principles that media practitioners are obliged to obey (İrvan, 2005).

If we focus on ethical violence in medical news, it can be stated that health as a social right falls into regression thanks to serious disinformation. Undoubtedly, one of the reasons can be expressed that capitalism reforms the health rights in favour of itself. Capitalism artificializes the health which is a social right and commercializes individuals by transforming them into commodities. On this scope, we can say that capitalism creates an illusion for unhealthy individuals in the expectation to get healthy again. Undoubtedly, monopolized and tabloidized media have a significant role in this situation. As a result, capitalism instrumentalizes the health right by changing it considerably in favour of itself and use this in construction of consumers (Gür, 2010). According to Yenen, the consumer culture has surrounded and commercialized the health area like other areas. As a result of this, the consumer culture has created “healthism” culture includes “being healthy” for the middle class (Yenen, 2007).

One of the most favourite practices is advertising in the form of news. These are perceived as news because they are formed as news although there is an invisible “advertorial” (advertising) expression. This word generally does not take attention and its meaning is not known most of the people who realized the word. By these advertisements, products are advertised as if diseases and treatment methods are made known (Küçükusta, 2008). We can say that by this way, the consumption habits of consumers are directed. As a result, it is seen that advertised products create fake expectancies for individuals and new diseases are invented. On this direction, natural processes include age, sex or genetic inheritance are exaggerated and then it is implied to individuals that they are ill or will be ill. At this point, using fear culture and direction of needs makes the medical news a part of the consumption culture. Accordingly, it is seen that medical journalism transforms into a structure based on fear culture and manipulation of needs; and as a result of this, individuals make their preferences about their health without being informed (Gür, 2010).

As it is seen that multi-purposed corporate structure of the media has a direct influence on the content of publishing and individuals’ lives. On this context, the main purpose of disseminated information comes to light when institutions like pharmacy companies and hospitals which have big budgets for their advertising and publicity activities are considered (Yıldırım, 2013).

Presenting medical treatment methods and inventions as a “miracle” in the media leads to disappointments for individuals because of created great expectations (Sezgin, 2010). On the other hand, the health approach and expectations from being healthy in the news are associated with not only operation of the body, but also its physical appearances. Dominant economic system of today directs perceptions related with physical appearances of the body in addition to operation of the body and by this way it turns bodies into consumption commodities. By this way, bodies have become display tools with various glamorization and aesthetic concerns in addition to clothing purpose (Gür, 2010).

It is seen that hopeful and bloodcurdling news are covered frequently about health related subjects. Another side of the problem refers to websites which include corporate publicity and offers in accordance with the content of the news which are supported with advertisements. In this point by passing ownership structure in the Internet’s hands, advertisers have started to determine content and by publishing the content without giving reference leads to lose being alternative role of new media (Yıldırım, 2013). On this point, we can say that the Internet journalism which offered as an alternative communication has shared existing problems of traditional media and move these problems in another platform.

Methods like media advocacy are significant in order to prevent all these problems. By media advocacy, it is required to create a conscious and give a point of view for the society about social issues which are independent from individuals’ responsibilities like health, poorness. On this point, the important detail is that news are framed in themes like factors which pose hazard for the health and requirement of having say and knowledge about individuals’ health system instead of what they should eat and drink or which sport is suitable for them. Also, the health literacy has an importance in terms of making proper evaluation of the news and information related with the news. It is possible to describe the health literacy as ability to collect, access, understand, use and transfer information about basic medical knowledge and health services which direct decisions and behaviours in both individualistic and social health levels (Sezgin, 2010). If we consider that the media give messages which will influence individuals’ health negatively as well as positive messages about the health, the necessity of media literacy in addition to health literacy has a critical importance. Thus, health as one of the most fundamental human rights is important in order to realization of other rights and freedoms. Because of this, the state must take precautions to execute this right properly and perform works to solve existing problems (Çınarlı, 2008).

In this point, for example nine principles were determined for the medical journalists in Medical Correspondents Moscow Guide as below (Hayran & Özdemir, 2011, p.31-32);

- First of all, do not damage.
- Despite time problem, find what the right is and research exactly.
- Do not give hope. Especially be careful when you make news about “miracle treatments”.
- Ask the question of “Who takes advantage of this news?” to yourself certainly.
- Do not explain the source of the news if it requires privacy. Learn national laws.
- Consider the results of news about ill and disabled individuals and also especially in the case of children. Do not forget they exist after you go.
- Do not make the news about hurts and private lives of individuals.
- Do not make capital of individuals’ emotions.
- If you are hesitant about the topic, do not make news about it.

As it is seen that, developed codes form a basis for how medical journalism should be ideally. The applicability of these items are significant in terms of preventing or correcting ethical violation. The main purpose of the media is to make more profit in the current capitalist media system. Because of that, codes like these are neglected and the media show unethical publishing samples. At this point, it will be good to say something about the importance of well-educated and conscious journalists. Undoubtedly, it is not expected from specialized journalists in their area to make ethical violence. Because of that, in areas like medical journalism, specialization and taking care of ethical values are required.

In a general manner, healthy communication is possible with this kind of practice. However, it is clear that in the multi-purpose structure of the Internet, messages delivered through newspapers and this leads to ethical problems. Thus, laws need to be made in accordance with the structure of the Internet. Applicability of these laws has a big importance and another critical point is journalists must follow ethical factors.

5. Findings

When we analyse the news in the Internet newspapers, it is found 153 news associated with the health. There are 61 news which give general information about the health and has informative purpose while news lead to ethical problems like “hopeful, bloodcurdling, advertising, beauty, sexual commodity and alternative medicine” are seen frequently. These are seen quantitatively as below:

Table 1. Distribution of the news on the topic and number basis

Topic of the News	Number of the News
General Health	61
Alternative Medicine	11
Hopeful	14
Bloodcurdling	19
Advertising	19
Beauty	19
Sexual Commodity	11
Total	154

It is seen that news are reported to the mass negatively and in an unethical manner generally. In most of the news, individuals’ rights of accessing to the news was violated. Also, we can say that human health is not cared by intended news.

If we look at more detailed to these data, hopeful item is represented with 14 contents, bloodcurdling with 19, advertising with 19, beauty with 19, sexual commodity with 11 contents.

These problematic news reporting codes are seen in totally 82 news and by this way, it refers to a big problem. On the other hand, it is seen that a negative journalism is followed by directing individuals to non-scientific methods with the news include alternative medicine. The number of news which can be evaluated as positive is 61. To analyse these unethical samples more detailed, it is required to analyse newspapers independently.

5. 1. Hürriyet

It is found that 64 news were made in the analysis time period. If we look at the news generally, we see that hopeful and bloodcurdling news are seen frequently. On the other hand, we can say that it represents a negative journalism example because in addition to news' informative content about the health; it has also broadcasting approach which sees women as a consumption commodity.

Table 2. Data from Hürriyet Newspaper

Topic of the News	Number of the News
General Health	28
Alternative Medicine	3
Hopeful	9
Bloodcurdling	7
Advertising	3
Beauty	10
Sexual Commodity	4
Total	64

28 news pursue an informative goal in general health topic in this newspaper which news are covered in an unethical manner. On the other hand, it is seen that the newspaper makes efforts to be read more by using representations like beauty and sexual commodity. The number of total content includes hopeful, bloodcurdling advertising, beauty and sexual commodity representations is 30. Thus, it is possible to say that the newspaper has an unethical journalism approach.

5. 2. Milliyet

There are less number of news about health related subjects in this newspaper with 40 news. Main problems in these news can be described as taking place of hospitals and doctors' commercial content; and non-scientific content. Although the newspaper makes an impression as if it pursues an informative role in health related subjects, we can say that an unethical publishing policy is seen when we collect the news include negative content.

Tablo 3. Data from Milliyet Newspaper

Topic of the News	Number of the News
General Health	16
Alternative Medicine	5
Hopeful	2
Bloodcurdling	4
Advertising	5
Beauty	5
Sexual Commodity	3
Total	40

Although the number of unethical content in the news is less than other newspapers, ethical violence is observed. There are 16 news which provide information about general health

while there are 23 news which can be evaluated as negative. Also, it was found that the newspaper tries to manipulate individuals by associating the news with advertising thematically. By this way, it is possible to claim that there is an advertising and consumption-oriented publishing policy in the newspaper.

5. 3. Sabah

There are 50 news covered in Sabah as another newspaper which has an advertising-oriented publishing policy. It is seen that Sabah mainly uses hospital publicity and its publishing approach is non-scientific in the news like beauty.

Tablo 4. Data from Sabah Newspaper

Topic of the News	Number of the News
General Health	17
Alternative Medicine	3
Hopeful	3
Bloodcurdling	8
Advertising	11
Beauty	4
Sexual Commodity	4
Total	50

It is observed that Sabah has a more advertising-oriented medical journalism approach than other newspapers. In many news not only private hospitals and their doctors are publicized, but also there is bloodcurdling content. 17 newspapers which pursue an informative goal about the health were published and 30 news which have unethical content was published. When we add alternative medicine to these, we can say that there is a problematic journalism approach towards 33 news.

6. Conclusion

When we focus on the data gained from this conducted study, it was found that newspapers generally perform an advertising-oriented medical journalism. It was observed that the Internet journalism which has been offered as an alternative communication network in parallelism with the traditional journalism approach has similar problems. We can say that the fundamental problem of the newspapers named as Hürriyet, Milliyet and Sabah in the Internet media is news which are in the form of advertisement. Also, it was observed that publications which have a hopeful and bloodcurdling discourse are used frequently. In addition to this, consumption-oriented “medical news” under the name of topics related with beauty and aesthetics are made and by this way it is aimed to direct individuals.

It is seen that Hürriyet newspaper give coverage to 28 news which pursue an informative purpose. On the other hand, this newspaper reports many unethical news and the highest significance is given to the news include beauty content. By this way, it represents a negative representation of the Internet journalism.

Milliyet has a concern to gain more visitor instead of informing the mass about the health by taking unethical content place. Also, Milliyet moves the published newspapers’ problem which can be expressed as association of the news with advertisements in positional terms to the online media and by this way it represents an example for unethical journalism.

Sabah newspaper covers the maximum number of news which is in the form of advertising among other two newspapers with 11 news and has an approach which manipulates the mass in medical news. In addition to this, it reports the bloodcurdling news frequently and

performs a negative internet journalism in the medical area. It also performs advertising-oriented journalism.

It is necessary to establish new ethical codes by considering on the structure of new media and to take legal precautions in order to minimize these unethical journalism examples. Because, protection of the health right which is the most important right of human has a big significance. On this point, it is important that journalists draw an ethical frame in accordance with the structure of the Internet journalism. However, monopolized media structure which constitutes an impediment to these advices does not allow to be given the news in a correct and ethical manner. This problematic structure remains itself in both traditional media and online publications of the newspapers. Thus, works should be performed to minimize this interest-oriented publishing policy in the current structure by legal precautions. Because, performing medical journalism in an unethical frame refers to an intervention on human rights. In this kind of the system, individuals' right for accessing to the news is violated clearly. It must not forget that although this problematic frame is seen in every area of journalism, medical news are more important and in some cases it may claim individuals' lives. Thus, the Internet newspapers and journalist must internalize and apply ethical codes.

Also, maintaining the relationship between health companies and the journalist at a certain level has a big importance. Because, both these two sides use manipulation in the medical news consciously in accordance with the interests. Accordingly, redetermining of the relationship between journalists and groups of people who have various interests on the basis of the structure of new media has a critical significance.

On the other hand, adding "Health and the Media" as a lesson to the high school and university schedules, and offering this type of courses by well-qualified individuals will be an important step to provide social conscious. It can be expected from this kind of steps to contribute on a more humane and right oriented journalism environment. It should not be forgotten that in an environment which includes social conscious, the approach of the media towards human rights will be different. Undoubtedly, media will have a more careful publishing policy in terms of health rights. Accordingly, being sensitive to the health and media related subjects will lead to healthier communication and social structure for both today and tomorrow.

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Information Society Policies of European Union and Adaptation of Turkey

Vedat akır, Vesile akır

1. Introduction

Human being has experienced various periods depending on production economy during his struggle on earth. Sociologists analysed these periods in three parts: first period “agricultural society”, second period “industrial society” and third period “information society” (Toffler, and Toffler, 1996, p. 88). Information society which emerged as continuation of industrial society and requires structural change in all fields primarily human and information factors is defined as “information economy”, “post-industrial society”, “informatics society”, “information era” in the process of socio- economic development (Bell, 1973, Masuda, 1981 and Toffler 1981). The most common one is the concept of “information society”.

Information society can be defined as a society in which information production, information fund and qualified human factor has gained importance within development of new core technologies; education continuity has come into prominence and development phase which takes society economically, socially, culturally and politically beyond the industrial society through new developments such as communication technologies, information highways, and electronic commerce. In other words information society is a system where information is in the centre of life and its medium is “communication technologies” (Aktan and Tun, 1998, p. 118). Ultimate goal of the transformation into information society to get more share from the World incomes and increase the level of social wealth by raising competitiveness. In this context, ability of producing, using, and spreading information has become the most critical determiner. In technologically progressing countries conversion period formed by intense information activities has been being experienced in significant parts of economic activities. Considering the fact that production of good and service increasingly requires information, concept of “information economy” has been started to use in identifying economies (Yaa and olak, 2011, p. 6).

The EU is in a continuous transformation process as a result of both its endogenous and on-going changes in the World and in accordance with its dynamic structure. The EU’s falling behind its rivals in terms of information economy has made it necessary to review its relevant policies. Within this framework, it has been necessary that the EU has to prepare a detailed strategy in order to speed up and take on its competitive identity. The differences in transformation into information economy between the EU and its rivals the USA and Japan are that the EU’s priority is innovative information and communication technologies, the USA’s software based ones and Japan’s is both innovative and software based between them (Akam, 2006, p. 1).

Relations between Turkey and the EU have taken a new dimension since Helsinki Summit held in 1999 when Turkey started accession negotiations with the EU. In the process including the last steps on the way to final consolidation with the EU, total harmony in policies of information society is compulsory as in every issue between Turkey and the EU.

2. Information Society Policies of European Union¹³

Information and communication technologies which have been improving since the beginning of 1980s interest every field of life economically, socially and culturally and it changes. Organizing role of EU which wants to keep up with the improvement in information communication technologies has been developing in time.

2.1. Lisbon Strategy and e-Europe Action Plan¹⁴

At the meeting of the European Union held in Helsinki on 10 -11 December 1999, e- Europe Initiative started by the European Commission for the sake of turning Europe into real information society for everyone in order to enable Europe to make use of opportunities provided by new economy was accepted. Main action plan for information society was identified at the meeting of Lisbon on 23-24 March 2000 (Yaşa and Çolak, 2011, p. 7).

At the meeting, as predicted in Helsinki, progress report was presented to the council by the Commission. Also, Lisbon Strategy with the vision of becoming “the best competitive and dynamic information based economy, in the next ten years, having the feature of sustainable economic growth by means of more and better employment and an extensive social harmony; supporting e- European Initiative was revealed. General framework of Lisbon strategy was:

- To prepare transition to information based economy besides better policies for information society and Research and Development, in order to increase competitiveness and improve inventiveness by accelerating reform process.
- To modernize European social model, invest in human sources and struggle against social exclusion.
- To continue perspectives of healthy economic outlook and positive growth by applying correct macroeconomic policy combination (Akçam, 2006, p. 4).

At the meeting of the European Council held on 23-24 March 2000 in Lisbon president and prime ministers of 15 countries set the goal of becoming “the best competitive and dynamic information based economy in the world in the next ten years”. It revealed the requirement that Europe make use of opportunities supplied by information based economy especially internet. To accomplish this presidents and prime ministers charged the European Council with preparing “action plan in concordance with e-Europe Initiative and Lisbon Strategy” by taking into consideration national initiatives. The council completed e-Europe 2002 Action Plan’s the first phase of draft on 24 May 2000. Draft was debated by member countries and at the Council meeting held on 19-20 June 2002 in Feira e-Europe 2002 Action plan comprised of 64 objectives and expected to be completed till the end of 2002 was accepted. Decisions of the meeting are categorized in three main titles (Akçam, 2006, p. 5): cheap internet, training courses for information technologies and society’s transactions of state and private sector by using internet was intended. Particularly, in the last title, European Union citizens were encouraged to use online services of e-state applications.

The European Council identified new objectives by periodically reviewing the process started in 1999. Within this scope, e- Europe 2005 Action Plan was released as a result of the meeting in June 2002 in Seville. Its objectives are as in the following (Yaşa and Çolak, 201, p. 9):

- Presentation of modern online services especially e-State, e-Education and e-Health.
- Creation of dynamic e-workplace.
- Broadband access at competitive prices

¹³ For detailed information, http://eur-lex.europa.eu/summary/chapter/information_society.html?root_default=SUM_1_CODED%3D31,SUM_2_CODED%3D3102&locale=en

¹⁴ For detailed information, http://ec.europa.eu/archives/growthandjobs_2009/

- Safe information infrastructure

May be the most important concept characterizing the new economy which has globalized and taken a new form since 1990 is “competitive capacity”. The EU pointed out 8 main titles affecting competitiveness of businesses (Akçam, 2006, p. 7):

- Access to financial resources,
- Regulatory and administrative environment,
- Open and well-functioning market system,
- Entrepreneurship,
- Human Sources,
- Innovativeness and diffusion of scientific knowledge, Research and Development,
- Information and communication technologies,
- Sustainable development.

Programmes at European Union Level under various organizational structures were opened, and financial sources were created and presented to the service of entrepreneurship and businesses. Objective of becoming “the most competitive economy in the world” is accepted as the furthest target for the EU in Lisbon Strategy since 2010.

2.2. A European Information Society for Growth and Employment - i2010¹⁵

i2010 is a broad strategy for information society and media policies. Within this framework, economic and social regulations R&D investments, innovation, and policies for development of information and communication technologies are offered. i2010 policy is comprised of three “i” main components (information space- investment and innovation-inclusion).

- A Single European Information Space: the commission aims four main objectives here. Firstly to increase the speed of broadband services in Europe, secondly to encourage new services and contents; thirdly to promote devices and platforms of talk to one another; fourthly to make the Internet safer from harmful content and technology failures.
- Investment in innovation and research: the European commission intends to increase support and invest in ICTs in world class standards.
- Inclusive, better service and quality of life: The Commission wants to boost social, economic and territorial cohesion by establishing an inclusive European information society.

To manage i2010 objectives 2 different programmes will be applied. ICTs are seen as main elements both in 7th (FPRD) Framework Programme for research and technological development and Competitive and Innovative Program (CIP).

2.3. Europe 2020: A European Strategy for Smart, Sustainable and Inclusive Growth¹⁶

The report b “Europe 2020: A European Strategy for Smart, Sustainable and Inclusive Growth” which defines economic transformation strategy and objectives for 2020 was released by the Chief of the European Union Commission José Manuel Barroso on 3 Mart 2010.

The reason of creating Europe 2020 Strategy is the problems such as globalisation, climate change, and population aging that the EU faces. Structural determined objectives of the EU by 2020 are intended by evaluating the effects of these problems on the EU. Europe 2020

¹⁵ For detailed information, <http://eur-lex.europa.eu/legal-content/PL/TXT/?uri=uriserv:c11328>

¹⁶ For detailed information, <http://ec.europa.eu/eu2020/pdf/COMPLET%20EN%20BARROSO%20%20%200007%20-%20Europe%202020%20-%20EN%20version.pdf>

Strategy is the outcome of the ideal to make Europe stronger after experience of economic and financial crisis. The strategy considers present crisis as the starting point and opportunity of transition to a new economy (Akbaş and Apar, 2010, p. 2).

In 2020 Strategy document of the Commission, it is stated that economic crisis reversed the economic growth and employment that the EU provided in 10 years, decreased Europe wide GDP at 4%, 23 millions of people consisting 10% of active labour were unemployed and industrial production decreased to the levels of 1990s. It is stressed that the crisis, reduced European Union's growth potential by half and ran out of a 20 year financial gain, it increased Europe wide budget deficit level to 7%. Europe 2020 Strategy similar to Lisbon Strategy plots a route to accomplish objectives of economic growth, employment and environment for a period of ten years.

Europe 2020 strategy defined five objectives in employment, education, social inclusion, R&D, climate and energy issues supporting each other to be met within the frame of identified smart, sustainable and inclusive growth features. 7 flagships were expected to be put in action in order to achieve those mentioned targets. These flagships are "Innovation Union", "Youth on the Move", "A Digital Agenda for Europe", "Resource efficient Europe", "An Industrial Policy for the Globalisation Era", "An Agenda for New Skills and Jobs" and "European Platform Against Poverty".

In strategy in order to realize optimistic scenario three priorities supporting each other for the EU are pointed out (Akbaş and Apar, 2010, p. 3):

- Smart Growth: Economy depending on information and innovation
- Sustainable growth: Green, competitive, resource efficient economy
- Inclusive Growth: a high-employment economy providing economic, social and territorial cohesion.

In this regard the EU economic targets for 2020 are put forward (Akbaş and Apar, 2010, p. 3-4):

- 75 % of the population aged 20-64 should be employment level of the people between 20-64 should be increased from 69% to 75%,
- 3% of the EU's GDP should be invested in R&D; private sectors should be encouraged to invest by improving conditions and new measure should be defined to follow innovation;
- Compared to 1990 levels greenhouse gas emissions should be reduced by at least 20% or by 30%, if the conditions are right; the share of renewable energy sources should be increased in our final energy consumption to 20%; and a 20% increase in energy efficiency;
- Educational attainment level of early school leavers should be reduced to 10% from the current 15%, while the level of the population aged 30-34 having completed tertiary education should be increased from 31% to at least 40% in 2020;
- The number of Europeans living below the national poverty lines should be reduced by 25%, lifting over 20 million people out of poverty.

Within "Digital Agenda" of Europe 2020 Strategy ICTs are indented to be improved for economic growth and innovation. In this respect, Digital Agenda of the strategy puts forward necessary policies and precautions to increase acquisitions of this digital revolution to average level for everybody. Priorities of the Digital Agenda are: to create a Digital Single Market, to increase operability level of ICTs and services, to increase security and reliability level in internet usage, to provide high speed internet access and connection, to encourage investments in R&D, to promote deployment and usage of modern accessible online services, to apply ICTs towards social problems aroused by climate change and aging demography. To provide European citizens and companies with cheap and high quality communication infrastructure and wide service network is among the priority targets of the EU. Within this framework,

providing application of mobile service providers' fair charging for abroad usage, increasing usage of internet and new technology services especially in low- income regions of the EU, deployment of broadband connection at homes and schools and online public services and electronic business services are promoted by the EU (Akses, 2011).

3. Transformation Studies for Information Society in Turkey¹⁷

Especially since the second half of the 1990s attempts for information society have been increasing like in other countries. Besides researches and reports within intention of transformation to information society in this period studies related with coordination of elements of information society were at the forefront. In process of Turkey's full membership for the EU "Information Society and Media" title was opened to debate on 18 December 2008.

3.1. Informatics and Economic Modernization Report¹⁸

In the report released in 1993 prepared by cooperation of Turkey and the World Bank determinations regarding usage of computers, software market, and human resources in information economy, communications webs and legal infrastructure for information society in Turkey were pointed and an act plan was proposed. However, agreement between the World Bank couldn't be completed and report proposals were not applied.

3.2. National I Informatics Infrastructure Master Plan of Turkey (TUENA)¹⁹

Within the completed study by Ministry of Transport and TÜBİTAK in 1999, informatics technologies infrastructure and usage to determine informatics policies of Turkey, general tendencies in the world like regulations in the field and tendencies, present situation in Turkey, future vision and targets and institutional structuring proposals were suggested.

3.3. E-Trade Coordination Board (1998-2002)²⁰

It was established in 1998 within decision of The Supreme Council for Science and Technology, under the presidency of Undersecretariat of Foreign Trade in order to popularize electronic trade. Proposals were given within reports by law, technics, and finance working groups within the body of the board in order to develop electronic trade. The Board had continued its service by the time all the activities regarding coordination, perform and institutional infrastructure of "e-Turkey" would be collected within the structure of Ministry of State and Vice Prime Ministry with 2002/20 numbered Prime Ministry circular letter.

¹⁷ For detailed information, <http://www.bilgitoplumu.gov.tr/bilgi-toplumu/ulkemizde-bilgi-toplumuna-donusum/>

¹⁸ For detailed information, www.bilgitoplumu.gov.tr/documents/1/yayinlar/930000_bilismveekonomikmodernizasyonraporu.pdf

¹⁹ For detailed information, www.bilgitoplumu.gov.tr/documents/1/yayinlar/991000_tuenarapor.pdf

²⁰ For detailed information, www.eticaret.gov.tr/etk/tarihce.htm

3.4. KamuNET (1998-2002)²¹

Within 19.03.1998 dated and B.02.0.PPG.0.12.320-04993 (1998/13) numbered circular letter of Prime Ministry evaluation of activities to overcome crises of public computer networks, coordination, monitoring and financing under the chairmanship of Undersecretary of Prime Ministry with the participation of state institutions and organizations Kamu-Net Supreme Board and Kamu-Net Technical Board were established. In the scope of Board studies in 1998 Conference on State Computer Networks was held and an act plan was proposed. The Board continued its activities by the time all the activities regarding coordination, perform and institutional infrastructure of “e-Turkey” would be collected within the structure of Ministry of State and Vice Prime Ministry with 2002/20 numbered Prime Ministry circular letter.

3.5. e-Turkey Initiative (2001)²²

In order to actualize the targets of creating competitive, dynamic and information based economy and transformation society and adaptation of e-Europe + Action Plan for our country, E-Turkey Initiative was started with 9.10.2001 dated and 352 numbered Circular Letter of Prime Ministry. Within this aim, draft action plan was prepared by 13 Working Groups. Working groups and authorized institutions for coordination are listed below:

- Education and Human Resources Working Group: Ministry of National Education
- Infrastructure Working Group: Ministry of Transport
- Legal Infrastructure Working Group: Ministry of Justice
- Standards Working Group: directorate of Turkish Standards Institution
- Security Working Group: General Staff
- e-Trade Working Group: Undersecretariat of Foreign Trade
- Investments and Organization Working Group: State Planning Organization
- Archive and Digital Storage Working Group: General Directorate of State Archives
- International Watching and e-Europe + Working Group: Secretariat General for EU
- Special Projects Working Group: Turkish Informatics Foundation
- Due Diligence of Present Status Working Group: KAMUNET Technical Board

However, Action plan was not applied due to political and economic instabilities. It ended with release of e-Turkey Initiative, e-Transformation Turkey Project.

3.6. e-Transformation Turkey Project (2002-...)²³

Studies summarized above couldn't be applied on the ground that they came to forefront mostly in the environment of economic and social instabilities depending on institutional priorities and requirements instead of interdependent and priorities and requirements of the country. The draft that on the way to become information society studies must be integrative, have concrete targets, give importance to providing add value to the country and increase social welfare, have participatory approach make it necessary to establish a new institutional infrastructure.

E-Transformation Turkey project was stated in E Action Plan prepared by 58th Government and Ministry of Development was authorized to coordinate, watch, evaluate and

²¹ For detailed information, http://www.bilgitoplumu.gov.tr/Documents/1/Yayinlar/021000_E-DevleteGecisSurecindeKAMU-NETCalismalari.pdf

²² For detailed information, http://www.bilgitoplumu.gov.tr/Documents/1/Yayinlar/020800_E-TurkiyeEylemPlani.pdf

²³ For detailed information, www.bilgitoplumu.gov.tr/wp-content/.../04/Eylem_Plani_Sonuc_Raporu_2005.pdf

watch Emergency Action Plan. In addition to this, objectives, institutional infrastructure of the project was determined with Prime Ministry Circular Letter on 27 April 2003 with 2003/12 no.

To facilitate coordination of e- Transformation Turkey project, provide coordination for state institutions' information and communication investments in 2003 Information Society Office was established within the body of Ministry of Development.

Aims and studies of e- Transformation Turkey project as stated in 2003/12 No. Prime Ministry Circular Letter, main objective of e- Transformation Turkey project; to create conditions for establishing a state structure which adopted participant, transparent, effective and simple work processes as principle.

With this project;

- To Review and readjustment of information and communication technology policies and legislations within the frame of the EU acquis, adaptation of the act plan proposed for candidate countries for our country in the context of e-Europe+,
- To develop mechanism to make citizens involved in decision making process in public sphere,
- To contribute in forming transparent and accountable public administration,
- To contribute good governance principles by making maximum use of delivery of public services.
- Popularization of information and communication technologies,
- Integration, watching, evaluation and necessary coordination between state institutions and organizations of repeating or relevant investment projects
- Guidance of Private sector activities in the sector in the light of these principles is intended.

In conducting E- Transformation Turkey project utilization of past studies, background information and formation principle was adopted. Within this scope, working groups constructed in the framework of e- Turkey Initiative after e- Europe Initiative were reorganized and studies which had been made with directorates of these groups since 28 March 2003 was resulted with preparation of 2003-2004 Short-Term Action plan. With 4 December 2003 dated and 2003/48 numbered Prime Ministry Circular Letter, E- Transformation Turkey project 2003-2004 Short-Term Action plan was put into effect.

After implementation of Short- Term Action plan, with the participation of working groups a one year 2005 Action Plan²⁴ was prepared and applied till preparation of Midterm Information Society Strategy.

Following implementation of 2005 Action Plan in 2005-2006 years, 2006-2010 Information Society Strategy and Action Plan was prepared and put into force with 2006/38 No. decision of High Planning Council²⁵.

With the 2003/48 numbered Prime Ministry Circular Letter and then 2007/7 numbered Prime Ministry Circular Letter in the process of application of common principles and standard with recruitment of interinstitutional cooperation, e- Transformation Turkey Executive Board, Transformation Leaders Board, and Advisory Board were established²⁶.

3.7. 2014-2018 Information Society Strategy and Action Plan²⁷

The last project within the role of Ministry of Development's strategy and action plan was 2014-2018 Information Society Strategy and Action Plan. Strategy and Action plan prepared as a

²⁴ For detailed information, www.bilgitoplumu.gov.tr/wp-content/.../04/Eylem_Plani_Sonuc_Raporu_2005.pdf

²⁵ For detailed information, www.bilgitoplumu.gov.tr/wp.../Eylem_Plani_1_Degerlendirme_Raporu_2005.pdf

²⁶ For detailed information, www.bilgitoplumu.gov.tr/bilgi-toplumu/kurumsal-yapilar/icra-kurulu/

²⁷ For detailed information, <http://www.bilgitoplumustratejisi.org>

result of studies which had been conducted since 2012 came on the edge of release. 2014-2018 Information Society Strategy and Action Plan considers growth and employment as focus point and 73 actions are placed in 8 main pillars.

Strategy and Action Plan was carried out under following 8 titles:

- Information Technologies Sector
- Broadband Infrastructure and Sectoral Competition
- Qualified Human Resources and Employment
- Social Transformation
- Information Security and User Trust
- ICT-Supported Innovative Solutions
- Internet Entrepreneurship and e-Commerce
- User-Centric and Effective Public Services

2014-2018 Information Society Strategy and Action Plan was prepared by a participatory approach. Studies were announced via social media and related parties opinions were received. All inputs Reports in preparation studies, opinions of contributing institutions are published on Participatory Portal.

4. Conclusion

ICTs which have been developing since beginnings of 1980s interest particularly and change every field of society (economic, social, cultural, etc.). Regulatory role of the EU which is eager to keep pace with developments in information communication technologies has improved in time. In previous years, the EU made important effect to develop roles including all electronic communication networks and services, to invigorate economy by proving all users with fair access to basic services such as telephone, fax and internet and to decrease superiority of national Telecom monopolies. Rule are applied by national authorities in Member Countries of the EU, national regulators organize their policies at European level. Information technologies are in the EU's centre of economic growth strategy.

Turkey's European Full Membership Process "Information Society and Media" Title was opened to negotiations on 18 December 2008. In this respect, our country's transformation to information society is followed at various levels. Developments about change, education, skills and employment created by ICTs especially in usage and effect of information and communication technologies, trade, business world, public administration, development of information sector are watched with different indicators.

According to Global Information Technologies Report 2015²⁸ Network Readiness Index prepared by WEF and evaluated by 143 countries Turkey (4,4 points) is at the 48th row in the list in which Singapore (6,0 points) is the first country.

It was stressed in Turkey Report 2015²⁹ of the EU Commission released on 10 November 2015 Turkey is relatively ready of information society and media field. Particularly some development was seen with enact of the law about e-commerce and law about publication was made in accordance with the EU legislation, however it was stressed that privacy, freedom of expression, inadequate protection of personal data, break into market and too many regulations in the sector are still source of anxiety.

According to the report, there is no significant development authorization, spectrum management, market access and global service regime related with electronic communication, information and communication technologies in terms of regulatory to the EU legislation.

²⁸ For detailed information, http://www3.weforum.org/docs/wef_global_it_report_2015.pdf

²⁹ For detailed information, http://www.ab.gov.tr/files/000files/2015/11/2015_turkiye_raporu.pdf

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- http://www.bilgitoplumu.gov.tr/Documents/1/Yayinlar/020800_E-TurkiyeEylemPlani.pdf
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Cyberbullying and Victimization Experiences of University Students

Selahattin Çavuş, Bünyamin Ayhan

1. Introduction

The computer and internet are undoubtedly the most notable tools of advances in communication technology. As with many inventions, the development of computer technology, resulting originally from military requirements, can be seen being used in almost every field today. Now that the computer is within everyone's reach, another dimension, Internet technology, gives fast and practical access to mass communication. Social networks developing in parallel with the expansion in computer usage are a part of our ever-growing, colorful and complex world. The rapid increase in the use of the Internet provides opportunities for youngsters to make new friends via the internet and social media and to share and exchange ideas and access information easily. Moreover, it is obvious that through websites, sensitivity to social issues has increased, creativity has been developed, and new ideas have emerged through blogs, videos and game sites (O'Keeffe et al., 2011: 801).

Increased use of the internet has also concomitantly brought some negative results. While abuse of Internet technology reveals psychological, physical and mental problems, it is further seen as a threat to children and young people. De Moor et al. outline the risks posed by the Internet in three dimensions; namely, content risks, contact risks and commercial risks. Cyberbullying is categorized as a sub-theme of online contact in the contact risks category (Valcke et al., 2011: 1293). Cyberbullying is considered a new form of peer victimisation, reflecting features of the virtual world. Almost beginning from kindergarten, the Internet age has made cyberbullying a major threat in terms of prevalence and incidence. In research conducted since the early 2000s, identification of cyberbullying - its features, domain and relationship with different variables - has been analysed. In research conducted on primary and secondary school students, it is understood that the rate of students who have been subjected to cyberbullying exceeds 50% (Li, 2007). However, most of the research has targeted individuals in adolescence. For this reason, we aimed at analysing the cyberbullying and victimization experiences of university students in terms of different variables in this study.

2. Bullying Concept and Cyberbullying

The history of behaviours that negatively affect the social order is as old as humanity. On the basis of violence and bullying behaviour fostered by aggressive impulses lies the thought of harming a person or persons. The Freudian perspective links the concept with hatred of violence and sees violence as part of the sexual impulse (Fromm, 1995: 258-259). Lorenz likens the source of the aggression energy to a fountain fed by instinct (Fromm, 1995: 38). In psychological analysis, while the origins of violence and aggression are being sought at the core of human existence, bullying is considered a sub-species of aggression (Gökler, 2009: 516).

The aggressive urge shows itself on the basis of behaviours revealing bullying. Accordingly, aggression is defined as being prone to violence and offensive movements (Marshall, 2005: 631). In particular, aggressive behaviour and the urge to deliberately harm, a recurrent feature of aggression, are other indicators of bullying (Hinduja & Patchin, 2010: 207). In traditional bullying, attention is drawn to a means of disrupting peace and order by any person wishing to put pressure on society; this may come to the fore and multiply in the sense of a gang creating a mob scenario (Ülken, 1969: 340).

Anger leads to aggressive and impulsive behaviour in people. In some cases, people may use violence because they are annoyed. According to Trend, excitement transfer is the cause of

such actions. Sometimes, violence is rooted deep in the past. Repressed emotions are released and an action may result in violence, because an action is not as painful as conscious behaviour. In such cases, chemical imbalances in the brains of sociopaths, schizophrenics and those who have similar mental disorders may lead to violent behaviours (Trend, 2008: 50). In bullying, the revealed aggression comes to the forefront as one of two types: preventive (proactive) or reactive (reactive). While preventive aggression is characterized by targeted and dominant behaviours, reactive aggression includes frustration, anger and defensive reactions. In preventive aggression, the individual is coldblooded and uses aggressive behaviours to achieve their goal. On the other hand, it is seen that people who exhibit reactive aggression often misinterpret social markers and attribute hostile intentions to their peers (Sanders, 2004: 5).

Bullying of children and young people of school age is seen as an increasing threat. Just like traditional bullying, in peer victimisation, exposure to adverse action, repetitive manner and the victimization of one or more students is in question (Sanders, 2004: 3). Research into bullying reveals the extent of the threat. The results of school bullying or peer victimisation are not only a decline in academic achievement but also a dislike of school, fear, absenteeism and even carrying a gun or a knife to defend themselves (Gökler, 2009: 514). In addition to this, it is known that actions usually take the form of knocking, kicking, seizure of money or other possessions, endangering, japing, snide jokes or nicknaming (Kowalski, Limber & Agatston, 2012: 19).

As one of the risks brought about by digital technology, cyberbullying is defined as harm to someone in an intentional and repetitive manner via use of the computer, mobile phone or electronic devices (Hinduja & Patchin, 2010: 208). According to this definition, cyberbullying represents a new dimension of traditional bullying mediated by technology. Peer victimisation, which is very common in children, young people and adolescents, has gained a new dimension as a result of digital technologies.

Despite improvements to internet security, it is obvious that the Internet still carries a significant risk for personal safety in modern society. The issues that cause these risks through cyberbullying suggest that the academic achievement of students has dropped dramatically. Research shows that the decline in academic achievement may be a risk factor in terms of cyber victimisation. In addition, research into the impact of cyberbullying on school life reveals that the grades of cyber victims fall sharply, they are frequently absent from school, confidence in the school environment decreases, and they may even quit school (Peker, Eroğlu & Ada, 2012: 189).

Research clearly shows that children's mental health is adversely affected. A significant relationship among children who use the Internet regularly has been observed between depressive symptoms and harassment over the Internet. According to Arıca et al. (2008), vicious rumours and racist or threatening remarks in a high school in California had grown online to such an extent that they caused a large proportion of the students to become depressed and unable to focus on school. One 13-year-old boy could not endure more bullying by his classmates and committed suicide.

3. Literature Review

Research reveals that cyberbullying is a widespread problem. In a study of regular internet users in the 10-17 age range conducted by Ybarra and Mitchell (2004), it was determined that 19% of participants took part in offensive online behaviour and traditional bullying had similar characteristics as internet bullying. In another study on adolescents (Li, 2007), it was determined that more than half the students (54%) had been exposed to bullying, of which a quarter had experienced cyberbullying. According to this research, men exhibit more cyberbullying behaviour while women tend to be victimized. Kowalski and Limber (2007)

reveal that cyberbullying is a major problem and determined that 11% of students had recently been exposed to cyberbullying, 7% were a cyber bully or victim, and 4% had carried out cyberbullying. While cyberbullying is mostly done via instant messaging, chat rooms and e-mail, it has been said that nearly half of the perpetrators of these behaviours are not known. In a study conducted on internet-user adolescents by Hinduja and Patchin (2007), it was reported that more than 32% of men and more than 36% of women were cyberbullying victims. While most of the victimization takes place in chat rooms and through computer messages, cyberbullying through e-mail is more significantly for women.

In recent times, when examining studies on college students, it was understood that cyberbullying is even a threat for higher education students. Gahagan et al. (2016) found that 19% of university students had been exposed to cyberbullying and 46% of them had witnessed cyberbullying behaviour. The majority of those who witnessed cyberbullying (61%) were not involved in any way. In another study conducted on adolescents in the same year, it was found that students had experienced three of the five criteria (intent to harm, imbalance of power, advertising) defining cyberbullying (Gordilloa & Antelo, 2016).

Even in Turkey, it is seen that research on cyberbullying accelerated after 2010 and has mostly targeted adolescent individuals. When the work of Erdur-Baker and Kavşut (2007) is examined, one of the rare studies carried out before 2010, it was determined that the rate of male high school students' cyberbullying and cyber victimization was higher than female students. Furthermore, a positive relationship was found between use of Internet-based media and being a cyber bully or cyber victim. In research conducted by Topçu et al. (2008), cyberbullying experiences of public and private school students were scrutinized; it was reported that although private school students are most involved on the Internet, the cyber bullying experiences of public school students are higher. Özdemir and Akar (2011) studied the prevalence of experience of cyberbullying among high school students in terms of some variables; it was found that 14% of students had been exposed to cyberbullying in the past month, and 14% of them had committed cyberbullying towards others. The most common areas in which cyberbullying was experienced were social networking sites and mobile phones. According to the study, gender, age and class level had no effect on cyberbullying. Ayas and Horzum (2012) examined the cyber bully and victim situations of elementary school students and determined that 18.6% of students had been exposed to cyberbullying, while 12.6% of them exhibited cyberbullying behavior. According to research, while higher grade students exhibit more cyberbullying behaviours, lower grade students are more likely to be the victims. Chat rooms take an important place in the occurrence of cyberbullying and victimization situations.

Studies in which the bullying behavior and exposure to cyber bullying experiences of students are examined reveal that men exhibit more cyberbullying behavior than women. Submissive behavior is directly connected with cyberbullying and cyber victimization and female students have more awareness of cyberbullying than male students (Şahin et al., 2010; Peker et al., 2012; Akça et al., 2015; Aktan & Çakmak, 2015).

4. Methodology

In this study, in analysis of the cyberbullying and victimization experiences of university students in terms of different variables, a descriptive survey design based on the quantitative research approach was implemented. This study aimed to show the cyberbullying behaviour of university students, the frequency of their exposure to cyber bullying, and evaluation of this experience in terms of demographic variables. Accordingly, the universe and sampling of the research, statistical techniques used and data collection tools are presented in this section.

4.1. Universe and Sampling

Aksaray University, Turkey constituted the universe of this research. A questionnaire was prepared in order to focus on the cyberbullying and cyber victimization experiences of students. This was implemented on 400 students in the 2015-2016 academic year, spring semester, and 394 completed questionnaires were eligible for analysis. According to the results:

- 58.9% of students surveyed were female, and 41.1% were male.
- 29.9% of participants were in their first year, 28.9% of participants in the second year, 21.1% of participants in the third year and 20.1% of participants were in their fourth year.
- According to their place of residence, the number of students who stated it was their home town was first (27.9%). Regarding others, it was determined that students lived in private dorms (26.1%), in a house (25.1%), at a homestay (17.8%), with relatives (1.5%), and 1.5% selected other options.
- In terms of monthly family income, 22.3% of participants marked the 0-1300 lira option, 27.9% marked the 1301-1500 lira option, 18.8% marked the 1501-2000 lira option, 10.2% marked the 2001-2500 lira option, 9.4% of participants marked the 2501-3000 lira option, and 11.4% of participants marked the 3001 lira and above option.

4.2. Data Collection Tools

In the research, the cyberbullying and online aggression questionnaire developed by Hinduja and Patchin (2011) was used. For use of the questionnaire, the necessary permission was obtained from the developers and also a current trends scale was adapted for use. In the first part of the survey, consisting of 2 parts and 22 questions, there were 18 questions designed to measure the level of cyberbullying and online aggression. The second part consisted of demographic questions. Consisting of a total of 18 questions, the scale was of the five-point Likert-type. The scoring rubric of the scale offered the options of "Never (0)", "Once or twice (1)", "a few times (2)", "Many times (3)", and "Every day (4)". Cyberbullying victimization scale items were numbered between 1-6 and 9-11, while the cyberbullying aggression scale items were between 14 and 18. The victimization scale range was determined as 0-36 and the aggression score range was 0-20. Higher values represented higher cyberbullying/victimization involvement.

In determining the reliability of the scale, Cronbach's alpha internal consistency coefficient was used. According to this, Cronbach's alpha value was found as 0.822. Considering that Nunnally's (1978) lower limit of reliability should be taken as 0.70, the reliability coefficient of the scale was well above acceptable levels.

4.3. Statistical Methods Used

To test the suitability of normal distribution of the data prior to analysis, Kolmogorov-Smirnov test was applied. Because the significance value of all variables was under 0.05, it was understood that it did fit the normal distribution pattern. In situations where there are not normal distribution features of the variables, non-parametric tests are applied. Therefore, in this study, non-parametric tests were used. For the socio-demographic characteristics of the participants, frequency analysis was used. For relationships with other variables of the scale subscales, Mann-Whitney U was used. These two types of tests are an alternative to the non-parametric t-test (Erdoğan, 2007: 381).

5. Findings

The first of the results obtained from the questionnaire is related with cyberbullying and the cyber victimization levels of participants. When the cyberbullying score range is taken as 0-20, it is understood that the reflected average is $\bar{X}=1,65$. When the cyber victimization score range is taken as 0-36, it is $\bar{X}=4,18$. According to these results, it can be said that the cyberbullying and cyber victimization involvement level of participants is low. Compared to other studies on college students in recent years, it shows that cyberbullying awareness is low (Gahagan et al., 2016; Aktan & Çakmak, 2015).

Table 1. Cyberbullying and Cyber Victimization Averages

	N	Min	Max	Mean	SD
Cyberbullying Involvement	394	0	14	1.65	2.43
Cyber Victimization Involvement	394	0	32	4.18	4.76

Data on the cyberbullying participation levels of students who took part in the survey is given in Table 2. The table shows that 48% of students were not involved in a behaviour defined as a bullying component on the Internet in the past month. On the other hand, while 43.2% of students showed such behaviour once or several times, and 8.1% of students several times, 0.8% (3 students) showed such behaviour many times.

Table 2. Level of Cyberbullying Involvement

Cyberbullying Involvement	N	f	Valid Percentage (%)
Never	189	48	48
Once or twice	170	43.2	43.2
A Few Times	32	8.1	8.1
Many Times	3	0.8	0.8
Every Day	0	0	0
Total	394	100	100

When the cyber victimization levels of the surveyed university students are examined, the rate of exposure to behaviour defined as the cyberbullying component in the previous month was 25.4%. More than half of the participants (58.7%) stated that they had been exposed to cyberbullying behaviours once or several times. The rate of those who marked the “many times” option was 2.1%. The figure for those that marked the “always” option was 0.6%.

Table 3. Level of Cyber Victimization Involvement

Cyber Victimization Involvement	N	f	Valid Percentage (%)
Never	100	25.4	25.4
Once or twice	231	58.7	58.7
A Few Times	53	13.6	13.6
Many Times	8	2.1	2.1
Every Day	2	0.6	0.6
Total	394	100	100

The tendency statistics of university students in cyber victimization involvement is given in Table 4. According to this, it is seen that answers to the question in the scale “Have you received an instant message that you make angry or uncomfortable in the last month?” represent the highest average. While instant messages sent from social networks are considered the most important element of cyber victimization for participants, it is understood from the average value of the question “Has anyone shared on the internet anything that you do not want anyone to see about you in the last month?” being at the lowest level that participants have a low level of anxiety about unwanted shares.

Table 4. Central Tendency Statistics of Cyberbullying and Cyber Victimization Involvement

	N	Min	Max	Mean	SS
In the last 30 days, have you received an instant message that made you upset or uncomfortable?	394	0	4	0.88	1.11
In the last 30 days, has someone posted something on your page (My Space, Facebook, Twitter etc.) that made you upset or uncomfortable?	394	0	4	0.73	1.03
In the last 30 days, have you been afraid to go on the computer?	394	0	4	0.48	0.95
In the last 30 days, have you received an email from someone you didn't know that made you really mad? This does not include "spam" mail.	394	0	4	0.45	0.88
In the last 30 days, has someone posted something on another web page that made you upset or uncomfortable?	394	0	4	0.50	0.87
In the last 30 days, have you been made fun of in a chat room?	394	0	4	0.30	0.67
In the last 30 days, have you been bullied or picked on by another person while online?	394	0	4	0.26	0.67
In the last 30 days, have you received an email from someone you know that made you really mad?	394	0	4	0.28	0.66
In the last 30 days, has anyone posted anything about you online that you didn't want others to see?	394	0	4	0.25	0.63

Frequency values about the questions in the cyber victimization scale are given in Table 5. According to this, when cyberbullying results from those participants who have been exposed to it at least once in the past month are examined, it is seen that the option "offensive instant message" is in first place, with a rate of 50.5%, and the option "teasing" is in last place at 16.2%.

Table 5. Cyber Victimization Scale Components Percentages ($f=394$)

Cyberbullying Type	(%)
Disturbing instant messages	50.5
Disturbing shares on social media page	42.1
Disturbing shares on other web pages	31
Irritating e-mail from unknown person	26.6
Afraid to go on the computer	26.6
Being made fun of by someone	21.1
Irritating e-mail from known person	20.3
Sharing of confidential content by others	17.5
Exposure to bullying	16.2

Frequency values about the questions in the cyber victimization scale are given in Table 6. As is seen from the table, regarding making fun of someone, shares through social media with the aim of making fun of someone are considered the most important bullying behaviour (38.1%). The option of "unauthorized Internet photo sharing" is in last place, with 6.9%.

Table 6. Cyberbullying Scale Components by Percentage ($f=394$)

Cyberbullying Type	(%)
Sharing to make fun of someone	38.1
Sending instant message to make fun of someone	33
Sharing on social media page to make fun of someone	15.2
Sending e-mail that makes fun of someone	8.9
Sharing photos on internet without permission	6.9

5.1. Comparison of Cyberbullying and Victimization Averages with Demographic Variables

Regarding the Whitney U and Kruskal-Wallis test results of cyberbullying and cyber victimization experiences obtained without comparison by gender, class, place of residence and family income, cyberbullying and cyber victimization by gender is given in Table 7. According to this, the relationship between gender and cyberbullying participation level appears to be statistically significant ($p < 0.001$). Accordingly, male students practise more bullying behaviour than female students. When cyberbullying participation levels by gender is examined, it is seen that the average for female students is higher than male students and cyberbullying participation levels are significantly different ($p < 0.047$). That is to say, female students are exposed to bullying more than male students.

Table 7. Level of Cyber Bullying and Victimization Involvement by Gender

	Gender	N	Mean Rank	Sum of Ranks	p^*
Cyberbullying Involvement	Female	232	182,76	42400,00	0,001
	Male	162	218,61	35415,00	
	Total	394			
Cyber Victimization Involvement	Female	232	206,93	48008,50	0,047
	Male	162	183,99	29806,50	
	Total	394			

* Mann-Whitney U Test

Cyberbullying participation levels of students, by their grade are given in Table 8. Accordingly, it is not possible to speak of a statistically significant difference between a students' grade and showing cyberbullying behaviour ($p < 0.333$). However, when the cyberbullying participation levels of students by their grade are examined, a different conclusion emerges. When Table 8 is examined, it is understood that the victimization rates of students in the university's first year is higher compared to third and fourth year students. Thus, the table shows that the rate of exposure to bullying of new students at university and second year students is significantly higher than third and fourth year students ($p < 0.018$). This result is consistent with the study of Ayas and Horzum (2012).

Table 8. Level of Cyberbullying and Victimization Involvement by University Year

	Year	N	Mean Rank Bullying	Mean Rank Victimization
Cyberbullying and Cyber Victimization Involvement	1	118	210,25	194,91
	2	114	199,74	223,55
	3	83	185,72	175,05
	4	79	187,61	187,37
	Total	394	$p^* 0,333$	$p^* 0,018$

* Kruskal-Wallis Test

Cyberbullying participation levels of participants by their residence are given in Table 9. When the table is examined, there is no statistically significant difference concerning cyberbullying participation levels of students by their residence. In addition, it can be said that students staying with relatives, with their families or in private dormitories have higher averages in terms of showing bullying behaviour compared to students staying in government dormitories and student houses. There is no significant difference among the respondents by their residence regarding cyberbullying participation levels. However, the cyber victimization averages of students staying with relatives, with their families or in government dormitories is said to be high. It is reflected on Table 9 that students staying in private dormitories or student houses have lower averages in terms of cyber victimization.

Table 9. Level of Cyberbullying and Victimization Involvement by Residence

	Residence	N	Mean Rank Bullying	Mean Rank Victimization
Cyberbullying and Cyber Victimization Involvement	With Family	70	204,46	215,04
	Private Dormitory	103	202,72	189,12
	Government Dormitory	110	186,20	209,72
	Student House	99	194,72	181,93
	With Relatives	6	210,67	226,17
	Others	6	266,67	140,83
	Total	394	<i>p*</i> 0,489	<i>p*</i> 0,195

* Kruskal-Wallis Test

It is not possible to talk about a statistically significant difference on the cyberbullying participation levels of participants by their family income (see Table 10). But it can be said that the cyberbullying participation levels of students at low- and middle-income levels are relatively low compared to students with high income level families. When the cyberbullying participation levels of students together with their family income are examined, again, no significant differences are reflected in the table. As is seen, it is not possible to say that victimization in a virtual environment increases or decreases according to family income leading to a statistically significant difference.

Table 10. Level of Cyberbullying and Victimization Involvement by Family Income

	Monthly Family Income (Turkish lira)	N	Mean Rank Bullying	Mean Rank Victimization
Cyberbullying and Cyber Victimization Involvement	1000-1300	88	186,21	206,83
	1301-1500	110	198,26	192,03
	1501-2000	74	196	207,85
	2001-2500	40	179,33	210,01
	2501-3000	37	200,15	161,77
	3001 and more	45	234,17	193,86
	Total	394	<i>p*</i> 0,188	<i>p*</i> 0,331

* Kruskal-Wallis Test

6. Results

This study was conducted with the aim of examining cyberbullying and cyber victimization experiences of university students studying in Aksaray province, Turkey in terms of variables such as gender, class, place of residence and family income. The findings obtained show that students have a low level in terms of cyberbullying and cyber victimization involvement. Hence, it can be said that students are under the risk level in terms of showing bullying behaviours and exposure from such behaviours.

That cyberbullying and cyber victimization experiences differ by gender is among the results obtained in the study. Accordingly, male students exhibit more bullying behaviours on the Internet than female students, notwithstanding that female students are a victim of cyberbullying more than male students. While significant differences were not detected on the bullying behaviour level of students by their grade, in terms of victimization involvement, students in the first two years are exposed to cyber bullying more than third and fourth year students. It is understood that the students' residence and their family income does not show a significant difference concerning cyberbullying and cyber victimization levels. Furthermore, "instant messages" are seen as the most important source of discomfort for students; and shares for japing on the Internet are considered as a cause of victimization. Interactions including direct "bullying" together with e-mail and shares that can be considered confidential are perceived as a low-level threat source.

7. Suggestions

As a characteristic of a sample of abuse of Internet technology, it should not be ignored that cyberbullying can lead to more serious problems with its technological development. For this reason, besides legal regulations, educators and families need to be more conscious and constructive about Internet risks. Disclosures about the use of technology should be made, the necessary infrastructure should be created for conscientious use of the Internet, and without interfering with the free communication environment, threats and risks must be fought. Also, qualitative studies of students at university level, the diversification and support for this kind of research through different disciplines and working groups, are all necessary.

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Turkish Cinema in the Light of Social Change: The Case of Lutfi Akad's "Migration Trilogy"

Ayşegül Çilingir

1.Introduction

It is necessary to observe cinema as a holistic space hosting society and culture in its structure rather than a field of art on its own. Cinema is almost the important audio-visual means to raise awareness about social issues and cultural exchanges on the part of humanity. In addition, cinema has other functions like introducing other cultures and lives. As defined by Tarkovski (2008, p. 52) cinema puts viewers into a place with no limits, integrates them with the huge crowd of people passing beside them, by showing their relation with the rest of the world.

Social changes bring about modifications in artistic and cultural structure of relevant countries. The industrialization and modernization going on for the last 60 years in Turkey resulted in a social change rather than an individual one. The most substantial contribution to that change has come along with the domestic migration. As a result of the emergent migration movement, changes occurred in the lives of both those migrating and inhabitants of places receiving migration. This cultural paradox brought about a mixture of cultures. This culture, which is also called “arabesque” in our country, is based on the combination of rural patterns with the urban life. Arabesque started with music and showed its impacts on cinema. Arabesque music is the culture of a community who left behind their own traditional culture and trying to adopt urban culture, thus being alienated to both actually (Gürbilek, 2001, p. 24). Emerging as a mixture of cultures, the arabesque culture didn't stay within the boundaries of squatter. In the course of time this mixture of cultures started to be adopted by urban people, as well. This might actually be defined as a bi-polar interaction. The squatter area has almost become a “protected island” for those migrating to cities from villages. The city is, on the other hand, is the symbol of civilization.

Behind the alterations in living and thinking ways of societies is the specific influence of economy based changes. The migration from villages to cities started with industrialization in 1950's of Turkey. Along with these migration movements, a structural mixture has emerged in the field of culture. The study will analyze the changes in social structure over the trio of Ö. Lütfi Akad called “Gelin (the Bride), Düğün (Wedding), Diyet (Blood Money) foregrounding social aspects of migration by having a look at the impacts of migration from villages to cities in Turkey. In addition, 1970's have been the years in which feminist movements took place in the world thus putting the concepts like freedom and equality of women into agenda. These concepts became a matter of debate in Turkey, as well. And as a result of migration movements, the roles of women and men started to change in rural areas. In this sense, the social change in Akad's “Migration Trio” is discussed over female characters.

2.Turkish Cinema and Migration

Starting in the 1950's, migration has mostly been towards rural areas to Istanbul. Istanbul is in a way the center of industry. According to Shils's “Centre – Environment Theory, Istanbul is the centre and rural areas are the environment. According to Shils, while it could be claimed that the values of centre and the institutions based on these values have a cohesion between themselves, it is not applicable that all sections of society adopt these values and institutions completely (quoted by Tuncel, G and Gündoğmuş, B, 2012, p. 140). When the tendency towards western civilization in the centre Istanbul merges with the traditional side of Anatolia, a

dialectical structure emerges. A multi-cultural mixed structure is formed at the centers, hosting industrialization and industrial activity with the immigrants coming from various cultures. In Turkey unqualified villagers migrated to urban areas, along with the mechanization starting in rural areas, to find job thus becoming a means of industrialization themselves. According to Hürtaş (2012:136-137), modern city is an outcome of capitalism and industrialization and the symbol of capital. Migrating masses try to combine the cultural components they took from where they came with those of the places they have moved to. This combination is a painful process and it leads them to lead a bi-directional life. They have found themselves in-between the squatter neighborhoods with protected areas hosting people like themselves and the developed and rich urban life. This condition necessitated that they form a mixed cultural structure. A mixed culture called “arabesque culture” was formed in Turkey especially through the 1970’s. Arabesque actually signifies a social existence experienced along with the process of adaptation to the new culture and squatter as proposed by Geertz (quoted by Özbek, M. 2006, p.109). With the establishment of republic some steps were taken towards modernization, with western oriented structuralization specifically in urban areas. As defined by Özbek as “cultural Renaissance”, this cultural movement was tried to be re-structured in 1960’s. Arabesque, as a type of music, formed a transformation area within popular culture (2006, pp. 113-114).

The industrialization and modernization movements taking place in Turkey has had its impacts on cinema thematically. Because cinema cannot be exempt from the society in which it exists, social issues and developments. “Social reality” movement emerged in 1960’s under the impact of realistic cinema movements in the world. Turkish cinema makers made use of the freedom environment emerging after military intervention in 1960. As stated by Onaran (1994, p. 103), a favorable moral environment was created for the development of cinema. By this way, cinema makers started to deal with social issues. The first and most important of these issues is domestic migration. This event, having an influence on demographical dynamics of Turkey during those years found its place in cinema both in individual stories and in social events. The first film to be **shot** about the Domestic Migration was Halit Refiğ’s film named “Gurbet Kuşları” and dated 1964. After this film, other realist directors started to cultivate this issue in their films. It is possible to observe how social change was reflected in cinema specifically in Lütü Akad’s “Migration Trio” in which the issue of migration was discussed in three different stories. The trio gives an account of domestic migration over the characters and their impact.

3. Research

The main objective of the study is to analyze Lütü Akad’s “Migration Trio” including the Bride, Wedding and Blood Money films in terms of cultivation of the issue of migration which has been the most important social movement in Turkey so far. The study highlights the social and cultural transformations cultivated in these films thus revealing social reflective aspect of cinema. The study is of crucial importance as it gives a different account of common issues and cultural transformations of the era over three migrating families.

3.1. Scope and Limitations

Turkish cinema started to focus on social issues specifically in 1970’s. These social issues include migration, syndication, and workers’ movement. Lütü Akad’s “Migration Trio” is of crucial importance as they provide an account of these issues according to the conditions of that specific era.

3.2. Methodology

The research is based on the films called the Bride, Wedding and Blood Money. The study takes published books and articles as data sources. The research initially analyzes relevant films for resolution. Semiotics method has been used to make descriptive analyses based on data sources. Semiotics includes the concepts of “indicator” and the “indicated”. In order to analyze and structuralize an indicator, it should be analyzed from epistemological, methodological and descriptive aspects. This approach is called “signification semiotics”. The content of films analyzed in this study is compared with the issues in those specific eras (Rifat, M. 2009:13).

4. Cultivation of Migration in Lutfi Akad's Cinema

Lutfi Akad cultivated migration, syndication and squatting in his “Migration Trio”. According to Kayalı (2006, p. 125); Akad demonstrated the process of urbanization and squatter issue which are not analyzed thoroughly in Turkish cinema in a way that could still be valid today including the economical, social and cultural dimensions of the problems. The Bride-Wedding-Blood Money trio illustrated the impacts of migration on society mostly over female characters.

While the migrating males find themselves in the capitalist mechanisms, female characters start changing their roles originating from traditional family structure. The woman enters into a process of change in terms of her life and opinions and along with this process she takes different roles in society.

Lutfi Akad brings a different point of view to the concept of migration in Turkish cinema through this trio. Akad looks into the common issues and cultural transformation in the era over a different family in each of the trio. Lutfi Akad demonstrates the relations between environment and individuals by a realistic analysis. He uses holy sources when telling about the custom and traditions to which each family is devoted in the trio. Akad uses the female characters (Meryem, Zeliha, Hacer) as a unifying and collaborative component in each of the trio. (Scognamillo, 2010, p. 199-201).

Squatter is presented as a life style rather than a living area. Man is the essential figure of authority in paternalistic family model. This man profile, whether a father or husband or brother, would be likely to show similar tendencies against this transformation in female characters. Esen (2000, p. 39) expresses this like that: The common characteristics of female characters in these films are their strength and determination against difficulties in the city. In contrast, male characters constantly test their strengths and feel the anxiety of losing them. The main problem in Lutfi Akad's trio is the paradox between the modern urban life and traditional village life. These paradoxes are presented over female characters. The study deals with the concept of migration by analyzing the films included in Lutfi Akad's “Migration Trio” which are the Bride, Wedding and Blood Money.

4.1. The Bride

The first film of Lutfi Akad's “Migration Trio”, the *Bride* (1973) illustrates how the members of a family migrating to the city from the village left all their human values to become rich and hold on to urban life. The film “Bride” is one of the most important films in terms of “realism” in Turkish Cinema. Akad illustrates the life of a family migrating to Istanbul from a village as a documentary film. (Onaran, 1994, p. 110)

In the *Bride* (1973) Meryem character is a bride in a crowded family migrating from Yozgat to İstanbul with a dream of becoming rich. Meryem's mother-in-law describes the dilemma of those migrating from village to the city in deciding whether they are in the village or in the village, saying, “Istanbul is out of this yard, it will be better if you could behave as if

you were in Yozgat". These words actually define the limits of a migrating person, of a woman's life in the minimal sense, as represented in Meryem's life. Nüket Kardam states that man is universally "I" while the woman is subjectively positioned as "the other" and accepted as a property of private field (2003, p. 305). The illustration of a woman's life area as the house like the one in traditional rural life in the film, is actually the ascription of "the other" position to the woman as stated by Kardam. For this reason, the important thing when Meryem gets out of the house to take her sick child to the doctor is not the child's illness, but Meryem's getting out of the yard which represents Yozgat and passing into Istanbul. This transition into other side is actually a big challenge to paternalistic traditional family. This challenge is the symbol of the transition from communalism to individualism, namely of the transformation in social structures (Yılmaz, 2012, p. 15-16)

Akad doesn't refrain from giving the paradox between humanity and capitalist order in his film the "*Bride*". When Meryem tells about his son's illness to her husband, he starts talking about money and commerce, which clarifies this paradox very clearly. The film goes on illustrating this paradox over the relationship between Meryem and her husband. Meryem is represented as a loving Anatolian woman losing her son, her most important property, however not losing her humanity because of money.

The death of Osman on the day of Sacrifice Festival is given in Lütü Akad's wonderful irony. Osman is a victim for the capitalist goals of the family and Meryem's breaking point in the story is this part. After this event, she decides leave her family and husband apart and stand on her own feet. And this requires getting a job in a factory under specific conditions of the era. The woman jumps into a working life, which represents an aspect of modernization, leaving behind her traditional life style. Meryem's individual effort is not welcome with the traditional manhood of the house. They don't want to lose their authority inside the house. For this reason, Meryem's choice of a life outside is breaching from their traditions. Lütü Akad states in his book (2004, p. 544) named "Işıklı Karanlık Arasında", in which he penned his memories, that this could be explained with the reluctance to change or adopt on the part of those migrating from rural to urban because they felt like what they brought from their ancestors was already enough for them.

In the film *the Bride*, the aim for migrating from rural to urban is based on economical grounds rather than the desire to modernize. Akad illustrates the notion of migration from rural to urban by the contradiction between woman and man rather than the general connotation of transformation of a kiosk into a supermarket. The breaking between female and male characters is the entrance of the bride to the factory as a worker and this break illustrates the conditions of era in a socio-cultural way. While at the beginning of the film, the only authority in the house, signifying traditional paternalistic structure, is Mr. Hacı İlyas, after Osman's death the bride chooses to challenge this paternalistic structure thus preferring to work, which reflects a more modern way of life (Öztürk, M. 2015, p. 142-143). Given the conditions of that specific era, the cultural modernization movements starting with the Republican Era in our country formed a synthesis along with economy in the light of industrial development.

4.2. The Wedding

The second of the trio, "*The Wedding (1973)*" represent the notion of migration over a family migrating to Istanbul for financial reasons. The main character Zelha's role in the story is a woman's figure going on her traditional way of life in a squatter house like a village house. As Güçhan (1992, p. 121) states the resistive determination of those migrating could be understood in Zelha's words in the Wedding, "My lord ... Halil, what do you mean with turning back? Isn't there a place left for us to step on in Istanbul's land? ... there are space for lots of people here in Istanbul. However, it requires a tough heart. I believe that we have such a heart ... Haran's

thorn is shortie, however, you cannot get it out once fixed to somewhere. Akad shows the resistance of Anatolian people against difficulties over Zelha character.

In the film, the male characters in the family are observed to stick to the paternalistic structure they brought from the rural life. The goal or dream of becoming rich causes them to justify their selling of their sisters for a bride wealth, which is also a rural tradition. While the first victim for the richness of family is Zelha, the second one is Cemile. Because there should be “a victim sacrificed for Istanbul”. This even got so worse that Cemile accepted herself as a property being sold for money. This case is reflected in the words of Zelha; “We have laid our wedding meals over the corpse of Cemile, and now we are eating, drinking – and thanking the God” thus signifying the worthlessness of Cemile in the family. Because the wedding ceremony is nothing, but a purchase ceremonial for the males in the house. These purchase has become something not resisted by the females in the paternalistic family. The most important thing is, in Akad’s (2004, p. 550) expressions; human is an easy and nutritional prey, but it ends up so easily. As it is known, eating human flesh is something unacceptable in modern societies. Cemile is worth a three wheeled lahmacun (pita bread) cart. As one of Cemile’s hand is disabled, her worth is like that in her brother’s eyes. The other sibling, who is of proper health, is worth 40.000 liras again in her brother eyes. This is enough for expanding their business. This time, the wedding meal will be overlaid to Habibe’s corpse.

The main notion inside the family is collaboration. In this film, male characters take woman figure as a commodity (by giving their sisters in exchange for a bride’s wealth) in order to guarantee their existence in the capitalist order. In contrast to this, the main female character is represented more in her humanitarian and self-sacrificing aspects thus foregrounding the motherly side of women. The capitalist symbols are reflected throughout the film in a way to justify the idea that people could be sold in order to be rich. Economical transformation is highlighted rather than the cultural one. According to Kayalı (2015, p. 30); by putting economy instead of culture, the cultural components are degraded to simple economical scales. By representing migration to metropolitan cities as an economy based choice, cultural components are desired to be maintained in their traditional rural life forms. The main objective of those migrating from rural to urban is to have a workplace, and this turns even family members into a commodity. The idea that a person with a good financial status would correspondingly have a good cultural status is fore-grounded and cultural improvement is observed in parallel with the financial one.

4.3. Blood Money

The last film of the Migration Trio “*Blood Money (Diyet-1974)*” represent the notion of woman over the syndication events of the era rather than migration. Hacer, the protagonist of the film, seems reluctant towards syndication as she chooses to get lost within the order of Istanbul where she migrated to. Because according to Hacer syndication is an “unknown thing” and what’s not known is not good, as well. The theme of the film is the capable villagers identity who could overcome obstacles, protect themselves and their traditions in an environment, in which they are not used to live, as well as their deeply rooted commonsense which is inherited from their ancestors (Akad, 2004, p. 571). Hacer, who was like that at the beginning, then chooses to get registered in the syndicate in spite of her husband, thus showing how open women are to transformation, which is actually the theme of all the films in the trio.

Akad highlighted the theme of syndication in those specific years. Social collaboration is fore-grounded rather than individualization. While syndication is taken with its dimension to collaborate, it is based on a religious and cultural background through Prophet Muhammed’s saying “two is better than one, and three is better than two” (Kayalı, 2006, p. 143). Instead of getting lost in the system as an individual, Hacer choose to socialize in a community coming

together after the same goals thus putting a requirement of socialization. Jung states that a person could lose his/her feelings of courage, strength and nobility, however, he/she could easily attain these within a community (2012, p. 59). The notion of family cultivated in the other two films is extended to a larger scale of collaboration involving a certain part of the society. While the relative importance of mechanization against human life, treating one's life as nothing in exchange for money is represented as a criticism of capitalism, syndication is put forth as a humanly collaboration against capitalism.

Lütfü Akad successfully represents the impacts of migration in people's lives and their cultural development through the *"Migration Trio"*. Each story is inter-related with each other in addition to their inner cohesion. While in the first two films woman lives her traditional life in the house order, in *"Blood Money"*, the last part of the trio, this is not the case. Because the female protagonist of the film works in the factory from the beginning of the film. In the first film, "the Bride", female character's participation in the production cycle comes in the last stage of the film, while such a participation is given in an obscure way over the other characters who are in the background in the film "the Wedding". While the women perform their efforts and production at home, men will sustain their lives outside and earn a living and this mutual relation is interconnected to each other. When we take the trio of Lütfi Akad, considered as one of the fore-runners of New Turkish Cinema movement, which he shot during 1970's (the Bride-Wedding and Blood Money) as a whole, not one by one, we could observe how women have changed notwithstanding their effort to protect their values at initial stages of migration. Establishing a mechanism of constant pressure over women, men could not foresee his own transformation for materialistic ends. Akad successfully and realistically used this dilemma in his films.

According to Kayalı (2006, p. 113); Lütfi Akad tried to bring a comprehensive explanation to the problems observed in squatter parts of the city originating from rapid urbanization through a certain perspective over the Bride, Wedding and Blood Money trio. Akad not only based human behavior to different classes, but also highlighted the significance of traditions and customs in their exploitation or their fight for their rights. In other words, he highlighted the effectiveness of values in structural transformations and specifically their use as a means for transformation, while also stating that it is impossible to analyze radical transformations and sustainability of order just through socio-economical structure analyses.

5.Result

Cinema should be regarded as a means of communication through which images are merged with meanings rather than mere a field of art or a tool for amusement. Today, cinema performs the function of leading or directing people. Thanks to cinema, people could witness the lives of others thus becoming open to different types of thought. Cinema is not only a field of art, but also a social and visual field. For this reason, cinema cannot improve independently from the social transformations in the society in which it exists. The notion of migration, which resulted in a great change in the Turkish society, is cultivated in a large number of films. Migration is the most important event leading to socio-economical transformation in Turkey after 1950's. It might be wrong to define the migration movement only in the economical or cultural sense. Initially starting with economical objectives, this movement then witnessed the degradation of cultural values to economical scales (Kayalı, 2015, p. 30). The theme of migration was first cultivated in Halit Refiğ's 1964 dated film named *"Gurbet Kuşları"*. In subsequent years, Lütfi Akad deals with the social notion of migration in a more comprehensive way through his *"Migration Trio"*. While the film *"Gurbet Kuşları"* tells about the disintegration of a family after migration, the *"Migration Trio"* realistically illustrates the impacts of migration on people

and the transformation it brings. This transformation in the society is reflected on three families migrating from different regions in a cinematic narrative over the “Migration Trio”.

While the transformation originating from migration is clearly given over female characters in the “Migration Trio”, the city is reflected as a convenient space for the individualization of woman. Woman is seen by certain origins of pressure as a thing which is not expected to go beyond her traditional roles inside the house (sacrificing mother, good wife and respectful bride) specifically in the film “the Bride”. The woman in the film Bride is not seen as an individual, but an auxiliary component next to man. Connell states that man claim that their authority is given to them by an external power and women acknowledge this authority(1998, p. 283).

In all people of migration are observed to instill a sense of belonging to the rural and urban life. In Maslow’s needs hierarchy, belonging to a certain power or place or being in contact with others is the upper level of sense of security. The human getting detached from the nature under the impact of industrialization develops an alienation towards urbanization. One of the most important aspects of the trio is the representation of the two most important events of 1970’s, migration and women’s movement, based on social realities. Wollen asserts that cinema is transmitted purely from the mind of observer and demonstrator to the viewer (2008, p. 148).

Cinema and society cannot be separated from each other with accurate lines and even cinema develops through what it takes from society. Sinema does not only provide mere amusement, but also shape the society through social transformations. The melodramatic components of the trio catches attention as analyzed in the study. The holiness of humn life (the Bride), woman’s choices about her marriage (the Wedding) and syndication (Blood Money) are reflected from women’s point of view. Lütü Akad describes the limits of paternal and feminine power fields in our society over certain stories when dealing with the notion of migration.

Akad gives an account of class differences and freedom efforts of people of a certain era in his trio. He develops a political discourse when doing this. Yılmaz (2012, p. 28) deals with this issue highlighting the following points: the trio gives the difference between liberalism and capitalism as political discourses. While there is a negative attitude towards traditionalism and capitalism in the Bride, the other two of the trio put notions like syndication and getting rich against capitalism thus supporting the socialist ideology with conservative components. Traditionalism and modernism is merged with the festival-like death of Osman in the film Bride and foregrounding of sacrificing a victim and supporting syndication movement with a hadith thus foregrounding conservative themes. It could be instilled from these examples that cinema deals with and reflects each social issue. Because Turkey is a country which hosts a mixed culture in which modernization was launched by the state rather than the public and where traditionalism is still maintained even in the western cities.

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Thank You for Oversharing! Re-thinking Privacy and Publicity in the Era of Big Data.

Vera D'Antonio

1. Introduction

“The quest for knowledge used to begin with grand theories. Now it begins with massive amounts of data. Welcome to the Petabyte Age” (Anderson, 2008).

In June 2008, the American magazine *Wired*, an accredited journal devoted to current trends in technology, greeted the advent of the *era of Big Data*, and ushered in a prosperous and long-running season of reflection and debate on the use and dissemination of data.

Chris Anderson, *Wired*'s editor-in-chief, proclaimed the “end of the theory”, welcoming us with the above words to the *Peta-Age*. In the Petabyte Age, it would be possible, and in part was already possible, to dismiss the scientific method, that *the data deluge* made obsolete, to formulate theoretical hypotheses based solely on the abundance of the data available to us.

Science is changing, we do not need models anymore, Anderson says. But a closer look to Anderson's statements reveals that what is actually changing is the way we access today's huge amounts of data produced by and about people, things, and their interactions, such as the way we turn these large oceans of data into meaningful information, and it does fundamentally transform the way we make sense of the world. We are far away from the end of the science-as-we-know-it. Rather, “the end of science is just the end of the beginning of science. Then it's just the start that differs – philosophy and theory, or data and empiricism” (Lindgren, 2012, p.74).

This shift is basically driven by the combination of social media, the accessibility to large amounts of data and increasing computing power. We are heading towards *a new world* that is in many aspects *qualitatively* different, a world in which we are turning many aspects of our life into computerised data, and transforming this data into new forms of value - a process known as *datafication* (Mayer-Schönberger & Cukier, 2013).

As we share our own information, chatting, tweeting, and texting daily, we begin to leave *digital footprint* behind. These digital traces are collected and analyzed for a variety of purposes: technological purposes, to improve our user experience in online environments; commercial purposes, to customize the offer of goods and services addressed to networked users; surveillance purposes, to exercise forms of social control by government and police services; and research purposes, to analyze large data sets of user-generated content for scientific enquiry.

The era of Big Data, a period characterized by the most massive production and sharing of data that humankind has ever witnessed, has begun. Simultaneously, significant questions have emerged. What is the future of our personal data in the digital age? What are the challenges of increasing complexity that the collection and analysis of large datasets draw to the attention of researchers, corporations and individuals, now that data mining gains popularity and diffusion? How the analysis of big data can be performed, compatibly with the need to protect user privacy? And, most importantly, the benefits obtained from these analysis outweigh the costs in terms of loss of privacy? Or will it usher in a new wave of privacy incursions and invasive marketing? This mere list of questions, which does not have an equal number of answers, would indicate that the urgency to redefine the categories of privacy and publicity, and to read Big Data and the access to personal data as a renegotiation of what is considered “public” and “private”, has emerged.

When we talk about privacy and publicity in a digital age, we can't avoid talking about data. We can't avoid talking about how data is produced, stored, shared, consumed, aggregated. Privacy is completely intermingled with Big Data (boyd, 2010).

Indeed, in a "hyper-networked world of data and analysis" (Losavio, Youngjin, James, Marrington & Chow, 2015), where technology is changing rapidly, and where the use of social media and a wide range of other online services is now widespread, the privacy issue is especially significant in relation to users' *social privacy* in online contexts, meant it as a series of social practices used by users in *digital public spaces*, in order to exercise control over their *self-disclosure* online and defend their freedom to choose which virtual ties to actualize and which information render publics within their network of contacts. This notion of *social privacy* is crucial to understand new online privacy concerns, especially in the context of youth (Raynes-Goldie, 2010), and it will be the focus of the next section.

2. Understanding Privacy

Privacy online today is, more than ever, the object of a dynamic interdisciplinary debate involving Social Sciences, Psychology, Law, Philosophy, Computer Science, in particular concerning government surveillance and personal data management. What is at the center of this debate, however, is the way we not only conceive, but also problematize the theme of privacy since the rise of the Internet and, in particular, in era of Big Data.

Prior to the mainstreaming of social network sites (SNSs), a good deal of academic work on privacy deal with it just in terms of *informational* or *institutional* privacy, focusing on how institutions such as governments, banks and other businesses, use or misuse personal information. According to this conception, privacy concerns involved government surveillance and institutional gathering and (mis)use of private information.

However, the rise of communicational platforms and social media have necessitated a rethinking of current privacy definitions and models.

The concept of privacy has evolved from "the right to be let alone" (Warren & Brandeis, 1890) and not to reveal information about oneself, to a new right with constitutional status, next to (without overlapping) the right to secrecy. Privacy has gained over time, in my opinion, an *active meaning*: from a mere sense of *protection* from the external invasions within the fenced territories of private and intimate life, to the right of all peoples to define their own degree of intimacy and to exercise *control* over their own information and lives. Not retreat, but expansion.

In this sense, we can speak of privacy as *self-determination* and *sovereignty over oneself* (Rodotà, 2005), i.e. recognizing ourselves as an active part - and not passive - into an evolving system, which must necessarily lead to a different relationship with the institutions, in mutual respect for everybody's rights and freedom.

With the advent of social media, however, the issue becomes more complicated. The various networks supporting online communications exacerbate the tension existing between user's desires to communicate online in very personal ways and their assumption that their disclosures would be treated as privileged and private. The right to privacy is involved in a continuous oscillation with the tendency to *overshare* (Labrecque, Markos & Milne, 2011; Belk 2013; Agger 2015).

According to Ben Agger (2015):

People "overshare" when they interact with others through the screens of computers and smartphones. Oversharing means to divulge more of their inner feelings, opinions, and sexuality than they would in person, or even over the phone. Text messaging,

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Facebooking, tweeting, camming, blogging, online dating, and internet porn are vehicles of this oversharing, which blurs the boundary between public and private life (p. xi)

In this ongoing oscillation between public and private life, the aspiration to be “visible” and the need to control and manage this visibility, the desire to disclose and the fear to say too much, lies all the complexity of the *privacy/publicity knot* at the present time.

Sharing one’s life experiences in SNSs is both a strategy for facilitating social interaction and an important means to build the self (Belk, 2013). According to Sas, Dix, Hart and Su (2009), people have the audacity to define a *public drama* of the most significant experiences of their lives - especially those associated with positive emotions - because they are aware of the subjective benefits that this exposure provides in the eye of others in terms of validation and emotional support. The more users disclose of themselves, the more they may enjoy the benefits that these systems have to offer. Moreover, the more users disclose of themselves, the more they risk in terms of loss of privacy, or at least in terms of what they consider breaches of their privacy. In a social media-driven context, the key concern refers overall to the social privacy, rather than the institutional one. Indeed, as Raynes-Goldie (2010) has discovered during her research on university students, people are more concerned “about controlling access to personal information rather than how the company behind Facebook [...] and its partners might use that information” (para.2).

While sharing information online in the developing culture of the Internet is not particularly reprehensible, *sharing too much information* (Gould, 2008) is consistently conceptualized as a negative social practice, describing the act of divulging information that is considered excessive or inappropriate to a given context or that makes others uncomfortable (Hermida, 2014). But what is «too much»? Where is the border between sharing and oversharing? And, above all, why we do overshare? Unfortunately, these questions are still open. Attempting to give a sort of review of prior results obtained from the literature - psychological and sociological *in primis* – it is possible identify some significant and sustained interpretative trends:

It is satisfying: The human tendency to convey information about personal experience may provides the same kind of intrinsic value associated with food and sex (Tamir & Mitchell, 2012);

It is as a safety valve, a way to release pressure: Emotions characterized by high arousal, such as anxiety or amusement, will boost sharing more than emotions characterized by low arousal, such as sadness or contentment (Berger, 2011);

It is less threatening: Sharing personal information online, paired with the potential to receive social support, helps emotional unstable individuals to repair well-being after negative experiences (Buechel & Berger, 2012);

It offers the possibility to satisfy one’s voyeuristic and exhibitionistic needs: Narcissists more frequently update about their achievements, which was motivated by their need for attention and validation from the Facebook community (Mantymaki & Islam, 2014; Marshall, Lefringhausen & Ferenczi. 2015);

It is an important means for online impression management and self-construction: The prevalence of online venues such as SNSs has increased people’s dependency of the feedback from other people in the process of building the self (Belk, 2013).

However, the goal of this essay is not so much to express new hypothesis about why people divulge very personal information in online environments, but to try to contribute to what we know about the youth culture in connection with the use of Facebook and privacy concerns. In particular, the attention is placed on how teens conceptualize oversharing in terms of social practice and how they use the social media affordances and the resources that Facebook makes available to them to protect their personal data and life.

3. Method

To explore the complex issue of oversharing, I used a focus group approach to obtain rich detail and in-depth insights concerning the use and practices of Facebook's users interviewed, and their sense of privacy.

According to Lederman (1990), a focus group is a “technique involving the use of in-depth group interviews in which participants are selected because they are a purposive, although not necessarily representative, sampling of a specific population, this group being ‘focused’ on a given topic” (p. 117). Participants are, therefore, selected on the criteria that they would have something to say on the topic. Furthermore, they should respond to psycho-social and spatial homogeneity criteria, depending on the central theme of the investigation (Corfman, 1995). For instance, they should belong to the same range of ages, have similar socio-characteristics and would be comfortable talking to the interviewer and each other. Here, participants were in all cases young students (aged 21-29 years) in communication and related disciplines, and of course all Facebook users. In general participants can be considered heavy Facebook users with a large majority having Facebook incorporated as part of the daily routine. This homogeneity is certainly not accidental. It was determined by the express intention - declared since the first contact with the participants - to consult *competent publics or at least interested in the field of communication*, with, by vocation or learning needs, operational skills and knowledge of the mechanisms underlying the use of social network sites and digital communication, more generally. Users “not naïve” of Facebook, to put it in other words, capable, by virtue of their youth and their educational path, to develop, if exposed to the right stimulation, *a critical and self-reflective thought about their experience of being users*.

A total of 37 university students participated in seven, 2-h audio recorded focus groups in February and March 2016. No new ideas or concepts were introduced by the fifth focus group and it was determined that saturation of information had occurred. Focus groups included university students from two Faculties of Communication in Italy, in Rome and Bologna. At the beginning of each focus group, a questionnaire on digital media consumption and taste was distributed among participants, also in order to take account of their demographic characteristics (Table 1). In order to generate reactions and stimulate discussion among participants, visual stimuli were presented in front of them using a video projector. Three screenshots of three different Facebook posts reproducing clear situations of “oversharing” – obviously, faces and names were obscured as confidential – were shown.

Participants were asked to share opinions and comments in relation to the situations displayed, as described in the following section. At the conclusion of each focus group, participants were encouraged to introduce themes and issues, also not originally planned in the interview outline, and to express any questions and prompts.

Table 1. Participants demographics

Demographic characteristic	Number
Gender	
Female	20
Male	17
Age	
21-25	23
26-29	14
Level Education	
High School Degree	12
Bachelor's Degree	23
Master's Degree	2
Geographical area* (place of birth)	
North Italy	12
Central Italy	11
South Italy	14

* According to the EU constituency, see www.eurela.org

4. Findings

Findings in this study clearly indicate that oversharing enjoy a very bad reputation when associated to “ordinary people with ordinary life”. On the contrary, celebrities and showbiz stars seems to be in right to overshare their private life, because their popularity is sufficient in itself to guarantee *newsworthiness*, even when the news concerns a private fact and, after all, it is not very interesting. There are two dominant features. People who overshare *immerse themselves in banality*, gossiping and trading factoids about their everyday lives and the everyday lives of others. A 26 year-old male, for example, define this practice as “*part of that generalized mass exhibitionism. Nowadays we want to be absolutely protagonists, in the spotlight, we want to be even more showing us and letting us know more and more. In the case of public figure I can understand, because he or she has to maintain visibility, his or her recognition. In the case of private citizen, it does have any sense*”.

People who overshare also *seek connection and community*. For example, a 23-year-old male states: “*They take selfies in the gym, they take photos in McDonalds, they take photos to Grey's Anatomy. I think they do it because they are alone and do not know what the hell to do all day*”.

As previously mentioned, during the meetings three visual stimuli depicting situations of oversharing in Facebook were submitted to the participants. Each picture stimulus displayed on the screen featured a possible scenario of *oversharing*, and had the duty to boost the reflections among the group of participants. In the first case, it was referred to the collective vision of the group a picture of an adult patient just resigned from a relevant surgical operation. There was a comment in which the man, still on the hospital bed and with fresh signs of the surgery on his body, reassured his audiences about the success of the operation. In a similar context, the second visual stimulation was introduced, with a small but important difference: this time, to reassure the fans from the hospital was a public figure, the singer Alessandra Amoroso, after an operation on her vocal cords. The third and last visual stimulus involved an attractive girl in bikini in the act of getting a selfie in the mirror in her bedroom. To complicate matters further, the girl wrote a flirty comment to whom was probably her ex-boyfriend (*You will never get me back. Everybody wants a girl like me*).

It might come as little surprise that all respondents - with different degree of indulgence - sanctioned negatively the images representing “ordinary people”, taking immediately distances from their behavior (*I would never do such things!*) and claiming that such choices of “mise-en-sharing” are rooted in psychology and psychoanalysis issues rather than in

sociocultural dimensions. Put it simply, they called into question moods that belong to *the most intimate and personal dimensions of human feelings such as depression, loneliness, request for attention*.

danah boyd (2008, 2014) draw up three dynamics playing out in online environments, which are an amplification of those resulting from broadcast media. These dynamics online reshape social environments and, thus, influence people and their behavior. These dynamics are: 1) *invisible audiences*; 2) *collapsed contexts*; 3) *the blurring of public and private*.

The existence of invisible audience refers to the difficulty, in mediated environments, to have a direct and practical response to all those who come across in a communicative act that we publish online. In other words, each concrete communication activity online, for example a status update on Facebook, is linked to the imagination, more or less realistic, of the composition of these audiences. However, when a person is contributing online, he or she cannot have a full knowledge of all audiences who could view the content online at a later date or on a different context than the original. The collision of contexts, namely the lack of solid spatial, social, and temporal boundaries, makes it difficult to maintain distinct social contexts. This implies a “shading” of the public and private spheres: these boundaries just blurs and these two concepts often can overlap. In this sense, a personal blog, as well as a profile on Facebook, can be considered a “private” diary intended for a “public” more or less extended.

These dynamics offer an important interpretative key in unlocking the meaningful motivations underlying the (over)exposure of private situation and innermost feelings. In light of these dynamics, moreover, it is also possible to note a possible cut-off point between sharing and oversharing, towards a better understanding of what types of information sharing practices are being legitimated (or, inversely, delegitimated) among the younger generations. In short, I hope to expose what situation and information, from a symbolic viewpoint and in a precise system of values, is appropriate, and what is “too much”.

4.1. The blurring of public/private spheres

Disease is a private matter. As a private matter, it requires discretion, tact and personal connection. Depending from the gravity of one's illness, sharing this kind of personal information could imply different responses from people who are part of our online audiencehood: the more the illness is serious, the more it may easily be misinterpreted as an inappropriate behavior. In general, when someone shares the news of a serious illness by Facebook, the people closest to him use to respond with a kind post of encouragement. But it could be that friends politely offer support, while secretly disapprove such conduct as an excessive display of vulnerability. Therefore, posting about an illness on Facebook, and even publishing a photo, cross the border between the public and the private spheres and, consequently, put people in an awkward and uncomfortable position. On one hand, they have empathy with the patient, and are concerned for his or her health conditions; on the other hand, they dislike such over exposure, considering the disease just a “pretext” to hide an overwhelming need to draw attention to him or herself. For this reason, the man in his hospital room displayed in the first visual stimulus was severely criticized for oversharing the details of his illness. As a 23-year-old male was quick to point out, *“Probably this person does not drop what is his private life from what is his Facebook profile, and the fact is that he needs this personally. I mean, if I want to let everyone know that I'm fine, I say to my mother “tell to my friend that I'm fine”*”. A 24-year-old female seems of the same opinion, stating that *“The people who really care about you are outside of the door waiting for news”*.

The blurring of public/private spheres it is not acceptable when serious issues come into play, such as illness. The benefits of receiving attention and best wishes for a speedy recovery from the large Facebook audience do not suffice to justify the decision to share one's precarious

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state of health, especially when the body marked by disease and suffering is put on display. A 21 year-old female explained: *"I never would have done it. The line between the public and the private is very minimal. You get the best wishes for a speedy recovery, and that's fine. But at the same time you expose yourself this way, in a very private context, such as the hospital"*.

Every surgical procedure involves a certain amount of risk and the students interviewed are all of the opinion that in the face of such serious problems there is no room for selfies and post updates on Facebook: *"If you have a serious health problem, certainly do not publish the photo of your postoperative on Facebook"*, a 23-year-old male says.

However, something changes by invoking the older age of the patient. By virtue of a shared sense of *generation gap*, the man seems to be partly justified in using Facebook and the other social media as a substitute for emotional support and social reinforcement. In the words of a 23-year-old female: *"I never would have done it. But, maybe, this man, who is a mature man, is part of that category that use Facebook inappropriately, and maybe he feels supported by publishing this photo, that is very intimate, and by receiving likes and comments of encouragement from people he doesn't even care, but it makes him happy"*.

4.2. Invisible audiences

People in the public eye have long had to content with living their private life on the stage. According to the dramaturgical metaphor of Erving Goffman (1959), every individual is an actor on a stage performing for an audience. The social space, thus, can be divided into two broad categories, which he defines front stage and back stage. The front stage is where the performance takes place: the individual is exposed to the audience, he has to modulate his behavior in response to the situation and to the outcome he hopes to attain. The back stage is where the protected self resides: the individual can take off his public mask (but just to wear a private one).

Social media collapse this distinction between front and back stage. It is a bit like staging a performance for a designated audience and bumping into a different audience than that for which it was prepared the show. And this seems to be even more true for celebrities and public figures, whose barriers between the front and back stage are getting lower and lower. Therefore, they are particularly exposed to the public scrutiny of the *imagined audience* (Litt & Hargittai, 2016), at the point that *"the audience outside the walls can be as engaged or invisible as they choose to be"* (Pearson, 2009, para. 4). Indeed, the audience on social media is potentially both personal and public, full of familiar faces and an unknown mass (Hermida, 2014).

In view of these considerations, the visual stimulus reproducing a famous Italian singer the day after her postoperative attracted broad support from the whole group of participants. She was a well-known public figure, so posting about her post-op on Facebook was not only her right, but even her duty. Indeed, she *had to* warn her large audiences about her successful re-homing. Therefore, *it is right, it is fair, she did well* to overshare such intimate detail, because her intimate sphere is a public – or at least semi-public – sphere at all.

As explains a 24-year-old female, *"She is a famous person. She is a VIP. I think it is right because she is a person who has to turn to her fans, who know that she has to have surgery, and it is fair to warn her fans that she is fine"*. Furthermore, her role as a public figure imply additional responsibilities and obligations concerning communication strategies aimed to her self-promotion. Students interviewed seem to be well aware of that: *"She did well, and maybe she use this photo for marketing strategies, like 'I'm fine, I'm getting back on stage, please don't forget about me'"*, a 24-year-old male remarked.

4.3. Collapsed contexts

Sometimes, oversharing seems to be driven by exhibitionism and narcissism, according to a part of scientific literature on self-disclosure in blogs and Facebook, as I mentioned previously. The display of the *eroticized body*, for instance, is one of the online behaviors that, with some frequency, is associated with some self-centered or narcissistic traits. Furthermore, it is often accused of being the cause of various types of social problems, regarding in particular the place of women in society, such as violence against women, even purely symbolic, and the transformation of sexuality into a spectator sport (Hermida, 2014).

When the display of the eroticized body tries to be justified by sentimental reason, marking a direct relationship between the *mise-en-scene* of the affective dimension and the spectacle of the carnal dimension, a widely public reproach clearly comes as no surprise.

It is what happened when the last visual stimulus, reproducing an attractive girl posing provocatively for a selfie in her bedroom as a gesture of love revenge, were submitted for the attention of the student groups. All the participants, unanimously, condemned her performance, seen as an act of transgression, a sign of a lack of femininity or even a display of exhibitionism. In general participants did not consider her “exhibition” as a psychopathological disorder, but rather as a gratification need that stems from a narcissistic tendency to spread one’s own image online.

Displaying one’s sentimental life and one’s nakedness is not something to boast about, especially when the end of a love story becomes a “pretext” to show the naked body. As if the body were a private property on which those who have left were no longer entitled. As revenge, the body becomes a *public property*, visible to all. A 25-year-old male explained: *“I don’t like when sentimental life is put into the public domain. Now there is this pornography of feelings. Then there is also the matter of the body. You’re naked! You’re in your bedroom!”*.

However, the collision between the intimate and private universe of feelings and their public display in the shop window of Facebook, which is also reflected in the contrast between the setting in which pose the girl, her bedroom, and her “wardrobe”, a bikini, seems to be the real problem. A 23-year-old female declare: *“I’d like to say ‘what an idiot she is!’, because there is no relationship between what she says, the context where she is, and the picture itself. If she was at the beach no one would say ‘what an idiot you are’, because by the sea she would be in a context in which a bikini is allowed and used, but in the bedroom ...”*.

What also emerges is a high level of *privacy concerns* related to abuse and misuse of personal information, that can lead to serious problems associated with the scrutiny of the invisible audience. For example, a racy photo should be the cause of a missed career opportunity. It is well known, for example, that more and more often recruiters of both small and large companies seek online information about candidates (Fontana, D'Antonio, Ferrucci, Piscopo, 2015; Ollier-Malaterre & Rothbard, 2015), so private information on Facebook can be used by potential employers in the recruitment process. *“If you want to have a serious image of yourself you can not do something like that, you will never find a decent job”*, a 22-year-old female alert.

And that’s not the worst. Explicit contents could undermines the dignity of the human person. Participants seem well aware of that, as this 23-year-old female, when she says: *“This is the kind of this kind of thing that could get you terrible consequences, the kind of photos that could damage you because of an improper use”*.

5. Conclusion

This study evokes two questions worth considering: What is the difference between *sharing* and *oversharing*? What does “too much information” mean? Using the dynamics of the online environments as an interpretative key, it is possible to answer, at least in part, to these questions.

People do not overshare just because they share «too much information». The word «too much» is in danger of guiding us towards the wrong solutions, because it evokes the *quantitative aspect* of the informations shared. But there is also a *qualitative* aspect that concerns the kind of information that can be shared and made available to the public, and that is intertwined with the larger discussions of informational privacy, freedom of expression, and reputation online.

Oversharing is a question of quality rather than quantity. Oversharing is when there is a *semantic short circuit* between an audience that bump into information not intended for them (*invisible audience*), in a context perceived as inappropriate due to blurring of front-stage and back-stage behavior (*the blurring of public/private spheres*). As a result, they feel that social norms have been violated (*collapsed contexts*). The intended audience might feel differently.

In conclusion, oversharing is strongly intermingled with the desire to share information and content with an imagined audience to seek connection and sense of community. But, given the very public nature of social media platforms, it is difficult do not share something “out of context”. The risk is to reveal too much about ourselves. But what is too much? It depends on the context and the people involved. What one person sees as a «too much information» moment is an occasion to connect for another (Hermida, 2014).

Finally, this study has several limitations, which could serve as avenues for further research. First, the data was collected only from a student population. Second, the data was collected only from Facebook, and did not take account of the other online channels such as microblogs and content sharing platforms. Surely, a broader data collection would offer more generalizable findings and could aim at examining connections between SNS use and the other offline-online interactions.

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A Forgotten Antagonist of Anatolian Press: Afif Evren (1908 -1977)

Adem Demirsoy

1. Introduction

The Konya media has a past of 146 years since newspaper *Vilayet* which has an official identity. It has published numerous newspapers and magazines. They have employed in their pages the significant works of the suffering authors of Anatolia whose names have been forgotten.

Through the technological opportunities of their periods, those authors have written on the national issues which they are interested in. They had no significant effect enough to be remembered since they wrote only in local newspapers and they had no relationships with cultural and art world of İstanbul. Afif Evren is among those writers. He was tightly coupled to the Republic and Atatürk's principles. He wrote his articles in the newspaper *Babalık* in this direction. He was a hard-liner Atatürkist and vigorous advocate of Atatürkist revolutions.

As an opponent journalist, he targeted at local authorities, the administrators of the municipality and political parties and the activities of those people. During the period of single-political party regime, faced off against the CHP rulers while he fought against DP administrators after the multiple political party system initiated.

In his memories, Evren employed all the people he was in relation with. Those people are his neighbors in the district, his teachers, and friends from his district, school and work. He described in his works the environments where he lived.

This study is a kind of biography. Even in the short form, it aims to introduce Afif Evren who was a press laborer, he was condemned to be forgotten inside the papers of the newspapers in Konya which is one of important centers in Anatolia.

2. Life and Family of Afif Evren

Afif Evren was born in Ilgın, Konya in 1908. His father, Hacı Sabri Efendi deceased in 1915 while his mother Dilruba Hanım passed away in 1928. After he lost his father; he, his mother and his sister lived for a period in Karapınar with his uncle who was a merchandise manager there. Upon his uncle got married, Evren returned to Konya with his family, he started studying at Tatbikat Mektebi (the primary section of Darülfünun) in 1918 and he attended Köprübaşı Mektebi, Anadolu Numune-i İntibah Mektebi and completed his education at Akif Paşa Mekteb-i İptidai in 1925.

When his sister, Nedime Hanım, got married to Yusuf Mazhar Bey, the owner of the newspaper *Babalık*, he started to attend the newspaper *Babalık* after his school after 1922. During this period, he received his first training related to journalism from his uncle, Yusuf Mazhar Bey. After 1926, he worked in the newspaper *Babalık* as the city reporter and sports reporter and he started to write his first essays. After the alphabet reform in Turkey, he started to work as revisionist (corrector) upon the employment of new Turkish letters.

His poems and stories which he wrote during the first years in the newspaper and were generally related to love were published in *Babalık* after 1926. They were followed by his first anecdotes, satires and critical reviews which deal with social events.

After the Surname Act, he and his brother, Mustafa Nazım, received the surname of Evren in 1934. Upon the death of Yusuf Mazhar Bey in 1930, all the burden of the newspaper *Babalık* was left upon him and his sister. In addition to the tasks of revision and page layout, majority of the activities such as following the news, collecting and typing were conducted by Evren. After 1932, he wrote leading articles and serial essays. Some of his poems were published in the journal *Yeni Fikir* in 1927 and the newspaper *Zaman* in 1934. He was able to

publish the newspaper without any financial assistance during the period of war when it was difficult to obtaining paper and ink.

The poverty days of Evren started after the death of his uncle. During those years, he stayed in the printing section of the newspaper. After he closed down the newspaper *Babalık* in 1952, he stayed in the printing sections or the offices in the newspapers he wrote for. Evren who tried to earn his life through help from his friends stayed in the offices of newspapers, the third class hotels in Konya, Karapınar and Çumra and the train compartments due to his poverty and lonesome. During the days he was unemployed, he asked public enterprises for employment but he couldn't get any responses.

Evren employed numerous nicknames in his articles. The very first nicknames such as Passenger, Observer, Voyager and Pedlar were given to him by Yusuf Mazhar Bey who knew him very well. The word "yağı" in the nickname "Yağbasan" (the Enemy-Raider) means the enemy or rivals. The nicknames such as Gürtürk, Göktürk and Ülküdaş are convenient to the political structure of the period. Probably, he employed the nickname "Atacı" in order to express his loyalty to the revolutions of Atatürk. Many of the other nicknames are related to his name and the abbreviations of his name. some of them are AA, AE, A.Evren, A.Sabri, Ahioğlu, Ahioğlu Ahmet Afif, Ahmet Sabri, Ahmet A, Evrenoğlu, Sinanoğlu, Şiirler Mızrabı (the Poem Narrator), Yorgan (the Quilt), Toprak (Soil), Yaprak (Leaf), and Tezcan.

After the *Babalık* was closed down, he had a short break and moved to İstanbul in order to stay with his sister. He stayed in İstanbul about two years and returned to Konya to work in *Yeni Meram*. Moreover, he wrote some articles and article series in the newspapers of *Işık*, *Yeni Konya*, *Zaman*, *Yeni Meram* and *Anadolu'da Hamle* related to local and national events. His researches and memoirs seen in the newspapers, his poems and compilations were published in the journals of *Yeni Fikir*, *Konya*, *Çağrı*, *Türk Folklor Araştırmaları* and *Sebilürreşad*. The news and articles of Evren were published in the newspapers of *Son Posta*, *Vakit*, *Vahit* (İstanbul), *Hizmet*, *Yeni Asır* (İzmir), *Vatan* and *Ulus*.

During the period after *Babalık*, he experienced extraordinary periods when he was remembered most and columns were engaged for him. He is one of the most popular people after the revolution on May 27, 1960. The newspapers who clearly declared that they were supporters of DP opened their pages to Evren. When the events started to normalize, Evren had to set off again and he encountered harder days of poverty and unemployment. Between the years of 1964 and 1969, he had a period of silence and then he started to write in *Yeni Konya* until he is dead.

Evren who got sick in the Çumra Emniyet Oteli at the beginning of 1977 was transferred to Konya State Hospital and died due to cerebral bleeding and he died there. The date of his death and place where he was buried is still anonymous.

3. Babalık Newspaper

Babalık's a daily political newspaper published after December 23 1910 by Yusuf Mazhar Bey. The name of the newspaper was given by the Arifi Pasha, the governor of Konya during that time. The newspaper was printed in the printing press of Vilayet, Viyolaki, and Meşriki İrfan and its own printing section of *Babalık* after the printing section is established.

At the beginning, the newspaper was published once or twice a week; then, it was published daily, weekly, twice or three times a week depending on the financial opportunities. The number of the pages also changed between 2, 4, 6, and 8 pages. In 1912, *Babalık* was able to publish only five issues. When it was issued first, there was an expression under the heading saying "It aims to develop the farmer, labor and tradesmen brothers, it writes everything and it is the newspaper of peasants". During the period of Türk Sözü (Turkish Saying), the expression was "It is a Turkish newspaper and is issued everyday". At the beginning of 1929's and 1930's,

it turned into “Daily Newspaper” and it became “The Daily Newspaper, it is Republican, Nationalist, Democrat, Revolutionist, Statist, and Secular and is delivered every afternoon except Sunday” after the date September 2, 1937. During the following periods, sometimes there were short expressions such as “for the moment, it is a political newspaper published every other day, daily newspaper published on Tuesdays, Thursdays and Saturdays” and sometimes no statement was put there. Upon the suggestion of Muammer Bey, the Governor of Konya, the newspaper was published for 76 issues under the name of *Türk Sözü* after June 11, 1917 and its name was changed into *Babalık* after October 30, 1918. After December 31, 1928, it was published in new Turkish alphabet.

The chief clerk and the lead writers of the newspaper can be listed as Süreyya Sami Berkem, Server Rıfat İskit, Ekrem Reşat Koçu Muzaffer Hamid, Mustafa Nazım Evren, Fuad Anadolu and Afif Evren.

During the period when the newspaper was established, the newspaper was an ardent supporter of the War of Independence, the Republic and the revolutions and it protected its line throughout its publication life.

Although the newspaper declared on June 22, 1952 that it would be published in monthly periods, it was closed soon. The deprivation of advertisement income by the DP government was also effective on its closure.

4. Evren's Babalık Articles

Evren was a living witness of the period he grew up and the development of Turkey. In one of his articles, he shared his feelings with the public saying “*the fact that people who looked down upon Turkey in the past admire and envy the revolutions is a proof of the achieved success; a response to empty and hollow claims to keep them quiet.*” (19 Ağustos 1934:1)

In his articles after he lost his brother-in-law, Evren set sight on the people of local government. He blamed the administrators of the community centres (17 July 1935:1), municipal officials (23 July 1935:1) and tradesmen (5-6 November 1935:1) for not performing their duties because they did not work efficiently.

He supported language revolution in his articles and news, and he described the Ottoman as the language of The Sultan and the luminary, whereas he defined Turkish as the language of the public and Anatolian people; he also stated that this situation caused differences in society (25 September 1935:1; 19 November 1946:1). He intensely supported the law to ban the chador and the veil in 1935 (7 August 1935:1).

In his articles he mentioned the acquisitions of the multi-party system and he did not stop criticizing CHP:

“Up until yesterday, there was no hurry to fit into society, socialize with people or to be integrated in the public and the constituent had an intermediary role. Today, the people and the government are opposite to each other. From now on, the party to be supported most will be the one that can socialize with people and that can endear itself to people. The deputies must go to the villages and talk to the peasants before the harvest, listen to their problems. The slogan of the new era is: Always for people!” (13 July 1946:1; 14 December 1946:1)

Evren wrote about social problems, too and in his article named “*sosyete civiği*” he described the ones who disturb people in high society weddings as spoilt, degenerate and alienated to their own cultures and values because of westernization process (7 February 1946:1).

In his articles during cold war, Evren talked about Soviet Thread and mentioned western-oriented policy (16 January 1947:1; 1 February 1947:1). In his article that he wrote just before the Quart Conference in Moscow (22 February 1947:1), he stated that the reason why

limited number of journalists were asked to participate in the meeting was the desire not to inform the world opinion about the truths in this country and he supported the attitudes of Europe and U.S.A. (15 March 1947:1).

He described the success of the U.N. Forces in South Korea as a great moral victory against a cruel and imperious mentality that wanted to grasp and exploit the whole old world (20 September 1950:1). He considered that the decision of the government to send soldiers to Korea was right in that it could let Turkey join The Atlantic Pact (5 August 1950:1); he also described the policy that resulted in our acceptance for NATO as the first and greatest success of the DP government and he supported this policy (28 September 1951:1).

In his article titled *Temizlik* (*cleaning*), he pointed out the danger of communism in his own style:

“This cleaning(!) that has been going on for ages will not leave any individual, family or society left in the satellite, I think! Here’s the value that the communism gives to individual, family and society accordingly! Marshall Tito is a really bathed and brave dictator I see! What about Mao of communist China? He gets the cleaning carried out in Korea completely. Let’s wait and see how he will pay for it in the end.” (13 Haziran 1951:1).

5. His discussions

During the period of single-party, he often faced with the owners of local authority because of his criticism he directed at them by means of *Ekekon* newspaper that was regarded as the local official newspaper of CHP. One of them was an argument with Fuat Tuygan who was one of the writers of *Ekekon* and the lawyer of the municipality.

In his news titled *“Bu mu kontrol?”* (Is this the control?) in *Babalık*, he criticized the sausages sales which were not suitable to food standards due to the lack of municipality inspections and the fact that Tuygan denied this news by means of his long article *“freedom of the press in Konya”* (1945: 2- 3) made Evren faced with Tuygan. The discussion was in fact with the municipality and the activities of Mayor, Muhsin Faik Dündar.

Evren’s article named *“Konya’da Gazete”* (Newspaper in Konya) that was published in *Babalık* in 31 July 1947 caused a new argument with *Ekekon* that continued until 7 August 1947. In one of his articles, he presented the newspapers published in Konya and there he described *Babalık* as independent, master and he stated that the writers didn’t have any income or jobs apart from journalism; however, he indicated that the printing house of *Ekekon* belonged to CHP Provincial Administration and the writers of *Ekekon* were public officers, so this sparked a new discussion with *Ekekon*.

In one of his articles, Evren blamed *Ekekon* for staying silent on the current problems of the city and he mentioned that it was a must to accept there would be an official influence and pressure in the articles about the country indited by its writers because they were public officers (5 August 1947). Evren emphasized in his last article of the discussion that *Babalık* was always open, sincere and positive about the problems of the city (7 Ağustos 1947).

On the 4th page of *Ekekon* newspaper in 8 September 1948, there was an advertisement titled *An Author is looking for a job*. Evren asserted that the target men were Osman Yurdaşan and he and he published a brochure titled *Coward Penman, Explain!* (14 Eylül 1948):

“... Coward Penman!

First of all, the high honor and dignity and seriousness of the occupation warn you to review and to talk frankly for the last time. Reveal our names if you are a man and an honorable penman!

Don’t be afraid! We don’t carry dishonest pen that shoot behind, undermine or lie in wait. Our words are open and clear just like our foreheads. If needed, our attacks will always be frontal and we will give you the chance and the time to get ready as much as

you like. You can consult your advisors many times. Come on wholesome! We wait for you and want to hear your voice!"

Ekekon did not response to this and the discussion was over.

Evren's another discussion was with the journalist Namık Ayas. It started during the years when Ayas worked for *Ekekon* newspaper. One of the targets of the articles titled *Public Officers or Journalist?* (1946:1) and *Newspaper in Konya* (1947:2) was teacher/ officer journalists. Evren always reacted to the civil service of Ayas and complained that he took advantage of reporter rights.

In the news in *Babalık* newspaper, Evren asked "*Are these journalists or public officers? Now that public officers cannot be involved in politics, how are they given journalist certificate and rights?*" and he called the attention of the ministry education to this fact stating that he could reveal the names if needed.

Evren also objected to the foundation of Konya Association of Journalists. Evren believed that the foundation of the association would not give any results when there were not enough journalists who were involved in journalism actually and he asserted that the chairman Namık Ayas would not be able to give necessary reactions to injustices because he was an officer; Evren also accused Namık Ayas of doing politics occasionally (8 December 1950: 1).

He protested the increase of the advertising prices from 25 kurus to 75 kurus after the distribution of official advertising was given to KGC by governorship decision and he stated that this increase sustained an unfair profit for the association.

In one of his articles, he addressed to Ayas "*what is your business with politics and commerce? Go and take care of the children committed to you and be interested in your primary mission!*"

In his article named *Yalancı Kim? (Who's the Liar?)* (15 December 1950: 3) that he wrote after KGC denied his claim, he presented his evidences writing:

"The calculation drawn by the association with a lead pencil in the back of the advertising document is so clear. That's the first. The lawyer who sent the advertisement and the citizen who brought it are in Konya; that's the second! It's written in the contract that the association calculates the cm of the advertisement for 75 kurus; that's the third!" Evren finished his article saying: "*Does the association with a chairman who is a primary school head teacher tell a lie or us? You must be ashamed!*"

While the pressure on *Babalık* was still in progress, Evren went on using newspaper columns which were his only weapons. In 15 December 1950, in his article named *Gentlemen! Shame, Shame!* He asserted that they planned to end the source of income and by means of various methods they did not want to give any right to life to *Babalık* which has been published in the middle of Anatolia with self-devotion, great efforts and attempts. He stated that if the managers of the official institutions are impartial and egalitarian in publishing and distributing of the advertising, they will protect the press and so they will enhance the culture of the country.

"As long as partisan ideas, partisan mentality and zealotry play a role in official advertising affairs, Anatolian newspapers and journalists will keep on struggling and languishing.

Another important matter is to rescue Anatolian journalism from the hands of journalist tradesmen. Aren't there any people who publish a newspaper not for the country or the newspaper indeed but to take advantage of some things (Yellow Press Crad)?"

Evren described Ayas as a cunning man who initiated the foundation of KGC (7 April 1951:1). Dealing with the statement "*nobody has come over for 15 days*" said to a citizen who was looking for the association of journalists, he went on his criticism and he made fun of him saying "*in fact, association of journalists were in the head teacher's room of Akif Paşa Primary School. It means nobody has remembered or reminded it.*"

In an article named *Babalık*, it was announced that the newspaper was going to be

published not daily but twice a week from now on. It was also stated in the same article that the official advertising, which was a strong source and opportunity that could feed a daily newspaper in Anatolia, took place in the same newspaper in spite of all requests and formal applications and although it cost more and this situation was sad and thought-provoking in a country and in a city with a democratic regime and life; the newspaper warned that they must be sure to hear more often and stronger criticism from *Babalık* from now on (10 Ekim 1950: 1).

Evren also criticized the governor of Konya Ferruh Şahinbaş about the distribution of official advertising. In the article titled *An Open Letter to Konya governor: the new story of Official Advertising* (1 December 1951:1), he expressed that the obligation to publish the official advertising through the Association of journalists conflicted with the savings policy of the government and said that it was illogical and unconscionable to monopolise the advertising that was paid by the citizens directly. He also wrote that he would never accept the offer of the association on behalf of the newspaper that he himself represented.

Evren explained the reason why he was against the foundation of KGC in these sentences: “an occupational association that was founded when there were only four or five journalists who were really involved in journalism exclusively. He also advocated that the companies and agencies formed by the people who invested capital must be involved in advertising and commercial affairs instead of people who are civil servant as primary mission.”

Evren stated that the fact that an association, which does not have enough members to survive, tries to monopolise by increasing the prices of the official advertising causes various thoughts and comments. He went on talking:

“Eliminating the newspapers that are not daily ones and manipulating the advertising of the people will cause a high dissatisfaction. I have never met such an association monopoly and mentality in my long career and even in the period of single party. If I have to fight against this association combination for the rights of a forty-year-old newspaper and the people who work for this newspaper to support their family, I think every conscientious one will forgive and excuse me.”

The governor Şahinbaş sent a short and signed explanation to Evren’s statement. It was expressed that there was no limit for the advertisements of the individuals and they could give them to every newspaper they wanted (1950, December 8:1).

Soon a response was given to the statement of the governor who declared that the application was carried out in accordance with the decision that aimed to protect the journalists and to league them together. In the statement signed *Babalık* it was expressed that the explanation of the governorship emphasized only one point of the advertisement matter and that professional solidarity and cooperation was a good thing providing that the rights were protected? The discussion of official advertising with the Governor Şahinbaş ended after this explanation.

6. The Sense of Journalism

From the articles he wrote in various period, we can easily see what Evren understands from journalism. He was a journalist who expressed what he wanted to say directly rather than talking indirectly. He preferred strident criticism in his articles,

In one of his articles titled *Passion Journalism* (28 November 1946:1), he wrote that there was a passion journalism as well as ideal journalism in Turkey and he stated that those journalists who worked to get a position instead of working for the country assassinated the journalism.

“The method and the aim of passion journalism is to topple the opposite at all costs by violating every national interests. Holding on the pen, dropping a brick, swearing or

damaging the national structure with a sneaky tactic! The national will can now smack the ones who compete to regain their ex-positions just for their interests not for a particular matter or a doctrine.

The ones who are doing this job just to get a position instead of looking after the interests of the country assassinate this clean profession whose basis is trueness. We must know these kinds of corrupt ones well. This will gain a favour."

In his another article titled the *Statement of the Incidents* where he defined his articles as the reflection of his patriotism about national matters, (15 March 1947: 1), he described himself like this:

"The modest writer of this column has not expected anything in return like the others. He has not got his eyes on a position or a chair, he has not sacrificed the pure idealism of his profession to the fame or passion of money. He has not become dishonest to make use of his vocational authority and his journalism for his personal interest. He has not given up his cause because of a group or an individual but continued for his country; and he will never give up as long as he can use his pen and as long as he can think. He does not have many friends around him and there are few people who like him just because of this. But where's the harm? Is there is a love higher than the unity, health and strength of this nation and this country? This pen will have the purest pleasure as long as he is beneficial for this dynamic existence day by day."

Evren (10 February 1948:1) also stated that not protecting the names of the articles owners was an exploitation:

"When I was the publishing manager of Selçuk Newspaper I wrote an article in my real name titled (Alaeddin Mosque is Falling Down). The article had an influence and an allowance was sent by the Ministry of Education. However, Selçuk, in fact, its Böcüoğlu just defined my article as (our article). Such an exploitation has never been seen before! If Böcüoğlu were busier with his duty as the head teacher of Gazi Primary School, he will be more sincere and won't leer his profession. Now I am asking: whose article are you selling to whom?"

In his another article (1949:1), he expressed that the fact that the story of İsmail Zühdü, which was published in the magazine of Ocak before, was published as İ.Z. Ocak in Zaman Newspaper was just an effort to make it forgotten.

In his article titled *One More Time!* (25 May 1951:1) he stated that *Babalık* and he himself suffered a lot through various canals and effects because of his severe and heavy critical reviews about the main matters of Konya during the single-party period:

"I wish Konya had not been neglected in the past; I wish it had been developed and advanced and I died after I saw it was prosperous and lively. Our destiny is the same, I see. Some self-seeker politics forgers who applauded the rulership of DP after 12 o'clock should know that Afif Evren will keep the distance from personal interests and some other negative feelings but he will only love and be grateful to the ones who work and go public with renunciation and honesty especially for sad Konya, no matter what party they belong to."

7. Afif Evren's works

Afif Evren wrote up many works during his journalism career. Almost all his books (brochures with his own words) were published in *Babalık* newspaper before as article series. Some of his books and works offer an insight into his period.

In his works, he also wrote his memories about people he worked with and shared the same atmosphere and thoughts with. These were sometimes his neighbours and sometimes his schoolmates, colleagues or teachers. He often depicted the environment and the places where

he lived. Moreover, with the worry of losing the archive, he collected and published the articles written by the others and the news about past years that were compiled by himself. The articles and the news that he shared were generally the ones that he believed could show the level which the Republican Regime reached.

In his works, he gave information about the development of Konya and Anatolia press; the people he worked and shared the same thoughts with and he also talked about the places where he lived. He reserved important parts of his works (books, brochures, and article series) for the biographical works that could be beneficial for the history of the press. His articles are important documents about the history of Anatolian press and the employees.

Many of his article series, stories and poems haven't had the chance to be published so far. His work named *Yağız Bacı* (Brave Sister), which was considered to be ready to be published after his work *Konya'dan Bir Ses* (A Voice from Konya) and stated that it had proses, poems and short stories, has not been encountered anywhere.

Again in his work titled *Atatürk and Konya – 1923 Arrival*, he talked about his brochure named *Atatürk's Arrivals in Konya-1942* but such a work has not been found, either. The visits and speeches of Atatürk that were stated to be in that brochure took places in his another work named *Atatürk's Arrivals in Konya 1920-1937*, and probably this work must be the one he mentioned.

Afif Evren has 14 books/brochures that were published. These are: *The Actrist Adalet* (1936), *A Voice from Konya* (1937), *Some Authors, Poets, Calligraphists in Konya* (1937), *The Oath* (1938), *A View to Konya Issue* (1939), *Atatürk's Arrivals in Konya 1920-1937* (1940), *Atatürk and Konya1923-his arrival* (1942), *For Konya* (1944), *A Bunch of Folk Dance* (1945), *A manly and Courageous Response to A Racist* (1947), *Coward Penman, Explain* (1948), *Bald Poem Hasan Rüştü From Ermenek* (1958), *Memories of a Possessor (Mutasarrıf)* (1958), *Old Moral Books* (1958).

The contents of these article series share similarities: *Konya for Atatürk, The Writers and Poems in Konya during War of Independence, Memories from a Traveler, Mazhar of Babalık, A bunch of Memories from Five Teacher Writers, What did They Say?* and *Memories from a Passenger*.

Here are some article series published in *Babalık*:

Folkloric Issues: Proverbs (12 October 1946 - 8 July 1947), *Not a Tale* (30 November 1946 - 16 January 1947), *Konya For Atatürk* (26 October1948 - 30 December 1948), *Small Surveys* (21 December1948 - 21 December 1949), *Atatürk and Abditollu Hüseyin Ağa* (3 - 11 December 1951), *About Karacaoğlan* (14 - 23 November 1951), *The Values we lost: the thoughts of decedent Operator Dr. Eyüp Sabri Bey, Islam and Civilisation* (24 November - 1 December 1951), *Painful Memories* (24 - 26 November 1951).

8. Conclusion

Evren was not bound up with any party or ideology apart from the Republic and Atatürk's Principles. This situation in his articles caused him to be considered as a CHP sympathizer. However, some of his discussions in his newspaper columns were with bureaucrats and administrators from CHP.

He was not afraid to write the problems that he witnessed although he himself also suffered. It is unfair to think that he followed the issues only because he suffered from them as well. He always kept his identity as an opponent journalist instead of supporting the government unquestioningly and getting the advertisements in return. When DP first came into power he tried to support them for a short while but he couldn't go on this, so he reverted back. His belief to be a journalist for the benefits of the country had an influence for this.

In his article titled *My Crimes*(24 November 1905:1) he explained the reasons why he

was considered as a problem man, underlined his opponent character and stated that he had an honest journalism career. He described himself as a journalist who did *not respect whoever was in charge (as long as he did not step on his toes!)* unlike the boulder ones and as one of those who fed the opposition and criticism in Konya.

In his entire life he never lost his confidence in the Republic and the Revolutions. His target was the administrators and the local government whose speeches about the republic and the revolutions consisted of only empty words. He was always on people's sides. He did not avoid entering into a discussion with the other newspapers and the local administrators in his column about the issues that he believed were true, regardless of any political parties, and no friendship could ever dissuade him from his truthfulness.

It's not so possible to remember or listen to the ones like Evren in the societies which are not open to criticism and consider it as a destructive one. Evren criticized almost everyone and nobody wanted to remember him. The newspapers that gave him a job after *Babalık* could not bear him for a long time and they ended their relationship with him before long. The ones who remember him are generally his school mates like Mustafa Naci Gücüyener who was the owner of Yeni Konya newspaper and a few writers who are known as Atatürkist like Suad Abanazır and Mahmut Sural.

It should be the task of being bound to the republic to rescue Evren and the other similar journalists and their works from disappearing that have been forgotten in the newspaper columns.

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Analysis of Violence In Health News: Hurriyet, Zaman and Posta Newspapers Case⁺⁺⁺⁺⁺⁺

Özlem Duğan

1. Introduction

Violence and aggression, which take place in every field of life in Turkey as they take place in most of world, have seen in also health sector. Especially, in last years violence in health has seen more often.

Mass media devices includes violence that becomes unusual day by day apart from being an usual case. Society learns developments in health, technological improvements in health, innovations about health, campaigns that aimed at avoiding from illnesses and awareness raising among people on health, moreover violence in health via mass communication devices. But it has seen that mass communication devices shows the violence in health by breaking ethical principles of media in the manner of damaging image of healthcare professionals.

Negative news on media about healthcare professionals causes loss of dignity, image and trust to health care professionals. Accordingly it brings being dissatisfied from health care services into question. The morale and motivation of healthcare professionals may be affected from this situation negatively.

This study is formed on analysis violence in health news in print media. As study scope, 296 texts on violence in health news by searching Hurriyet, Posta and Zaman from 2011, 2012, 2013. Decoding table is formed to examine obtained datas, then obtained news were evaluated by the program of SPSS 15.00 and findings were interpreted.

1.1. Violence Intended to Health Care Professionals

Violence to health professionals is defined as physical or non-physical behaviours that executed by patient and patient relatives or people from out of health service in health units, and may end up with being affected negatively of institution, professionals or patient (Boyd, 1995, p. 361). Violence in health is formed of threatening behaviour that can be risky about health and come from patient, patient relatives or any other people, physical and sexual assault (Saines, 1999, p. 9). Violence intended to healthcare professionals has seen as national and global issue (Adaş et al., 2008, p. 9).

It is known that the risk of exposing to violence for health care professionals is 16 times more than other service sector professionals. According to report of 2002 of International Labor Office (ILO) vocational violence in health sector represents 25 percent of all violence (as cited in Adaş, 2008, p. 9).

A research conducted shows that one fourth of doctors are exposed to violence at least once in their career. Along their career, rate of doctors who are not exposed to violence is 25,5 percent (Adaş et al., 2008, p. 9). In the applications for complaint to White Code of Ministry of Health, while verbal violence is on the first rank with rate of 67 percent, physical violence is on the second rank with rate of 33 percent (Akdağ, 2013, p.183).

According to 113 White Code of Ministry of Health, from 14 th May of 2012 to March 2015 31.767 health care professionals were exposed to violence. 18.000 of these health care

⁺⁺⁺⁺⁺⁺ This study based on a "Analysis of Violence News in Health" is prepared from a PhD thesis accepted jury determined by the Social Sciences Institute.

professionals are doctors. One third of these attacks is physical attack. In a day around 30 violence, in a month around 1000 violence are reported to Ministry of Health. These numbers of violence are only reported cases in hospitals, polyclinics and family health centers (<http://2015.ses.org.tr/2015/07>).

Violence intended to health care professionals has been seen in other countries as it seems in Turkey. According to a research conducted in England in 2008, one third of doctors suffered from verbal or physical violence in last one year but these cases weren't reported. 22.7 % of healthcare professionals in Belgium, Germany, Finland, France, Italy, Poland, Slovakia, Netherlands are exposed to violence by patients or patient relatives. Violence cases occurred at the rate of 79 percent of 383 hospitals in Turkey in 2011. 79 percent of these cases occurred in emergency service, 59 percent of these cases occurred hours between 18.00 and 24.00. 91 percent of people who commit violence are patient relatives. It was reported that 3084 violence cases occurred, 2094 of those are verbal violence, 984 of those are physical violence. While 2106 violence cases are referred to area of law of Ministry of Health, 982 cases are referred to judicial authorities (<http://www.memurlar.net/haber/294267/>).

Applied violence to healthcare professionals is limited with available data, declared and reported cases. Many violence cases are not reported for not being well-informed of healthcare professionals about what is considered as violence, lack of reporting, dismissal, the fear of punishment and being blamed (Dursun, 2012, p. 105).

1.2. Presentation of Health Care Professionals in Media

Keeping negative samples of doctorship on the agenda consistently and intensively, ruling of publishing policy on the basis rating and daily circulation are seen as some reasons that increase violence (Prevention Violence on Health Commission Report, 2013, pp. 172-173).

In applied research, 30.8 percent of doctors don't believe that media uses open and intelligible language on the news. 87.4 percent of men and 84.5 percent of women who participate the research believe negative effects of media. Within vocational groups, with the rate 96.6 of doctors believe negative effect of media on communication between public and health care professionals (Kalem, 2010, pp. 103-144).

News of Zaman, Posta and Hurriyet, which is three newspapers that have the highest circulation, between 15th May of 2010 and 15th June of 2010 are examined, in the context of the research negative opinions and prejudices based on imperfect knowledge are exist about work types, personalities and communication situations of doctors. Respectively, personal experiences of participants with doctors, conveyances of family and inner circle and creating discourse on media are the reasons for emergence of these opinions and prejudices. In printed media, discourses and their meanings have affected dimensions of doctor and patient relations (Söylet & Mengü, 2011, p. 119).

Image of health care professionals created by media is important for patient and patient relatives. Patients or patient relatives want doctor who has good image treat themselves or patients (Özdemir, 2006, p. 180). Publication of forgotten materials during the operation, dying or injured people as a consequence of wrong diagnosis and malpractice in media has damaged the images of doctors.

Publication of negative news in media without investigation causes negative bias for doctors, nurses and emergency workers in society. For instance, a person who hears news like "Ambulance is late!" continuously, after some time the person has prejudices like "All ambulances are late" (Prevention Violence on Health Commission Report, 2013, p. 172). On press, attributing problems in health to doctors, blaming doctors without distinguish service failures and personal failures in health facts, introducing doctors as people who have a itching palm based on bad samples encourage violence to doctors (Aydın, 2008, p. 5).

Making negative news related with health care professionals and negative behaviours a current issue, not punishing people commit violence or not making consequences of violence a current issue make people think violence is legitimated or committing violence to health care professionals is easy (Büyükbayram & Okçay, 2013, p. 50). Not to obey scientific and practical criterions while reflecting malfunctions on health, point doctors and other health care professionals as a target knowingly or unknowingly, Not to know differences between complication and doctor failure, prejudices and lack of confidence that built by media cause violence in health (Özyurt et al., 2009, pp. 61-70). In applied study, it is revealed that 21 percent of health care professionals and 12 percent of media professionals find strictly unreliable news and writings on media about health. It is determined that 62 percent of health care professionals believe that true and trustworthy information is not given to public on health (Yüksel et al., 2014, p. 237). It is revealed in the study 9 percent of citizens across Turkey have indicated media contents on health decrease the trust to medical practitioners (Yüksel et al., 2014, p. 314).

1.3. Evaluation of Violence News In Press Ethics

There are factors that journalists need to pay attention while preparing a news item. The way of journalists give news is revealed with ethical values on the basis of social responsibility. These ethical values reminds that public interest needs to be taken into consideration. The way of how violence need to be handled is evaluated and determined as part of both ethical values and code of professional ethics. The aim of aforesaid rules and regulations are devoted to prevent violence.

On the thirteenth article of Press Profession Principles which Press Council stated that "The promotive publication for violence, heavy hand and damaging humanitarian values is avoided" (İçel & Ünver, 2005, p. 25).

On the third article of Chapter E titled Primary duties and Principles of Journalist which Journalists' Association of Turkey prepared with the title of Right and Liability Proclamation of Turkey Journalists stated that "A journalist abstains from promotive publication for hostility and hate among people, societies and international. A journalist can't broadcast things that justify violence." European Convention on Cross Border Television which is worked on under the guidance of Committee of Ministers of the Council of Europe is existing. In seventh article of titled Publication Resposibilites of aforesaid convention stated that all programme service afctors will be respectful humanitarian values and substantive rights as content and presentation.

These factors will not be border on incitement to racial hatred and attach importance to violence inimically. The principle of USA Professional Journalists Association on the subject is as below: "Journalists need to be aware towards people who may be affected from news negatively" (As cited in Irvan, 2003, p. 75). In Turkey, violence matter is regulated with Statute on Establishments and Publications of Radio and Television. A forementioned articles are as below: (b) Not to provide opportunity for publications which prompt to violence, terror, ethnic discrimination or instigating hostility by discriminating class, racial, lingual, religious, denominational and territorial or publications that compose hate in society. (u) Not to encourage violence and discrimination to women, weaks and children. (v) Not to make publications that prompt to commit violence or racial hatred. (z) Not to publicate programmes that damage physical, mental, moral development of youngs and children at hours that children and young can watch." (Akbaş, 2010, p. 508).

Apart from this statute and regulations which are arranged in order not to make violence more visible, The Ministry of Health wanted not to share publications that have violence by press and in enactment with the law no 28103 which published in official gazette on 2nd October in 2012 is stated as"

"Files in which revert to judicial protection and examination authorities and have the characteristics of denunciation should be reported to only judicial protection and examination authorities without sharing with media due to the reasons of preventing social crisis, observing right of privacy and secrecy, protecting vocational prestige and preventing vocational exhaustion: pledge of secrecy is needed to be announced to all personnell by hospital administration, department of employee rights and security (<http://www.thhk.gov.tr>)."

2. Method of Research

In this study, quantitative and qualitative content analysis method is made, decoding table is formed to examine news, Decoding table is formed after literature research. In line with collected datas news, columns, interviews, visual materials are implicated in. Sum 296 texts as news, interviews, review essay, and columns are evaluated in SPSS 15.0 programme.

In study, coding is made by two different people in different times indor to provide trust worthiness and collected datas conform with each other largely (% 95). Focus group of research is daily newspapers in Turkey. Because of extent of aforesaid focus group, study is limited with three newspapers.

The study is comprised of three newspapers that have the highest circulation among 2011-2012 and 2013. Moreover, as violence in health has a large extent, news are limited with violence which happens among health care professionals, patient and patient relatives and violence which health care professioanls commit fellow worker.

3. Findings and Evaluation

3.1. Distribution of Broadcasted News

In Hurriyet, 29 news in 2011, 26 news in 2012, 65 news in 2013 and 120 news in total are examined. Zaman allowed for 15 news in 2011, 39 news in 2012, 51 news in 2013, 105 news in total. In Posta newspaper 10 news in 2011, 28 news in 2012, 33 news in 2013 and 71 news in total are publicated.

In newspaper 215 news (% 72.6) are publicated, in their regional newspaper supplement 81 news (% 27.4) are publicated. In Hurriyet 83 news (% 28.0) in its supplement 37 news (% 12.5) are publicated. In Zaman 85 news (% 28.7), in its supplement 20 news (% 6.8) are publicated. In Posta 47 news (% 15.9) in its supplement 24 news (% 8.1) are taken place.

3.2. Page Locations of News

In Hurriyet 39 news, in Posta 21 news, in Zaman 13 news are publicated in first page. With 73 news (% 25.0) the most news are publicated in first pages in regional newspaper supplement, 37 news (% 12.8) in third page, 34 news (% 11.5) in fourth page, 28 news (% 9.5) in fifth page, 21 news (% 7.1) in sixth page are publicated. Other news are publicated until thirty second page except economy and sport pages.

235 news (% 79.4) are not sent to continuation page, 61 news (% 20.6) are sent to continuation page. In Hurriyet 40 news (% 13.5) are sent to continuation page, 80 news (% 27.0) are not sent to continuation page. In Zaman while 13 news (% 4.4) are sent to continuation page 92 news (% 31.1) are not sent to continuation page. In Posta while 8 news (% 2.7) are sent to continuation page 63 news (% 21.3) are not sent to continuation page. Great majority of news are finalized in page that news are publicated by not sending to continuation page.

3.3. Presentation Format of News

When it comes to presentation format 253 news (% 85.5), 18 columns (% 6.1), 16 review essays (% 5.4), 9 interview (% 3.0) are published. Hurriyet is the most published newspaper on violence in health with 95 news (% 32.1), Zaman newspaper is second with 94 news (% 31.8), Posta is third with 64 news (% 21.6). In Hurriyet 14 columns (% 4.7), 5 review essays (% 1.7), 6 interviews (% 2.0) are published except news. In Zaman 6 review essays (% 2.0), 3 interviews (% 1.0) and 2 columns are published except news. In Posta 64 news (% 21.6), 5 review essays (% 1.7), 2 columns (% 0.7) are published.

3.4. Used Visual Materials in News

In Hurriyet 89 photographs (% 32.0) are used, photograph is not used in 13 news (% 4.7). logo is used in 3 news (% 1.1) and 1 illustration (% 0.4) is used. In Zaman photograph is used in 54 news (% 19.4), in 45 news (% 16.2) photograph is not used, 3 illustrations (% 1.1) and one graphic (% 0.4) are used. In Posta, photograph is used in 66 news (% 23.7), in 3 news (% 1.1) photograph is not used.

When examined total distribution of used visual materials in news the most used visual is photograph with 209 news (% 70.6), 61 news (% 20.6) are published without photograph, in 4 news (% 1.4) illustration is used, in 3 news (% 1.0) logo is used and in 1 news (% 0.3) graphic is used.

Table 1: Contents of Photographs

	Number	Percentage
Crime Scene Photograph	5	1,9 %
Post-Factum Photograph of Victim	45	17,0 %
Passport Photograph of Victim	12	4,5 %
Photograph of Person Committed Violence	9	3,4 %
Disinterested Photograph of Victim	10	3,8 %
Disinterested Photograph of Person Committed Violence	1	,4 %
Health Manager	28	10,6 %
Non-Governmental Organization Representer	54	20,4 %
Health Care Professional	95	35,8 %
Attorney/Politician	6	2,3%
Total	265	100,0 %

When examined content of used photographs in 95 photograp (35.8%) health care professionals, in 54 photographs (20.4%) non-governmental organization representers, in 45 photographs (17.0%) victim of violence, in 28 photographs (10.6%) health management authorities, in 12 photographs (4.5%) portrait of victim of violence, in 10 photographs (3.4%) people who commit violence, in 6 photographs (2.3%) politician, in 5 photographs (1.9%) scene of crime and in 1 inapplicable photograph of person who commit violence are included. As one photograph is used in news there are also news in which photograp are used more than one. Photographs may interrupt feelings and sympathy as they arouse sympathy. It may be said that photograph is produced value and has manipulative characteristics (Sontag, 1993, p. 122). In this regard it is important that not to give photograp in such manners that damage image of health care professionals.

Table 2: Content of Victim Photograph

	Number	Percentage
There is physical violence clue on victim	39	13,2 %
There is not physical violence clue on victim	98	33,1 %
Total	137	46,3 %

In news in 98 news (% 33.1) photograph of violence victim does not have overtones of physical violence, in 39 news (% 13.2) photograph of victim has overtones of physical violence. In Hurriyet in 13 news (% 33.3), In Zaman in 10 news (% 23.8) and in Posta in 12 news (% 48.0) photograph of victim has overtones of physical violence. Photographs which people with black eyed, mark of fight and battery and drop of blood are used.

3.5. Source of Person Who Make News

In Hurriyet 72 news (% 24.3) are prepared by news agency, 33 news (% 11.1) are prepared by correspondent/newspaper personel and in 15 news source is not indicated. In Zaman 74 news (% 25.0) publicated by news agency, 26 news are prepared by own personel of newspaper, in 5 news (% 1.7) source is not indicated. In Posta 41 news (% 13.9) are prepared by news agency, in 25 news (% 8,4) source is not indicated and 5 news (% 1.7) are prepared by own correspondent of the newspaper.

3.6. Used Headlines in News

Table 3: Used Explanandum in Headlines

Newspaper	Violence	Death	Beating	Attack	Murder	Stabbing	Act/ Protest	Total
Hurriyet	56	5	15	13	0	1	30	120
Zaman	52	2	25	13	1	5	7	105
Posta	38	1	10	10	0	2	10	71
Total	146	8	50	36	1	8	47	296

While Hurriyet uses word of violence in 56 news, Zaman uses word of violence in 52 news, Posta uses word of violence in 38 news. While in headlines of 146 news (% 49.3) word of violence is used, in 50 (% 16.9) news word of beating is used, in 47 news (% 15.9) action/protest words, in 36 news (% 12.2) attack, in 8 news (% 2.7) death, in 8 news (% 2.7) stabbing and in 1 news (% 0.3) word of murder are used. Beating, attack, stabbing, murder, battery words are used except violence by iteratively very often. It is determined that in news slang words such as tyrant, lout and diseased people are used.

3.7. Gender of Victim and People Commit Violence

When examined genders of people who commit violence, it is indicated that in 69 news (% 23.3) as male, in 53 news (% 17.9) without stating gender, in 11 news (% 3.7) as male/female in 4 news (% 1.4) as female. It can be said that male patient or male patient relatives commit violence to health care professionals mostly. When examined gender of victim it determined that in 70 news (% 23.6) as male, in 33 (% 11.1) as female, in 19 news (% 6.4) as male/female,

in 15 news (% 5.1) gender is not stated. In examined news, it is remarked that majority of both people who commit violence and victim of violence are male.

When examined definition type of violence it is stated that in 165 news (% 55.7) as patient/patient relatives, in 36 news (% 12.2) as attackers, in 11 news (% 3.7) as violence that health care professional commits his/her fellow worker, in 4 news (% 1.4) as louts.

In news attackers are included as "3 Vile Attackers", "Attacker Terrorized in Hospital", "Tyrants of Ambulance", "Louts", "Attackers", "Emergency Harassers", "Patient who does not like her/his nose has assaulted", "Diseased Personalities". About definition of people who commit violence while Hurriyet gives place the subject as lout in one news, in 15 news as aggression, in 73 news as patient and patient relatives in 3 news as violence; Zaman gives place the subject as attacker in 14 news, patient and patient relatives in 59 news, violence of health care professional in 4 news; Posta gives place the subject as louts in 3 news, attacker in 7 news, patient and patient relatives in 33 news, violence to health care Professional. While Hurriyet and Posta newspapers have used word of "lout" Zaman hasn't used the word.

It is determined that definition is made as beating/pounding doctor in 65 news (% 22.0), violence to health care professional in 54 news (% 18.2), attacking to emergency service workers in 11 news (% 3.7), violence to female doctor in 7 news (% 2.4).

It is pointed out that definition of violence victim as female doctor in violence news to female doctors. It is stated that definition is made according to violence type health care professionals are exposed to with the headlines of "Don't Talk Even You are Exposed to Violence", "Beating Till Crisis", "Beating Doctor from Death in Birth", "Again Attack to Doctor, Again Protest", "To Be Sampling", "White Anger", "They Broke The Doctor For No Reason", "Although They Are White, They are Unlucky", "Violence Chain", "Violence to Doctor In The Last Analysis", "To Run The Gauntlet", "Murder of Doctor", "Punch of Coming Late to Emergency Service".

Considering definition of victim, in Hurriyet definitions of violence to health care professionals in 24 news, beating doctor in 21 news, violence to female doctor in 2 news, attacking to emergency service workers are made. In Zaman definitions of Beating Doctor in 27 news, Violence to Health Care Professional in 20 News, Attacking to Emergency Service Workers in 7 news, Violence to Female Doctor in 1 news are made. In Posta definitions of Beating Doctor in 17 news, Violence to Doctor in 10 news, Violence to Female Doctor in 10 news and Attacking to Emergency Service Workers are made.

3.8. Titles of Violence Victims

On violence victims in 49 news (% 30.2) research assistants (assistant) are exposed to violence. Specialist physician in 41 news (% 25.3), emergency service workers, security, medical assistant, health care service personnel as other health care professionals in 42 news (% 25.9), nurse/midwife in 17 news (% 10.5), practitioner in 11 news (% 6.8), professor in 2 news (% 1.2) are exposed to violence. In examined news it is stated that professors and other faculty members are exposed to violence least.

4. Conclusion

Violence to health care professionals news have been published by Hurriyet, Zaman and Posta and increased as publication numbers in line with collected data. Newspapers have given place to violence news at same rates of publications.

It is determined that people who commit violence mostly are male and health care professionals who are exposed to violence are male also. In this context, Male patient or male patient relatives have committed violence to health care professionals mostly. Health care

professionals who are exposed to violence have been defined as "Beating Doctors", "Violence to Health Care Professionals", "Attacking to Emergency Service Workers" and "Violence to Female Doctor".

It is remarkable that stating particularly the gender of female health care professionals who are exposed to violence. It has seen that both 3 newspapers makes sex discrimination while publishing news. Considering explanandum that used in headlines of news it stated that mostly used word is violence, after violence beating, pounding, attacking, stabbing, murder. Journalists may care not to use words that reminds violence such as violence, beating, pounding, attacking. Publication of violence news extensively and explanation of how violence occurred in news cause reaching of violence to large masses. This situation may cause following of violence in society. Accordingly, violence in health news taken place in newspapers should not be prepared instructive on violence.

It is seen that Hurriyet, Zaman and Posta take place photographs that carry the traces of violence. Along trails of physical violence in photographs take place in news, also defamation, threats and accusatory discourses of people who commit violence are included. Created image of health care professionals who have key position in society by media is also important for patient and patient relatives.

As well as content of news content of published photographs is should be cared, photographs that include violence, bloody images, empurpled eye of health care professionals should not be used. Publication of health care Professional with empurpled eye may damage of health care professionals. Within this scope, newspapers should care not to publish contents may damage image of health care professionals. Not to visualize of contents include violence is important. How a news is published or how it is need to be published has been significant more than why the news are published.

Publication of violence in health news can not be shown as the only reason of arising of violence. But not to show violence is a rule that needs to be obeyed as part of Press Ethic and sense of obligation. Not to publish violence in health news the way that damage images of health care professionals and not to legitimize people who commit violence for a variety of reasons are important by taking into consideration ethic and social responsibility rules.

Mutual solution can be found by collaborating with media for the solution of violence in health. Perspective of society which is informed on especially health literacy, health sector, work environment of health care professionals and illnesses via media will be different for health care professionals.

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The Construction of Femininity in Turkish Cinema in 1980s

Aslı Ekici

1. Introduction

As in many societies, family has been a basic structure in Turkey. Family is one of the best places for patriarchal system which shapes the women. Patriarchal structure is trying to dominate women within the family as in social structure. As family depends on social values, social structure and norms, alterations which are changing from society to society as well as alterations changing in time at the same society have also caused changes in family. Family structure is exposed to changes with economic, cultural and social changes in time and though patriarchal structure is not exposed a fundamental changes, some fractions have occurred.

This study which focuses on movies between 1980-1990 in Turkish cinema aims to reach a general evaluation by demonstrating difference of movies from Yeşilçam melodramas in terms of the position of woman in urban family and whether the movies are representing the dominance of expressions which was used at that period. In this study, Yeşilçam melodramas reflecting the features of that period which were shot by different directors at different periods and Turkish movies which were shot between 1980-1990 and called as woman movies are chosen as sample to demonstrate how the position of woman in family is represented in Turkish movies that the change of position is shaped with the entrance of woman into work force and point of view against woman in social, cultural and changing economic settings following 1980³¹.

Selected movies are examined within the defined framework to see the changes in the position of woman in family structure. Within this context, this study is limited with movies related to urban families which were shot between 1980-1990 and it was highly important to select these movies as they serve initially as a narrative of woman that is represented within the family structure. Selected movies to be examined were chosen among the movies that narrate gender building which highlights the feminist studies. At that point movies were qualified as representational system -not a mirror of society- which explain the way of that period. As Michael Ryan and Douglas Kellner stated in *Political Camera*; cultural representations play a significant role in how to build social reality, and what definitions, limitations and figures shall be dominant in social life (1997: 37). Representations in movies reveal the representation of dominant cultural setting at that period.

The reason of examination of movies after 1980 is only feminism as a political reaction came in to agenda at that period as a result of the 1980 military coup and new era has started in terms of women in Turkey with 1980s. Women -increasing women movement within changing social structure with 12 September military coup- has started to become the subject and discuss the problems of women. Thanks to the influence of these discussions, a significant sensibility related to women rights has developed in public. Differences in point of views against the

³¹ Examined Yeşilçam melodrams are as below *Artık Sevmeyeceğim* (Muzaffer Aslan, 1968), *Fadime* (Türker İnanoğlu, 1969), *Ankara Ekspresi* (Muzaffer Arslan, 1970), *Umutsuzlar* (Yılmaz Güney, 1971), *Utanç* (Atıf Yılmaz, 1972), *Bir Demet Menekşe* (Zeki Ökten, 1973), ve *Zambaklar Açarken* (Nejat Saydam, 1973). Movies between 1980-1990 are *Dünden Sonra Yarından Önce* (Nisan Akman, 1987) and *Aah Belinda* (Atıf Yılmaz, 1986).

position of women in society have been effective on the perception of family structure with all these differences in social life. Within this context, the main hypothesis of this study is based on the parallelism of women position in cinema with changes in family structure resulted by emerging economic, cultural and social transformation after 1980 in Turkey. While researches related to women in Turkish cinema literature is available, researches related to the position of women in family is highly limited. This study focuses on the construction of gender in terms of woman and family.

2. Classical Family Sociology and Family in Feminist Discourse

Family definition which demonstrates differences as to the societies and changes in time at the same society is among the most difficult concepts. It is difficult to make a single and universal definition for family term. As being one of the oldest and significant structures in society, family is the smallest and major unit of the society. Society rules, beliefs and values lived in are taught to children by families since the birth and thus, family becomes the first socialization structure in human life.

Family in terms of duties within classical family sociology is highly significant and essential, and at the forefront for all societies. Structural functionalist theories within this tradition highlight the functionality of family. Structural functionalist approach tries to demonstrate that specific family formations meet specific duties, specific duties define the intrafamilial relations, roles and status that shape the family structure, and this structure is tied up the broader system (society) lived inside with functionalist ties (Timur, 1972: 5). The ones who adopt this approach state that family is a universal structure and should meet the required functions to provide the continuance of society.

Talcott Parsons who is among the main representatives of structural functionalist theory in sociology states that the status of father has the most important status among family members' occupational status because father consists of the main part of the family income and he is the fundamental base of the family status within society. According to this, the main role of the male is to maintain family and as a result of this role male are not helpful to his wife while she is doing the housework and within this context the care of children is still being the role of women among the division of work with husband (1954:191).

Since the second half of the 1960s, family perception in classical family sociology tradition has been discussed in terms of concealing the power distinction between men and women. Feminist movement has started to freshen at that period that the new ideas related to family was suggested. Patriarchal society structure has a determining role in social and individual relations of women. Feminists asserts that gender is used as a tool to suppress in nearly all societies. New born baby has a biological sex, yet it has not a gender. While children are growing, society puts rules and behavioral models as to their sexes (Connell, 1998: 255).

Marriage -for feminists- is fundamental persecution formulation against women (Donovan, 1997: 271). From that point of view, heterosexual love is a trap and when the romantic cover is lost, family is the power domain of man (Phillips, 1995: 133). Feminists oppose to the role of women for houseworks and children care as being their natural role, and evaluate that division of work within family in terms of sex and women limitation in the border of house are the fundamental roots of unequal status of women (Jagger and Wright, 1999: 5, 7). Within this context, family is a structure that patriarchal discourse is reestablished and the pressure of men over women is legitimated. Though Morgan stated in *Ancient Society* book "patriarchal family has not much influence on the past of humanity as it has a limited validity" (1998:152), the patriarchal family structure is still effective today.

3. Changing Family Structure in Turkey during 1980s

At the first half of the Republic, patriarch was not much questioned by women. Women were also acting the role of ideology lived in modern society, teachers of the society; on the other hand, they were also the angels of their houses with modesty (Ağduk-Gevrek, 2000: 289). Men are the protector of the nation or family, and women are the representations of honor (moral). During 1970s many structural problems such as less developed country, external dependence, income and opportunity inequality, interclass gap came to the agenda. Also during these years that inequality and exploitation concepts appeared, though the equality concept stated in laws, the conscious of inequality appeared. After that period, 12 September 1980 military coup happened.

As being the most significant case marking the social structure, 1980 military coup influenced all parts of the society in depth. Just as Şirin Tekeli emphasized, 1980 military coup is being positive in terms of the emergence of feminism especially with knocking down Marxist left and all political institutions. Feminist movement occurred against the military coup as being the pioneer movement of democratic opposition, and it can be said that movement acted as a fundamental function for democratization of society (Tekeli 1995: 33).

State parties to The Convention on the Elimination of all Forms of Discrimination Against Women (CEDAW) which was put into force in 1981 adopted to follow a policy to prevent any distinction, exclusion or restriction made on the basis of sex. Turkey signed this convention in 1985 and it was put into force on the date of 19 January 1986. Thus, right to benefit from political, economic and cultural rights equally is provided to women.

Though it is limited in Turkey, the roots of the family structure is shaking and replacing with new types relations. Although it is at different levels at different social segments, distribution of role is redefined and definitions that the hegemony is divided equally between man and woman are made, yet family structure in Turkish society has still carried being a powerful institution fundamentally. While family has continued to being a powerful institution, traditional feature has also continued, too. Modern nuclear family in Turkey has still carried the traditional structure's traces. Prime Ministry General Directorate of Family and Social Researches and Turkish Statistical Institute demonstrated family profile in Turkey as a result of interview with 24,647 between 10 June-29 August 2006. According to this data, houseworks were the duty of woman, and the most frequently activity was visiting neighbors and relatives (Radikal Newspaper, 2006: 6).

First legal regulation paid attention to family was 1982 constitution in Turkey. With many reference to family, article 41 of 1982 constitution under the title of "Protection of Family" stated that "Family is the basic unit of Turkish society. State has take required precautions for the welfare and peace of the family especially protection of mother and children, and for the implementation and teaching of family planning, and organizations implement them". With this article, it was specifically stated that an institution work in the field of family shall be formed. Prime Ministry Family Research Institution was established with 396 numbered executive order on the date of 29 December 1989 (www.aile.gov.tr/tarih.asp).

At that period, as parallel to the changes in social life of Turkey, domestic violence discourse which exposed to a change is another important subject to be focused on. After 1980, approach to domestic violence in Turkey started to change as in all over the world. The entrance of domestic violence studies into sociological research area in Turkey was at the same time with the increasing awareness against women and children right in 1980s. (From Seventh Five Year Progress Plan, Specialization Commission Report narrated by Tılıç, 1998: 119). Domestic violence are not swallowed by hiding from the strangers. Compared to oldies, a decrease is observed in the number of women who interpret domestic violence as "privacy".

These changes that liberal ideologies shaped are in fact required changes to form the "new woman profile" that feel freedom but not to be alienated to system on the other hand; women cannot comply with the feudal habits gained by socialization of women. As this "new woman profile" is existing, the shaping of man definition protects its patriarchal structure originally. When the improvement table of capitalism is examined, the presentation of woman as meta and undefined equality of man and woman labor force, and the current value of women duty in house are still significant factors for shaping the system.

The actualization of capitalism itself which has been dominant in Turkey after 1980 was provided by creating an illusion which is reflecting that man is not the authority within family and woman shares this authority with man in family. Family provides the continuity of current institutional order and reproduction of dominant ideology by serving the proliferation of dominant ideology in society. In *Ideology and Ideological State Apparatuses* book of Louis Althusser it was expressed that despite state is a unique pressure apparatus, it has many ideological apparatuses. According to Althusser, though the pressure apparatus of state is totally in public sphere, a large part of ideological apparatuses of state is private sphere and family is the ideological apparatuses of state (2003: 54, 169). As Tekeli expressed patriarch meaning has changed its meaning in terms of man with the capitalization and modern nuclear family emerged in this process was perceived as the end of patriarch, but this situation was illusive and superficial as the qualification of nuclear family was not regarded. Patriarchy is redefined in liberal terms with transition to capitalism (Eisenstein 1993: 251).

4. Family and Woman During and After Yeşilçam

Family being an important structure in Turkish society has an important place in Turkish cinema. As a result of 1980 military coup and differentiation is family structure resulted by the changes occurred in Turkish social life, has influenced on family and perception of woman in Turkish cinema. The undertaking of family institution in movies shot after 1980 and differentiation of Yeşilçam melodramas which were living golden ages between 1960-1975 are the key position in terms of study. The tradition of melodrama cinema contributed to production of specific meaning maps. Beside melodrama is regarded as a type, accepting it as a interpretation style make possible to analysis meaning mechanism of society.

Melodrama puts heterosexual love between man and man at the center holds values which belong to patriarchal society. National melodramas provides the values of patriarch and way of looking to them in this way. As Ruken Öztürk emphasized on within traditional cinema which can comply individual to adjusted system easily and one of the most important art in our age, the representation of woman is complied with patriarchal ideology (2000: 99).

Woman characters were in hard melodramas, no tie with reality, "virtuous mother" and "untouched darling" in the dreams of "male society", unidimensional and good or bad all the way (Kalkan, 1993: 20). Women were presented as the fundamental basic of the family and therefore; they were at the front in these movies were shot in the first half of the 1960s and 1970s that Yeşilçam melodramas were in golden age. Women exist at home within the family. The individual demands of these women falls behind the family interests.

4.1. Women in Yeşilçam Melodramas

4.1.1. Maternity

Patriarchal structure based on man dominance define women within specific roles. The most important one among these roles is maternity. Maternity in Yeşilçam cinema is perceived as

positive for woman and it is a value attributed to women as being related to gender. As Gittins stated status gaining of women with maternity in social life is the main ideology of patriarchal ideology (1985:96). Abisel expressed that the social existence of woman in many movies is based on maternity and canonizing of maternity is used as one of the most powerful melodramatic mechanism (2000: 176). The position of mother is important in terms of the continuity of patriarchal discourse with capitalist social relations (Onaran, 1994: 37).

Yeşilçam melodramas is full with single mothers without married as in *Ayşem* (Nejat Saydam, 1968) and *Sana Dönmeyeceğim* (Mehmet Dinler, 1969) movies. Some of these woman had a baby before marriage is being with the man whom they love and cannot resist his wishes by thinking they will get married (*Arım Balım Peteğim*, Arslan, 1970; *Sezercik Yavrum Benim*, Önal, 1971), and some of them were raped by the man they fell in love (*Kınalı Yapıncak*, Aksoy, 1969; *Ayşem*, Saydam, 1968). However, if the sexual assault was achieved by the lover, rape was absolved, too. Because the man will understand that the raped girl was the woman the man love at last and make her his wife. Thereby, if the main woman character has a sexual intercourse with the man she love before marriage, she gets married with the father of the child. Thus, sexual life before marriage is legitimized. The audience has already known that the marriage between man and woman would happen because of the consensus of melodramas cinema. The attractive part for the audience is the curiosity about when they get married and how can it be. Women who could not have children are expressed as negatively. Woman means family and family means children. Maternity is presented as a blessed idea. The woman who do not want to have a child is characterized "bad" within the narration of movie. The main male character who got married that kind of woman legitimize another woman existence in his life (*Bir Demet Menekşe*, Zeki Ökten, 1973). Divorce case is seen in families that this kind of negative relations are highlighted.

4.1.2. Sexuality, Love and Marriage

In Yeşilçam melodramas, sexuality of woman is ignored by emphasizing romantic love discourse and sexual intercourse before marriage is not approved. Sexuality is presented as "bad" and "immorality" as long as it is perceived as "lust" in these movies. "Women who are not loyal to her husband with love, not the mother of the house and children, live her sexual life, and not dedicated her life and sexual life to her husband and family are "bad women"(Maktav, 2003: 283-284). A wedding dress is always shown in *Bir Demet Menekşe* (Zeki Ökten, 1973) movie as *leitmotiv*. The end of *Fadime* (Türker İnanoğlu, 1970) movie supports the idea that the freedom of women is limited when get married, on the other hand it affirms this situation. At the mentioned scene Fadime looks at the camera with her wedding dress and say: "There you go dear audiences, Fadik entered into cage and became a bride. This kind of cage is to my friends. I found the man in my dreams".

According to Abisel "in terms of sexual ideology woman should press her sensuality and hide herself to only real man" (1994a: 167). If the "pudicity" of woman is dishonored by another man though the good intentions of woman, even the man who loves her do not (want to) get married with her. Because she is a "fallen woman" anymore. In these cases melodramas are "not happy endings". They break up or cannot get marry or woman is punished and killed. *Utanç* (Shame) (Atıf Yılmaz, 1972) movie describe this kind of story. Bahar and Kemal who are factory laborers come from the same environment and fall in love with each other. However, as Bahar is raped, it is impossible for them to be together anymore. The shame of Bahar can only be eliminated with death.

4.1.3. Working Women

Mostly the women's working life in Turkish cinema melodramas are not being for to specialization-required areas. In this way, the relationship between women and their profession is weakened, and the profession is easily pushed into the background (Köker, 1994: 140). In *Ankara Express*, (Muzaffer Arslan, 1970) Hilda is a German spy who works as a doctor in the daytime and a singer at nights. And Major Seyfi (Ediz Hun) is a Turkish military officer. The conversation between them also summarizes said above concerning women's work : as a reply of Hilda's question "Can not beautiful women be doctor?", Seyfi says "Beautiful women can not be a doctor or a lawyer because men do not leave them in peace." In *Bir Demet Menekşe*, the woman in the neighborhood says "working women have more than one string to fiddle " and gives an evil eye to Nesrin who works as a tailor. As Maktav also stated, woman will come off the stage in the end of the story and she will return "nest" where is the promised place by the romantic love to her. She is the woman who decided to devote herself to her children and husband is "ideal woman". (Maktav, 2003: 282-283) In addition, these women in Turkish cinema melodramas are not working for "good life" standards, they are working compulsorily for the interests of their family (Köker, 1994: 144). More often, women's work and having a career are out of question in melodramas of Turkish cinema. Women can not be identified as having a profession. Even if they work, they are capable of service-based nursing, secretarial which are the "continuation of femininity or they make theatrical works as singer or model.

4.1.4. Violence Against Women

As Abisel highlighted, using frequently the "slapped woman" scene in the domestic melodramas is an interesting narrative formula as a clear reflection of sexist ideology (1994a: 195). "Even if female characters who have not an opportunity to make statements in misunderstandings which are taking an important place between the reasons of acts of violence which are directed to their beloved and wives by the main male characters, are counting the using violence as the definition of love and manhood and they are taking the punishment of this misunderstood situation naturally" (Abisel, 2000: 201). In *Umutsuzlar* (Yılmaz Güney, 1971), Fırat expresses his love to Çiğdem with violence. Fırat describes shooting to Çiğdem's wall-hung full length portrait these words: "I have shooted your picture for 467 days, 467 leads in your absence".

Beating is exhibited as an ordinary behavior of the main male characters who become feeling small and can not control his anger in Turkish cinema melodramas. With all similar slapping scenes the violence become ordinary and it is naturalized. In these movies the girl is ready to accept and forgiveness. Never call him to account for the slap. Also women in movies are presented in a way that they have already deserved this violence. Men punish women to keep the required discipline for their protecting "duty" according to them (Abisel, 2000: 190, 192).

4.2. Women in 80's Turkish Cinema

4.2.1. Women Having a Profession

Women in melodramas are stated the features like being a good wife and mother, having children in matrimony and having a career plan is being pushed background, but a change is observed after 80's in this case. Women begin to participate actively in working life with economic, cultural and social changes after Turkey's opening period in 1980. There is an increase to the positive direction in value which is given to women's work in the movies made

after 1980 compared to the previous period. While Turkish cinema is looking conservative to women before 1980, after 1980s they evaluated in a freer female relative environment. Woman who was tended by "male" until 1980s, learns how to earn money in 1980, and desires to be on equal terms with her "man" in house life.

Atıf Yılmaz who was mentioned with women's films after 1980, in his *Aaah Belinda* (1986) movie has a female character that exemplifies this situation. Theater player Serap goes to the front of the camera for a shampoo advertisement and finds herself in the character's world which she portrayed. In this movie Atıf Yılmaz has emphasized the contrasts between a mother of two children married woman and a solitary woman who is having a profession, including the woman who is partaking in two different lives. Serap represents Naciye who is working at bank in the day time and a mother of two children housewife at nights in commercial film. Film shows how to shove working women in the institution of marriage, working and home life.

Neriman Akman's *Dünden Sonra Yarından Önce* (1987) movie also offers a slice of a married couple's life. Gül and Bülent are a married couple, but both can not be met at home because of the intensity of their business lives. Gül is producer at TRT and her husband Bülent is commercial film director. The scene which is Gül's first time seen in the film, she makes documentary film's montage with the film editor in studio. A married woman Gül's role is not limited with the relationships at home. As in melodramas, the world outside home is not represented as an unsafe place for woman. The main female character in the film Gul, can express herself outside freely and is a free woman can stand with her professional knowledge in the men world, she is having a profession that requires education, she portrayed as a challenging and successful person. Gul's social status occurs through her education level and occupation, she has got her economic freedom by herself, not through family relationships or her husband. As a natural reason of Gül's economic freedom, dedicated the traditional roles to women are shaken.

Although Bülent is a modern, highbrow character in film, he has a masculine perspective and identify woman with home, he is perceiving Gül's giving an active role in working life as a threat. The film is based on a conflict situation in this case: Will Gül put her home and her husband into the center of her life, or her profession? Leaving her job at the request of her husband the progressive scene is shown negative in narrative of the film. With this speech between Gül and her husband, she realized the lack of job and went back and started again to it. As Öztürk stated, with *Dünden Sonra Yarından Önce*, job and marital conflict is reflected so clear and accurate for the first time (2004: 175). While women were represented as people who were not have any opportunity to recognize the world which living in, were not able solve the relationships, weren't capable with control their own lives because of them the external world is presented as a dangerous place to them (Abisel, 1994b: 78), in the movies after 1980 external life is not shown as an unsaved area and the woman was participating working life thus she became strengthen her social statue.

4.2.3. Sexuality, Love and Marriage

In traditional society sexuality is generally related to pudicity concept. "Being pudicit" means no sexual intercourse before marriage. Sexuality for girls in Yeşilçam melodramas should be pressed and ignored, and it is a threat for themselves and families; however, in 1980s when the debates related to sexuality came to agenda within the society, the perception of morality and approach to sexuality is exposed to a change. After 1980, "ideal" woman portrait is not drawn as in Yeşilçam and women with their mistakes, contradictions and wishes are placed. The inner world of women characters is presented with their contradictions.

As Onaran stated the movies that women have sexual intercourse before marriage is not perceived as "bad" has started to be shot in 1980s (1994: 29). Women are not in surreal loyalty in movies anymore (Abisel 1994a: 95). Virginity for girls and loyalty for married women are not looked. Women do not live with one love lifelong and are not faithful to one man. Love in movies are important for women, yet not so important to shape their life. The love and individual happiness of women precede the social responsibility and women do not sacrifice themselves for their families no matter what happens. While in Yeşilçam movies women are expected to sacrifice herself when she is deceived and overcome with it, this attitude has changed after 1980. The deceived woman breaks up her husband and this situation is presented positive in the movie. *Dünden Sonra Yarından Önce* movie is a sample for this situation. Gül who is a director at TRT (Turkish Radio and Television Association) puts her husband stuff in a suitcase that deceives Gül with her assistant Pelin and takes them to Pelin's apartment. Gül divorces his husband that does not support her in business life and starts a new life.

A strong woman can also be seen in Aah Belinda movie. Serap is married with a theater player just like herself. While sexuality is implied in Yeşilçam melodramas, it is presented in *Aah Belinda* movie. Living together before marriage encumbers less responsibility to Serap and Suat. Serap do not suppress her sexuality as in Yeşilçam melodramas and is presented as active in terms of sexuality, and marriage is not demonstrated as the only way to experience sexuality.

4.2.4. Domestic Violence Against Woman

Following 1980, the slogan of "no to violence, our body belongs to us" reflected by feminist movement in Turkey triggered woman in Turkey to act in that way. In *Dünden Sonra Yarından Önce* movie, domestic violence against woman is embraced as being another theme. Mübeccel working at Gül's apartment is always exposed to violence. During the movie we cannot see the violence scene, but the communication between Gül and Mübeccel and black eye of Mübeccel demonstrate the physical violence. Mübeccel is fatalist, traditional woman and cannot arrange her life alone, and she recognizes her husband violence as right. According to the Mübeccel the life conditions make her husband tough and she legitimates his violence. Thus, Mübeccel helps the reproduction of violence of her husband whom see himself as the owner of the power within family. Mübeccel is passive against the violence of her husband. Two different woman from different classes Gül and Mübeccel do not have the same point of view against violence due to different experiences in family and different positions in family, too.

In the movie Gül is also exposed to psychological violence. Leaving the job in TRT and pressure applied to Gül by her husband to take care of the house is another type of violence as physical violence. Gül is under pressure to leave her job by her husband. Kadınların bu şekilde engellenmeleri ve sınırlandırılmaları yaşam alanlarını daraltmakta ve kendilerini geliştirmelerini önlemektedir. Though Gül loves her job very much, she chooses to give up the job. Husband waits from Gül to wait at home and give a birth. The expectation of husband reflects the patriarchal demand from woman. Gül who loves her husband very much left work as a result of psychological pressure of her husband. Her new life that she is trying to get used to it does not make her happy and she falls into depression and loses her confidence. At the end of the as it is stated above, she goes back to her work again. Domestic violence can also be seen in *Aah Belinda* movie. Feride who is the co-worker and friend of Naciye is not allowed to go out by her husband Osman for two night consecutively and Osman uses physical violence against Feride.

It is concluded that domestic violence is seen in examined movies, yet when it is compared to Yeşilçam melodramas the violence discourse has changed and domestic violence within

family is perceived negatively. Domestic violence is perceived as a social problem regarding whole society rather than belonging to private area in a secret way.

5. Results

During 1980s Turkish economy opens its gate to West and new values enters into from that door. Increasing new right and new values came into agenda with globalization have been effective in Turkey. The protection of family lies on the basis of capitalist ideology. Family provides the continuity of institutional order and reproduction of dominant ideology. With the development of capitalism, family is seen as main consumption unit and family needs more money to consume more. Women contribute to the consumption of family by taking part in business life. While this "new woman profile" comes into the agenda in society, manhood definition has protected its patriarchal structure.

Roles expected from women at that period have been exposed to changes. 1980 military coup represents an important milestone in Turkey. Changes in cultural structure of Turkey is observed with social, political and economical changes at that period. Following 1980s, feminist movement found an opportunity to express themselves stand against the conservative ideology which puts women in traditional discourse. Feminist movement in 1980 revived the redefinition of man and woman role in family and interest in woman rights has occurred since 1980s. Woman rights can discuss about sexuality. At that period women live their sexuality "freely" out of the family institution. Outer world is a place that woman can express themselves liberally rather than a threat to woman anymore.

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Zines As An Alternative Media: An Analysis on Female Zinsters in Turkey

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1. Introduction

1960s are the times when movements and ideas against the existing system formed, particularly in the U.S.A. In response to a hierarchical and centralized structure, a heterogeneous structure with no centre was coming into prominence. These social movements were focused on topics such as women, civil rights, freedom of expression, peace and environment, and they mostly criticized the mainstream media. In this period, we acknowledge that these alternative perspectives formed an independent alternative media, where diversity flourished. Especially, the Third Wave Feminist Movement, DIY and Punk movements in the U.S.A. started using alternative media zines, which took their place in the publication stage as a new genre. Zines are not only alternative mediums, but are also printed media tools, in which subculture expresses itself. Zine is a tool where alternative discourse is produced and popularized. Third Wave Feminist Movement, efficiently used zines in expanding the counter discourse on issues such as women and LGBT rights, equality and sexuality. Thus, they created a large corpus in this field. In the international literature, numerous studies have been made with regard to those feminist zines and zinsters. With this study, we intend to describe women zinsters in Turkey. In line with this purpose, after touching briefly on the subject of alternative media, zines are going to be explained. In the last section, an analysis on women zinsters is going to be made.

2. Literature Review

Corporate structure of media and property relations in Turkey showed a tendency towards monopolization after the 1980s. This led to the standardization of various publicities and representation types, and caused them to progress in coordination with ideologies. In U.S.A. and Europe, this condition occurred in the 1960s, and alternative media began to develop after the 1970s. Alternative media is a field that has various definitions/approaches in the forms of citizens' media, community media, civil society media and rhizomatic media. Alternative media has made the alternative publicities and representation types visible by distinguishing itself from mainstream media by means of media content, structure and discourse. Alternative media is distinguished from mainstream media in terms of property relations, distribution channels, royalty rights, discourse and organization, and it follows a different route. According to Chris Atton (2011), "Alternative media are produced outside mainstream media institutions and networks. They can include the media of protest groups, dissidents, fringe political organizations, even fans and hobbyists." And also "they tend to be produced by amateurs who typically have little or no training or professional qualifications" (p.15). This description draws attention to the creators of the media text and its creation phases. John H.R. Downing prefers to use the word "radical" while defining alternative media. In his view, "Radical media are quite often referred to as community media and as democratic alternatives to media monopolies" (2001, p. 38) and it includes "generally small-scale and many different forms that express an alternative vision to hegemonic policies, priorities and perspectives"(Downing, 2001, p. V). Clementine Rodriguez (2003) came up with the "citizens' media" concept for this case. "Citizens' media is a concept that accounts for the processes of empowerment, conscientization and fragmentation of power that result when men, women and children gain access to and reclaim their own media. As they disrupt established power relationships and cultural codes, citizens' media participants exercise their own agency in reshaping their own lives, futures and

cultures" (Rodriguez, 2003, p.190). In summary, alternative media is an actively participated field where citizens establish their own publicity and produce their symbolic meanings.

As can be inferred from the definitions, alternative media primarily stresses the voice/forms of the "alternate" in the processes of content, creation and distribution, and it has several characteristics. Commercial justifications such as the rejection of financial support from advertisements or the state, opposing to the structure of the government, the desire for independence, choosing horizontal organization, adopting different criterion in the preference of news, opposing to dominant discourses or representations, encouraging voluntary participation, adoption of diversity and plurality can all be named among the fundamental characteristics of alternative media (Bailey, Cammaerts&Carpenter, 2008, p.19). The same characteristics can be mentioned about zines too.

With the popularization of alternative media in 1970s, zines, an old type of media, came into prominence in the U.S.A and Europe. This publishing type, which emerged as a medium of the science-fiction genre in 1930, has become a part of alternative discourse and creation. As a single definition of the alternative media cannot be talked about, it is also difficult to put forth a single definition for zines. This is because of the fragmented nature and content of the medium, its disorderly organized form and the diversity of its distribution channels. In fact, "fanzine" was exposed to change over time and it has come to be also used as "zine". Fanzine is the blend of the words "fan" and "magazine", and is a kind of publication that is produced by people who are interested in subjects like music, literature and the cinema. "The term zine was established in the 1980s to refer to an extremely wide range of amateur publications, usually written, edited and published by one person" (Atton, 2002, p.56). When we look further into the relationship between fanzine and zine; "these are no doubt the largest and oldest category of zines; one might well argue that all zines are fanzines" (Duncombe, 2008, p.15). Thereby, both concepts came into use in the literature.³²

In its most basic meaning, a zine is defined as an amateur publication, generally produced by one person. Zines are publications in which all kinds of dispersed personal thoughts are designed with a political mastery. They are smaller in size compared to the mainstream magazines. Collages are frequent in zines which are sometimes handwritten or sometimes designed and printed via computer mostly in black and white format. Non-mainstream issues are conveyed in zines. They are independent publications from their creation to their distribution (Wooten, 2012, p.9). According to another definition, zines; are publications, published with the author's own means, usually produced by one person, and distributed through an individual or a collective network (Bartel, 2004, p.1). Duncombe (2008) defines zines as non-commercial or semi-professional texts that reach to a few people; the creation, publication and distribution of which are handled by the creator (zinster) (p.7). Zines vary in respect to their contents. Science-fiction, music, literature, sports, politics, health, LGBT and personal zines are a few of the examples in this respect. Within these definitions and variety, Atton summarizes the characteristics of zines under three headlines: "First, zine producers are amateurs; second, their product is cheaply produced and promoted by multiple-copying at no profit; third, the distinction between producer and consumer is increasingly blurred" (Atton, 2002, p.23). Because of these characteristics, zines are described as a form of alternative media.

Zines are individualistic mediums, but their primary function as a medium is to communicate. They are products that convey personal messages, and are in circulation in the community they belong. Individuals produces zines to say "I am here" and share it with other individuals (Duncombe, 2008, p.49). They get their strength from their distinguished discourses

³²In this study, both concepts are used. While fanzine refers to the fans' and supporters' publications regarding a certain theme, zine symbolizes the publications with political discourse. Participants in the examples of the study, are defined as female zinsters since they take part in the creation of the zine.

and contexts in various fields. Therefore, as well as their content, zinster identities, who they are, and their motivations are also important. Zinsters are individuals that pay attention to conveying their lives and experiences through writing (Sklar, 2006, p.78). Hence, their zine names or the pseudonyms producers use, are reflections of their own lives. In the symbolic system, zine names are an extension of the producer and symbolically producer and zine switch places, so zines also serve as a tool for the publisher to restructure or solidify his/her own identity (Wright, 1996). Zinsters convey their lifestyles and views through zines. Zinsters are the reproducers and conveyors of the subculture or the culture that is opposed to the mainstream culture. "Zinsters set themselves in opposition to mainstream culture in both form and content, creating work that is fragmented, non-linear, shocking and personal" (Sinor, 2003, p.233). Studying the zine culture in the U.S.A., Duncombe describes zinsters as "losers" in terms of their relationship with the economic, cultural and social system, because zinsters reject power, reputation and wealth in society (2008, p.25). Despite its various class and society dynamics, a zine produces anti-industrial and anti-commercial publications in line with the ethics of the counter culture, therefore, zinesters drift apart from professional press and commercial publishing (Kearney, 2006, p.143). From another perspective, zinsters are individuals or groups that prefer not to be included in the dominant culture due to various reasons such as age, race, class or sexual preference.

Zines are the conveyors and representatives of a culture, beyond being mediums. While it was an important medium of the sci-fi field in the 1930s, it has become one of the most important tools of the DIY movement and punk culture during the 1970s, and of the feminist movement since the 1990s. Riot Grrrl Movement, which had its roots in punk culture and DIY ethos in the U.S.A., started publishing a zine named after the movement. They began to form awareness raising groups, which was a method used by the feminists. These group meetings transformed into a platform where young women tell their experiences related to sexism, misogyny, homosexuality, and discuss on patriarchy and hetero-sexism. They began to communicate, they began to organize, and within a year they created a movement that spread internationally via their self-produced media texts, particularly music and zines. The name eventually attached to this movement was Riot Grrrl, and its members' call to action was 'Revolution Girl Style Now!' (Kearney, 2006, pp.52-53). This movement has interacted with Third Wave Feminism, and questioned the hegemonic structure and representation system of the media. "Riot Grrrl's main contribution to feminist change was its persistent opposition to the mainstream media and its call for women and girls to publicly express themselves. Alternative feminist forms of mass communication were central to Riot Grrrl's mission from the very beginning" (Dunn&Fansworth, 2012, p.140). Since the 1990s, numerous zines have been published. While some of them (Riot Grrrl, Girl Gemns, Spin, Bikini Kill, Jigsaw) criticized the patriarchal structure and system of the music industry, some zines (Degenerate, Misogynist) adopted a feminist and political discourse (Dunn&Farnsworth 2012; Radway 2016; Chidgey 2013; Piepmeier 2009). Thus, this medium has become an important publishing tool for the feminist movement.

Until this point in the study, zines' development in the U.S.A. has been talked about. Zines came into use in Turkey after 1990. In Turkey, especially in Istanbul, it can be observed that zines have become widespread in the fields of music, literature and culture since the 1990s. As well as fanzines on alternative music such as Laneth, Mega Metal, Heavy Metal and then Metal Monster, Art Core, there have been publications of fanzines on alternative cinema, literature and culture, such as Zemberek, Dran, Bahtsız Deve, Değil-O-Da Değil, Günbatımı Çağnozları, Antoloji, Terkedildim, Kesin (Öktem, 2002, p.11). What these fan/zines had in common was giving place to content and texts that don't take part in the mainstream media in the fields of music, cinema, literature or culture, and their anti-militarist, anti-populist and anti-capitalist stances or attitudes. We can describe zines as the scream of the metropol, in a way.

For instance; first published in 1991, Laneth, serves as a mirror that reflects the heavy-metal music culture, and takes its position as a zine that puts the components of solidarity and brotherhood forward with its content that matches up with stress on anarchism, rejection of the established values and mindset of the metal music (Akay, Fırat, Kutlukan&Göktürk, 1997, p.127). The zine has a prominent role in the forming, understanding and popularization of the heavy metal music culture. In the forthcoming years, the fanzine format transforms into the magazine format. In those years, Mega Metal and Mondotrasho also began to be published. Mondotrasho; is described as a publishing which successfully blended cinema, literature and music together, which is aware of the zine culture and inspired zines such as Disguast, Antoloji and Mahşer. Ha-zine, which published its first issue in 1998, despite its focus on metal music, is named among the zines that come to the forefront with the desire to form an anti-fascist platform and its stance against the popular culture (Öktem, 2006, p.45).

Zines in Turkey were first seen in science fiction genre, then music and literature. Since the beginning of the 2000s, they have caught attention with their content focused on social issues, dead-ends of the system and the struggle for justice. Questioning the roles that society imposes on women, Dipsiz Kuyu, shows a collective structure composed of women writers. Spartaküs(1997), Velet(1997), MorEl(2008) from Eskişehir take their places among the zines that focus on LGBT rights (Öktem, 2006, pp.67-70). Starting its publishing life in zine format but then switching to printed magazine and e-magazine format, Kaos GL, is still active as a magazine that discusses the agenda of the LGBTs ignored by the society, undertaking an essential mission against social gender discrimination and fighting against injustice.

Zines, being a part of the alternative media since the 1970s, have a wide range of variety. Zines, which have more widespread forms and contents in metropolises' where subculture is formed, are showing similarities by means of their emergence periods in Europe and U.S.A. when compared with their process in Turkey. Yet, studies on zines are limited in Turkey and they are generally directed towards the history of zines. Research regarding zinsters' identities and motivations, content of zines and forms of zines, is almost non-existent. Especially, forms of taking place in zine culture as a woman should be thought upon and discussed. In the international arena, women left their marks on zine culture and helped the feminist movement to become widespread. For this reason, the issue of being a woman in the zine culture of Turkey constitutes importance. Due to this gap, a study regarding female zinsters' identities, their zine issuing periods and their part in this culture as women, has been considered to be necessary. Female zinsters in Izmir have been interviewed on the subject.

3. Methodology

In the creation and rise of the culture that laid the foundations for the zines to start their life cycle, women is an important issue and a prominent actor. By means of their development in the world, zines, sub/counter culture products, serve as an efficient tool and medium that materialize movements that are feminism and women rights struggle oriented. Although a limited amount of academic literature is present in Turkey regarding the relationship between women movements and zines, it can be said that alternative media has a busier agenda on issues such as female identity, social gender inequalities and women rights, in comparison to the mainstream media publications. Besides, in the development of zine culture in Turkey, woman should not only be evaluated as disadvantaged subject of the social issues or a subject of the fight for justice; but also as an actor of the zine creation. Therefore, in this study, women have been considered as active zine producers and consumers with respect to their role in the zine world. In the study, female zinsters have been evaluated with respect to their understanding and perception of the zine world, their roles in the various phases of the creation period, their

experiences and women's position in the transforming zine world. Designed as a qualitative research type phenomenology, the study seeks answers to the questions below:

1. Who is the female zinster and how does she define her identity?
2. Why did she choose to take part in the zine world?
3. What is the role of a female zinster in the creation stage of a zine?
4. What is it like to be a female zinster in the distribution and consumption stages?
5. What kind of transformation has been experienced in women's world with the popularization of zines?

Women who have taken place in the Turkish zine scene and experienced the creation of zines, were in the scope of this study. Due to the number of the women actively participating in the zine world, being less than men, snowball/chain exemplifying method has been used in order to reach the samples. Starting the research, since similar socio-cultural characteristics and face-to-face interaction possibility is important, limiting the sampling group only to the residents of Izmir has been thought of, however, due to the limited environment and lack of participation, participants from different cities were also included in the study. As the voluntary basis was adopted in the participation to the research, the interviews have been conducted with six participants that approved to meet.

Data collection phase lasted between the dates November 2016-January 2017. In this period, face-to-face communication with Izmir residents and online interaction with the residents from different provinces, have been established. Semi-structured interviews have been made asking five fundamental questions and follow-up questions that detailed the former questions. Voices were recorded and notes were taken in the interviews. The shortest interview was 37 minutes, the longest one lasted for one hour and 49 minutes. Due to the time limitation and the data reaching a satisfying level, after the completion of interviewing six participants, we proceeded to the analysis stage. The collected data was exposed to descriptive analysis through the themes in the content that the five questions represent. The findings were discussed comparatively with the research in the literature.

4. Findings

In the preparation stage of the study, documents that qualify as secondary data, example zines, social networks that the zinsters use and the virtual media segments of the formations that convey the developments in the zine scene were examined; preliminary findings suggested that women's presence in the zine scene was lesser than men in numbers. Although it was noticed that a limitation in the number of the women actively involved in the zine scene was going to be faced, another limitation was confronted such as the abstention of the participants towards the data collection stage. In the preliminary meetings, while some female zinsters mentioned that they were not interested in the research, some of them abstained from interviews since they were worried that their identities may reveal due to the details they give regarding themselves and their lives. Even though this situation takes its place in the zine scene as a preliminary finding that supports the motive of this study, it also points out to the dilemma and observable problems that women have in expressing their identities. For this reason, even if the participants of this study don't refrain from this situation, it was decided that details regarding the participants' real identity (such as city, job occupations, educational status) would be kept limited.

The data, being put down in black and white after the interviews, was analyzed by both researchers, first individually then collaboratively. The points that come forward in the individual analysis, were integrated in collaborative analysis and the themes formed as follows:

1. Zinsters' sense of self and their identity patterns

2. Motivations and expectations behind their entrance to the zine scene
3. The act of creation and writing in the zine scene
4. The act of distribution and consumption in the zine scene
5. Change and transformation with zines

4.1. Zinsters' sense of self and their identity patterns

The zine scene, catches the attention of various individuals from different age, sex and income groups. From the perspective of the participants; while out of the six female participants that have different educational statuses, whose age ranges vary between 16-38, two of them highlighted their Kurdish identities, others defined themselves as "alternative" not giving any information about their ethnic identity. While four participants did not say anything regarding their religious beliefs, two participants stressed their Alewi identities. All of the participants were observed to be close to leftist view, as to the ideologies they associate themselves with politically. Most of the participants, were born and raised in İzmir or have spent a period of their lives in İzmir for various reasons. Three participants defined the place they live as "neighbourhood", while two participants used the term "ghetto".

A significant characteristic of the participants was that masculine figures such as father or brother were absent in their families for some reason, and feminine figures such as mother or sisters stepped forward. In other words, four participants mentioned that their fathers were absent due to divorce, death etc. and that they were not in contact with their fathers. Other two participants were observed to have a very limited interaction with masculine figures. All of the participants pointed out to the hardships of being a woman; and defined herself or her past with the awareness of her woman identity.

"My father was murdered in 2004. So, with my sister and mother, we were three women that lived in the city. Prostitution and drug deals were frequent in our neighbourhood. We had to stay clean and survive in this neighbourhood. In this period, my sister who is 10 years older than me, perceived death differently and went her own way as it was difficult for her to handle the situation... My mother only focused on her job to get over it... So, I had a traumatic and lonely childhood." (S, 19, unemployed)

The participants have been in the search for different ways to express themselves since their childhoods. What all of the participants have in common while defining themselves are the desire for self-expression, interest towards literature and their willingness towards reading and writing. One of the participants mentioned that although she could not do it herself, her stories liked the thought of travelling the world. For her, literature is not only a way of expressing herself, but also a way of understanding life, knowing different people and travelling different places.

In terms of the dynamics behind self-expression, it necessary to give priority to the female identity and the construction process of this identity. Although the participants have different opinions about primarily defining themselves with the 'female' identity, for most of the participants, the process of constructing female identity progresses as they see, watch and experience the women in their circles. While half of the participants strongly embraced the female identity in expressing themselves, the other half relates the frequent stress on this identity or the foregrounding of it to certain personal issues. For all woman who try to claw their way to success, care about their voice and try to make their voices heard, the embracement of this identity means battling for existence in the society and contending for power struggles with the masculine hegemony. A participant from the opposite view, expressed her as follows:

"I have never thought of defining myself as a woman. Because I have not even felt the need to express myself. So, I am publicly a woman in my opinion, and I never felt insecure or suppressed in anything I accomplished. That is because I never had a masculine power beside

me, in the past I had, but I never experienced it. Therefore, I was completely free, and I don't believe in any masculine power that could limit me. Because there is no such thing." (S, 19, unemployed)

Despite having different perspectives about highlighting the female identity, none of the participants relate the acts of thinking on women issues, bringing them up to the agenda and writing about them with feminism. This finding becomes even more important, when the historical and cultural role of feminism oriented counter culture movements in the birth and development of zines as a form of alternative media is considered. Moreover, two participants stated that they had never witnessed the feminist thought curing the wounds that are women rights or social gender oriented, which are implicit or explicit in the daily life. A participant shared her view as follows:

"It is disturbing to see that feminism stayed as a paradigm rather than really touching to the women's issues and changing somebody's world. I really expected it to spread into the society. If it was something that could transform family and women or regulate women-men relationships, it would be a more efficient tool. So, I don't believe it has an activist quality. I think, it is something that continues to stay written in books and pages." (N, 23, university student)

When it comes to zines, one of the matters that the participants care with regard to carrying identities or expressing themselves, is the adoption of pseudonyms. While not all zinesters prefer to use a pseudonym, it is like a signature for the user. As well as being preferred by people who do not want to take responsibility for the things they write or because of their defiant views, pseudonyms can also be used to protect independence and uniqueness or just to bear a name that is adored by the author. It was observed that the pseudonyms preferred by the participants in designing an identity for themselves; had been chosen from the things that come from past, reminiscing childhood and evoking people that left a mark in their lives, rather than just being names that are adored. This condition makes us think that pseudonym can be a tool that evokes a forgotten experience by reminiscing a 'moment' worth remembering from their past, in reference to the explanations Proust made on 'memory' (Kang, 2008, p.43). Thus, perhaps with the help of the exposed pseudonym, it is possible to connect the constructed identity pattern to the real identity with the most powerful experience.

4.2. Motivations for entering the zine scene

It is possible to say that the process of entering the zine scene seems like a special experience for the participants. Because, it leads them to experience a powerful zine or meet an interesting zinster in their entrance to the scene. The common point in these meeting stories that are experienced in the childhood or adolescence is that the participants decide whether zines are the true mediums to channel their self-expression efforts, with the help of these impressive contact experiences. Some of the participants mentioned that after getting acquainted with zines; they yearned for making their texts read more or for feeding themselves more by means of knowledge. Some participants stated that they noticed lives full of hardships, traumas and troubles that they feel obliged to convey. One participant described her motivation in her first zine creation experience as *"the text I wrote was demanding to be shared, I didn't want to share them but they needed to go out into the streets, it would have been like leaving them in an airless room otherwise."*

Although the act of writing dates back to a period prior to the acquaintance with zines, why the participants chose zines as a means of sharing, is important for the discovery of the meaning attributed to zines. The reason behind this choice of the participants, can be explained with the freedom they have in zines by means of topic, range, style and content. Accordingly,

fanzine; is an emancipated space where no boundaries can be set to the topics they handle with all kinds of styles such as collage, copy-paste or design in creating all sorts of texts, poems or essays. It is an independent area where they choose the topics they handle, where no limitations can be brought to their thoughts about the issues or to the words they choose while expressing themselves. No censorship or any other obstacle can be present in this space. As a participant states "everybody should have a voice in the zine and that voice should touch the heart and mind of another person" regardless of their age, gender, income or occupations. The freedom expressed by the zines is so extensive that it may consist of any detail about life that is experienced or dreamt. For this reason, zine is the creation of a counter culture that listens to, creates and backs up the 'other' who is troubled. It belongs to the street, and is more different and critical than other forms of media. All of the participants overemphasize the concept of independence while defining both zines and the zinster. As the most important characteristic that pulls the participants into the world of zines, independence is also the most important reason behind the disappointment and isolation, and even disengaging from this world. As an interesting finding, being consciously or unconsciously limited by the other producers in the zine scene, is a problem that is mentioned by almost all of the participants. Independence being limited by other zinsters due to various reasons, is expressed as a factor that breaks the collective creation motivation although it does not really influence the person's desire of producing.

Another subject that comes on the forefront regarding the zine scene, is about the satisfaction in the creations. According to their evaluations, the participants frequently encounter creations, which do not qualify in a literary sense, which are unimpressive, uncreative and not unique, and they lose faith in this world where these poor quality creations are increasingly growing in numbers. In the creation process, some experiences where personal interests are more important than the collective choice, where ego fights occur or people show resistance to change being 'in love' with their own texts, are shown among the reasons of drifting away from collective work. When the negative experiences are examined, it is observed that this kind of negative experience may direct the participants to a new zine venture, a new search for independence or a new start, although it causes them to leave the zine formation in question. Two participants mentioned that they went their own ways in order to publish zines themselves due to these negative experiences, and other participants stated that they may try this in the future.

4.3. The act of creating and writing in the zine scene

Although a specific audience is not targeted or there is no concern for giving a message during the act of creating and writing, some participants said that they have created zines specifically for some periods and agendas. The groups that come together in the collective creation process, start their work with planning the content of the zine to be issued by focusing on a theme. Every piece that constructs the zine form with its creators' design and generally at the end of an individual work process. Then, the stage of combining the pieces or their placement on the page starts. Despite the developments in the digital design technologies, the participants approach to technology assisted designs cautiously; they say that they prefer the creation of zines to be made with methods such as copy-paste, collage, hand drawing, hand writing or shaping with simple programs. Apart from the individual works during the content creation process, there is usually collective work in the process of creating a zine. One of the participants overemphasized the need for talking about the impact of the texts where ideas and experiences are embodied, in the process of generating a zine. According to her, there is no possibility of touching hearts and giving life to stories, unless talking on thoughts and experiences is cared as much as the act of writing. In fact, this case resembles the modern communication crisis, in which Benjamin talks

about the transformation of the storyteller, who touched his/her audience with verbal narratives, to the isolated novelist (Kang, 2015, p.34).

As much as the daily life, some disadvantages of being a woman in the zine scene are felt. These disadvantages can become more distinct when certain alignments and groups occur in the process of content determination as a result of the subjective evaluations of the people who lead the zine. These alignments may work against the female zinsters as to the social gender roles in the theme that is stressed. A participant mentions that she was exposed to an implicit censor of her male zinster friends because of writing about a male-dominant subject, which disheartened her from writing. Another participant told a similar story in which one of the leading males of the zine prevented the publication of a poem about male-female relationship. Except the two participants defining zine as hermaphrodite or without gender, all of the other participants defined zine as 'female', and they stated that gender, roles and male-hegemonic perspective can also be dominant in the zine scene. Besides, a participant highlights that there are fewer female zinsters in the zine scene.

"Women approach this very emotionally. She wants to hide what she writes so much that noone can see it. Because, there is anxiety. If a woman or a man or a mother, or a family member saw and noticed what she had written, she fears that the situation would reach to a whole different level. She refrains from this and expressing her feelings. So, she does not enter this world. She swipes what she writes, under the bed. if this(not sharing)is just because of a men's pressure; this requires courage against him and the society. If this is against the society, self-confidence requires a courage against itself. These two points are important, one against the society, the other is courage against the self... It is legal for women to issue a fanzine but not legitimate as it seems. There is a really thin line seperating the two. Either there is no courage for this or they do not think of stepping the line anymore. But once they start doing it, they will understand that it is not that difficult. However, they can not find the courage to come between that five men. For a woman that has self-confidence, there is no trouble in being among men." (S, 19, unemployed)

Only one of the participants except S, stated that she showed an effort to issue a zine alone. According to these two participants, it takes two months to issue a zine in one's own efforts. Other participants mentioned that they would not be able to complete this process all alone and that for now they were not thinking of issuing a zine individually, but they also added that they would try this in the future. Since zines are mostly creations that are distributed after being reproduced by photocopying, the costs of printing and distribution are compensated by the zinsters themselves or with the help of small contributions. If they can not find any support from the print shop or any chance of cheap reproduction, they may sell the zines for trivial prices in order to compensate for the costs. The participants' approach to zine-money relationship is acceptable for the survival of the zines without seeking any gains or profit. However, advertisements or sponsorships for the zine is a controversial topic. A participant mentioned that she sees taking advertisements to the zine is contrary to the nature of this independent work and makes the zines dependent.

4.4. The act of distribution and consumption in the zine scene

Distribution in the creation process of zine; is defined as a dynamic process where physical effort, social environment and time is required. Except two participants, all of the participants said that they worked voluntarily in the distribution process of the zines at least once. As it requires physical effort and costs, the collective support and cooperation with the social environment is highly important in the distribution of the zine. Physical distance problem is resolved by posting the demanded number of zines to the person who will undertake the

distribution in different areas. The use of internet and communication technologies in the distribution process, is approached cautiously similar to the situation in the creation process. One of the participants claimed that zine belongs to the street and coming across a zine in a place she goes makes the work more mysterious. However, she also added that she sees internet publications useful by means of letting people know about the zines. A participant points out to the responsibility of the reader in the distribution process *"...I want someone to show an effort to be able to read me. I expect an effort. If the reader would cut down on his/her lunch in order to reach the fanzine. I think, it should be done. Because I give them something, I also want them to give me something. I want us to be in an interaction. That's why I don't like digital publishing at all."* She interpreted the technology transforming the relationship between the reader and author.

Formations such as Fanzine apartment, Agarta, CSNS Fanzine Factory, Artfanzin, Fanzine Database, are keeping the readers updated about fanzine creations, current social activities and zinsters. They also share bulletins regarding the distribution points. These formations can make certain archives including the newest publications and the old issues known, and make it possible for readers to access those archives. While most of the participants talks positively about these formations' role on interaction, a participant chooses not to include zine as going under the roof of these formations would affect the independence of the publication.

Virtual environment also serves as a way of zine readers to reach each other. Zine readers and the authors of other zines, find the chance to access participants via virtual environments. As well as the social media and e-mail messages, traditional communication forms such as cards or letters and face to face meetings are significant for the interaction in the zine scene. According to some participants, pseudonyms are more popular than the actual identity of the zinsters. Reader comments, support messages on the creations and even taking place in other zines is a fact that is cared by the participants. However, this means something different from popularity, in the opinions of the zinsters that participated in this research: being able to reach more people and make an impact on them by drawing attention to the creation of zines.

The increasing interaction enables more people and more production to be involved in this area by enlarging the zine scene in a sense. As a negative result of the occurrence of too many zines, "works lacking quality" become more frequent according to the participants. While all participants stress that being a good zine reader has a correlation with being a good literary work reader, few zines are intriguing with a content worth reading. All other creations except these, are evaluated as works not worth reading or even spending time. Highlighting qualities like design, novelty, creativity, simplicity, sincerity and impact in defining a zine of high quality, the participants appreciate the creations that feed and improve them.

4.5. Change and transformation with zines

As the characteristics that come to prominence in the definition of a good zine, a creation of zine, feeding and improving the reader who is also another type of zinster, is seen by most of the participants in the zine scene as a tool of their own transformation too. Participants, who are both producers and readers, were encouraged to include the act of versatile thinking and writing in their world more and more thanks to zines. But apart from this, some participants confirmed that before starting to write in a zine, they felt obliged to live in a more obedient way, in a more limited world; and with zines, they mentioned that they enjoyed the pleasure of reuniting with their independence. Zines have caused a participant to *"notice for the first time that when she shouted as loud as she can from the edge of an abyss, everybody could hear it."*

The participant said that she stopped feeling sorry about her life and by focusing on other lives and pains suffered, she encouraged these troubled people to express themselves and help each other. Thanks to zines, she adopted the role of "spreading resistance and uprising" to make people understand how valuable it is for another person's struggle instead of "just idly waiting for the life to end" as she used to do in the past.

A participant indicated that it is also necessary to mention how much the zines can change in time. She said that zines have been changing, but not in a good way. She also stressed the individuality and getting away from collectivity by commenting *"that is the reason why we come across works that lack quality. Really dirty, full of polemics, the feelings that should not be there. So, fanzine takes a form that is soulless and insensitive."* Another participant's similar comments on this issue reveal that there is still much thought that has to be dwelled upon whether there is a tendency in the zine scene towards getting close to the mainstream media.

5. Conclusion

Zines in Turkey first appeared in thematic fields such as music, literature and art, and in parallel with the international literature, social issues and discourses opposing the system have become more obvious after the 2000s. Although zine creation in Turkey and in international platforms show parallelism with each other at many points by means of distribution, identity and creation stages, it has been concluded that with respect to the cultural codes, symbols and lifestyles, some differences were reflected in the creation of zines. For example, in the 1970s both in the U.S.A. and in Europe, while copy-paste, collage technique that was frequently used in the creation and writing phases of the zines, was leaving its place to the means of new communication technologies, in Turkey, it is revealed that manual technologies were still favoured and zinsters remained distant to the means of new communication technologies. Another difference is that while zinsters in the international platform care about the collective creation stages, due to the circumstances in Turkey, there is a tendency towards individualistic creations, which is different from the collective attitude. This case can be discussed by relating it to the meaning that Turkish culture attributes to collectivism. However, distribution channels working on individual relationships, identity patterns showing similar structures, the presence of independent initiatives and organizational formations that strengthen interaction can be counted among the similarities.

In this study, it became evident that participants belonging to the zine scene are individuals of the subculture in Turkey, which shows parallelism with the international platform. Furthermore, participants defining their identity in terms of subculture, is the leading motivation in becoming part of the zine creation process. Because, lifestyle and experiences of the subculture are being ignored by the mainstream, and this leads to the birth of an alternative media.

With this study, position of women zinsters with regard to their sexual identity and themselves, have been discussed for the first time. As a result of this study, it was revealed that women are exposed to social gender inequality even in the zine scene that positions itself as counter-culture. This situation can be observed as they abstained from participating in this study, worrying that their real identities may be revealed and it can also be understood from the experiences they have gone through in the creation process of zines. These experiences are exemplified with being included in collectivism, sexist division of labour in the creation processes of zines, and auto-censor or censor mechanisms that are applied to their publications.

In any case, the zine medium has been preferred more by the participants as it created the chance for the expression of female identity as an independent voice. Although they use pseudonyms, female zinsters can find the chance to express themselves freely instead of hiding

their unique perspectives regarding themselves and social issues. So, female zinsters attribute more meaning to their zines, as they make it possible for women to express themselves. This is also a situation that is criticized by some female zinsters.

Since this research is conducted by only including data acquired from six female zinsters, it is not possible to make a generalization for the whole zine scene. A more extensive research including zinsters with different sexual identities would provide different perspectives as to the female actors' place in the zine scene. In this sense, it is highly suggested that future studies should be conducted by considering those different perspectives.

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Analysis of “*Truman Show*” Movie from the Perspective of Simulation Theory

Kamile Elmasoglu

1. Introduction

According to Baudrillard, the realism being created recently and being turned into a principle by us has been disappearing. It is unreasonable trying to keep it alive as a reference at all costs. Because the principle, which sustained this realism, has died. After the “objective” realism has started to disappear, holistic realism –namely, virtual/simulation realism– has taken the place of this realism principle (Baudrillard, 2015: 14). In other words, mentioning about the real world means creating it; and in this sense, the realism is nothing short of a kind of simulation. It is possible to provide the sentiment of realism, truth and objectivity; yet, there is nothing like solitary realism (Baudrillard, 2005: 53). The realism has transform into something imaginary and has been disappearing like vapor. Because the realism now has given in to the recreation system (Baudrillard, 2015: 15). This realism is nothing short of a delusion. Therefore, we need to accept that the reality is a product of our imagination. In this case, everything having been realized seems to be a result of universal desire, which has been come to realize (Baudrillard, 2015: 17).

According to Baudrillard, especially cinema, TV and computer not only have been reflecting a different reality than our “real” world; yet also have become our reality (Toffoletti, 2014: 103). Baudrillard considers the images on the screens of TV, cinema and computer as the reality itself rather than illusions which reflect or represent the reality (Toffoletti, 2014: 119). Baudrillard, in this respect, attributes a great collectivism to personal communication technologies. For instance, when the communication technologies use its virtual screen on the cinema screen, it causes the fictional imagery aspect of the film to get weaken. Thus, it tries to represent a reality and to present a different version or view related to the events. Therefore, the image and the reality intertwine through different cinematographic elements used by the film-makers (Toffoletti, 2014: 118). Making references to the communication screens during the film is a kind of mechanism which enables the film screen to be used to visualize itself or to create sentiment of the realism. In this respect, the personal communication technologies are one of the central components of film’s narration, structure and format (Toffoletti, 2014: 116).

In the light of the information mentioned above, it is seen that the simulation theory has effect on the screen of TV and cinema. Thus, this study has been carried out for the sake of contributing to the literature about the relationship between simulation theory and cinema. Within the compass of this aim, “the simulation theory” developed by French theorist Baudrillard will firstly be referred to. Later, “the relationship between the simulation theory and the cinema” will be dealt with. And, in the practice part of the study, Peter Weir’s *Truman Show* –which is one of the films being associated to the simulation theory, as Adanır says (2008: 45)– will be analyzed within the scope of semiotic analysis method. As Barthes states (2014: 182), semiotic is composed of significant, signified and signe which is the associative total of the first two. There are strong connections among these three components. Namely, the significant indicates the signified, and both of them imply to the signe. In this respect, the signes of person, place and object taking part in the film will be dealt with in terms of the simulation theory.

2. Simulation Theory

According to Baudrillard, *"Hyperreality –in other words, simulation is defined as reproduction of a reality, which is devoid of an origin or a truth, through models."* (Baudrillard, 2011a: 14). Today, everything has been under the sway of the simulation logic. This logic has no relation with any facts and causes logic. Because the most significant feature of the simulation is that it is composed of the models which take place of the reality involving even the least significant facts. These models being put into the orbit are the real attraction center of the event (Baudrillard, 2011a: 36). It is not discussed, here, about an imitation, copy or parody; rather, about a reality with signe taking place of the original one –in other words, a deterrence incident which puts its functional twin in place of every kind of real process. Namely, it is discussed about a functional reality which has all the signes of the reality but is void of separation of the imagination and the truth; and which is all about models and simulation production. This reality can be produced infinitely many through machinery (Baudrillard, 2011a: 15).

Baudrillard defines the reality as "the thing which makes the reproduction equivalent to the original one possible". Because, after this, the hyperreality appears as the thing introducing the reality; or in a more specific term, as a reality "which is always re-produced" (Gane, 2008: 68). The reality swallows its own alienated twin, and thus, it becomes transparent to itself. Within this fusion, the aesthetic extent turns into "the reality"; even to the thing Baudrillard named as new aesthetic "reality game". This is not a kind of external suppression; yet, is the establishment of new and strong internal disciplines. At this point, the principle of the reality gets behind, and the principle of the simulation, which is much closer than it, takes its place (Gane, 2008: 68). The reality is an illusion that people have produced collectively again. There is no real and fake one for the reality. The problem is the way how this reality is perceived and experienced (Adanır, 2008: 37). Because the images are not different from the reality now, and they produce our sentiment of reality by making us think that the things out of the frame are the real ones. The aim of this strategy is to hide that there is no real or true reality; instead, there is just the simulation of the reality (Toffoletti, 2014: 35). Therefore, Baudrillard considers the existing reality as a hyperreality universe –namely, a simulation universe which has been resurrected, and has been given an appearance more real than the one its original has. Baudrillard claims that all the resolutions in a dead reality universe are stillborn, meaningless, and they cannot have any other aim than serving to and maintaining the present system (Adanır, 2008: 38).

In accordance with the view of Baudrillard, since the format cannot exist on its own, the thing which is presented us as the format is actually nothing more than a hyperreal appearance (simulacra) which has all the signes of the format/context (Adanır, 2008: 36). According to Baudrillard, hiding is 'pretending as if we didn't have the thing although we have it'. Namely, it is a kind of making reference to the thing which does not exist here now. On the other hand, simulating is 'pretending as if we had the thing although we don't have it. However, simulating is not actually "pretending". Here, a reference to the non-existence is made. Basically, hiding and "pretending" do not harm the principle of the reality. Because there is a clear difference between these and the reality. However, simulation is trying to remove the difference between "the real" and "the fake", and between "the real" and "the imaginary" (Baudrillard, 2011a: 16). Baudrillard states that in this way, the simulation turns into a fact that it has become impossible more and more to be isolated from always attacking to the reality. This situation occurs because of unresponsiveness of the reality which surrounds us. However, as the isolation of the process in which the reality is produced becomes impossible, proving the reality can also be impossible (Bal, 2010: 202).

3. Relationship between the Simulation Theory and Cinema

According to Baudrillard, the reproduction causes changes in status of the production in areas such as art, cinema and photography. Today, as a result of the communication networks, the point where all these areas are knotted is the simulacra and the universe belonging to the code (Baudrillard, 2011b: 97). Films, narrations, images, discourses, programs being computer output are machinery products. All of them have significant aspects the machinery has. Namely, the films being garnished with special effects can be artificially dignified through the narrations and the working system of the machinery. They can be changed and renewed with the machinery. Therefore, remarkable elements in the films are the special effects. People dream much more through these. Thus, all the narrations are like the work of “smart” cyber agents. And the rest continues depending on the automatic criterion (Baudrillard, 2001: 131). It is impossible to be lost in deep thoughts in front of the images. The images turn the human-specific perception process into the perception of consecutive sequences. In this process, reactions to the images are shortened in maximum. The film, now, does not allow to ask questions to it (Baudrillard, 2011b: 110). Because the virtuality gives everything to you; but at the same time, it hides slyly everything from you. The subject realizes perfectly itself; yet at the same time, it turns into the object automatically (Baudrillard, 2001: 133).

During its technical evolution process from silent motion images to sound cinema, to color films and to special effects which are the products of high technology, the cinema has lost its illusion throughout its development. As the technology has developed and the cinematographic effects have become perfect, the illusion has disappeared. Thus, today’s cinema does not know either implication or illusion. It links everything to each other at a level of hyper-technical, hyper-effective and hyper-visible. In this films, here is no room for a shadow of vacancy, gap, ellipse and silence. At this point, it can be thought that the cinema has lost its distinctive imaginary characteristics. We get closer, day by day, to the high resolution –in other words, making the image perfect pointlessly. The image ceases to be image by being reproduced again and again (Baudrillard, 2014: 29). In the cinema, many directors explore the meaninglessness of the world via the images, and they contribute to the meaninglessness of the world, illusion of the reality or the hyperreality. In many films, they fill the vacancy of the image through electrical activity by getting crazy with the high technology and baroque machinery. Thus, they contribute to illusion loss of our imagination (Baudrillard, 2014: 32).

According to Baudrillard, today’s cinema has become a simulation craft by losing its aspect of being an art of illusion which is a concept related to the reality. The illusion, being the production of obligatory connection named ‘format/concept relation’ in the past, has turned into a mere production of technology –as Baudrillard states, and it has become a kind of illusion simulacra. In this situation, some German, Italian and American films from 1960s-1970s –when the cinema first started and most of cinema and director films can be discussed from the perspective of Baudrillard (Adanır, 2008: 39-40). One of the most important representatives of transition from the context conception peculiar to the reality universe, to a conception which can be called the context simulacra is Steven Spielberg. The leading characters in Spielberg’s films such as *Duel*, *Jaws*, *Indiana Jones*, *E.T* and *Jurassic Park* are absolutely unreal and virtual characters (Adanır, 2008: 42). Also, in the films such as *The Terminator*, *Robocop* and *Cyborg*, the reality universe is like reversed. In consequence of these films, the format and the context are completely eliminated (Adanır, 2008: 43). Similarly, especially in American cinema, there have been produced hundreds of films presenting hints of simulation universe, portraits and sequences in the last decade. One of them is *Mad City* by Costa Gavras. With this film, the events which do not have the characteristics of a real event have been wrapped in the characteristics of Show. In other words, there are completely an artificial event and artificial relations in an artificial universe (Adanır, 2008: 44). In all these films, conceptions of the

simulation and simulacra are always on the front burner, or these conceptions have been utilized consciously or unconsciously. Thus, these films corroborate the claims of Baudrillard (Adanır, 2008: 47).

4. General Information about The Film “*Truman Show*”

“*The Truman Show*”, written by Andrew Niccol and directed by Peter Weir, was released in 1998. The lead actor of the film was Jim Carrey, and rest of the cast are Laura Linney, Natascha McElhone, Ed Harris, Noah Emmerich, Holland Taylor, Paul Giamatti, Peter Krause. Producers of the film were Andrew Niccol and Scott Rudin. The Truman Show is an American film of which genre was dram, comedy, and science-fiction. The film is 103 minutes-long. Although it was nominated for a number of sections in 71st Oscar Film Awards, it couldn’t win any of them³³.

5. Formal Narration of The Truman Show³⁴

The film starts with the scene where the producer of the TV program called ‘Truman Show’, Truman’s wife and their best friend share their opinions about the Show. It continues with the scenes that Truman talk to himself in front of the mirror, and that his wife warns him not be late for his work. Truman gets ready to go to the work, and there appears a writing which states that Truman is having the 10,909th day. Truman gets on his car after joking around with his neighbors, and he drives to the work by listening to the radio. Truman Works in an insurance company. As always, he stops by the grocery and buys newspaper and magazine. When he is about to enter to the company, he comes across with his friends. His friends keep talking while pushing him to an advertising board. When Truman comes to his Office, his friend says him to go for a business trip. Truman is afraid of putting out to sea. Because his father died due to the storm which broke out when he and his father went rowing when he was young. Thus, even though he accepts this offer unwillingly, he cannot go and returns to his home. Actually, what he wants the most is to go far away from the island he lives in and to travel. But his mother, his wife and his best friend are always in his way. His wife puts the debts forward; his mother puts the problem of having a grandchild forward; and his best friend puts their friendship forward.

In a very ordinary day as always, Truman encounters with a very surprising incident. His father, he has thought to be dead, suddenly appears before him. But others take his father away, and they do not let them to talk to each other. Even though Truman runs after his dad, the ones around put him back. His mother and his wife laugh at the situation, and they remind him that his father died years ago because he insisted on going to row. His wife promotes the products she always buys, and she advices him about what to buy. Truman is dissatisfied with her great interest in products, and he has started to fall out of love with her. In fact, Truman liked another girl when he was at high school. Yet, the production team does not allow him to be with the girl he likes. On the contrary, they enable the girl -who has become his wife later- to draw his attention. Although the girl Truman liked tries to tell him about the tricks played upon him, he couldn’t understand the reality. And at the end, he gets married with the girl whom the production team has determined.

After seeing his father, Truman starts to get suspicious of everyone. He has started to think that he is conspired about his father. One day, while going to the work again, he starts to question the life he has been living, and he gets suspicious about the reality of his life. He observes people, houses and cars. He enters to a building randomly, yet he realizes that in the

³³ For more detailed information, visit: <http://www.beyazperde.com/filmler/film-18671/>

³⁴ For watching the film, visit: <http://www.fullhd720pizle.com/truman-sov-1998-turkce-dublaj-izle.html/5>

building, which seems like an investment company, there is something off. Truman is rousted out of the building. Truman is now sure that he lives in a fictional world. He is sure that everything has been planned to stop him. The day after, he follows his wife to her workplace, and he checks whether she is in the surgery she mentioned about or not. Later, he stops by a travel agency and wants to reserve a seat in the first flight to Fiji. But the salesperson says that there is no seat for a month. After that, he gets on the first bus to Chicago, but the bus is broken. He returns to home and waits for his wife. When his wife comes to home, he says her that just same people pass by at the same hours on the street. He starts the car quickly, and tries to leave the island. Yet, because everyone prevents him to leave, he fails again. There is a heavy traffic; so to say, leaving the city is banned. When Truman is on the edge of getting crazy, his wife cannot bear anymore and leaves the program.

At the evening, Truman tells his friend that he knows that all the world is as if it was set just for him and everyone is at the back of this. At that time, the production team of the program gets on the screen. The producer whispers to Truman’s friend the lines he must say. His friend tells Truman to trust in him, and that he made a surprise to him about his father. At that moment, his father whom Truman couldn’t see about 20 years appears on the screen. Truman walks towards his father and they hug each other. The efficiency of the scene is increased through sound and music effects. The viewers from all over the world stay focused on this scene excitedly. The program gets rating. The team celebrates each other due to their success. Then, an interview with the producer of the program about the success of the program appears on the screen.

Actually, Truman is suspicious of this meeting moment, and he resolves to leave the island. Therefore, he makes a plan and he escapes, without being captured by the cameras, from the home through a hole he made from basement of the home to the garden while the others think him to be asleep. When the program team realizes the situation, Truman has already put out to sea with his boat. All the production team and cast look everywhere for Truman. The broadcasting team make the sun rise in the set in the middle of the night. When the producer notices that Truman is on the sea, he makes artificial waves and storms on the sea in order to stop him. But, even though the boat capsizes for twice, Truman manages to be safe. He reaches to end of the set, and he realizes that what he thought as the sky is actually a wall. He sees a ladder leaning on the wall. There is an exit door at the end of the ladder. Meanwhile, the producer starts to talk to Truman. He says that he loves him, he has witnessed every moment of him, he is the real and there is no different life out of that world. He asks him not to go. Firstly, Truman pauses. But he leaves the set by repeating the lines “Good Morning, Good evening and Good Night”, that he said to his neighbors every morning while going to the work. In this way, Truman reaches to actual reality, and the program ends here.

6. Semiotic Analysis of the Truman Show

The Truman Show, mentions about a Show program which displays the life of the character named Truman Burbank from his babyhood to now. The life of Truman, who adopted by the program crew, is broadcasted on a TV channel 24 hours nonstop. When the signes of persons are analyzed, everyone including Truman’s father, mother, wife and best friend are professional actors. Only Truman does not know anything about this. Truman believes that the world he lives in is real. As Adanır states (2008: 45), Truman not only lives in a mere simulation universe; yet also he perceives both the people and the universe around him as “the real or the reality itself”. However, everything including emotions and thoughts of the people are just simulacra. Everyone just performs their roles. Except for Truman, everyone acts within a specific plan; there is no room for coincidence. At this point, it is seen that the reality is imitated through models. The viewers excitedly watch this world which has a fabulous and imaginary

atmosphere. As Adanır states (2008: 46), The Truman Show inside the film both presents and does not present the reality to its viewers. The TV technology turns ‘the reality’ into a Show – namely, makes it hyperreality. Baudrillard (2011a: 42) states that the simulation has gone beyond the separation of the real and the fake, the equivalences and the rational. If there is no reality, then, you will attack to the system. Therefore, simulation is slanted towards the attack to the reality. This is the most certain way when there is suspicion. Hence, it can be thought that the efforts of the scriptwriters to shape even the inside of Truman’s mind is a kind of attack to Truman so that he cannot perceive the reality. The media completely controls all the emotions and the thoughts of Truman and the people around him. So, the media will be able to draw attention wherever they want. They will be able to shape the perception of the real and the reality.

When the signes of places in the film are analyzed, it is firstly seen that Truman lives in a very beautiful island. Yet, actually, it is just a film studio which has been created through high technology. Truman lives in a studio which is isolated from the world. Actually, it is similar to a prison which is observed round-the-clock. All the roads, streets, workplaces and vehicles are fake, artificial. They are just a fiction. On the other hand, it is possible to create artificial waves and storms, and to control day and night in the studio. All the natural events in this world are programmed through computers in order to make Truman believe that the world he lives in is real. The program, which records the life of Truman with about 5000 cameras, is maintained with really serious costs. Baudrillard gives the example of the Disneyland in his book titled *“The Simulacra and The Simulation”*. Basically, this example is the best one to associate with our subject. According to Baudrillard (2011a: 30), when the structure of the Disneyland is analyzed, an ideological “set-up” –namely, a tertiary simulation event is seen. There is something more hiding beyond what is seen here. Actually, the Disneyland helps to hide that “the real” world, “the real” America resembles to the Disneyland. This situation is similar to prisons-building by a system which tries to hide that ordinary daily life does not resemble to a prison. Here, Los Angeles and America surrounding the Disneyland actually belong to the hyperreality and the simulation. The basic problem to hide that the reality does not resemble to the reality and to provide continuity of the reality principle; rather than a deceptive reality which is reproduced. Imaginariness in the Disneyland is not either real or fake. Here is a deterrence event which is designed for reproduce the imaginarieness peculiar to the reality and the reality symmetrically. Similarly, the world Truman lives in also a reproduced simulation world in which everything is imitated. Everything in the program is an imitation of the reality. Because both the viewers and Truman need to believe that it is a real world in order to accept the world they live in.

And, When the signes of object are analyzed, it is seen that everything displayed in the program are for sale. All the drinking, foods and clothes, including the houses inhabited, are for sale. There is product placement in the program. Thus, there is no need for broadcasting the advertisements. Because the program itself is like an ads broadcast. Even, it is said that there is Truman catalogue in the market. According to Williamson (2001: 25), using the structure of a system to give structure to another system or to render the structure to the other one is a process which requires, at the point of the realization of the render, a mediator structure or a system of the systems or “a meta system”. This structure is the advertisement. The ads consistently make translations among systems of meaning, and so, they create a large meta-system in which values belonging to different areas of our lives take place of each other. Because, according to Baudrillard (2011a: 131), through the digital technology, the ads have now characteristics of imaginary and show. Particularly, there is established a link between the product and the celebrity, and the consumption of the meanings is enabled through the product placement in the Truman Show. In addition to the functional benefits of the products, their symbolic benefits are also come into prominence. In this way, it is provided that Truman is perceived as an opinion

leader deciding on the meta the people will consume in the world. Because he uses those products in person. It can be seen on the live broadcast whether he is satisfied or dissatisfied with them. Therefore, Truman promotes the products unconsciously, and he provides the continuity of the system. As a character growing up and being loved on the screen, Truman has gained trust of the viewers. Because, in this reproduced world, the only reality is Truman himself and the products he uses.

7. Result

In this study, the reflections of the simulation theory, developed by Baudrillard, on the cinema studies are discussed. Accordingly, The Truman Show -of which the main actor is Jim Carrey, and which is well-known and loved so much all over the world- completely displays pursuit of a man named Truman for knowing whether the life he lives is real or not. Truman, actually, is the star of a Show program which is broadcasted unremittingly on the TV. However, he has lived in a studio almost for 30 years without knowing this truth. Yet, after a while, he starts to question the existing reality, and at the end, he reaches to the reality. But, according to Baudrillard, this reality he has reached is also a simulation world. Because one of the fundamental assumptions of the simulation theory is that there is no reality left. According to Baudrillard (2011a: 56), the thing, which settles in the reality and tries to change it, is “medium”. Here is a message presented by the “medium” after sifting out, or a reality which turns into a 3D advertisement signe created by a laser light in the space. In other words, the TV has melted by dissolving in the life, or the life has melted by dissolving in the TV.

As it is mentioned in the study text, according to Baudrillard, the logic of the simulation is composed of models, imitations and copies, which have taken place of the reality. In this respect, when the signes of people, place and object in the Truman Show are analyzed, it is seen that the film studio is a prototype of the real world. Almost all the people around Truman are actors. Everyone plays their roles written in the scenario. Emotions and thoughts of the cast including the mother, the wife and the best friend are all controlled. It is seen that Truman, who is thought to live in a quite beautiful island, actually lives in a restricted film studio which is no different than a prison. Everything inside the studio is fake. Moreover, everything including the drinking and the foods are for sale. There are promotions of everything on the screen. Truman and his life has been turned into a big Show by the media. As Toffoletti relays (2014 :108), since there is no reality, it is impossible to reach to the reality behind the image. Because spontaneous, direct and completely transparent structure of the reality Show is actually “an artificial micro cosmos” or “human garden”, which can only present the illusion of the real world. The excessive visibility of the screen wipes out the visibility of the illusion. According to Baudrillard, what all these try to hide is actually the fact that the world being lived in is a simulation. In order to make people think that the world they live in is real, it is necessary to create fictional and imaginary worlds which resemble to the reality so much. And the screen helps to this. In this way, the people can perceive their world as the reality more easily.

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The Relationship Between Anxiety as Indicator of Psychological Well Being And Internet Usage: A Survey Among Turkish University Students

Birol Gülnar, Mete Kazaz

I. Review of Literature

The word Internet emanates from the words “Connection, Network” (Greenfield, 1999: 405). Internet is a huge structure of computers linked to one another to access and carry information for individual or business purposes on a global scale. This huge structure can also be used for communication, research, entertainment, education, and professional purposes (Kraut et al., 1998: 1017). The most appreciated Internet features include interactivity, simplicity, availability, and abundant and updated information (Chou, 2001: 574).

People use the internet, which has become an indispensable component of daily life, generally to send and receive electronic mails, follow the news, check the weather forecast, do research for their professional work, search about a product before purchasing, obtain political information, send instant messages, do academic research, and have travelling (touristic) information. In addition to this easily extendable list, the internet also develops the personal and professional connection skills of the users through keeping them online with other individuals.

The internet has recently emerged as the protagonist of the factors that are believed to have an effect on the psychologies and social relationships of young people. The fact that it initially became increasingly easier to access the internet, and in the following period it became very easy for devices such as smart phones to find a place in everyday life seems to justify the reputation of the internet in this regard. The internet and its psycho-social effects on young people in cities with special walking tracks for people who cannot raise their heads from their phones while walking on the road has been increasingly attracting the attention of both administrators and academicians. Frequent discussions have been made on the mass media and among academic circles, regarding the relationship between internet usage and the psychological problems of the modern society, such as depression and loneliness. Academic literature tends to focus on the potential relationship between internet usage and general mental health (psychological well-being). At this stage, the necessity of scientifically presenting mental health and its indicators in a clear manner comes into prominence.

While several studies deal with the level and type of technology use (Balci and Ayhan, 2007; Ayhan and Balci, 2009), a much smaller number of studies focus on the psycho-social effects of technology (Heim, et al., 2007). In this sense, the psycho-social effects of the internet, which is very commonly used among young people, are of extreme importance. While some of the studies on the topic present the negative effects of internet use on mental health (Kraut et al., 1998; Mathers et al., 2009; Rosen, 2006), some others reveal the positive dimension of this effect (Lavoie and Pychyl, 2001; La Rose et al., 2003; Morahan - Martin, 2005). In the present study, it will be endeavored to present whether there is a relationship between anxiety as an indicator of psychological well-being and types and frequency of internet usage among university students. At this stage, similar studies presented in the literature will serve as a guide.

Psychological well-being is related to subjective perceptions regarding quality of life, rather than objective assessments concerning health (George, 2010). Subjective well-being (psychological well-being) refers to a positive tendency towards life, which is generally based on feelings such as happiness, morale, positive feelings and life satisfaction. Diener (1984) conceptualizes psychological well-being (mental health) in the form of a subjective evaluation regarding life satisfaction. The mental health for which Diener presents a general framework includes the concepts of pleasure (hedonic enjoyment) and welfare (eudaimonia) (Waterman,

1993). While the welfare-based (eudaimonic) approach emphasizes the importance of leading a good life and realizing one's individual potential, the hedonic conceptualization of mental health on the other hand proposes the importance of seeking pleasure (enjoyment) and avoiding pain (Deci & Ryan, 2008). Ryff (Ryff, 1995; Ryff & Singer, 2008) uses a welfare-based (eudaimonic) design to explain his model that includes six dimensions of psychological wellbeing: (1) positive evaluations regarding oneself and life (self-acceptance), (2) feeling of continuous development (personal growth), (3) belief that life is meaningful (purpose in life), (4) satisfaction of relationships with other individuals (positive relations), (5) managing the conditions surrounding the life and the world (environmental mastery), and (6) freewill (autonomy). While theoretical orientations to psychological wellness vary, common elements are apparent including (a) a general satisfaction with oneself and life, (b) the presence of supportive and enriching interpersonal relationships, (c) a perceived ability to meet personal demands of one's environment, and (d) a greater occurrence of positive, as opposed to negative, emotional states such as loneliness and depression (Erickson, 2011:198).

Various studies conducted on the topic have obtained contradictory findings regarding the relationship between internet use and general psychological well-being. Internet use is associated with lower family communication, higher loneliness, and depression (Kraut et al., 1998), and also lower social interaction (Cummings, Butler, & Kraut, 2002) and the conditions that help to avoid anxiety (Erwin, Turk, Heimberg, Fresco, & Hantula, 2004). Erwin et al., (2004) state that social anxiety could play a significant role in the use of the virtual world. In fact, the internet may help individuals to avoid face-to face interactions, passively observe the interactions of others, and strengthen their negative evaluations. On the other hand, there are studies in the literature regarding the effect of internet use on decreasing depression and increasing family communication (Kraut et al., 2002). For example, Silverman (1999) asserts that depression emerges from the feeling of the individual that one's voice cannot be heard, therefore, the internet could help fight depression as a supporting tool for making the individuals' voices heard. Similarly, Shaw and Gant (2002) found out that internet use decreased depression and loneliness. Supporting these findings, various researchers found a positive relationship between internet use and higher perceived social support and social bond (Shaw & Gant, 2002; Erwin, Turk, Heimberg, Fresco, & Hantula, 2004; Eastin & Larose, 2005; Zhao, 2006). It is also possible to come across research findings showing that there is no relationship between the two aforementioned variables. For example, Campbell et al., (2006) found that there was no significant relationship between the time spent online, and depression and anxiety.

At the end of the literature review following research questions was written:

RQ1: What is the degree of university students' anxiety?

RQ2: What is the frequency and kinds of university students' internet usage?

RQ3: Is there any relationship between anxiety and students' internet usage?

II.Method

A survey was performed purpose to show the relationship between university students' anxiety and their internet usage. This survey was conducted on two thousand eight hundred and six (2806) students who attend twenty six (26) universities and twenty seven (27) different programs that located on whole Turkey. Different analysis such as descriptive statistics and correlation analysis have been performed for answer to the relevant research questions.

A. Procedure and Sample

This study has aimed to investigate anxiety degree of university students as indicator of psychological well-being and the relation between their internet usage types and frequency. Different sampling techniques were used such as cluster, purposeful and random sampling for representing all Turkey university students.

The sample was consisted 1525 (54.3 %) females participants and 1190 (42.4 %) males. Participants' ages were varying between 19 and 33 and mean of ages is 21.55. 7.7 % of the students were from Seljuk University, 7.2 % were from Marmara University, 5.3 % were Uludag University, 5.2 % were from KATU, 4.9 % were from Istanbul University, 4.8 % were from Karabuk University, 4.8 % were from Ege University, 4.7 % were Adnan Menderes University. Also the sample included Mugla, Cumhuriyet, Gazi, and Anadolu University students with smaller counts.

B. Measurement

A questionnaire which contained three parts was designed to measure Turkish University students' anxiety degree and the relationship between anxiety degree, and internet usage types. First part of the questionnaire included 14 item scale DASS-A (Depression, Anxiety and Stress Scales) developed by Lovibond and Lovibond (1995). Participants reported situations which indicated on the scale by using one-to-five point scale (1= never, 5= always). Lovibond and Lovibond (1995) indicated that scale's internal reliability .84 also they reported that scale had convergent and discriminant validity. Also Riise (2011) computed .88 alpha for this scale. This scale divided four different subscales which named autonomic arousal, skeletal musculature effects, situational anxiety, and subjective experience of anxious affect. This scales' reliability values ranged .66 for dimension of skeletal musculature effects and .85 for dimension of subjective experience of anxious affect. Also total reliability was computed .89 for this scale. In addition that scale had constant validity: Anxiety positively correlated with depression ($r = .407, p < .001$), while it negatively correlated with life satisfaction ($r = -.079, p < .001$).

Second part of the questionnaire which aimed students' internet usage type and frequency included 14 items. That 14 items measured students' internet usage type and frequency at three different usage dimensions: Communication, information and entertainment (Johnson, 2007, 2008 aktaran Erickson ve Johnson, 2011: 201). That scales' total reliability .89, .70 usage for communication, .87 usage for information, .66 usage for entertainment were computed. Also that scales' validity proved constant validity: Internet usage for communication positively correlated with face to face interaction scale ($r = .080, p < .001$).

In last and third section of questionnaire are of demographic variables such as which place connected to internet, students' university and program, age, and income.

C. Analysis and Statistical Tests

Firstly, a pilot study was applied on a small group which included one hundred students at the beginning of the survey and the questionnaire was reviewed according the results of this study. Analysis was performed by SPSS 17 statistical Program. Descriptive analysis was used to introduce demographic characteristics of participants. Central tendency statistics and computed items were performed for assessing participants' degree of anxiety, and internet usage. Also Correlation analysis was used to investigate the relations between anxiety and internet usage.

III. Findings

Section of finding contains three different subjects which try to answer research questions. These subjects are (1) anxiety level of participants, (2) frequently and type of internet usage, (3) lastly the relationship between anxiety and internet usage.

A. Anxiety Level of University Students

Firstly anxiety degree of Turkish University students' is descriptively explored in this part. As seen on Table 1, mean score of participants' anxiety is $\bar{X} = 2.39$. This value indicates that participants' anxiety degree is low (As mentioned before, a five point scale was used to assess loneliness. Answers ranged one to five therefore 0.80 (4/5= 0.80) range was used in staging: 1,00-1,80 = very low; 1,81-2,60 = low; 2,61-3,40 = midpoint; 3,41-4,20 = high; 4,21-5,00 = very high).

Table 1. Central Tendency Statistics for Participants' Total Anxiety Degree

	N	Minimum	Maximum	Mean	SD
Anxiety	2715	1.00	5.00	2.39	.751

Also participants' anxiety degree investigated thorough frequency analysis as a categorical variable (Anxiety index was categorized based on categorical degree as it was mentioned). As have been seen on Table 2, 25.2 % of participants have very low anxiety, 34.4 % of participant's low anxiety, 22.9 % of participants midpoint loneliness, 5.2 % of participants high loneliness, and 0.7 % of participants very high loneliness degree. In another words 40.4 % of participants have anxiety.

Table 2. Results of Frequency Analysis for Anxiety Categories

	Frequency	Rate	Valid Rate
Very Low	685	24.4	25.2
Low	935	33.3	34.4
Mid Point	850	30.3	31.3
High	216	7.7	8.0
Very High	29	1.0	1.1
Total	2715	96.8	100.0
Missing	91	3.2	
General Total	2806	100.0	100.0

B. Turkish University Students' Internet Usage

Turkish university students' internet usage types and frequency were introduced in this section by descriptive statistics. Table 3 included mean values concerning students' internet usage types. Firstly students' daily internet usage average time is $\bar{X} = 118$ minutes. According to this, it is observed that students use internet most frequently purpose of "instant messaging" by the daily internet usage average time is $\bar{X} = 215$ minutes. Second most frequently internet usage type is purpose of social media by the daily usage average time is $\bar{X} = 184$ minutes. Internet usage for listening to music ($\bar{X} = 137$), playing game ($\bar{X} = 117$), and video/TV watching ($\bar{X} = 114$) follow internet usage purpose of instant messaging and social media. Minimum daily average internet usage types are in order e-mail ($\bar{X} = 48$), private information seeking ($\bar{X} = 65$), academic information seeking ($\bar{X} = 69$), following news bulletin ($\bar{X} = 73$) and general information seeking ($\bar{X} = 79$).

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Table 3. Central Tendency Statistics Related Internet Usage Types and Frequency

Internet Usage Types	Usage on One Day Time (Minutes)				Usage Time on an Average Day (Minutes)			
	N	Minim.	Maxim.	Mean	N	Minim.	Maxim.	Mean
E-Mail	1238	1	1020	43.56	1433	1	1020	48.17
Instant Messaging	2097	1	1440	205.4	2130	1	1440	215.09
Social Networking	1984	1	1440	182.6	1981	1	1440	184.91
Internet Telephone	613	1	1420	95.68	712	1	1420	81.24
Dating Sites	673	1	1420	85.34	758	1	1420	80.73
Search Engines	1697	1	1440	96.35	1767	1	1440	94.41
Public Information Seek	1385	1	1440	84.98	1476	1	1440	79.24
Private Information Seek	904	1	1140	67.01	1013	0	1140	65.21
Academic Information Seek	1038	1	1200	77.27	1199	1	1200	69.69
Newsgroups/Bulletin Boards	1363	1	1440	71.15	1466	1	1440	73.19
Listening Music	1776	1	1440	136.9	1862	1	1440	136.97
Video/TV Watching	1525	1	1440	113.6	1650	0	1440	114.41
Playing Games	851	0	1440	120.6	950	1	1440	116.58
All Other Types (like shopping)	592	1	1020	81.93	790	1	720	69.82
General Internet Usage	2355	1	1440	117.2	2337	1	1440	118.16

Internet usage types categorized three different dimensions which are (1) communication (e-mail, instant messaging, social networking, internet telephone, dating sites), (2) information (search engines, public information seek, private information seek, academic information seek, newsgroups), (3) Entertainment (listening music, video/TV watching, playing games).

Table 4. Central Tendency Statistics Related Internet Usage Types and Groups

Internet Usage Types	Usage on One Day Time (Minutes)				Usage Time on an Average Day (Minutes)			
	N	Minim.	Maxim.	Mean	N	Minim.	Maxim.	Mean
Communication	2286	0	1440	148.90	2291	1	1440	151.18
Information	2028	1	1440	78.11	2068	0.25	1440	78.50
Entertainment	2038	1	1440	121.92	2070	1	1440	123.14

Table 4 included central tendency statistics related that internet usage groups. According to this Turkish university students use internet most frequently purpose of communication. They spend daily average $\bar{X}$ = 151 minutes for internet usage purpose of communication. Internet usage for entertainment follow usage for communication daily average $\bar{X}$ = 123 minutes. Internet usage for information is the minimum usage type with daily average $\bar{X}$ = 78 minutes. Turkish university students use internet less frequency purpose of information while they use internet more frequently purpose of communication and entertainment.

C. Relationship between Anxiety and Internet Usage

The relation between Turkish university students' internet usage and degree of anxiety was investigated in this section. A correlation analysis was performed anxiety and internet usage. Firstly, correlation analysis was performed internet usage for communication and anxiety. Table 5 included results of this analysis. Correlation analysis revealed that total anxiety and e-mail using ($r = .069$, $p < .05$), instant messaging using ($r = .051$, $p < .05$), social networking using ($r = .071$, $p < .01$), dating sites using ($r = .091$, $p < .05$), and general purpose of communication using ($r = .047$, $p < .05$) positively and significantly correlated.

Table 5. Results of Correlation Analysis between Internet Usage for Communication and Anxiety Degree (Pearson r)

	E-Mail	Instant Messaging	Social Networking	Internet Telephone	Dating Sites	General Communic.
Autonomic Arousal	.054*	.050*	.054*	-.003	.035	.035
Skeletal Musculature	.068*	.028	.027	.026	.126**	.029
Situational Anxiety	.050	.023	.059**	-.026	.067	.032
Subjective Experience	.056*	.053*	.079**	.022	.086*	.053**
Total Anxiety	.069*	.051*	.071**	.003	.091*	.047*
N	1417	2109	1960	701	751	2398

Secondly one more correlation analysis was performed between internet usage for information and anxiety. Table 6 contained results of this analysis. Correlation analysis indicated that total anxiety and search engines using ($r = .071$, $p < .01$), private information ($r = .074$, $p < .05$), and general purpose of information using ($r = .076$, $p < .01$) positively and significantly correlated.

Table 6. Results of Correlation Analysis between Internet Usage for Enformation and Anxiety Degree (Pearson r)

	Search Engines	Public Information	Private Information	Academic Information	News Groups	Information General
Autonomic Arousal	.050*	.048	.051	.029	.036	.049*
Skeletal Musculature	.033	.004	.084**	.035	.033	.056**
Situational Anxiety	.052*	.033	.051	.039	.008	.054*
Subjective Experience	.082**	.054*	.063*	.011	.010	.083**
Total Anxiety	.071**	.050	.074*	.031	.027	.076**

Lastly one more correlation analysis was performed between internet usage for entertainment and anxiety. Table 7 also contained results of correlation analysis which related to general internet using and anxiety. Correlation analysis indicated that total anxiety and listen to music using ($r = .053$, $p < .05$), video/TV watching ($r = .058$, $p < .05$), the other types of using ($r = .094$, $p < .01$), general purpose of entertainment using ($r = .057$, $p < .01$), and general (total) internet using ($r = .079$, $p < .01$) positively and significantly correlated. Only one correlation was negative which between playing game and situational anxiety while all types of using internet positively correlated with anxiety and its' dimensions. This result is quite attention getting.

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Table 7. Results of Correlation Analysis between Internet Usage for Entertainment and Anxiety Degree (Pearson r)

	Listening Music	Video/TV Watching	Playing Game	The Others	Entertainm. General	Internet General
Autonomic Arousal	.037	.033	.023	.077*	.035	.054**
Skeletal Musculature	.032	.028	-.052	.067	.049*	.062*
Situational Anxiety	.044	.038	-.080*	.042	.040	.052*
Subjective Experience	.052*	.078**	-.044	.097**	.060**	.086**
Total Anxiety	.053*	.058*	.038	.094**	.057**	.079**

IV. Conclusion and Discussion

This study purposed to investigate relation to Turkish university students' anxiety level as indicator of psychological well-being, and their internet usage types and frequency. Findings revealed that Turkish university students' level of anxiety is low. On the other hand - an important part of the sample - 40.4 % of Turkish university students felt anxiety. This percentage is fairly noteworthy. In fact it was expected that they have lower anxiety level than this stage. This situation showed that it is a negative statement in the manner of University students' psychological well-being.

Internet usage types and frequency is the another important variable in this study as it mentioned. University students' daily internet usage average time this included all types of usage is 118 minutes. According to this, it is observed that students use internet most frequently purpose of "instant messaging" by the daily internet usage average time is $\bar{X} = 215$ minutes. Second most frequently internet usage type is purpose of social media by the daily usage average time is $\bar{X} = 184$ minutes. Internet usage for listening to music ($\bar{X} = 137$), playing game ($\bar{X} = 117$), and video/TV watching ($\bar{X} = 114$) follow internet usage purpose of instant messaging and social media. Minimum daily average internet usage types are in order e-mail ($\bar{X} = 48$), private information seeking ($\bar{X} = 65$), academic information seeking ($\bar{X} = 69$), following news bulletin ($\bar{X} = 73$) and general information seeking ($\bar{X} = 79$). Turkish university students use internet less frequency purpose of information while they use internet more frequently purpose of communication and entertainment.

It was revealed clearly that the relationship between Turkish university students' anxiety level as indicator of psychological well-being and their internet usage seemly to this study's main purpose. It was concluded that total anxiety and general purpose of communication using positively correlated. Almost all kinds of communication usage types positively correlated with anxiety. This finding is also consistent with the other findings which include the negative relation internet usage and psychological well-being (Thomée et.al., 2007). Additionally the relation between social network sites and anxiety is consistent with Rosen's (2006) findings which contained that the negative relation between social network sites using and psychological well-being.

It was also concluded that the relation between purpose of information internet usage and anxiety stronger than the relation between other internet usage types and anxiety. Especially, the relation between purpose of entertainment internet usage and anxiety weaker than the other relations between usage types and anxiety. This result can explain the thesis which assert that internet can help to overcome negative psychological conditions such as depression, loneliness and anxiety (Şahin and Gülnar, 2016, Lavoie ve Pychyl'in, 2001, Chou, 2001, La Rose ve ark., 2003; Morahan - Martin, 2005).

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The Role of Social Media and Virtual Communities on Identity Construction*

Uğur Gündüz

1. Introduction

It is a fact that social networks have increasingly become the arena of our lives and involve different aspects of our social presence from day to day. As such, it requires people to play certain social roles. The social network is gaining more and more importance in today's world and has come to have a deeper impact on society than traditional media. Social media enables identity expression, exploration, and experimentation; a natural thing for the human experience.

Social and group interactions in online and virtual communities develop and evolve from expressions of human agency. The exploration of the emergence of agency in social situations is crucially important for understanding the psychology of agency and group interactions in social media.

Social media and online communities offer increased possibilities for connection, interaction and participation. New media also offer tools for self-presentation and identity management. Interacting anonymously or eponymously, having one, none or many identities online enables richness in online communication.

This study explores the practical aspects of identity construction relating to virtual communities and social media. The study discusses elements that may encourage the construction of digital identity and how the process, which the study refers to as a spiral of transformation, reaches beyond the virtual environment. This study also aims at concentrating on the virtual communities manifesting in social networks while examining their social and cultural qualities and values.

Platforms where all digital/virtual users with internet access can share content, express opinions about a topic and where communication and interaction processes intensely take place without any time or place limitation are defined as social media. Via social media, users come together with other users and are included in the communication or interaction processes. They can help other users, receive help from other users, answer the questions of other users and receive replies to their questions from other users. In this aspect, social media is one of the platforms where communication and interaction are most intensely experienced.

Technological convergence and digitization, which allow traditional media to be carried to new types of media, have allowed audio, data and mass communication to take place in the same channel. Due to the internet making mutual data communication possible at the level of web 2.0, the concept of social media has emerged. With the development of social media, circulation of information and news has taken on a structure that should be considered carefully given that its speed and dimensions are quite novel.

Social media allows its users to establish contact with publicly known or unknown users to share a content, which the user likes, with other users. However, it should be kept in mind that other users can see information shared via social media. Technological developments that cause the current age to be named as the *information age* have also led to improvements in data transfer, information sharing and information acquisition processes. With online platforms, mobile communication instruments, cameras, video talk and so forth, and the fact that both electronic systems and interactive systems meet with users have added a new dimension to communication and interaction.

Online access provides drastically superior opportunities than previous communication technologies, leading to the fact that modern-day communication environments are defined as

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new media. Contents created by people and sharing of these contents, rapid dissemination and adoption of social media have created a social dimension to modern-day communication platforms

Social communication platforms include communication and interaction that are established among users via online platforms. Due to the fact that social communication platforms enable users to transfer images, videos and information, all users can access all contents which they want to reach. Contents created by professional users enable non-professional users to create and share contents thanks to social communication platforms.

Social communication platforms or social networks allow people to share their photographs and events with friends and to follow profiles and events of their friends by creating a digital identity. *Facebook, LinkedIn, Myspace, Google Plus* and *Periscope*, the popularities of all of which have been surging, are examples of commonly used social networks. The common characteristics of these social networks are that contents are produced by users and are shared with people who are in the same platform.

2.New Communication Technologies: The Concept of Social Media and Social Networks

The structural advantages and advanced applications of new communication technologies offer an environment of freedom and ease content customization. There is a stark contrast between the forced consumption style and feeling of restriction presented to the audience by traditional media and the feeling of comfort and freedom presented to the new media audience.

As a result of the interaction between technical infrastructure and communication concepts, information has become easily transmittable to wide communities; currently, people can access needed information without the delay that would be experienced with traditional communication systems (Karasar,2004,117).

Modern-day communication systems quantitatively and qualitatively resemble each other. Watching TV on portable devices or online surfing on a fixed TV at home have mostly become routine. However, integration of new communication systems with one another shapes communication processes and enables communication in the light of personal necessity and desires (Karacor, 2009,121).

The "new" term used in the new communication technologies is preferred because it has undergone a transformation. When the "new" term is evaluated in respect to communication systems, a newly generated system benefits from the previous system. The fact that new communication systems establish communication and interaction in a way that can be alternative to the former communication system is the basis of communication technologies of our age (Vural&Bat,2010, 3349). According to Erdem (2012:183), "emerging of the new communication technologies was interpreted as a revolution, this revolution also brought about a social revolution. Claims of that all people in the world are linked each other via a virtual channel and freedom of communication, participation, development and democratization claims are also in the world's agenda."

While creating alternative communication systems, previous communication systems should not be ignored; new systems should include attributes that improve both mass and personal communication. In regards to data transfer time, data transfer volume, place and date storage features, channels used in new communication technologies provide ease of use (Calik,2010,4).

Media presents a virtual framework for all individuals within a society to live within and brings this framework into the forefront as a settlement location. In other words, it creates an influence area within which an item which does not have an appearance in the media has no chance to make its presence felt (Gunduz,2013,134). Social communication platforms are one of today's most important issues due to the fact that users share their opinions, emotions and

thoughts without having to practice any censorship or restraint and within which contents are created by users. Therefore, both organizations and non-professional users look for people who have common emotions, thoughts and opinions with themselves by sharing on social communication platforms, becoming an active power by constituting a community with like-minded users.

Social communities are communication platforms where people share online their common tendencies with acquaintances and interact with their acquaintances. Social communities allow people to create a profile and share their own photographs and events with their friends and to follow profiles and events of their friends (Calik, 2010, 4). "Rapid development experienced in communication technologies brings every culture of the world closer each other. As a result of this, interaction of every culture of the world with other culture has increased" (Karacor, 2009,121).

It can be said that social networks will become a form of media in the future. It has been estimated that in the face of ease of content selection and production of social media, traditional media cannot stand in the long term, although it should persist in the short and medium term. Although social media has unique rules, it is a fact that its deep-rooted principles have not yet been established. It can be thought that in the next time periods, at least in the medium term, it will undergo fundamental changes. With these changes, there are sufficient reasons to believe that social media, which is fully developed in terms of new income sources and sourcing, will be more powerful against the traditional media and will reshape all communication channels.

3.Virtual Socialization and Virtual Communities

It is possible to regard effective communication as belonging to a group, a nature of remaining a part of a group. In this framework, people fulfill their socialization functions when they perform actions such as confirming known things, liking or disliking posts, and even making comments about them and reacting to other comments. The most preferred action is likely to upload interesting photographs or videos that are not known by others given that new media viewership has rapidly taken the place of TV and other viewership.

The necessity of people to watch one another has switched to what other people are doing on their mobile phones rather than reading signs, advertisements, posters or other people's newspapers. In other words, everyone is under watch now. Consider that you are traveling with an audience, always checking others to see whether they are playing a game, messaging or watching a movie during a bus trip or even while getting on or off the tramway. Moreover, observing what other people are doing causes attitude, opinion and behavior changes. Therefore, the same audience finds social network messages more appealing than traditional media.

According to Daniel (2011,24) the 21st century has witnessed a phenomenal increase in the number of virtual communities. This growth signifies our augmenting desire to connect, work, share, exchange, play and socialize with others irrespective of time, space, speed and distance. Today, more and more people are using social software such as Facebook, Twitter, MySpace, Blogs, Wikis, LinkedIn, and many others, to help them carry out their daily activities. As new technologies become an increasingly interwoven aspect of our everyday lives, it has become apparent that traditional methods for studying social systems that characterizes some of these technologies often lack the detailed understanding of aspects of human, social and cultural life that is required. Since virtual communities and phenomena inherent in them are emergent, there is still a lack of robust methods and approaches to study and understand virtual communities in breadth and depth. Clearly, this is critical if we are to provide complete and

useful information systems, build better tools, and develop lean and efficient processes that can make interactions in these communities more productive, trustworthy, safe, secure and fun.

Virtual environments are digital platforms where people establish communication with each other and give support to produced content on online platforms. In virtual environments, people are included in a common area whenever they want. People create a profile that represents themselves and are in interaction with others aurally or in written form. Thanks to virtual environments, people can form groups of all sizes (Islek,2012,34). Although virtual environments are specified as virtual, the environment where they take place and the communication in that environment are real-time. Social interaction is becoming very easy thanks to virtual environments.

Use of virtual environments in both the commercial and educational fields has rapidly become widespread. Currently, educational applications have become popular, partially via distance education used by universities. Free from pressures originating from the super-ego, users can express themselves freely in virtual platforms. Users getting together via virtual platforms escape from their roles and share freely.

Virtual communities whose existence is primarily online, as opposed to physical world communities who conduct some but not all of their activities offline, are at a disadvantage in that there is little in the network or in network technology as currently constituted that encourages commitment. There are few “no exit” relationships in cyberspace, and the term “surfing the net” is an apt descriptor of the depth of much online activity (McLaughlin,Osborne & Ellison,2011,149) In communication processes, internet use allows people to establish interaction by ignoring voice, image and biological and social gender for the first time. Users can establish an identity for themselves by creating any profile that they want and can freely share any information (Boyd & Ellison,2012:1).

In virtual environments, a user can establish an interaction with another user that they do not know without using his/her identity or by hiding or changing his/her gender or social status. Communication processes in virtual environments are carried out using fictionalized profiles (Otrar & Argin,2014, 2).

Virtual environments differentiate from traditional interactions by the fact that users can express themselves freely, separate from pressures originating from the super-ego. Creations in virtual environments have also some traditional aspects however. Every environment that develops the feeling of community is affected at least a little by real life roles (Akyazi & Unal,2013,4). Castells (2005,479) when asking whether virtual communities are real, gave the answer "They are, but not physical; they do not follow interaction and communication patterns followed by physical communities".

When users who defend a political view in real life get together with people defending the same view, it is not possible to include communication processes ignoring values of that view. In other words, although the expression is virtual, it is also affected by real life.

4.An Overview of Social Media and Virtual Identity Concept

Digital identity is attitude norms that are blended with technology. *Digital identity* includes displaying ethical and appropriate attitude while using electronic environments and receiving information about using electronic environments (Ozkan, 2013, 387).

Digital identity should make an impression that can criticize, has an idea about ethical results of initiatives conducted in interactive environments, can establish an ethical interaction, and does not abuse informatics, virtual environment and social media while using electronic interaction tools and environments. It is expected that a user with a digital identity act ethically and collaboratively when establishing interactions in virtual platforms (Ozel & Sert,2014,303). To clarify digital identity, it is helpful to present its dimensions.

The Role of Social Media and Virtual Communities on Identity Construction

Digital trade and communication dimensions aim to provide competence and technological infrastructure for performing commercial activities in virtual environments. Digital communication has added a new dimension to communication processes and highlights the importance of interactive environments. Digital communication methods such as electronic mail, mobile communication instruments, and instant messaging systems have added a new dimension to personal and community interaction.

In today's technological world, digital literacy has gained importance, just as media literacy in previous ages. Accordingly, technology use involved in activities such as researching a topic, learning and teaching has become an obligation, not a choice. Both people and commercial and non-commercial organizations have become aware of the importance of technology use in the learning and teaching processes.

"Like many other communication platforms, avatars also constituted a different style literacy requirement for digital environments. As does the intensity of digital life in social experience increase, gaining this literacy has been seen more important day by day. In digital multiuser environments, to establish and maintain communication with other users, it will be beneficial to be aware of the fact that an avatar of one user can convey which information and his/her own avatar can imply what things to other users" (Sengun,2014, 36).

To mention the concept of digital ethics; users should not ignore the fact that an attitude presented or a transaction executed in the internet environment also have an electronic standard. Although internet and social media are virtual users' attitudes and transactions should not have the intention to harm the rights and interests of others. Harming of rights and interests of others in the virtual environment is commonly manifested as bullying or defamation and similar cases.

Legal arrangements are an irrevocable part of social life. Digital law includes liability of transactions executed in the internet environment in terms of *digital identity*. These transactions are subjected to particular punishments according to laws and regulations. The liability of transactions executed in the internet environment in terms of digital identity means that making banned broadcasts, promoting or selling a product of which sale is prohibited by law, thematic broadcasts encouraging to suicide and activities are subject to penal sanction.

Digital rights and liabilities can be evaluated in the following context: Although there are some limitations on the internet environment, the basis of this is a dynamic built on the fact that people express themselves freely. In the internet environment, people have rights and liabilities for expressing themselves freely. These rights and liabilities include some processes such as expressing an opinion on social media, forums or groups, or holding a discussion about a topic.

When the answer of the question '*What is digital health?*' is being sought, it is possible to find the following result: People should be aware that there can be some factors in the internet environment that physically, mentally or spiritually affect health directly or indirectly. These effects include visual health, stress, introversion, and physical problems.

In the face of present-day technological developments, the importance of the security concept has appeared. Taking measures that protect user's personal security in the internet environment are evaluated within the scope of digital security dimension. Users should not share their password information with others on blogs, microblogs and similar platforms where users register on social media and virtual environments. Additionally, users should not open e-mails that come from unknown sources. It is quite easy to steal personal information via viruses uploaded to e-mails that come from unreliable sources. The first measure to be taken is to not share password information with others. The second important measure is to use a licensed anti-virus service (Ozel, 2011,12).

When it comes to creation and acquisition of digital identity, digital identities are certifications of users in one respect. They confirm and allow the recipient to certify that an e-mail was really sent by you. Like identity cards used in daily life, a digital identity is also used

to introduce oneself to others. *Digital identity* prevents another user from taking one's place and acting as this person, establishing communication and interaction on behalf of this person (Islek,2012, 32).

Standard e-mails that are sent via e-mail addresses established to build lines of communication in the virtual environment are digital versions of postcards used in real life; they can be opened and changed in the transfer process. It is better to encrypt digital identities, hide the content of the e-mail and ensure that no changes can occur during the transfer process via mail message applications. In many organizations, members are assigned a digital identity by an information system technician. For personal use, it is necessary to get a digital identity from a certificate manager (Ozkan, 2013, 388).

In today's social media world, concepts such as digital tagging and social bookmarking have gained importance. Tagging is used for both real and digital applications. Digital tagging provides information about the content and gives connection to a particular user, a web site or a place regarding visual or other types of media sharing. Digital tagging is used to determine which users are included in an image shared or to inform about the image or content shared (Balaman & Karatas,2012, 498).

It is possible to broaden the scope of the message by including people, opinions, thoughts and tendencies using digital tagging. *Facebook* and *Twitter* users can directly involve a person in an issue by tagging content that they share. For example, a popular *Twitter* user can tag a mayor on his/her posts and that mayor thus can directly be an object of the content. In this way, subject follow-up can be widely performed and users with similar emotions and thoughts can be involved in the process. In short, it is possible to state that social media is a communication stage where people opposing the system and people dominating the system come together. Therefore, "social media belongs to a cyber-world that real and virtual, real and story, real and lie have intertwined each other" (Erdem,2012, 167)

Social media is regarded as having unique language and oratory culture. It has been observed that oratory tradition, which is a holdover from days when oratory arts were dominant and writing was not yet widely used, still influences written culture. "Oratory is an art of public speaking, delivering a speech in front of an audience. It has two aims including to persuade and to explain" (Ong,2012, 131). Politicians, artists, and opinion leaders can write long posts by splitting them into numbered parts. Tweets can be shared with determining numbers (1-2-3...) and can reach the masses. This can be regarded as a continuation of the oratory tradition.

Social media allows its users to establish contact with publicly known or unknown other users, to share favored content with other users. However, it should be kept in mind that other users can see information shared via social media. Nowadays, social media being in the public eye has become an indispensable fact for everyone, famous or not.

5.Conclusion

Social media has become a widely discussed media form, which nonetheless is in plain sight, due to the fact that users can share their opinions, emotions and thoughts without having to impose self-censorship and because its content is created primarily by users. It is in question whether social media, which has gained strength from its effect on the masses, reaches different segments of society. Both organizational structures and non-professional users look for people who have common emotions, thoughts and opinions with themselves by sharing on social communication platforms and they turn into an active power by constituting a community with like-minded users.

Although virtual media are specified as virtual, the environment where they take place and the communication with other people in that environment are in real-time. Social interaction is becoming easier thanks to virtual environments, a situation that allows people to socialize in

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virtual environments. Separate from pressures originating from the super-ego, users can express themselves freely in virtual environments. Users getting together via virtual environments escape from their roles and can share freely.

Opinion, thought and tendencies shared about a message using digital tagging are likely to broaden the scope of the message in a way that can be seen by other users. *Facebook* and *Twitter* users can directly involve a person in the issue by tagging content that they share. Such rapid access and admission of social media into our lives is closely associated with the change experienced in the social sphere. The structure of social communication platforms has the ability to display the social structure of the current age. Social movements have flexible organization qualities as do economic issues, and it has been seen that social media is an instrument that enables flexible organization. In the name of social movements, the internet has fully appeared as an alternative media. Alternative media has risen to prominence while the mainstream media remains inadequate and ineffective due to various reasons. Social media and networks developed by people not only constitute the parts of network society but also substitute the organized society ideal, which is not achieved at the basis of civil society through social media.

Periods when the media has transformed as a goal rather than a tool have been often experienced in Turkey as in many countries. Audiences of both traditional media and social media want to make themselves visible. Media is aware of every issue, is a remedy for every trouble and makes non-visible things visible. Mass media is also formed by data for the sake of mass itself. Given such a wide and heterogeneous audience with a public structure but without an identity, actualization speed of events and circumstances require complex formal institutions.

As a result, social media is a magic wand that determines structure of the society, forms a basis for polarizations and dissolutions and also ensures mergers and agreements. The *Big Brother* concept in *George Orwell's* novel *Nineteen Eighty-Four* is now valid for everyone and has caused a *panopticon* in that everyone observes everyone. In this platform, each person can replicate hundreds of times and will continue to replicate in the expectation that this replication will provide a kind of happiness while their reflections move away from their realities.

On one hand social media allows people to express themselves, on the other hand it takes their believability and reliabilities away, trivializes them by objectifying. "*Mainstream media*" can be formed within the frame of social media in one sense. Although this situation appears as if it has emerged by itself, attractiveness of the like button, a profile of friend/follower list that forces participation lead people to become such that he/she has to plan all actions to be performed with a feeling of being kept under close watch continually.

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The Concept of Virtual Nationalism in the Age of Information: A View to the Perspective of Turkey*

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1. Introduction

The widespread use of computer-based technologies, such as the internet and the web, constitutes a new dimension in the study of virtual nationalism. The use of distance- and time-shrinking information technologies, such as social media, virtual communities, and the web sites by nationalist groups have attracted the structure of the context and discourse of nationalism in the age of information.

Technological tools play a central role in the organization of society and in the shaping of the opportunities and constraints, meanings and ways of life. People and groups adapt technology to their needs and interests, producing transformations in the organization of social life and profoundly changing the structures of current society. Apart from the basic ideologies and pressure groups the internet and social media has more a civil, conscious, confident perspective when compared to the traditional ways of communication.

Networks are the pattern of social life and of dominant functions and processes in the rise of the network society. Although the relationship between the concept of nationalism and information is closely tied, the conditions under which networks of information and communication function in nationalists' contexts are new.

In this study the nationalist discourse in virtual communities and social media mainly in opposition and resistance parts in the cultural and social context will be discussed. While analysing some nationalists' social media sharings based on hypothesis, inductive method will be used along with literature review. The study also concentrates on the impact analysis to figure out the negative consequences of these sharings on focus virtual groups and general users.

2. Nationalism Discourse on Social Media

The nation is known for being united and together. We speak the same language and sing the same songs. We share the same fate. So, are we a nation? Or is there a realm of existence waiting to be discovered by all people? Does this discovery mean simply perception or have a more abstract context? Since the issue is the existence of nation as a real realm of existence, we should start from its actual existing foundations and ontological bases.

An ontological base means the true, right, actual, acceptable and reasonable reasons and justifications of the existence of the object, the basic structure and factors that make cause or enable the object to exist as that object; the main ground on which the object rises as if it is the continuation of that ground. This base explains to us why this existence is as it is and is not or should not be some other way. An ontological base explains the congruence of mind, system and fact and directs us to inspect the form and context of this existence in the present and its adventure throughout the history. This base should be investigated. Since the purpose is to reveal the existence indisputably, its ground in the object/human world should also be revealed. (Kokturk, 2016, p.15-16)

The social reality in question is a large social group from the perspective of sociology. This group, the large mass that exist within the structure explained by the concept of nation

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should have basic structural factors. In addition to the concept of nation, we also use the concepts of public and community. The same ontological foundations are also valid for these social groups.

Anderson (1991, p.44-45) argues that the print language laid the bases for national consciousness, which created the possibility of a new form of imagined community - the 'nation'. Firstly, language created unified fields of exchange and communication. Secondly, language creates a power different from the older administrative vernaculars. Anderson argues that the end result was a fundamental re-organization of the way the world's peoples were divided. And thus began a global transition to an era of nationalism and increasing internal homogeneity within a global system of nation states.

Poster (1995, p.18-19) divides the third stage of the mode of information into two "media ages". These "second media age" technologies, exemplified by the Internet, produce qualitatively different possibilities than those of the "first media age".

At this new stage, based on a technologically determinist approach, a new sense of community and even a new culture is in question in the determination and transformation of a new form of communication, and it is known as cyber-culture.

As the development of cyber-culture breaks through the physical boundaries of all information in all places and at all times, cyberspace will become a more embracing culture (Anyefru, 2008, p.254).

One of the problems which besets analysis of cyberspace is the difficulty of clarifying exactly what it means. The term 'cyberspace' hints at a 'space' being created where none previously existed (Strate, 1996, p.3). There are many competing definitions of cyberspace. Some view it as a 'fictional construct; others as imaginary, but in development; yet others as real and present. Some equate cyberspace with virtual reality, others with electronic storage and transmission of information, or with computer-mediated communication, or with communication over computer networks' (Strate, 1996, p.4). It is also seen as an individual conceptual space; or as a product of social interaction. Some describe cyberspace as in no sense a physical entity. As Strate et al. (1996, p.51) put it: 'It isn't a thing; it isn't an entity; it isn't an organization. No one runs it. It is simply everyone's computers, connected'.

Virtual nations need neither be oppositional nor secessionist; that the struggle engaged in by diasporic populations need neither be secessionist nor oppositional, and that the work of collective identity may simply amount to an enlarging, or a deterritorialisation, of the existing nation. This, incidentally, may be the most common, if not most spectacular, form of virtual nationalism. In countries with large diaspora populations, one might even imagine the development of state-sponsored virtual nations on the Internet, ensuring the continued loyalty and identification of citizens or ex-citizens living abroad. In terms of economic and strategic interests, such an enlarging of the national interest makes perfect sense. (Eriksen, 2007, p.13)

The territorial integrity of nations is often taken as the premise for a functioning, unifying national identity. Yet, the economic and technological developments of recent decades have made it necessary to question this assumption. It can no longer be taken for granted that the people who identify with a given nation inhabit the same space, nor can it be assumed that cultural homogenisation takes place at the level of the nation through mass media. When the internet appeared, many social scientists and commentators predicted that it would threaten the cultural integrity of nations; that the non-territorial character of the internet would lead to fragmentation and unprecedented cultural differentiation, making it difficult, eventually impossible, to uphold a collective sense of national identity based on shared images, representations, myths and so on. Although it is too early to draw any conclusions regarding the longterm effects of the internet, experiences so far suggest that such predictions were mistaken. In fact, nations thrive in cyberspace, and the Internet has in the space of only a few years become a key technology for keeping nations (and other abstract communities) together.

In a 'global era' of movement and deterritorialisation, the internet is used to strengthen, rather than weaken, national identities. (Eriksen, 2007, p.1)

With the internet, and in parallel with it, social media becoming widespread, we see that the concepts of nation, public and community are addressed on a different basis in terms of these social groups. The form of social media that has the highest number of users in the world, Facebook, has important potential for these kinds of social groups and virtual communities. One of the most dominant and widespread forms of social media is Facebook.

As the most popular social networking site (though not the first in kind) Facebook allows members to share their personal information, photos and interesting news and links in their profiles, along with providing a forum for discussions and exchanges on a variety of topics among a virtual network of friends (and friends of friends). In addition to opportunities for exchange and discussion on users' message boards, there are numerous interest groups and 'pages' focusing on a variety of issues, interests and topics—from the most mundane of interests to most serious political debates and activism. Members can create their own themed groups on any topic and invite other members to join. In groups, members can post to message boards, add pictures, and post news and links. Groups/pages can be public with open membership (usually triggered by clicking on a 'like' icon) or public with a closed membership (Khosravini&Zia, 2014, p.762).

Every person who lives in Turkey and has access to the internet or mainstream media transmissions knows what Facebook is. Strangely enough, if you do not have a Facebook account you seem not to exist, since Facebook is one of most people's basic criteria to be social and visible. This implies that Facebook must be an adaptation, in which disparities are generated and new hierarchies are established, of the phrase, out of sight, out of mind, for the twenty-first century.

What makes Facebook different is the existence of an area where anonymity is eliminated to a large extent, if not entirely, on the internet, and you are monitored by an invisible eye. We do not freely enter into identity games behind various nicknames anymore. Instead, we are compiling the phrases of "us" that we use in daily life. Of course, we can also say that we exhibit our faces with different make-up. So, what do these faces reflect?

It is a fact that Facebook users mostly use their own names when they signing up on this site. As its name suggests (face-book), the view of our identity, our photographs, our friends and who we really are form the basis of existence on this site. The way we define ourselves has always been within the borders of politics and social space. The points to be considered are how a community representation is created, how the youth is desired to be, or how İstanbul is fictionalized in the advertisements of Mavi Jeans. Of course, we can also see all these indicators on the fan page of Ugg boots on Facebook. However, an important point that needs to be highlighted here is to question the assumption that the young people in Turkey are apolitical and have lost themselves in a consumer culture. However, at this point, it should be noted that anonymity is not only enabled by the ability to be invisible, but also by the ability to be visible whenever and however one wants, and that anonymity enables one to cross the wall of impact and responsibility created by face-to-face communication.

One user describes the young people using Facebook: "Students in the 80s were so similar to the young people today. Students do not know about politics or the economy, they just study and pass. Today's youth is called nylon youth, as well as internet youth." Another user describes Facebook as: "A meeting point particularly for occupational groups and the people sharing the same political views." How should we approach activities and protests on Facebook, which is both a tool for finding romantic partners and a platform with Turkish flags on profile photos for various protests?

It is known that Facebook is a platform for many different social organizations. Of course, enabling various organizations and protests does not mean that Facebook is a platform

where different views are discussed in a democratic framework or solutions are sought for problems in Turkey or in the world. There can also be an invitation for quite fascistic protests as well as an invitation for a concert or birthday. A battle for hegemony also exists in this platform. It should be noted that the internet is an entirely made-up platform. Site designers are more determinant for our lives on virtual platforms than architects are in built landscapes. On Facebook, you can directly see the videos that your friends watch, the groups in which they participate and the changes they make on their profiles. This visibility and awareness is the most critical point of the hierarchies produced by the users: the numbers and the visibility they cause. Our level of strength depends on how many we are, how we will conquer a site visited by over 130 million people monthly, and what we are going to show to the world! Yes, this is one side of politics! The fact is that Turkish young people are abandoning the apolitical stance, but starting to address politics through nationalism, which they actually assume to be something other than politics. The fact that nationalism is accepted as natural and the virtual world is based on this assumption of naturalism means they are accepting various political programs presented with the sauce of nationalism without question.

Nationalism, which had not been dealt with systematically before the 20th century, was handled as an academic topic and analysed through a more objective perspective as late as in the 1920s. At this point, what flames the debate of nationalism is its relationship with process of modernization. The view that nations and nationalism belong to the modern age dominates on this debate. According to this perspective, which does not consider nationalism free of such processes as secularization, urbanization, foundation of centre states and industrialization, nations become a sociological reality in the period of nationalism, and nationalism creates the nations. (Aksakal,2015, p.203)

According to [Stanford Encyclopedia of Philosophy](#)'s (Miscevic, 2014) definition of nationalism: The term "nationalism" is generally used to describe two phenomena: (1) the attitude that the members of a nation have when they care about their national identity, and (2) the actions that the members of a nation take when seeking to achieve (or sustain) self-determination. (1) raises questions about the concept of a nation (or national identity), which is often defined in terms of common origin, ethnicity, or cultural ties, and specifically about whether an individual's membership in a nation should be regarded as non-voluntary or voluntary.

Based on this description, a reminder about the historical path is needed: Nationalism, the principal base of the process of being nation states that shape the dominant political way of thinking and the world maps in Europe starting the early nineteenth century and around the world in the twentieth century, has begun to take on a negative meaning in Anglo-Saxon communities and in the countries that share the ideal of the European Union, with the rise of the ideas of democracy and equality within time.

This historical acceptance shows that the perception of nationalism varies by community, and its level and effect are determined by historical and cultural dynamics since humans are the products of the national, regional, political, and economic value judgments of the communities in which they live. Social production tools only produce people who have specific identities. It is possible to trace this kind of acceptance based on the perception of national identity.

National identities are arbitrary discursive constructs in nature. National identity is substantiated based on a historical narration of material events, beliefs and values in such a way that a (seemingly) coherent consistency and continuity over time is rendered. In a broad sense, identity refers to the social positioning of the self and others. In that spirit identity follows two basic meanings: absolute sameness (among members of in-groups and out-group) and distinctiveness (between the two groups). (Khosravini & Zia,2014, p.759).

Since nationalism is regarded as a natural, uniting, simulating and/or discriminating power, generating it on platforms such as Facebook can be considered as strange and even ironic within the context of the claim of universality. However, there is a way to analyze this strangeness. To do so, the concepts of nationalism and national identity should be read within the context of countries' historical and sociological conditions, that is, cultural identity. The subjects of social media practices, which is our topic, are not included in this, eluding its cultural identity components, contrary to the claims of universality.

At this point, we encounter communities and countries that have a myth of origin based on strict values such as nationalism or which gather around a social contract defined with more flexible and more universal values. The clearest discrimination between these communities and countries is the difference between “thick and thin cultures”.

According to Toyohiro Kono and Stewart Clegg (1998, p.16): “A thick culture means that a group of members believes in certain assumption and follow similar patterns of decisions. Members responding similarly to questionnaire items about culture are a sign of a thick culture. Members believe in the common values of the organization, and the standard deviation between the sum of their attitudes will be small. In the case of thin culture, members share the common values to a lesser extent, with a greater deviation around the mean score”.

For instance, in “thick” cultures, the distinction between central and pivotal values is clear, and people respond accordingly, while in “thin” cultures, there tends to be greater disagreement and ambiguity (Buono & Bowditch, 2003, p.148).

The study of William Mishler and Detlef Pollack (2003) is another contribution to introducing the distinction between thick and thin cultures. It also enables us to determine the position of Turkey in the relevant cultural differentiation. “The essential idea of thick culture is that societies are distinguished and structures (and individual behaviour) are fundamentally conditioned by a primordial force, unseen but highly palpable, which contains the genetic code of all that is collectively important and meaningful in that society. A classic definition of a thick culture is Tylor's (1871,1) venerable formulation of culture as ‘that complex whole which includes knowledge, belief, art, law, morals, custom, and any other capabilities and habits acquired by man as a member of society’ (Mishler & Pollack, 2003, p.40).

It is clear that Turkey has a strict culture with patriarchal political and cultural values. The most concrete expression of this situation is the founding values that are clearly defined and never skipped on the historical path.

In Yasa's (1988, p.169) words, the identity of the Republic of Turkey is based on founding values defined as the basic and integrative principles of its founder, Mustafa Kemal Atatürk. Nationalism, republicanism, secularism, populism, statism, and revolutionism are the basic principles, and national independence, national sovereignty, national unification, peace at home and in the world, scientism and rationalism, civilization and modernization, humanity and philanthropy are some of the integrative principles. The integrative power of the values and dynamics that define a nationalist, homogeneous identity such as national sovereignty and national unification and the potential of this power to be used in every period should be paid attention at this point.

In other words, in Turkey, as in many countries around the world, nationalist elites have mostly acted based on nationalist assumptions even while fulfilling their mission of internal civilization, and this passion has frequently been brought to the agenda as the return of the repressed, particularly in times of crisis, right up to the present. It is inevitable that nationalism, the myth of origin of a community which brings that community into existence, on which that community defines its own identity and the others in it, and even to which that community is connected as almost the only power bringing its components together in times of crisis appears in all means of communication and on all social media platforms. This prevalence leads to the fact that people or groups fed with the ideology of nationalism become visible on many social

media platforms, particularly on Facebook, and especially in the crisis this country has been undergoing recently.

At this point, we need another reminder. Although it shaped world history and maps, nationalism was assigned with negative meanings and values through the historical acceptance of the concepts such as democracy, universality and the rejection of marginalization, and was pushed into a hidden corner at the social level except during explicit crises like many similar concepts. Therefore, it is inevitable that the relevant concept becomes more visible on a social media platform that allows one to express oneself using anonymous identities without the interference of manners or face-to-face communication.

Because, anonymity lifts inhibitions and can lead to unusual acts of kindness or generosity, or it can lead to misbehavior, such as harsh or rude language and acts that are illegal or harmful. People use the protection of anonymity to reduce the social risks of discussing unpopular opinions and taboo topics, and to create different personas online than they exhibit offline (Kang, Brown & Kiesler, 2013, p.2).

Based on the sense of nationalism in Turkey explained above, the founder of one of the most popular “Let's show the power of Turks” groups on Facebook explains why he founded it: “My friend sent me an invitation, but I didn't care because I didn't know English. But when a few of my friends also sent it and I wondered and I joined it. It was only in English then. It was the end of 2007. Everyone was founding a group, and I wanted to found a group too, but I was thinking that my group should be universal and the largest group. I am the founder of the largest Turkish group with ...00.000 members”.

Thus, being a Turk and proving the power of Turks in such a global platform becomes one of the aims of visibility on Facebook. The higher our number is and the more dominant we are, the more superior the Turkish nation is. Why? There's no need for a reason, let's just show the power of Turks!

One interesting fact is that the claim of being above and superior to everyone along with the speeches about proving and conquering are actually based on the idea that some unknown people are better. A sort of internet citizenship is formed through various actions and by joining certain networks. Of course, this citizenship is mainly based on how we fulfill our national service to our nation on Facebook (citizen=a member of Turkish nation, follower of the principles of Atatürk). You can be a citizen and prove how a good citizen you are by participating in the required protests, joining the groups that will prove the power of Turks and inviting all the people on your friends list. The people who generate an official discourse and wear an official face on Facebook first try to found a Turkish nation or a face of Turkey so that they can claim its superiority.

As well as the efforts to generate a face of Turkey, the presentation of this face is also important. We should both convince ourselves of this superiority and prove it to the world. Behind all this number fetishism lies a lack of confidence and perception of being low on the hierarchy of nations. Turks are above everyone and all enemies of the Turkish nation are “naturally” below. Then to whom we should prove this superiority? Paradoxically, various forces want to ignore or split the Turkish nation. The threat is real since these forces are competent. Then is it Turks who are below? This tension, one of the main conflicts of Turkish nationalism, is also one of the most prominent themes of the efforts of proving Turkish superiority on Facebook.

3. Conclusion

Facebook, a platform where people, not institutions, exist virtually in relationships that mostly imitate real life, does not offer a dialog directly shaped by official discourse. On the contrary, it is a platform shaped by personal discourses. Therefore, it should be formed in a different hierarchy. Perhaps numbers are so important for this reason.

Considering that, for those who believe in the existence of such a discrimination, the personal and public discrimination does occur in front of your friends' and acquaintances' "eyes" as in the examples of joining various groups and the flag protest, the tension generated is important to understand nationalism. The issue of to what extent nationalism is approved also makes you one of those eyes and, in a way, forces you to take a position as in the flag protest. Questions such as: "Have you changed your profile photo?" "Have you shared a video about Atatürk?" or "Have you joined a group to show the power of Turks?" will be among the important foundations of personal discourse for those who generate nationalist discourse. Even if these group invitations are accepted by people at random, the increasing numbers will unfortunately make an important contribution to the establishment of virtual hierarchies and the approval of nationalism.

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Media Reliability and Effects of Ideological Trends to Press Preferences

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1. Introduction

Reliability to media as a source of news and information primarily plays a key role in choosing the media as corporate for individuals. Likewise, reliability could be a determinative factor in decision-making process which individuals prefer a media organization among many media organizations. However, ideological closeness can affect media preferences. In fact, reliability is not only important in preferring source of news and information, but it is also important at every stage of human life from birth, and social relationships have been developing and shaping this feeling (Giddens, 2010). Reliability, which is composed and shaped within the framework of some rules and criteria, manifests itself in social and inter-individual relations.

Reliability is essential, necessary, and effective in every relationship and communication process (Sayre, 2001). Moreover, reliability which is affected by personal freedom, comes into existence by understanding of individuals' himself/or herself as much as others such as family, friends or other people in his/her relations (Anthony, 2003: 5). Just like reliability, personal freedom and self-esteem are also necessary and important phenomenon in the social life of the individuals, too (Bénabou and Tirole, 2001: 1). Due to being in constant interaction with other individuals, reliability in every interaction makes itself feel positively or negatively. For this reason, reliability is important in the social life of individuals. There are bilaterally feelings in interpersonal relationships not unilateral. To trust not only other people but to trust also himself as an individual plays a major role in the regulation of personal and social relationships.

Reliability, which is in the political culture of the social life, shows itself in a number of social and cultural practices. Instead of understanding other individuals, making them the other by not trusting them is meant to knit a cultural wall as much as being ideological bias. Studies and tendencies related to the phenomenon of trust/reliability in individual and social relations and the role of ideology in relations become a current issue of media and public opinion and almost every period these issues are discussed extensively. The importance of reliability and ideological bias in individual and social relations do not show a great difference according to periods.

Reliability and ideology are the main factors in media selection and the success of media organizations. Therefore, the objective of this study is to demonstrate the role of reliability and ideological trends/bias or sharings in individuals' media preferring from Turkey's perspective. With showing what proportion reliability and ideological parallelism/closeness or contrasts effective in media preference with a field-based research will fill an important gap in communication field. This study first focus on ideology and media reliability, and then it reveal the effects of these two elements to the media preferences.

In the framework of the study, the survey about the effects of reliability and ideology to the media preferences was applied on the students of Gazi University. Data obtained from field study is analyzed and findings are discussed at conclusion.

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2. Media and Ideology

Today, ideology is one of the concepts that is often discussed, and it can be defined as "opinions or whole specs", but this concept almost does not have a common definition (Eagleton, 1991: 1). Although as a word terminology ideology is expressed as "a political, legal, scientific, philosophical, religious, moral, and whole aesthetic specs which forming a political or social doctrine, guiding the behaviors of a government, a political party, and a group (The Turkish Linguistic Society, 2015), the concept seems to be open to new definitions. Defining the concept as individuals' "views and perspectives", which is a shallow definition, is obviously not true (Geuss, 2013: 17-18). Because, ideology is a large, comprehensive, and complex concept which has also differences and diversities in its scope.

Ideology which is often interpreted as if it means something negative (Heywood, 2012: 97) is also expressed as a "belief system" (Kışlalı, 1991: 22). Because, as well as it has differences and diversities, it has also a set of values, rules, and believes. Due to its complexity and connecting it as connecting a religion, ideology is interpreted in the form of a fundamentalist phenomenon. The concept is also defined as "other's ideas" and therefore, it has the meaning of criticizing the other-individual (Thompson, 2013). Thus, when we say ideological differences, we prepare the ground for a lively debate. It should be noted that (Ergil, 1983) ideology is defined as a system of ideas, beliefs, and attitudes that intended to justify a number of thoughts and behaviors or influence in question the behaviors and thoughts.

As well as definitions about ideology, there are a lot of discussions on its scope. Althusser holds an important place in the debate about the concept. Because, ideology in Althusser's thoughts both carries class and material meanings (Kazancı, 2006: 67). However, Eagleton (1991) indicates that the concept of ideology characterizes a range of meanings and ideas network. There is generally a close relationship established between media and ideology. Marxist Media Approach and Critical Theory, which is re-interpretation of Marxist media approach, explain that media as corporate is an ideological formation, and they especially claim that the functions of media such as making news and giving information are altogether carrying an ideological purpose. Moreover, they blame media owners and employees because of marketing target audiences to the advertisers, the ruling or dominant groups (Chomsky, 1993: 19-29; Keane, 1993; Harris, 1998: 89-90). In this context, they question the reliability to the news-media and also open the objectivity into debate.

While each media organization has an editorial/broadcasting policy in the political sense, it is not possible to think that there is a media that maintains its publication/broadcasting able to stay away from any systems of idea. At this point the issue or the subject that must be discussed is what proportion the editorial policy of media following is reflected on news contents. Objectivity that discussed about media is not related to the editorial policy of media company, but it is related to the news and the news perceptiveness. Discussions associated with ideology and traditional media are carried out in terms of news or social media, too. News and information that circulated through social media and news sites have much more interaction, speed, and having the potential to reach a wide audience, but in the same way they are subject to the same criticism from the ideological point of view as well as traditional media. In a sense, media that walking side by side with the ideology should not be expected to stay away from this debate.

3. Media and Reliability

The reliability which will be created at care of audience is paramount importance in terms of media organizations. True news is underlying the reliability to the media and the reliability which audiences have about media differs from country to country (Milburn, 1998: 264). News

also appears to be an important factor affecting the success of the vehicle-media as well as the media's fundamental functions. Emerging technologies and proliferating news sources in parallel to rising education and level of social welfare create opportunity for more control of the news contents of media. This case increases the interest to media organizations that have more trusted news contents.

Majority of public thinks that media is working under pressure and therefore, media has a trouble about the reliability to media. In democratic societies, the relationship between citizens and media, media that is needed to work freely and must accurate and reliable information, is based on reliability. While the idea that mass media which is having different ideological stances can not behave neutral effects the trust/reliability to media directly, society only rely on media when they believe that media is giving true news. Among the reasons for the lack of trust/reliability to the media; the idea that media is in commercial relationship, in other words, it advertises and makes propaganda using the news and the contents, and it intentionally makes some news biased, inaccurate, and incomplete are ranked. Likewise, because of "scooping" concerns, making the incorrect or incomplete news, making the news without verifying because these news and contents will be outdated are among the reasons of the lack of trust/reliability to the media. The idea that the media can not act impartially and objectively reveals some problems in terms of political system functioning well. For example, because of various reason, insecurity to news about politicians and political parties reducing the credibility of the news, and also causing misleading of political behavior (Güz, 2005: 88-89).

It is important to intent reporting accurate, objective, and a balanced content in the news which is basis of reliability to the media. An approach which is free from prejudices, rationality is kept in the forefront, and intended to reach true news is basis of reporting/making news (Meyer, 1987: 47). Besides individuality, reliability is also considered as an important factor by family members. Media organization which is a news and information source is analyzed about if it is a reliable news source or not by families. So much so that today, it has been a mission of family members to find and assess the accurate and reliable media organizations (Aydeniz, 2012: 17).

Whether media is giving the correct news or not and how reliable media is have been often discussed. Due to the fact that media have been considered as an ideological system, it is exposed to objectivity and reliability debates at all times. The issue of the reliability to media is not only paramount important for Democratic/Liberal approach, but it is also essential for the Critical Theory. The media which plays a role in the reorganization of production relations and considered an ideological state apparatus in the context of communication (Althusser, 2006: 64) like political parties which are confronted with crises as a result of an obstruction in the solution point (Akgün, 2001: 17-18) can meet problems on the basis of reliability and ideological practices.

In general, in order to enhance reliability in the media, media professionals have a great responsibility. Encountering the moral dilemma often during their professional duties put them into difficulties. It is important to put forward the social responsibility to prevent the violation of ethical principles. While daily events being reached to the target audience as descriptive, meaningful, and comprehensive way, it is significant to adopt a credible and balanced news reporting style (Evers, 2010: 45-51). Relations between the power and opponents influence journalists, and often allow the ethical attitude to be questioned. If media in local or general elections follows a policy that is in favor of or against political parties or candidates, this situation affects the reliability. In many researches done in Turkey it was seen that media is among the least trusted organizations-institutions in the rank of reliable organizations. When viewed from this perspective, it appears that as much as accuracy and objectivity, media needs to give importance to reliability, too (Koloğlu, 2013: 166-172).

While reliability to media enhancing the impact of news and media tool on the target audience, it replicates the effect of the news on the political decision-making process (Güz, 2005: 88). When unreliable media loses credibility in the eyes of the public, reliable media will be available as a characteristic of a democratic country and society, and will make individuals feel get objective and reliable news. Reliability to media organizations also varies according to countries and years. For example, in a study conducted in 2007 in which 18 countries involved, while the issue of reliability to profession of journalist was less than the reliability to professions such as teacher, police, doctor, soldiers, reliability to journalists was higher than politicians (Erzurumluoğlu, 2013: 130). Furthermore, the research named Media Statistics Pilot Survey conducted by UNESCO (United Nations Educational, Scientific and Cultural Organization) in 28 countries in 2011 showed that responsibilities of media organizations directly affected the reliability of media. In the research, it was revealed that television broadcastings (programs, news, films etc.) were particularly regulated in those countries by the authorities of the countries (UNESCO, 2012: 9).

In the researches carried out in Turkey it was seen that the issue that the rate of the reliability to media to be low was an important subject to be paid attention. Research conducted in 26 countries in 2013 indicated that reliability to media in Turkey compared to other countries was less than those 26 countries (European Commission, 2013). In Media and Reliability Report published in Turkey in June 2013, data showed that % 67 of the public had a trouble with the media about reliability. The rate of reliability in other countries being three and a half times more than reliability in Turkey is important in terms of public and media organizations in Turkey. Moreover, the survey revealed that newspapers and televisions which are preferred by respondents varying according to their newspapers and television channel preferences (Xsights, 2013: 6). That is to say, it was seen in the survey that respondents had chosen newspapers and television channels appropriate for their political tendencies. Yet in a research conducted in 2013 it was revealed that reliability to media got decreased compared to the previous year (KHAS.edu.tr, 2013).

Unlike today's traditional media, new media (internet/online media) which is one of the indispensable parts of everyday life also lies in the middle of heated debates. (Özel, 2011: 3). The internet having a lot of users throughout the world (Gasser et al, 2012: 6), the impact of the internet in social life, and being preferred of new media in comparison to traditional media has brought the debate of reliability. The impact on the social media platforms in new media has increased on individuals, organizations, and social structures rapidly. This impact and the speed in social media directly have affected those platforms. Features such as speed of social media, interactivity, easier and faster spreading have paved the way for disinformation and manipulation in the context of news and contents. This speed which will not be seen in traditional media and the lack of responsibility are based on loopholes in the Internet context. Social media which is a suitable environment for abusing in the context of news /contents causes damaging the reliability to media because of practices such as including faked up contents, fake accounts, and contents which provoke society. However, the new media sometimes provides opportunity that individuals can reach news and events that can not be seen and not wanted to be seen or known by individuals in traditional media due to number of reasons, and those news and events can spread rapidly. While in recent years citizen journalism which has been evolving rapidly and providing opportunity that the news and contents to be controlled and confirmed by editors emerged as a key action in this regard, in terms of the reliability and accuracy it getting become a necessity to think over the difference of news-information.

There is a relationship between reliability of the news and last-minute journalism in traditional journalism and it seems probable that this relationship will be reflected to social media (Algül and Sütçü, 2015: 26). As researchers have emphasized, breaking news is seen or

heard in social media long before they seen on television and read in the newspaper. In social media, where has more news sources than traditional media need, the speed in events transforming into news and news spreading, supporting and confirming the accuracy of news contents by professionals, and the absence of obligation to comply with the ethical principles make the reliability of the news of social media controversial. Though there is a claim that the rate of reliability to social media is more than rate of reliability to traditional media (Xsights, 2013), it is needed that this subject should be clarified according to findings of new researches. Conducting subject in terms of Turkey and sharing its findings by analyzing also reveal the importance of this study.

4. Method

In this study, rate of media choosing of individuals as news source, and the importance of ideological trends and reliability to media while choosing media are tried to determine by a field study. In order to achieve this objective a questionnaire form which has 18 questions consisting of semi-open and closed-ended questions was applied on students of Gazi University in Ankara. In the study, findings were collected between 4-11 May in 2016 by face-to-face survey with students studying in different classes of the university. Then, 6 of 250 collected forms were excluded from the assessment because of being not proper. The remaining 244 questionnaire forms' data was entered to SPSS (an analysis computer program) and analyzed. Findings gathered from survey were explained below.

The findings of study are discussed under the headings of sources preferred when reaching news, ideological trends and media choice, and reliability and media choosing.

5. Findings

a. Sources Preferred When Reaching the News

When the question is analyzed that is asked in order to learn level of interest of the participants in the country's agenda by using decimal system of the Likert scale, it is seen that about 4/5 of respondents monitoring and caring the agenda of Turkey. Rate of the participants who is with low levels of interest of Turkey's agenda (40 and less than 40) is about % 12. It is also remarkable that ¼ of the participants evaluates their interest level of Turkey's agenda as % 90 and above it. (See. Table 1).

According to findings, to find that there is a high interest rate of Turkey's agenda is likely because all of the participants are university students. In the framework of the study, the Internet is foreground among the resources which participants use, but television is in the second rank (See. Table 2).

When data analyzed according to the gender of the participants, it seems that the rate of women who get news from the Internet and television about Turkey's agenda higher than men.

Table: 1- What proportion are you interested in Turkey's agenda?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid zero	2	,8	,8	,8
ten	4	1,6	1,6	2,5
twenty	2	,8	,8	3,3
thirty	7	2,9	2,9	6,1
forty	14	5,7	5,7	11,9
fifty	21	8,6	8,6	20,5
sixty	17	7,0	7,0	27,5
seventy	60	24,6	24,6	52,0
eighty	52	21,3	21,3	73,4
ninety	37	15,2	15,2	88,5
hundred	28	11,5	11,5	100,0
Total	244	100,0	100,0	

These results suggest and confirm the prediction that written press will be largely or completely eliminated in the middle of the century we live. Although in the current period the printed press is still seen indispensable for social and individual life, findings confirmed the prediction that in the future new generation will more use the internet-based media as news and information sources. When preferred newspapers and internet news sources are considered, it is noteworthy that participants read or follow different newspapers or Internet news sources and it is seen that they do not use a certain newspapers or the Internet news sources, that is to say, there is not condensation on a certain newspapers or the Internet news sources. Yet in the context of the study, it is seen that more than 4/5 of participants spends one hour at most to watch, follow or read news and current events in digital media or printed press.

Table: 2- Which news source you follow the most for agenda?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Newspapers	7	2,9	2,9	2,9
Television	35	14,3	14,3	17,2
Radio	4	1,6	1,6	18,9
Internet	192	78,7	78,7	97,5
Friends/social environment	5	2,0	2,0	99,6
Other	1	,4	,4	100,0
Total	244	100,0	100,0	

b. Ideological Trends and Media Choice

What proportion ideological trends are affected in the preference of the individual's media organizations were tested in this study in the context of newspapers and online media. Considering the findings of the research, rate of the participants is very low who do not prefer the newspapers and the internet news sources which do not reflect the ideological trends on their news and contents. However, rate of participants is approximately % 60 who take into account their ideological trends while choosing the newspapers or online news source, but at the same time those participants say they also follow or read other news sources. On the other hand, rate of participants goes down approximately % 20 who do not take into account their ideological trends while choosing the media organization. (See. Table 3).

When research data is analyzed according to the gender of the participants, rate of females is lower than males while choosing media with regard to ideological trends. In contrast, it is notable that the rate of females is higher who choosing other media with respect to ideological trends. Under the light of data gathered from study, it is seen that about % 72 of those surveyed considering their ideological trends while choosing media. As a result, in the framework of research it is clear that ideological trends are so effective in media organization choosing. However, ideological trend is not only factor in choosing a certain media organizations because the majority of participants are also reading or watching the newspapers and internet news sources which do not reflect their ideological trends on their news and contents.

Table: 3- What is the effect of your ideology/political view in choosing newspapers?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid I choose the newspapers according to my ideology/political view.	20	8,2	8,2	8,2
I choose the newspapers according to my ideology/political view, but I follow other newspapers, too.	157	64,3	64,3	72,5
I choose/read newspapers without considering my ideology/political view.	54	22,1	22,1	94,7
I have no idea / no answer.	13	5,3	5,3	100,0
Total	244	100,0	100,0	

c. Reliability and Media Choosing

As described above, there is a relationship between media reliability and choosing media. The media reliability also shows difference according to countries and periods. The researches done in Turkey also reveal those differences. Within the framework of this study, level of media and news reliability in terms of participants and their media organization preferences were tested in general. In order to learn reliability of the newspapers and internet news sources two different questions were asked to participants. Media reliability of participants was tested by using decimal system of the Likert scale in which there are scores between 0 (represents minimum) and 100 (represents maximum). In the question this scale was wanted to be scored.

When the answers to the question about the printed media is analyzed, it draws attention that more than % 55 of participants gives between 0 - 40 points and about % 45 of participants gives 50 points and more than 50. (See. Table 4). In other words, the major part of the participants states that they do not trust printed press or find printed press is not reliable. A similar situation is seen in terms of internet news sources. While % 53 of respondents gives between 0 - 40 points the question about internet news sources, % 47 of them gives 50 points and above. It is seen in the study that printed media and the internet media have a problem in the subject of reliability. When research data analyzed according to the gender of the participants among women rate of women participants giving between 0 and 40 points about the reliability of the internet news sources is almost equal with those giving over 50 points. On the other hand, among men, while rate of men participants giving between 0 and 40 is % 60, rate of men participants giving over 50 is % 40.

One thing media organizations and public must pay attention is that findings show the reliability to media by participants in general is not high enough. It can be drawn as a conclusion that findings of researches, which of them mentioned above, made in other periods in Turkey and findings of this study show parallelism. Less reliability to media brings up the problem to the agenda that effects of media will be limited on the target audience.

News is no doubt critical in the subject of reliability and unreliability to media organizations. That is to say reliability to news means reliability to media organization. When the target audience relies on news spreading over a media organization, the target audience will not follow or read the news of other media organizations for the purpose of confirming the same

Table: 4- If you were to indicate media reliability of your level how do you rate over 100? (100 up to 0 min.)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	zero	14	5,7	5,7	5,7
	ten	23	9,4	9,4	15,2
	twenty	19	7,8	7,8	23,0
	thirty	50	20,5	20,5	43,4
	forty	28	11,5	11,5	54,9
	fifty	69	28,3	28,3	83,2
	sixty	22	9,0	9,0	92,2
	seventy	15	6,1	6,1	98,4
	eighty	3	1,2	1,2	99,6
	ninety	1	,4	,4	100,0
	total	244	100,0	100,0	

Table: 5-Do you need to confirm the accuracy of the news published in newspapers or internet sites with the news of other news organizations?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Always	42	17,2	17,2	17,2
	I often need to confirm	151	61,9	61,9	79,1
	I do not often need to confirm	40	16,4	16,4	95,5
	Never	2	,8	,8	96,3
	I have no idea / no answer.	9	3,7	3,7	100,0
	Total	244	100,0	100,0	

content/news. Furthermore, the rate of news reliability was tested in this study. One of the questions asked in the survey that if participants need to confirm the accuracy of the news published in newspapers or on the internet sites by comparing news with another media organizations or not. Rate of participants who points out that they always or usually need to confirm the accuracy of the news by comparing it with news of other media organizations reaches % 70. The rate of participants who tells the opposite remains at % 17. (See. Table 5, page on 7).

When the findings of the study analyzed, it is obvious that the participants need to confirm the accuracy of the news by comparing it with the same news of other media organizations, which is one of most important source of media organizations because they do not rely the news of media organizations they usually read/watch. In fact, to overcome the issue of reliability which has become an exceeding chronic issue in Turkey will change the findings of media effect researches will be done in different times.

6. Discussion and Conclusion

What rate media organizations are ideologically affected in their publications and what rate media organizations are objective in publishing have always been a matter of debate. Researchers who discussed the subject in terms of different approaches have often claimed that media may always be open to be exposed to the ideological effects. Likewise, the reliability created on target audiences by media organizations will affect their success greatly and this affect will be enhanced by the reliability that is created on target audiences by media organization are accepted by everyone.

In this study, the question "what rate ideological trends play a role while media choosing in Turkey" was tried to be answered. In the field study done in the framework of this study, it is seen that while the majority of those surveyed choosing media, they make their choice within the framework of ideological trends. In addition to this, the majority of those surveyed tell that they also follow media organizations which have not similar editorial policy with their ideological trends.

Researches done in different times by different sources in Turkey showed that level of reliability to media is usually low. This field study pointed out that the problem of reliability to media is still continuing, too. Moreover, it is seen in this study that because of unreliability to the media contents individuals need to confirm the accuracy of the news which they get from any media organization through other media organizations.

Despite these negatives about the news media, as an important data this study showed that individuals mainly prefer the internet as a source of news and information and the internet increases its effectiveness as a news and information tool. As a result, it is clear that findings obtained from this study need to be tested over different groups of society in different times.

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The First Turkish Press in Bosnia

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1. Introduction

One of significant issues of Bosnia and Herzegovina's history of culture; the history of press is a subject little known and little investigated in Turkey's current borders. Bosnia Herzegovina, orphaned after the fall of Ottomans, reflects the spirit of the Ottoman Empire in the middle of Europe with its complex and rich culture. There is an all pervasive Ottoman influence in architecture, traditions, cuisine as well as mentality in every nook and cranny of Bosnia.

Bosnia and Herzegovina, having remained under the rule of Ottoman Empire for approximately four centuries, gains autonomy with the Treaty of San Stefano signed in March 3, 1878. After that she falls under the rule of Austro-Hungarian Empire on July 13, 1878, by the Berlin Treaty known as the milestone for the establishment of the Balkan nations, and finally it is annexed by the Austro-Hungarian Empire in 1908 (Popovic, 1995: 195-196).

Annexation of Bosnia and Herzegovina by Austro-Hungarian Empire in 1908 strained relations between Serbia and Russia. This situation led to the outbreak of World War I (Bora, 1994: 34). Later on, assassination plot against the Habsburg Crown Prince Franz Ferdinand and his wife in Sarajevo by Bosnian Serb nationalist Gavrilo Princip on 28 June 1914 starts the WWI (Jelavich, 2009: 119).

The grand vizier Sherif Osman Pasha was appointed to Bosnia and Herzegovina in 1860 and he undertook this task until 1869. Sherif Osman Pasha also known as Topal Osman Pasha attributed great importance to education and contributed greatly to education by founding numerous schools. Osman Pasha became the first governor of the Bosnia Vilayet (province of Bosnia) that consists of seven sanjaks (districts) in 1865. Sanjaks of Bosnia Vilayet are as follows; Saray sanjak, Banja Luka sanjak, Bihke (Bihac), Herzegovina sanjak (its center is Mostar), Travnik sanjak, Izvornik sanjak (its center is Tuzla) and the Novi Pazar sanjak. A constitution was prepared for the newly established Vilayet and in accordance with the Article 9 of the Constitution, the decision was made to set up a printing press that belongs to Bosnia Vilayet. After the decision, the Vilayet Printing House was established (Kreševljaković, 1920: 9). Before the establishment of the first printing press in Bosnia and Herzegovina, books were printed abroad (Kreševljaković, 1912: 19).

While the first Turkish printing houses were established in the first half of 18th century (Güz, 1989: 155), in Bosnia first printing house, with a delay of one and a half century, was established in the second half of the 19th century.

Sherif Osman Pasha invited the German typographer Ignjat Sopron (1825-1894) to Sarajevo who resided in Zemun in the vicinity of Belgrad to establish the printing house of the Vilayet. Sopron, accepted the invitation of Sherif Osman Pasha, and went to Sarajevo with the necessary machinery, various letters, and typesetter named Ilija Tomic for Serbian/Bosnian language (Eren, 1969: 21-22).

Printing House called Sopronova Pečatnja (Sopron's printing house) is opened in April in the spring of 1866, in Sarajevo. After that Pasha invited typographer Kadri Efendi from Istanbul and ordered letters of Arabic alphabet to be able to print in Turkish then on; and as a result, newspaper printing started (Gölen, 2010: 212). Vilayet Administration purchased Ignjat Sopron's printing press for 600 golds in the September of 1866 (Eren, 1969: 22).

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After the purchase printing house continued its operation under the name of „Vilajetska Pečatinja” (Vilayet Printing House) until 1868 and changed its name to "Vilajetska štamparija" (Vilayet Printing House) in 1868. When the Austro-Hungarian Empire occupied Bosnia in 1878, the name of the printing house was changed to "*Cezarsko Kraljevska Tiskara*" (*Emperor-King Printing House*) (Biggins, Cray, 2000: 80).

Media completely dependent on the government in the 19th century, when it was first founded, only in the later periods it was able to circulate its publications in a freer environment (Krusevac, 1978: 6). The beginning of the periodical publications was possible on the second half of the 19th century around 1860s. The first newspapers of Bosnia and Herzegovina witnessed the social, political, cultural events of Ottoman-era and the version of Bosnian language of that time and that part of history (Memija, 2003: 57).

2. First newspapers published under the Ottoman rule

2.1. Newspapers Published in Istanbul

19th century is known as the era of modernization for the Ottoman Empire. Westernization policies that were initiated in earlier periods became official with the proclamation of Tanzimat (re-organization) reforms in 1839 and great changes took place in the political, social, and cultural field. As the form of the relationship between the state and individuals changed, newspapers became a significant part of individual and social life in parallel with this change.

First newspapers were published in foreign languages. The very first newspaper published was the *Bulletin des Nouvelles* published by the French Embassy in 1795 for the propaganda of revolution explaining objectives of it (Topuz, 1973: 28-29). It was followed by newspapers published in foreign languages and languages of the minorities such as *Gazette Française de Constantiople* (1796) circulated in Istanbul, *Le Spectateur Oriental* (1821), *Le Smyrneen* (1824), *Le Courrier de Smyrne* (1828) circulated in Izmir and others (Lewis, 1988: 95). Nevertheless, newspapers could not take the role of indispensable means of communication for the society during this period, like in Europe or America. *Takvim-i Vekayi* became the first newspaper published in Turkish language, circulated in Istanbul upon the order of Sultan Mahmud II dated 1 November 1831 (Iskit, 1943: 3-4; Karpas, 1970:257). In fact, *Takvim-i Vekayi* was not the first newspaper published in Turkish in the Ottoman soil. The first newspaper in Turkish language was the *Vakayı-i Mısriye* published by Governor of Egypt Mehmet Ali Pasha in December 1828, and it was half in Turkish, half in Arabic language (Yazıcı, 1983: 18-23; Koloğlu, 1992: 13-15). A topic for discussion is whether this newspaper had an impact on Sultan Mahmud II for ordering the publication of *Takvim-i Vekayi*.

The entry of newspapers into the agenda of the society and their independent publication, free from state is only possible after 1860 in the Ottoman era. One may say that Şinasi left his prominent mark on this period. The importance of period that started with Şinasi is better understood when the fact that *Ceride-i Havadis* newspaper published in 1840 could not gain an adequate readership is taken into account. Şinasi first published *Tercüman-ı Ahval* and then *Tasvir-i Efkar* as well as making them a reality of social life (Tanpınar, 1988: 215). This is the period in which the newspaper is no longer a tool that is published by state support; it is when newspaper claims its actual position by the side of the community. It claims an unprecedented role covering a wide range of topics such as education, literature, theatre and books, and becomes the representation of almost all fields of life. Istanbul was once more the center of press in this new period; in addition to that, Vilayets (provinces) of the Empire also started publishing newspapers.

2.2. Newspapers of Vilayets (Provinces)

Vilayet regulation promulgated in 07 November 1864 was the change of administrative divisioning from eyalet (state) system to vilayet system in Ottoman Empire, and new steps were taken so that these areas could progress and develop. It was decided to set up a printing press in every province/state within this framework. Yearbooks (salname) of the provinces were published in the newly established printing houses, in addition to initiation of the publication of newspapers. The purposes of publication of newspapers were to avert the intensified polarization of that period as well as covering the need to demand information. Some of the newspapers were already in circulation such as *Vakayı-i Mısriye* before the regulation of 1864; some started their publication life later than this date. Some of these newspapers had a regular circulation for a long term.

These newspapers were the pioneers of local media in the last period of the Empire and during the establishment of the new state. They especially enabled local and regional news to reach target audience in short time besides the news from Istanbul and other parts of the Empire. They were either published in Turkish or some other language depending on the locality/region of circulation, and modeled themselves on the Istanbul press. Newspapers consisting generally of 2 to 4 pages were published weekly, bi-weekly or three times a week.

One of the provincial newspapers that was published before the regulation, and after *Vakayı-i Mısriye* of Egypt was *Had ika al- Ah bar* of Beirut, published in Turkish and Arabic in 1860. The newspapers that were precursors of their time after the regulation are *Tuna ve Suriye* (Danube and Syria) of Danube published in Turkish and Bulgarian and *Şam* (Damascus) published in Turkish and Arabic in Damascus in 1865. Other new newspapers were also published in different provinces in the upcoming years. *Bosanski Vijestnik* Newspaper and *Bosna* Newspaper in Bosnia are published in Turkish and Bosnian in 1866; *Trablusgarp* of Tripoli published in Turkish and Arabic; *Gadir-el Fırat* of Aleppo published in Turkish and Arabic in 1867 and *Girit* of Crete published in Turkish and Greek are some of them. Three different newspapers were published in 1868. These are *Girit* of Edirne published in Turkish and Greek, *İşkodra* of Shkoder published in Turkish, and *Yanya* of Ionnia published in Turkish and Greek.

Six provincial newspapers started their publishing life in 1869, the next year. They are *Diyarbakır* of Diyarbakır published in Turkish and Armenian, *Hüdavendigar* of Bursa published in Turkish and Armenian, again *Fırat* of Aleppo published in Turkish and Arabic, *Konya* of Konya published in Turkish and Greek, *Selanik* of Thessalonika published in Turkish, Greek, Bulgarian and Jewish language, *Trabzon* of Trabzon province published in Turkish and Greek, *Zevra* of Baghdad published in Turkish and Arabic. Later comers are *Prizren* of Prizren published in Turkish and Serbian in 1871, *Kastamonu* of Kastamonu published in Turkish, *Seyhan* of Adana published in Turkish and Greek, *Yemen* of Yemen published in Turkish and Arabic in 1872, and *Rumeli* of Bitola published in Turkish in 1873.

The process of introduction of new newspapers continued in subsequent years. These are: *Ankara* of Ankara published in Turkish, *Adın* of Izmir published in Turkish in 1874, *Neretva* of Bosnia published in Turkish and Bosnian in 1875, *Kosova* of Skopje/Pristina published in Turkish and Serbian in 1876, *Sivas* of Sivas published in Turkish in 1878. *Cezair-i Bahri Sefid* of Rhodes published in Turkish and Greek in 1882, *Manastır* of Bitola published in Turkish in 1884, *Beyrut* of Beirut published in Turkish and Arabic in 1888. They were followed by *Kudüs* of Jerusalem published in Turkish and Arabic in 1903, *Hicaz* of Hejaz published in Turkish and Arabic in 1908 (Koloğlu, 1992; Kardas, 2013: 1191-1192; Kocabasoglu, 1991: 142-143).

The number of published newspapers increased after publication of *Vakayı-i Mısriye* of Egypt, in the second half of 19th century. One of the most influential was the *Tuna* Newspaper published in Turkish and Bulgarian by the support of Mithat Pasha in the center of Danube

province, Ruse. Ahmet Mithat Efendi published it in two pages and four columns. The newspaper was published until 1877 and had a circulation of 1.500 (Kocabaşoğlu, 1991: 144; Çolak, 2011: 72). Other newspapers like *Tuna* filled an important gap in the local and regional sense. Without a doubt Bosnia had a special place in this period. Bosnia was a significant center for provincial newspapers for the era.

3. Newspapers published in Bosnia

3.1. Bosna Newspaper

Bosna Newspaper is officially the first newspaper of Bosnia Province and also the first newspaper published in the Sopron Printing House in 1866. *Bosna* was published uninterruptedly for 13 years. The content generally consisted of issues of Bosnia Province and short news about policy, agriculture, culture. In a nutshell, it covered information of social life and explanation of regulations (Zülkifar, 1998).

Although Ignjat Sopron's printing house was in a position to publish in various languages, necessary hardware was not at hand at that time. This is the reason why the printing of bilingual *Bosna* was delayed until the arrival of Turkish alphabet from Istanbul. Ignjat Sopron announced the arrival of Turkish letters and the typesetter as follows: "Turkish letters and the typesetter Kadri Efendi that we have been waiting for so long have finally arrived from Istanbul to Bracko". The news article continued, "After some of the missing items arrives from Warsaw, all will be send here (Sarajevo) and official newspaper in Turkish and Bosnian that has been long awaited in the Vilayet with already more than thousand subscribers will be published (Bosanski Vijestnik I/1866: 4).

The first columnist of the *Bosna* newspaper is the Bosnian Mustafa Rafet Imamovic. After Mustafa Rafet Imamovic, from 135th issue onwards, Mehmed Sakir Kurtcehayic the owner and editor-in-chief of *Gülşen-i Saray* (Sarajevski Cvjetnik) newspaper was transferred to *Bosna* newspaper as the editor-in-chief on June 11, 1868. Salih Biogradlija, Nuruddin Kurtcehayic, Kadri Efendi from Istanbul and Yaver Baruh also wrote for this newspaper. Milos Mandic known as Milos Novinar (journalist) undertook the task of translating the Turkish texts into Bosnian. Bosnian part of the paper was prepared by Mandic. Milos who was born in Bihac, also had a brilliant command of German, French and Italian besides Turkish (Kreševljaković, 1920: 19).

The official newspaper of the province, *Bosna* modelled itself on the newspapers of Istanbul and was printed in three parts as "News from Vilayet", "Local News" and "News from Abroad". Apart from them, 'Telegram' and 'Publications' parts were also located in the newspaper (Kruševac, 1978: 47). *Tasvir-i Efkar* and *Ruzname-i Ceride-i Havadis* newspapers from Istanbul were taken as source for some news, and they were referred to as the source of the news. First publication date was added on the newspaper from 329th issue on. Official announcements, political and economic developments, social and cultural events and developments in Bosnia and other countries were among the content of the newspaper (Eren, 1969:24). Readership was generally made up of public officers of the province, and the newspaper was sent to other provinces too via exchanging method.

First issue of *Bosna* was published on May 16(28) 1866 or on Muharram 13, 1283 according to Hijri calendar. The size of first six issues were 43 x 25cm, and later issues were larger, 48 x 29 cm. First two outer pages were published in Cyrillic alphabet in Bosnian language, and two inner pages were in Arabic alphabet in Ottoman Turkish.

Last twenty issues of the newspaper were published in eight pages by the semi-official media organ of Bosnia Province in 1878. Four inner pages were in Turkish and four outer pages were in Bosnian in the issues of this period. The size of the newspaper changed a couple of

times within its publishing life. A total of 635 issues were published, with last one being on July, 18 1878 (Kruševac, 1978: 41-42).

Following information is provided in Bosnian language on the heading of the first issue: "This newspaper will be published weekly and it costs 40 kurus a year, 30 kurus for six months, 20 kurus for 3 months and 1 kurus for a single issue with no subscription". The price of newspaper was amended several times. In the first page of the first issue of the newspaper following statement is found: "If anyone wishes to send a piece of writing regarding education, science or for the benefit of public, we will gladly receive and publish it". Date is given separately according to Gregorian, Julian, and Hijri (islamic) calendars on the main page (*Bosna Newspaper*, 1866).

Bosna had a simple and straightforward structure in terms of graphics. It was stated that "this is an official newspaper published for the provincial affairs, news and benefit of the public" on the issues for the last two years of the newspaper. This newspaper was published in 'Sopron's Printing House' in Sarajevo until the 24th issue, and was printed in 'Vilayet Printing House in Sarajevo' until the 46th issue, and from that issue until the end it was published in 'Sarajevo's Vilayet Printing Press'. A eulogy was published for Sultan Abdul Aziz Khan in flowery letters on the cover of the Newspaper of Bosnia (Kruševac, 1978: 42, 45).

3.2. Sarajevski Cvijetnik (Gülşen-i Saray) Newspaper

After Ignjat Sopron left Sarajevo, community felt the need for an alternative newspaper to the official *Bosna* newspaper. Since Bosanski Vijestnik newspaper which was printed for a year also stopped its publishing life after the leave of Sopron, *Bosna* was left as the sole newspaper of Vilayet Bosnia. When Mehmet Sakir Kurtcehajic claimed duty as the editor-in-chief to the *Bosna*, he realized that just an official newspaper could not cover the need of the Vilayet, that would be inadequate; and also readers would find it insufficient to follow current affairs. Kurtcehajic extended his request for a newspaper to the governor of the province Osman Pasha. His request was accepted, and *Gülşen-i Saray/Sarajevski Cvijetnik* newspaper, which would be published for three years, started its publishing life under his editorship. *Gülşen-i Saray* newspaper was published bilingually just like *Bosna newspaper*. Its content covered topics of entertainment and science (Kruševac, 1978: 50).

First issue of *Gülşen-i Saray/Sarajevski Cvijetnik* was published on December 26, 1868 (Ramadan, 24 1285) as the semi-official/ private Turkish newspaper (Dizdar, 1998). Two pages out of four pages of the newspaper (1st and 4th) were printed in Turkish with Arabic letters, and remaining two pages (2nd and 3rd) were published in Bosnian with Cyrillic letters. Its size was 25 x 38 cm, and it was printed on yellow paper in the first year, due to financial reasons (Kodric-Zaimović, 2014: 14).

Kurtcehajic, who made the publication of the newspaper possible and exerted great effort for it throughout his life gave a huge importance to the newspaper, and saw it as his duty. According to him, *Gülşen-i Saray/Sarajevski Cvijetnik* is "a tool that disciplines humanity, is a source of science and it rejuvenates the dead" and "those who do not read newspapers are unaware of the world" (Idrizović, 1969).

The place and date of publication was given on the first page. According to that the newspaper would be published "weekly on every Thursday" and would be published in "Vilayet Centre of Bosnia, in Sarajevo". The day of publication was changed a year later. There is an explanation on early 1870: "Our newspaper was published on Thursday and official newspaper Bosnia on Monday. However, as the mail is sent from here on Tuesday, and it arrives here from Istanbul and Austria on Friday, our newspaper shall be published on Saturday and the official newspaper *Bosna* on Tuesday". The first page of the newspaper indicated the annual subscription price as 50, six months of subscription as 25 and each issue 1 kurus. There is also

a note saying that those who are subscribed to official newspaper of province Bosnia, may subscribe on discounted prices as 30 kurus annually and 15 kurus for six months excluding the cost of postage (Kruševac, 1978: 54).

The size of the newspaper was enlarged from 25 x 38 cm to 44 x 32 cm, and the number of columns were increased from two to four on the second year. The paper was changed from yellow to white and it was described in the newspaper as: "We initially thought that people would like yellow as it is the colour of gold, however the scientists told as many times that yellow is not harmless to the eyes, and thus we have decided to change the paper"(Kodric-Zaimović, 2014: 14).

3.3. Vatan Newspaper

Vatan newspaper was first published in the fall of 1884 in the provincial printing house, the name of which was first changed to Cesarsko - Kraljevska Tiskara (Printing House of the Empire) after Bosnia Herzegovina was invaded by Austro-Hungarian Empire and then to Zemaljska štamparija. Muslims and Christians used the printing house to publish their own newspapers and magazines. *Vatan* newspaper was able to survive only in Turkish until 1897. Then its name was changed to *Rehber*, and kept on being published with the same content (Kruševac, 1978: 181).

President of Ulema Assembly Mustafa Hilmi Efendi worked very hard for the publication of *Vatan Newspaper*. Mustafa Hilmi Efendi wrote a petition to the government on behalf of all intellectuals on April 4, 1884 asking for the publication of a Turkish newspaper. He wrote that Sarajevo needs a policy oriented Turkish newspaper that is independent from administration/ government, and newspaper would be a tool for informing community primarily on political issues as well as laws and orders of the administration. Petition was sent to the Ministry of Finance in German on May 14, 1884 for approval, and the permission to publish *Vatan* newspaper was granted on May 20, 1884 (Kruševac, 1978: 181-182).

Vatan's first issue was delayed due to technical problems and was issued in 1884. In the first issue, there was a description of the reason for delay and apology for it (Kruševac, 1978: 183-184). Editor-in-chief was Mehmet Hulusi who was known by the public for his expertise on foundations and public administration. Mehmet Hulusi was granted with the Pasha rank by the Istanbul government as he contributed the publication of different Turkish newspapers. *Vatan* newspaper was printed 39 x 28 cm in size, on thin paper, four pages and only in Turkish. *Vatan* had different chapters like the other newspapers of the era. It consisted of chapters of "İcmal-i Ahval" (current situation), "Telgraf Havadisleri" (telegram news), Havadis-i Dahiliyye (domestic news), Muharrerat (letters), Şetta (miscellaneous writings).

Vatan was published weekly for the first period and reached approximately 600-700 subscribers. This number of subscribers are accepted as a success given the conditions of the period. However the interest shown to the Turkish newspaper by the muslims did not last long; and the circulation of it decreased due to the political reasons, the newspaper was able to survive due to the support of the Austrian government. The last issue of *Vatan*, 642th one was published on April 16, 1897 (Kruševac, 1978: 185-186).

4. Conclusion

The first Turkish newspapers began their publishing life in the first half of the 19th century in the Ottoman Empire. First newspapers were published by the hand of the state, and independent newspapers were published only after 1860. The number of readers increased with the publication newspapers without state/administrative support.

Newspapers and magazines were first published in the second half of the 19th century in the Vilayets/ Eyalets (provinces/states) under the Empire other than Istanbul which is the centre of the press, Izmir which is the commercial centre of the period or centres like Cairo in Vilayet/Eyalet Egypt. One of the provinces that published newspaper in this period was the province of Bosnia-Herzegovina.

Sarajevo became a hub for the newspapers of province of Bosnia Herzegovina. Like in other provinces, the first Turkish newspapers were published by the governorates. Press in Sarajevo was pioneered by *Bosna* and *Bosanski Vijestnik*, and continued with *Gülsen-i Saray/Sarajevski cvijetnik*, *Neretva*, *Vatan* and *Rehber*. Common characteristic of *Bosna*, *Gülsen-i Saray /Sarajevski Cvijetnik* and *Vatan* on which this study is based, is the fact that they were modelled on newspapers from Istanbul. Except *Vatan*, the other two are published both in Turkish and Bosnian languages.

Newspapers reflect the characteristics of the period by covering mostly domestic and foreign news. These newspapers filled an important gap in the period that they were published. Even though their circulation is not too high, they became the source of information and news for Sarajevo. Not only public officers, but also citizens purchased and read them which led to the formation of public opinion. Another characteristic of the press in this period is the fact that Turkish newspapers continued their publishing life after Bosnia Herzegovina became autonomous and went under the rule of Austro-Hungarian Empire in 1878. Sarajevo constituted one of the significant centres of press for the Ottoman Empire in the 19th century.

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Digital Democracy and Social Media

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1. Introduction

Uses and gratifications approach, besides its coming up especially in the last period researches is also important in terms of the theoretical framework of research related to social media. In the development of the internet -the so-called new media-, the impact of internet content is undoubtedly as great as the impact of investments in the internet field, mobile technologies and satellite networks. Therefore, the contents are developed day by day and utmost care is taken as they are to be updated. However, in these contents social networks that both facilitate the communication of individuals and offer them new relationships have become a place where 'spiral of silence' breaks according to Bostancı. Thanks to social networks, individuals are able to comment on both the political and social events while maintaining their social relationships or they can put their reactions to these events. Throughout the ages, the biggest criticized point of the democracy described as management type in which all citizens have equal rights in the shaping government policy is its being one-way form of government. In other words, citizens can not make their voices heard by bureaucrats, politicians, and executives or in state institutions or organizations. This leads to an unhealthy communication of the citizens with managers, politicians, bureaucrats and etc. And so they can not put forward the democratic response on any topic. Therefore, it is observed that social networks are of great importance. Especially, through social networks citizens can both directly forward their responses to bureaucrats, politicians, and executives or to state institutions or organizations and ask for help in removing the deficiencies they see or directly seek the answer to the questions they are obsessed with.

The use of social networks as a place for the expression of the democratic response for reasons such as entertainment, communicating with family and social environment, making a relationship is important for state governments as well as administrators, politicians bureaucrats and the others in terms they can get feedback from the citizens. Thus, it helps to provide an environment for citizens, the fundamental principles of democracy, to gain a qualification equal rights in shaping the organization or government policy. For this reason in recent years' researchers, in order to highlight the importance of social networks and to underline that it took on a new form of democracy have made a new definition of democracy as "e-democracy", "Democracy 2.0", "Advanced Democracy", "Direct Democracy" or "Digital democracy" in their studies.

The concept of the democracy which has different definitions because of the developments throughout the ages has been tried to be explained by literature survey on social media's impact on democratic societies with the difference between the classical democracy with today's understanding of democracy by naming "Digital Democracy".

2. Concepts of Democracy and Digital Democracy

Societies in the historical process differ from each other in terms of being small or big size, technological developments, military power and weapons, gender of the people they host or even in terms of their racial characteristics. But despite all these differences, people in social structure have been categorized in two different groups as the rulers and the ruled. Those who would rule and be ruled have been the state management system.

The name of aristocracy is given to the system in which administrators are selected by the noble or elite and the name of oligarchy is given in which a certain group or class hold the

management system. The system in which the ruler as head of the state keeps all power and authority is called monarchy and restricting the power held by the hands of the rulers, or to check a constitutional system in which a parliament elected by the people is called the legitimacy. The government in which the president has been elected by the people in a fair form of established boxes not through a riot, insurrection or inheritance is called republic and the name of democracy is given to the system in which all citizens within society have the right in the state politics on the principle of equal voting.

Crick (2012: 7-8) stated that the origin of the concept of democracy derives from a combination of the words "demos" meaning "the people" and with the meaning of sovereignty "kratos". According to him, many authors and worthless community lived in ancient times installed a pejorative "strong, egotistical, fickle and inconsistent" meaning on democracy. Although democracy faced this kind of imagery in time, then it became an indispensable form of government in the society.

Dahl (2010: 55-56) expressed that generally until the period up to the 20th century, non-democratic methods were preferred in the state government. According to him, the main reason for this situation is that the society up to the 20th century accepted non-democratic governments as superior to democracy in terms of being both theoretical and practical. Democracy, especially with industrialization and modernization has become a form of life beyond its being a form of community management. Dewey, based on this, emphasizes that it has a separate importance when considered a way of life. According to him, when it is considered as a way of life, the most basic principle of democracy is the necessity of participation in the creation of value that regulates all the people living together. Therefore, in terms of both social welfare and full development of the individual, this participation becomes a necessity (Barber, 1995: 183). Keane, by demonstrating a similar approach also argued that democracy requires a collective consciousness. According to him, democracy includes procedures aimed providing the maximum possible participation of interested parties and the quality of democracy includes procedures aimed at taking collective decisions (Keane, 2010: 157).

However, when taken into consideration in terms of participation and collective consciousness and, it is observed that democracy is faced with different interpretations both throughout the ages and today. As it is, the usage patterns of the sovereignty of societies are of great importance. Tunç stated that democracy based on the use of sovereignty is classified as direct, representative or semi-direct democracy. According to him, under the roots of the concept of direct democracy, J.J. Rousseau's inalienability theory of social contract and sovereignty lies. In this system, people use sovereignty agentless and personally themselves. In a representative democracy, sovereignty that belongs to the nation is used by representatives elected by public. Therefore, elections are the basic tool of this genre of democracy. In the semi-direct democracy, the use of sovereignty is shared between the public and representatives. People in this mixture of representative democracy with direct democracy genre may involve sovereignty directly in the form of referendum, veto, public enterprise and the dismissal of representatives (Bronze, 2008: 1116-1117). Dahl underlined that some of the basic features are indispensable no matter which one of the democracy types is used. He stated the basic features of democracy as *"active participation, voting equality, right to demand information, right to have a say on the agenda, the inclusion of adults"*. Dahl while arguing that all of these criteria is a must, at the same time he stated that it requires a balance in terms of political in determining the policies of each of the members of the society they live in. According to him, none of these requirements which appear to be indispensable for democracy can not replace the other (Dahl, 2010: 47-49). Aktas (2012: 35) also stated that democracy is the ideal form of government. Aktas indicates social and economic freedoms as the indispensables of this ideal form of government. When considered in the light of this definition, democracy is both a necessity and an integration. Görmez (1997: 192) also indicates that the integration with the locals at the base

as one of the requirements of democracy. All in all, the point that Görmez indicates stands as unavoidable for certain goals, such as getting, sharing and maintaining the power unless managers or politicians integrate with the people in the base.

According to Ringen asking "*What is the Purpose of Democracy?*", democracy emerges as the best alternative form of government in current management systems. According to him, although the democracy often comes up as a form of government based on the consent of the people, the situation isn't actually realized as much in this definition. Ringen stated that as long as the supervisory power of the managers spreads to all citizens broadly, control would remain at the utmost to the hands of a small community of citizens and an auditor minority would emerge that controls the manager minority (Ringen, 2010: 19-20). In particular, the idea that this group related to management is a minority does not comply with the spirit of democracy. Because the majority has to be in a place in order to form a democratic structure or to speak of democracy.

Sartori (2014: 123) stated that there is an approval problem between the majority and the minority in democracy, and he emphasized to the importance of the debate in the solution of this problem. According to him, society needs to produce solution on existing disputes by agreement. Sartori also stated that "discussion is the basis and essence of each democracy," by quoting from various researchers. However, as it is known, opposed ideas should be included in order to have discussion. Therefore, the mass media in a democratic society is of great importance and it is called "the fourth power". In fact, this concept was first articulated by Edmund Burke. By emphasizing the situation that by the end of 18th century, mass media in the UK had a very powerful place, Burke said that they were not only tools that included every idea in the discussion but they had also access to a power to overthrow the power and change ministers. (Rye, 2010: 55). However; particularly England and many other countries increased control over the media and began monitoring their broadcasts. This has attracted the attention of thinkers like Althusser particularly. Althusser (2003: 130), as the mass media are under strict supervision and control; they have been described as a controlled device used by the government in the dissemination and even in the legitimization of the state's dominant ideology.

In the course of time, many people have begun to lose confidence in the mass media like Althusser. The general belief in the community has settled as a tool to help hegemony established or tried to be established on citizens via mass media. Therefore, faith in the content of the mass media has lost. People have set off on a quest in a widespread manner because of the belief that opposing views can't find a place in the mass media. Technological developments have started to offer new opportunities responding to this quest. Internet with the use of military area in the early years, when it was serviced to civilian users in time too, then recently people have begun to express their ideas here as a new medium to express their opinions. People have initially shared their ideas on the chat system called IRC and over the course of time they had the opportunity to share their responses as well as their thoughts on the comment section of the website and then on social media environments via websites. Excessive time spent on the internet or the increase in the number of people using the internet has also caught the eye of politicians. After the internet chat rooms as the arena of politics, social media have been introduced. At first, politicians began to use the internet as a place where they could contact directly with voters and they could measure their responses. Then, this approach of the politicians was also adopted by the managers of the state and public institutions and organizations and the websites and social media accounts began to be used actively by them. With the digitalisation of the word and speech in this way, era as it is now called the digital era, democracy has also begun to feel the need to renew itself. In a similar way to the addressing the shortcomings and the flaws in computer programs or the establishment of new additions, democracy has also begun to digitalise by updating itself. and been described as digital democracy.

Although digital democracy is a new concept, it is defined in different ways. Herein, the approach to the concept of digital democracy is of paramount importance in terms of perspective. Zengin, while explaining digital democracy "in a large way to increase and expand the participation of citizens and the use of new information and communication Technologies in the democratic process", he has a particular emphasis on the impact on participation. Zengin (2013: 273-275). He also stressed that these concepts which are expressed e-democracy in some sources and digital democracy in others have the same meaning.

Clift (2003) stated that digital democracy is a process involving governments, election campaigns, the media, political parties, pressure groups, civil society organizations, international governmental organizations and citizens. According to him, digital democracy aims to improve the decisions of the governments, to increase the citizens' confidence in the government, to improve transparency and accountability of the governments, to improve the compliance of public to the information age and also it aims to overcome all the meetings and challenges in society including non-governmental organizations and stakeholders

Şahin et al (2004: 257-258) reported that digital democracy rather includes all activities related to the functioning of the democratic political process. According to them, for the full realization of the objectives related to digital democracy, there must be a prevalence that will include general infrastructure of society in information and communication technology. In addition, both citizens and the elected are required to adopt the participation and political culture. If both sides do not participate in any proposed a specific issue, it does not have a sense of the presence of digital democracy.

Maraş (2011: 131-132) identified digital democracy as information and communication technologies that strengthen citizens and politicians' accountability for their actions and also simplify communication between political representatives and citizens and impose additional responsibilities to the representatives. According to him, in simple terms, digital democracy is described as the use of electronic connections to provide the participation of citizens in public decision-making process

In the light of these and similar descriptions, internet is regarded as an indispensable part of digital democracy. Herein, as well as not coming up with any limitations in explaining the idea of citizens, the social media is of capital importance in enabling environment to communicate both citizens and the elected with each other.

3. Social Media and Digital Democracy

Of all the present internet contents of today, social sharing networks, in other words social media, are the most prominent of the most used and visited ones. Though many people describe social media as a new area of communication, social media, more precisely social sharing networks first appeared in 1970s. It was named as MUD, namely Multi – User Dungeon - User Dimension or Multi User Domain. These aforementioned applications began to be used more actively along with BBS (Bulletin Board System) which was started to be used in 1978 (Edosomwan and et al, 2001: 80-81). In this period, the users were able to communicate with each other by writing and sharing files, pictures, programs etc. Despite this, it is known that the first examples of digital democracy were started with this substructure. In spite of a limited substructure like BBS, "the Minnesota Electronic Democracy Project" which Steven Clift and his friends started in 1994 in America appears to be the first application of digital democracy, and even of digital political participation. The public protests against French nuclear tests carried out in Mururoa Atoll, New Zeland which is French Polynesia, appear before us as the first political use of e-mail by means of digital democracy (Meriç, 2013: 108-109).

It is known that the concept of digital democracy was emphasized in a meeting held in 1995 by European Commission. In the bulletin in four languages, namely English, Italian,

German and French which was published after the G-7 summit entitled the G-7 Ministerial Conference on the Information Society held by European Commission in Brussels on 25 and 26 February 1995, it was tried to explain the necessities of digital democracy and new social order. The importance of information society and transition to digital democracy were emphasized in the introduction part saying: *“Progress in information technologies and communication is changing the way we live: how we work and do business, how we educate our children, study and do research, train ourselves, and how we are entertained. The information society is not only affecting the way people interact but it is also requiring the traditional organizational structures to be more flexible, more participatory and more decentralized. A new revolution is carrying mankind forward into the Information Age. The smooth and effective transition towards the information society is one of the most important tasks that should be undertaken in the last decade of the 20th century.”* (http://europa.eu/rapid/press-release_DOC-95-2_en.htm).

These actions which were performed within the limited scope of the internet turned out to be a more comprehensive state when Web 1.0, which is described as the substructure used for both to make internet wide spread and to prepare the contents of it, was replaced with first Web 2.0 and then with 3.0. At this point, the number of the followers of the social media sites increased day by day. This increase changed the social media sites from a place in which only pictures were shared into a place where political matters are discussed or the individuals claim their own rights. Moreover, after this point social media turned out to be the means of political participation in democratic societies. Chomsky is the most important one of the thinkers who analyzed this situation best. Chomsky (Quoted by Türk, 2013: 56) asserts that the new media technologies are not under the control of media monopolies and the state but that of the individuals. When the political events experienced in especially in the last 10 years are taken into consideration, it will be seen how correct Chomsky's discourse is.

What makes the election campaign commenced under the presidency of Barack Obama in 2008 and 2012 USA presidential elections different from those of his rivals is the importance given to social media and internet. Obama reserved 8 million dollars of his campaign for social media. In addition, he reached to 5 million followers by means of mail groups and he collected 500 million-dollar-donation by finding 3 million online donators (Çildan and et al., 2012:3).

Occupy the Wall Street movement on September 17, 2011 was commenced by the public that was troubled with distribution of income in USA for the purpose of redesigning the distribution of income and constituting it fairly. USA citizens occupied Wall Street as the financial center of the world and demanded that the distribution of income in their country be redesigned. In the movements called Arap Spring that began in 2010 and whose effects have continued so far are also evaluated in this context. The protest actions commenced by Tunisian people who were not satisfied with their regime and who wanted their regime to change spread into Middle East and changed the administrators and regimes of many countries (Akbiyık and Öztürk, 2012: 1019-1021). The view that the number of these examples will increase in the course of time is the predominating one. Gezi movement in Turkey, the movements in Hamburg and those of Ukraine support this view.

However, the effect of social media on the citizens and political area is not only limited to this type of movements. It has also some different qualities as allowing the politicians and the voters to reach each other directly and even allowing the correct political participation. Köseoğlu and Al (2013: 119-120) describe this as the fact that social media is able to find relative solutions to the basic dilemmas of representative democracy. According to them, social media allows the ones with the political power especially in local administrations to follow the demands of the public, to bring some basic problems forward and to approach these problems from the right angle as a result of these discussions.

Also Yegen indicates that social media is a necessity of democracy. For him, social media is an area in which individuals share their ideas and make discussions and conduct negotiations. Furthermore, social media stands as the beginning of a new system in which upper classes are checked over and warned rather than a system the upper classes govern the lower ones. A two-way communication has been added to democracy by means of supervisory and interpretative social media (Yegen, 2013: 132-134). However, despite all these innovations, it must be remembered that social media is sometimes censored and some people mislead the citizens by means of disinformation.

4. Conclusion

Social media, which is a part of our present daily life and a helper for every activity of human beings, from occupational life to social life, has also been effective on the transformation of democracy. When evaluated in terms of the innovations brought about by the new communication technologies, democracy has evolved and improved itself. This innovation which is called digital democracy under the guidance of thinkers such as Clift has a place in the participation of citizens in the governments of the country, the repeal of legislation or filling the legal gaps and making the administrators feel more responsible to the citizens. Especially when the events experienced in the last 10-15 years are taken into consideration, the state governments have been obliged to be more transparent by necessity. The insurmountable obstacles between citizens and politicians and even administrators have been eliminated and they have become accessible mutually. This increased the sense of responsibility and created a more adoptable type of democracy.

Getting at each other easily in this way, violation of personal rights or blacklisting the citizens in antidemocratic societies or the fact that both citizens, politicians and administrators have negative thoughts on each other as a result of intentionally shared items are the situations which are encountered though not very often. It is accepted by many researchers that social media is now “cyber public sphere” and the politicians can steer their election campaigns and election bulletins in accordance with these ideas. In accordance with all these ideas, the most important thing that must be remembered is that it is a must to guard the citizens’ basic rights and liberties. There is a general view that this necessity can be met through digital democracy.

The countries speed up the transition to digital democracy making various e-state applications for the purpose of making the state government easier and more transparent. The supposition frequently emphasized by the researchers that unless internet turns about to be a means which is used by all the citizens at an equal rate, a complete evolution of digital democracy can never be reached is also considered to be true. Thus, the states should provide all the public with internet access and make it possible for their administrators to get in touch with the citizens by means of both internet sites, e-mails and their social media accounts. In that, though once coffee houses were expressed as the places as the heartland of the policy, these places have given way to social media.

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A Reading on the Relation Between Inorganic Modernization and Mass Media in the Context of Agnotology and the Case of "İşte Benim Stilim: All Star" TV Show

Burcu Kaya Erdem

1. Introduction

The relationship between modernization and mass media has been the subject of many academic studies within the literatures of communication and sociology. The purpose and distinction of this study is that it asserts that the relation between the new social manifestations of society through technology and surveillance cannot be studied free from agnotology.

In Turkish social sciences literature, the concept of 'agnotology' has mostly been used along with the concept of 'modernization'. Because "Turkish modernization", a sui generis modernization practice, represents an 'inorganic' modernization concept devoid of cognitive and philosophical contexts and based merely on visual mimicry and/or imitation. The Turkish modernization process, which has been characterized by surface, i.e intellectually shallow modernization practices, is today still being reproduced by media of consumer society created by contemporary mass communication tools utilized by power.

When society's experience evolved from which minority uses surveillance on majority to which majority watches a select minority and accordingly builds its identity on what it sees; agnotology, defined as the "cultural production of ignorance", has taken a widespread hold through media practices. Some of the most concrete examples of this prevalence can be observed in the fashion contest TV series that are very popular on Turkish TV.

2. Method

The above mentioned prevalence and significance will be analyzed through a critical hermeneutical reading of the comments of the jury members (defined as creative intellects) direct towards the competitors of the fashion contest called "İşte Benim Stilim: All Star" ('Here is My Style: All Star'), a TV show the commercials of which repeatedly feature words such as 'classy' and 'modern'. The analysis will have two main categories; consumption and fashion. For purposive sampling, some of the 'comments' or 'scoring evaluations' of jury members in all episodes of the series have been noted under "fashion" and "consumption" titles. The next step is a process of interpretation as defined by hermeneutics. This interpretation aims at an understanding of how these comments affect the 'reproduction of ignorance'.

Hermeneutics, which is 'the methodology of interpretation' by definition, is based on Hermes, a mythological Greek deity who delivers the messages of Zeus to the mortals as a messenger. "But Hermes has a trouble in this particular job: The initial state of the messages of these immortal gods can cause an overflow of the capacity of interpretation of humans. Therefore, the messages should be delivered after conversion into a format that could be comprehended by humans. Thus, Hermes has to practice his duty of being a messenger by interpreting the messages into something that the correspondents are able to understand. Hermes, while translating the messages into the language of the mortals, makes the messages to be conceived more easily by the correspondent mass by utilizing some instruments such as explanation and interpretation" (İbiş, 2012: 32).

Thus, the study is going to make a hermeneutic reading in the search for footprints of "reproduction of ignorance" in modernization practice by directing society into fashion and consumption. Because hermeneutics aims to find an esoteric meaning and to comprehend true narrative intentions of a text. In today's world, the spaces in the most need for such effort are the media and the media products.

3. Discussion and Results

3.1 Proctor's Agnotology

Agnotology is defined by the concept of 'agnosia' which comes from the word 'gnosis' in Greek. Gnosis means 'information' in Greek. On the other hand, a-gnosis refers to "being unfamiliar to something", therefore to the problem of reception, elimination and experience of information unaware of its features.

The opinion of science, culture and information are deliberately distorted, used, and utilized for marketing purposes and the role of mass communication tools in this process can be comprehended via the 'agnotology' term coined by the science historian Robert N. Proctor for "cultural production of ignorance/ignoring".

The societies, which have left themselves into the unbearable pleasure of consumption by refusing rather to see the big picture and to deal with the main problems such as unemployment, poverty, ignorance, income inequality, wars and destruction of nature for money, are maintained by the economic and political strategies of agnotology. In other words, 'the myth of information society' and 'the global village' are made credible by agnotology. Because even though the knowledge is accessible, it doesn't mean it is accessed, and ignorance is not just the absence of information but also it is an obvious outcome of the interest-oriented political and cultural struggles, and those who know how to utilize the agnotology strategies keep us away from observing and understanding this very outcome.

Thus, the study is going to analyze the indicators in media related to 'inorganic' and/or 'superficial' modernization defined by sui generis modernization of the Turkish society in the context of "agnotology".

In real, Proctor has first used the 'agnotology' term in the context of his research on a specific field of marketing:

"In 1979, a secret memo from the tobacco industry was revealed to the public. Called the Smoking and Health Proposal, and written a decade earlier by the Brown & Williamson tobacco company, it revealed many of the tactics employed by big tobacco to counter "anti-cigarette forces". In one of the paper's most revealing sections, it looks at how to market cigarettes to the mass public: "Doubt is our product since it is the best means of competing with the 'body of fact' that exists in the mind of the general public. It is also the means of establishing a controversy." This revelation piqued the interest of Robert Proctor, who had found that the cigarette industry did not want consumers to know the harms of its product, and it spent billions obscuring the facts of the health effects of smoking. This search led him to create a word for the study of deliberate propagation of ignorance: agnotology... Agnotology is the study of wilful acts to spread confusion and deceit, usually to sell a product or win favour". (Kenyon, 2016)

Agnotology is the study of ignorance making, the lost and forgotten. One focus is on knowledge that could have been but wasn't, or should be but isn't, but we shall also see that not all ignorance is bad. Our primary purpose here is to promote the study of ignorance, by developing tools for understanding how and why various forms of knowing have 'not come to be,' or disappeared, or have been delayed or long neglected, for better or for worse, at various points in history. (Proctor, 2008)

These contexts make us possible to go on by assuming that agnotology, defined as the "study of ignorance", is more related to ignorance level of the target audience (the recipient's) rather than of the message source.

3.2 Inorganic Modernization and Agnotology

In summary, agnotology is the discipline that analyzes spread of confusion and deceit in order to sell a product or win a favor or ignorance created by an agent/authority that does not wish the society to access information.

Thus, today's discussions in many fields are made whether the societies would choose to listen to reason and to act by science or rather they would prefer to fall prey to "agnotology". Proctor proposes to think about structural production of ignorance, unconscious and conscious in the context of agnotology, and discusses the concept in three states: ignorance as native state, ignorance as lost realm, and ignorance as strategic ploy (or active construct). (Proctor & Schiebinger, 2008: vii) "He begins by his introduction to agnotology by discussing ignorance as a native state. Proctors sees this type of ignorance as a resource, in that it becomes an exigency for the creation of new knowledge. This native ignorance is originary, or is due to a place where knowledge has not penetrated. Ignorance in Proctor's classification scheme also deals with ignorance as a lost realm, or selective choice. Proctor argues that this sort of ignorance is a product not just of inattention but also as a sort of transient evanescent noise. In some cases, this is the prevention of the transmission of knowledge through a deliberate choice to not incorporate objects into formalized knowledge systems; in other cases it is simply an unintended consequence of attention. Proctor's final classification is, ignorance as a strategic ploy (or as an active construct). This classification amalgamates two distinct phenomena, the withholding of information and the use of misdirection or deceit. When talking about ignorance as a strategic ploy, Proctor seems to be discussing the use of censorship and classification as a way to create ignorance strategically through prevention of access to knowledge"(Frazier, 2016:2).

Proctor's conceptualization of ignorance as strategic ploy (or active construct) especially deserves attention. Because this narrative allows us to observe misinformation and/or disinformation strategies maintained by a variety of agents from commercial actors of market to political power as a result of their interest-oriented acts.

The societies, which have left themselves into the unbearable pleasure of consumption by refusing rather to see the big picture and to deal with the main problems such as unemployment, poverty, ignorance, income inequality, wars and destruction of nature for money, are maintained by the economic and political strategies of agnotology. In other words, 'the myth of information society' and 'the global village' are made credible by agnotology. Because even though the knowledge is accessible, it doesn't mean it is accessed, and ignorance is not just the absence of information but also it is an obvious outcome of the interest-oriented political and cultural struggles, and those who know how to utilize the agnotology strategies keep us away from observing and understanding this very outcome.

So what would be the relation between agnotology and sui generis Turkish modernization?

3.3 Relationship between Turkish Modernization - Agnotology and the Media

'Modernization' implies a whole change in social institutions and in lifestyles of people including all aspects of the society. The effectiveness in these changes depend on chosen modernization type. Experts asserts two types of modernization: Organic (primary) and inorganic (secondary)... Organic modernization starts from culture and alterations in social conscious, not from economy. In other words, the change in other fields emerge as natural consequences of the change in lifestyles, traditions, ethos and tendencies of people. Organic modernization arises from bottom while inorganic modernization is dictated by the top. Organic modernization emerges out of internal dynamics of orthogenesis determined by evolutionary progress and establishes the modern culture... "Secondary modernization is interpreted as an

intellectual and political positive response to the call of developed countries with reference to 'call of the West and response from the World' perspective. Inorganic modernization is related to the modern culture spread as a consequence of external impact (of the countries characterized by primary modernization). The realization of secondary modernization has been in the form of *'catch-up modernization'*. (Rzayeva, 2005: 34)

Turkey's way of modernization is inorganic. This experience has been characterized by imitating on particular aspects of Western modernity devoid of its historical and cognitive values and has been developed in an economical way characterized by interest-oriented choices of the intellectuals and political leaders (from top) rather than cultural way characterized by the change in social conscious (instead of bottom up).

So, what is the relation between this experience and agnotology?

Proctor and Schiebinger define the modernity and ignorance (thus agnotology) relationship through Socrates example in philosophy history: "... Socrates taught that the truly wise are those who realize how little they know; knowledge of one's ignorance is a precondition for enlightenment. The modern twist has ignorance as something to be escaped but also as a kind of rejuvenating force, since it is only by asking the right questions- by knowing wherein fruitful (that is, eradicable) ignorance lies- that we can ever come to knowledge. Creative intellects are ignorance experts: they know where it can be found, and how to make it go away. Modernity gives this a greater sense of urgency, insofar as ignorance becomes a kind of vacuum or hollow space into which knowledge is pulled" (Proctor, 2008: 5).

In this narrative, awareness of ignorance before enlightenment/modernity, the metaphorical representation that portrays ignorance after modernity as a hollow space where knowledge is pulled into, and the creative intellects as conveyer actors of modernization are remarkable for our analysis.

Agnotology becomes the most appropriate concept for the superficial selectivity of Turkish modernization of which semantics and navigation chart are drawn by creative intellects. This superficial selectivity is about the conscious choice on what we prefer to remember and what to forget, thus to remain ignorant about.

The manner and tendencies of the modernization directed by the creative intellects, who are responsible for this conscious choice, give a picture like: The individual who expresses himself by the position in production process in early stages of modernization has disappeared, the masses which define themselves by consumer relations and which can only deserve their approval to the 'modern' by consuming the 'fashionable' have taken place instead, in time.

3.4 Woman Figure and the Media in Inorganic Modernization

Modern woman in countries have experienced inorganic modernization has two physical and psychological submission issues: 1. Consumption. 2. Fashion.

"Since consumption is not seen as productive use, traditional consumer identity has been recognized and utilized along with traditional woman perception rather than warrior and powerful man: In this period of modern capitalism the binary relation of production and consumption was quite strongly gendered: production for men, consumption for women" (Bocock, 2009: 65).

"In modern times, fashion, which is an inevitable incentive to consume as well as a communication form, is an expressive tool for identity and is operated by choices not by rules in the process of socialization through symbolic interaction" (Gençtürk-Hızal, 2003: 66). A controversial issue in this modernization process arises: A uniform and unquestionable lifestyle and body politics instead of individual's free choices are imposed in guise of "fashion" during expression of identity.

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Because, clearly it is difficult to divorce analyses of fashion/dress from discussion of the human body. (De La Haye & Wilson, 1999: 2)

Herein, criticism should be addressed in the context of woman-fashion and consumption relation: The emphasis on ‘fashionable dress is modern’ while introducing ‘fashion’ to the masses stimulates the woman, who wishes to be called as ‘modern and contemporary’, has to dress the ‘fashionable’ in the first place. The following stage is the opinion of the only way to maintain being modern is following the fashion trends. This level imprisons the woman with sincere intentions to be modern into an eviscerated form of modernity which is subject to agnotology.

The most powerful device for the creative intellects of that imprisonment has been “modern Turkish media”. Because it made possible to portray modern woman as consumption-centered, stripped off its meaning and value and commoditized as a representation of Western type of modernization in both body and soul. When we try to recall the how many of the words related to consumption and fashion such as ‘stylish’, ‘icon’, ‘classy’, ‘styling’, ‘out-of-fashion’, etc. used in episode titles and directional statements, it will ease our comprehension how and in what amount ‘fashion phenomena’ is utilized in our inorganic modernization experience.

3.5 Agnotology and “İşte Benim Stilim: All Star” Program in the Context of Inorganic Modernization

“Agnotology”, beyond ambiguating and covering, more likely refers to conscious act to keep the society ignorant. Decontextualizing the incidents and phenomena subject to facts out of its historical, economical and/or political circumstances, diluting its conceptual density, mystifying the cognition and deliberately keep in ignorance and even affirmation of this state of ignorance can only be analyzed by agnotology. All media acts that promise to reach to “Western type of modernization” (imposed as the only ideal form of society) by ‘your outfit’ instead of ‘your intelligence’ rather than intelligence, science and knowledge are all coherent.

One of dynamics of the aforementioned conversion is “fashion contests/TV shows for women” in which women are commoditized and defined as target audience – whereas a superficial modernization concept is polished by the discourse of as if consumption is the only way to be integrated into. One of these TV shows is “İşte Benim Stilim” (‘Here is My Style’), a controversial one of the fashion contests which have been broadcasted under many different titles but almost in same format and even with the same contestants and jury members in recent years in Turkey. The acts and statements on consumer culture and modern woman by the fashion professionals in the TV show, who represent the creative intellects of the era, clearly unfold the unfortunate position of the “modern” Turkish woman.

The strategies of agnotology (spread of ignorance) have two core dynamics of putting an inorganic modernization experience into practice through ‘representation of woman’: One is, composing a consumer culture by building a new body and value system through a ‘fashion discourse’; the other is, thus, reframing modernity just as a shallow and visual experience devoid of its meaning and values, in other words by alienating to 400 years of Western paradigm of modernity.

Like in every other identity building process, of course, in modernity, human body has been also redefined. The problem is that the increasing amount of concepts produced by the media is in charge to standardize and to idealize human body day by day during this process. New appearance as a result of new identity of the individual is never well enough; the modernity paradigm has been tried to be buried under this new appearance and to be cleansed out of its meaning. As Corrigan (1997: 151) states: “So the body appears to be a rather two-sided thing; it is ours and not ours, it can be experienced subjectively or objectively, it is natural and cultural at the same time”.

“Because by means of cultural studies, consumption is now more than a supply method itself, it has become a more complicated mechanism in relation to various social phenomena. Thus, to consume means to build an identity scheme, to broadcast a message, to designate social status besides it is just for consuming itself. In the postmodern world of globalization, consumption has been instrumentalized and incentive agents of it have prevailed day by day. Fashion phenomena and mass communication tools are couple of those... Penetration and spread of fashion is only possible with communication between individuals and masses. Mass communication tools delicately carry out this mission. Fashion manufacturers and media bosses are mutually beneficial and concerned about spread of consumer culture” (Toparslan, 2016: 144).

Fashion professionals (as creative intellects) have joined to this interest chain through fashion contest shows conceptualized by the emphasis on body. This study will analyze their discourse in the context of agnotology.

“İşte Benim Stilim: All Star” (formerly “Bu Tarz Benim”) is the title for 4th season of the fashion contest TV show produced by Production House (aired between August 30th - December 26th 2015). The contestants are the ones most rated from the previous seasons. Nur Yerlitaş, Hakan Akkaya, Ivana Sert and Uğurkan Erez (only for elimination nights) are the jury members as creative intellects subject to our context. All of them are fashion celebrities of which statements and narratives are closely followed by public.

The program’s slogan is “the Contest which Turkey’s the Most Stylish Woman Will Be Decided”. It is very popular and one of the most discussed programs in public opinion by actions and statements of its jury members and contestants. The remarkable point is the broadcasting channel is fined by The Radio and Television Supreme Council (RTÜK, Radyo ve Televizyon Üst Kurulu) due to the program is “ignoring honor of being human for favor of rating out of contest format”.

The study will pursue a thread of keywords used by jury members such as “stylish”, “classy”, “modern” which propagate a uniform and superficial imitation and downgrade modernity to the relation of consumption and fashion. The statements including mentioned keywords selected by purposive sampling will be presented in two categories.

a) Statements downgrading modernity to “fashionable” physical-visual presentation:

Almost every episode of the program, the statements has been repeated numerous times that are referring to an illusion of which individuals can easily adopt new identities as if they are protagonists of Western modernity through dressing and makeup whereas fashion is a magic wand to accomplish this ideal. Thus, fashion suddenly appears to be an instrument for accomplishing social status for every individual in the inorganic modern society, especially for women. In this context, the components of the modernity such as “urban culture”, “ideal body measures” and “Western” are used just for satisfying this demand.

“You are modern and very beautiful! Everything suits you perfect.”

8th Week, Gala Night, Introduction of the Concept: “The concept of the night is ‘Futuristic’, that’s to say, who foresees the future and wears contemporary-modern lines.”

“Both stylish and classy, now on everything is much more difficult.”

“Don’t tell me. Just show me your style.”

“Your shoes are so beautiful just like every other time. So pretty, so trendy you are.”

“It seems so stylish and modern. Not valid for the purse.”

“Very modern and so cool.”

“You came stylish. Very nice. I didn’t like your hips. Good idea.”

Announcement on the Final Night: “HERE ARE TURKEY’S THE MOST STYLISH WOMEN”

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“Just now, here stands *a Milan woman* before me, woohoo, wonderful!”

“Oh my God! What a show-off, as if *a sloane / society woman* has just passed by before us, you can definitely hang around in Cihangir in this outfit.”

“Don’t you dare to think you’ll be *the most stylish woman of Turkey?*”

b) Statements downgrading modernity to consumption:

The statements and concepts related to fashion phenomena are mostly preferred in the show. Being a loyal follower of the fashion trends, being aware of the old and the new seasons, dressing from ‘original’ brands and stores are appreciated, while the statements portraying modernity as an economical impetus and consumer culture through modern woman image have been uttered numerous times by creative intellects of the fashion world. Most of statements are humiliating/pejorative. The discrimination between traditional and modern of the society, which suffers from inorganic modernization, is reproduced repeatedly through the contestants who are acclaimed as not being integrated enough to the strictly defined consuming process.

“This price is reasonable for this *brand*. (TL18.000/\$6.000)”

“I don’t like to buy *fake* of it.”

“Did you buy this from *your regular store?*”

“*Discount season* is nowadays, 50% + 25% etc., take advantage of it.”

“If you really like it, you take a flight to there, buy and return.”

4. Conclusion

Modernity is a Western paradigm itself which is emerged as a result of evolutionary processes shaped by four fundamental historical and cognitive revolutions. The effort of adopting Western paradigm decontextualizing from its historical, economical and/or political circumstances which is a representation of hundreds of years legacy results sentencing the society to ignorance which itself is an agnotologic manner. This manner comes into realization by “consumption” and “fashion” discourses today and makes the societies other than the West as ridiculous and pathologic mass consumers of the Western values. Thus, all the media practices in service of above mentioned process should be read with this perception.

The most appropriate appearances for the superficial selectivity of the Turkish modernization of which semantics and navigation chart are drawn by creative intellects, whereas this superficial selectivity is about the conscious choice on what we prefer to remember and what to forget therefore to remain ignorant about, can be followed on the media itself. All the statements listed above by creative intellects sitting on the jury thrones are subject to agnotology which addresses reproduction of ignorance in a society in modernization process.

This new consumer identity in the societies experiencing inorganic modernization creates the illusion of as if individuals can experience the idealized Western modernization eluding their traditional existence through consuming “fashionable”. Superficially modernized individual tries to satisfy the feeling of absence by this behavior whereas it has its roots in fear and ignorance related to modernity which he has never had a real chance to experience because it was torn apart from its historical, economical and/or political contexts.

In summary, fashion is a phenomena emerged together with modernization. However, due to the power on lifestyle and body politics, the place of fashion in inorganic modernization experiences should be scrutinized. ‘Fashionable is the dress for a modern or contemporary woman’ has been emphasized through the above mentioned keywords such as “classy”, “stylish”, “modern”, “society woman” and “trendy” referring to fashion and modernity. This representation form is principal tendency of the media since the early stages of the Republic’s

modernization mentality which has adopted Western modernization paradigm. This tendency, which has utilized by the magazines such as “Ses” (‘Sound’) and “Hayat” (‘Life’) at the beginning, is being maintained widespread and more covered nowadays. Particular messages, behaviors, thinking and living styles are imposed as role models through woman identities which are visible representations of modernization. It can clearly be observed the woman model presented in “İşte Benim Stilim: All Star” contest is symbolized by consumption and fashion aspects, whereas the TV show itself shares the same manner towards woman to understand and experience the modernization only by these two aspects.

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The Use of News and Language in Turkish Press: Transformation of Last 50 Years

Uğur Küçüközyiğit

1. Introduction

Mass media is one of the indispensable news and information sources of the society. Media's role in mass communication began in the early 17th century in Europe, with the publication of the first newspaper (Tokgöz, 2012, p.31). It has spread and diversified with new formats such as magazines through centuries.

Journalists are the most important actors of mass communication. The main activity of the journalist is managing the mass communication processes, which they part in by their media organization (Tokgöz, 2012, p.130). MacBride, who classifies the roles of mass media under eight headings, puts *information* first, which is followed by *socialization, motivation, debate and discussion, education, cultural promotion, entertainment, and integration* (1980, p.14). For him, *information* is “the collection, storage, processing and dissemination of news, data, pictures, facts and messages, opinions and comments required in order to understand and react knowledgeably to personal, environmental, national and international conditions, as well as to be in a position to take appropriate decisions” (p.14) (Also see McQuail, 1983, p. 79). Journalism is usually perceived by masses just as an operation of ‘gathering and disseminating of news’ or ‘reporting’, because of the strong link between news’ production, and information dissemination. However, mass communication boom of the 20th century made it clear that journalism is so much more than reporting.

Until the 20th century, people were informed about happenings by newspapers only. The first radio broadcast (in 1906) and the first television broadcast (in 1920) were the signals for a new mass communication era. People reached more and alternative news faster by the diversification of media due to technological developments.

Diversification and spread of mass media made ‘specialization’ more necessary. In this period, new functions of journalism profession were perceived better, and emphasized more. Now, the important units of social communication are functioning by the mass media, which is organized specifically for this purpose. These units can be listed as the spread of news, dissemination of information, and culture (Kaya, 1985, p. 2). Media organizations that disseminate information to a large audience rapidly are important and effective parts of everyday life (Bektaş, 2007, p.115). In this process, journalists are the producer, constructor, and the editor of the messages.

2. Newspapers in the Ottoman Period

Ottoman society was introduced to newspapers and magazines 200 years later than Europe. In addition to this disadvantage, the number of readers (circulation) was also very low because of the traditional dominance of oral culture. The activities and announcements of the Ottoman Palace seem to be treated as news in early newspapers. Daily newspapers were usually consisted of 4, 6, or 8 pages. They are generally divided as ‘domestic news’, ‘foreign news’, ‘trading life’ (*umur-ı dahiliyye/mevadd-ı dahiliyye, umur-ı hariciyye/mevadd-ı hariciyye, mevadd-ı asar*), and of course war news are on the pages. Pages of the newspapers were classified in this way for a long time (Topuz, 2003, p. 15-21). After the establishment of the Republic of Turkey, page sizes, number of pages, and contents changed.

3. Newspapers in the Republic Period

In the republic period, the newly established Turkey experienced economic problems, and authoritarian legislation about press. Newspapers in Turkey were weak, both in quantity and quality during the early years of republic. The new alphabet was one of the major problems of Turkish newspapers and news production. In the transition to the Latin alphabet, journalists were forced to produce their newspaper with a new alphabet, which they did not know then, and they were obliged to sell their newspaper to readers who are illiterate in Latin alphabet. The number of readers was already low. To retain this already low number of readers, newspapers used Latin and Arabic alphabets together for a while. As a result, it is difficult to say that the newspapers were a satisfying source of news and information for masses in 1930s. (Seyhan & Temiztürk, 2014, p.1279).

Political tensions and social polarization determined the content of newspapers in 1960s and 1970s. In this period, news and columns referring to political actors and their activities appeared more than ever. In addition, political books, magazines, and publications were frequently promoted by news. The first arts and culture journalism also appeared in 1960s.

Since 1970s, technological developments have started to affect the journalism industry. Offset printing technology in national newspapers and colorful newspaper supplements are the main improvements of this period. Especially after 1980s, newspapers that were despised as “colorful press” witnessed a large increase in their circulation.

The eighties are the years in which Turkey’s both politic and economic structure has been reconstructed by the military coup of 1980. Media was also reshaped, and hereafter media industry would not be a business that can be operated in traditional way. It required large capital and rich machine investments. Such families as Nadi (Cumhuriyet), Simavi (Hürriyet), and Karacan (Milliyet) either withdrew from the sector by selling out their media, or lost their power in press. New investors were from outside of the media industry. Because of the economic and political liberalization policies, media’s capital structure changed, and luxury buildings (plazas) were built for the newspapers (Topuz, 2003, p. 329-348). Media owner’s economic concerns came to the fore in this new era. Economic dependencies began to play a critical role in the content and social functions of media. During this period, which extends to 1990s, media organizations and media capital were integrated to a new kind of capital, which comes from financial and contractor sectors (Küçüközyiğit, 2014, p.106).

The contents of the newspapers also were reflected by the results of this transformation. Limitations on political news and issues in newspapers were imposed by the military. The pages vacated by political news and commentary were filled by economics and celebrity news. Liberal economy not only transformed the economy, society, capital, and industry, but also invaded the pages of newspapers. Number of economy pages increased, and their format and comments changed. Newspapers chose to allocate their pages to apolitical and military-friendly subjects, just as celebrities, instead of politics (Topuz, 2003, p. 329-348).

In the meanwhile, the process of news production was specialized and categorized by subject matters in 1980s and 1990s. Pages such as health, education, local news and police-judiciary were added to the traditional ones, such as economics, politics, and sports. (Topuz, 2003, p. 329-348).

Monopolization and circulation wars are the characteristics of Turkish media in 1990s. The years which are known as the ‘promotion era’ experienced a virtually unlimited promotional race (Besen, 1997, p. 15). In this period, two major developments occurred in the Turkish press: the private sector broadcasting and the concretion of financial capital and media industry. Doğan and Bilgin Groups partnered in 1996, than they organized the distribution and advertising subsectors in the Turkish press. They transferred the largest portion of ads to their own media (Özsever, 2004). There were dramatic implementations against press employees’

unionization and social rights, followed by a “Gentlemen’s Agreement”. By this agreement, employers aimed to prevent the transfer of journalists between media groups, which negatively affected the journalists’ salaries. The result was no surprise that employers had the liberty in limiting wage increases (Sönmez, 2004).

4. Language of the Newspapers

Media shapes both the truth and public opinion using photos, headlines, and metaphors. While modern people learn the latest developments through the media, their mind maps are also drawn with the elements created by the media. Of course media does it in a coordination and cooperation with the elite groups like politicians, capital owners, or academics (Van Dijk, 2000, p. 42). However, the concern of circulation (i.e. profit) adds the general public to this equation. In this case, the discourse of a newspaper should be at balance, somewhere between the newspaper-elite alliance and the reader’s persuasion points.

Media’s capability of reproducing the truth or creating a shared reality is directly related to the use of language because the language is the most important tool that conveys meaning, thought, and culture.

Media, especially newspapers, use and develop a special language style in informing and motivating the masses (Yağbasan & Demir, 2008, p.117). Yıldız (2000, p.7) maintains that “*Mass media developed a new communication method or message form by its style and use of words. Current specific texts of newspapers are quite different from the language used in other areas. In this context, it is not a separate language system, but it would not be wrong to mention it as a specialized language.*” Journalists accept and comply with the general rules of language. However, they use a special style because of the vocational needs. Especially missing phrases in caption or topics, ellipsis, incomplete syntax, or absence of tense are the hints of this ‘journalistic language’ (Yağbasan & Demir, 2008, p.125).

5. Visual material, First Page, and Headline in a Newspaper

Twentieth century gave birth to a globally comprehensible new visual language, which is improving rapidly. In this process, visual perception elements and capabilities overtook the written culture (Lester, 2000). Due to the orientation of the new age’s visual culture, images in the newspaper have become more important. Studies also show that the reader spends more time in pieces with colored, big photos in a newspaper (Garcia & Stark, 1991, p.67).

First pages of newspapers have always been important. The first page should give an idea about the content of the newspaper, and affect the reader by both its visual presentation and briefs (Taş, 1993, p.49). First page news is more effective, and it also visible for everybody on the newspaper stand. In addition, a news piece on the first page indicates the success and reputation of its reporter (Breed, 1955; Sigal, 1973; Tuchman, 1978). These reasons cause journalists to be rigorous and pay more attention to the first page. As a reflection of this care, journalists make a special meeting named ‘first page meeting’, to which managers and senior journalists attend (Küçüközyiğit, 2004, p.175).

The news that titled with larger fonts, and located just below the newspaper’s name is called “headline”. The headline above the logo with large letters is called “Kicker” (Bülbül, 2001, p.236). Headlines and kickers are the showcase of a newspaper. They reflect the characteristics of the newspaper. Determination of a headline is a strategic decision, which aims to manage individuals’ perception at first glance. Therefore, it requires both vocational and organizational experience, and also mastery in linguistics. Journalists use their expertise to attract the interest of the reader. Uncompleted sentences, omitted phrases, and the absence of

verbs or tenses aim to arouse reader's curiosity. Contrarily, fully sentences are considered to be informative (Yağbasan & Demir, 2008, p.122).

6. Purpose of this Study

This study examines the transformation of Turkish journalism profession as well as the language of news in the last fifty years. To follow the trend of newspapers and news production, it analyses three Turkish newspapers' (Hürriyet, Milliyet, Cumhuriyet) issues between 1961 and 2015. Findings are expected to enlighten the transformation of mass communication medium, and the future of news production.

7. Method of the Study

In this study, the newspapers were examined in terms of news and language in their front page. Content analysis method was preferred.

Content analysis discusses the content and qualification of the material under various categories, and aims to demonstrate the relevance of assumption in respect of independent variables. For this purpose, both quantitative and qualitative methods can be used.

Content analysis is an *"identification, explanation, and summarization process of the basic content and message of written or visual data at hand"* (Cohen et al., 2007, p.14) and is considered as one of the best methods to study the effect of communication tools. This method can be traced back to the Lasweel's work in 1925. However, systematic development and widespread usage were achieved during 1940s with the contribution of scientists, such as Lazarsfeld and Berelson (Gökçe, 1994, p.13). Today, content analysis is used in many branches like psychology, sociology, communication sciences or literature, and its most popular definition belongs to Berelson (1952, p.23): *"a research technique for the objective, systematic, and quantitative description of the manifest content of communication."* Initially, researchers used content analysis as either a qualitative or quantitative method in their studies. Later, content analysis was used primarily as a quantitative research method, with text data coded into explicit categories and then described using statistics.

Merten (1995, p.59) defines content analysis as a method to illustrate social reality through abstraction of suggested information from the given information of a text. In this method, the researcher analyzes the indicators and obvious data of the material, than tries to reach indistinct information or comment. From this perspective, content analysis investigates the messages to identify/explain both explicit and implicit objectives of the source (Çebi, 2003, p.10).

8. The Population and the Sample of the Research

The population of this research is the national newspapers which have been in circulation continuously since 1960. Cumhuriyet, Hürriyet, and Milliyet are the sample newspapers selected.

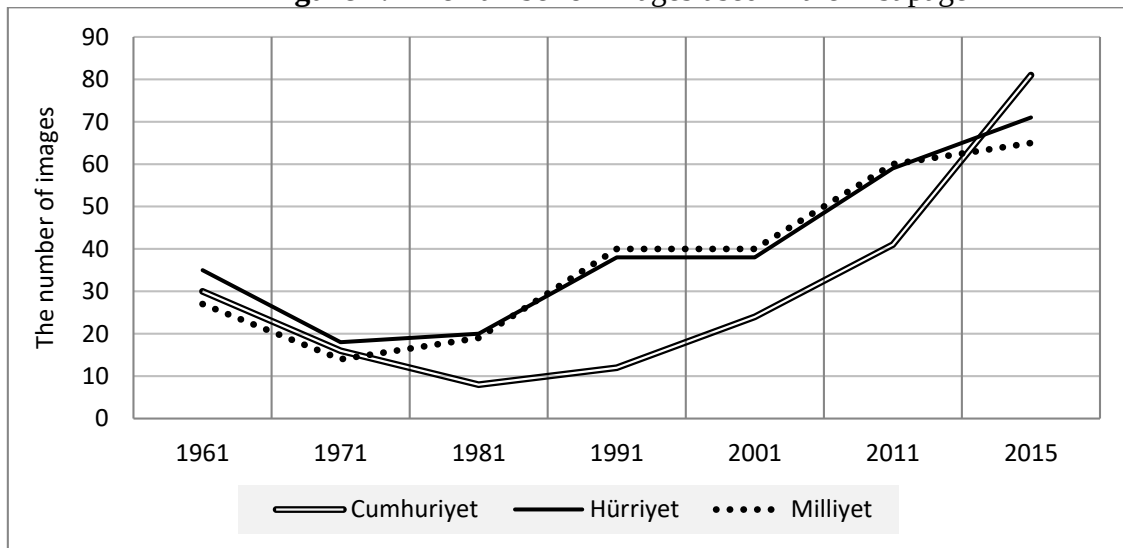
For this survey, seven years were selected by ten-year intervals from 1961 to 2015. These years are 1961, 1971, 1981, 1991, 2001, 2011, and 2015. The copies published in the second week of May of each year were studied. The reason for choosing the spring term is to minimize the negative effects of summer vacations and the weather conditions of winter. On weekends, journalists usually postpone their strategic decisions to weekdays (Küçüközyiğit, p.182). Accordingly, weekend copies were excluded. This study examines the front pages that are expected to reflect and give an idea about the content, because it is impossible to analyze

and compare all pages of the selected newspapers. Old copies were obtained both from the National Library of Turkey (Ankara), and the Milliyet website.

9. Findings About the Use of the News Images

Especially after 1981, trends show a steady increase of image usage for all three newspapers (Figure 1). This refers to the efforts of the newspapers desiring to adapt to new reading habits. For this purpose, they use images more and more. On the other hand, since 1980, electronic layout systems have also contributed this rise. Electronic layout is the most radical technological leap of the media sector during pre-internet times (Sylvie & Witherspoon, 2002, p.139).

Figure 1. The number of images used in the first page



The number of images used in the first pages of Hürriyet and Milliyet are very close to each other. Their trends are also compatible to each other. The harmony and compliance between the two newspapers confirm that they are both mainstream media, and their editorial policies are closer to each other compared to Cumhuriyet, which indicated that Cumhuriyet, as a representative of ideological journalism (Kaya, 2010, p.86), initially rejected to follow the rising trend of the use of more images. As shown in Figure 1, the gap between Cumhuriyet and the other 2 newspapers points out that Cumhuriyet continued to prefer ‘texts’ instead of ‘images’ through those years. The size of the area in the chart indicates the resistance of Cumhuriyet against the use of ‘images’.

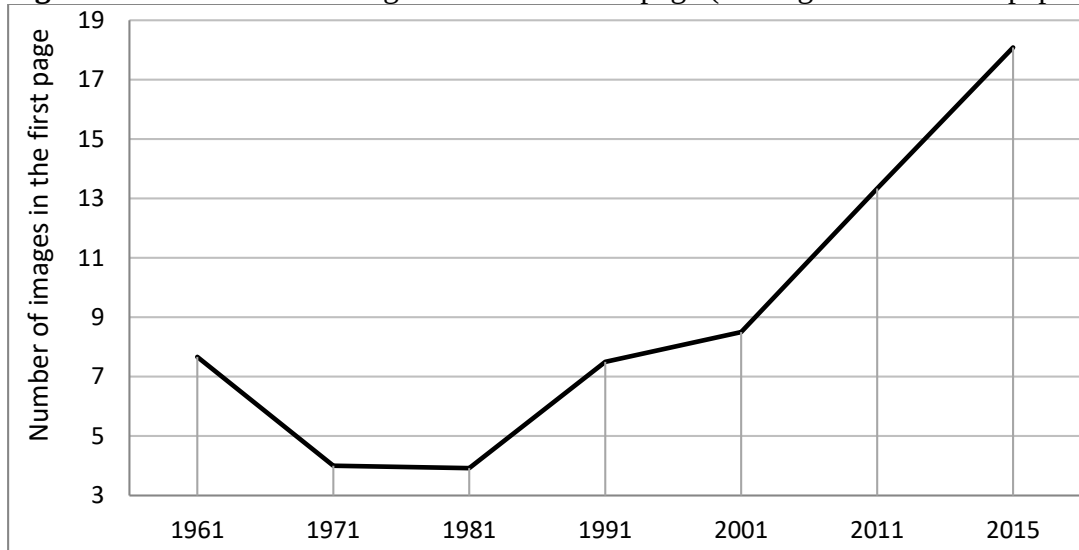
Contrarily, it is remarkable that Cumhuriyet has been increasingly using more images in recent years, and finally, Cumhuriyet has started to use more images than Hürriyet and Milliyet, which is significant when considered in conjunction with the recent transformation of Cumhuriyet. In recent years, the ownership structure of Cumhuriyet has changed. The executive editor of the newspaper and also the chief editor and representative of Ankara were replaced. Relocations and replacements have been made in branch offices in several districts, such as İzmir. The transformation is so comprehensive that 330 Cumhuriyet readers released a public statement to ‘Cumhuriyet Foundation’ and to the newspaper’s administration. They noted that these radical changes are contrary to the foundation’s deed of trust. The following is an excerpt from the statement: “We want the writers and employees back who glorify our newspaper with their essays and efforts; who glorify our newspaper which was published in accordance with the principles and purposes of Cumhuriyet Foundation Deed’s preface; we

also want our offices and values back (...) shortly we want our newspaper back.” (Cumhuriyet readers’ declaration, 2016)

Cumhuriyet resisted using more images with news for decades. Data show that Cumhuriyet has been using even more images than the mainstream media in recent years. This increase should be considered as a reflection of the major and controversial change described above.

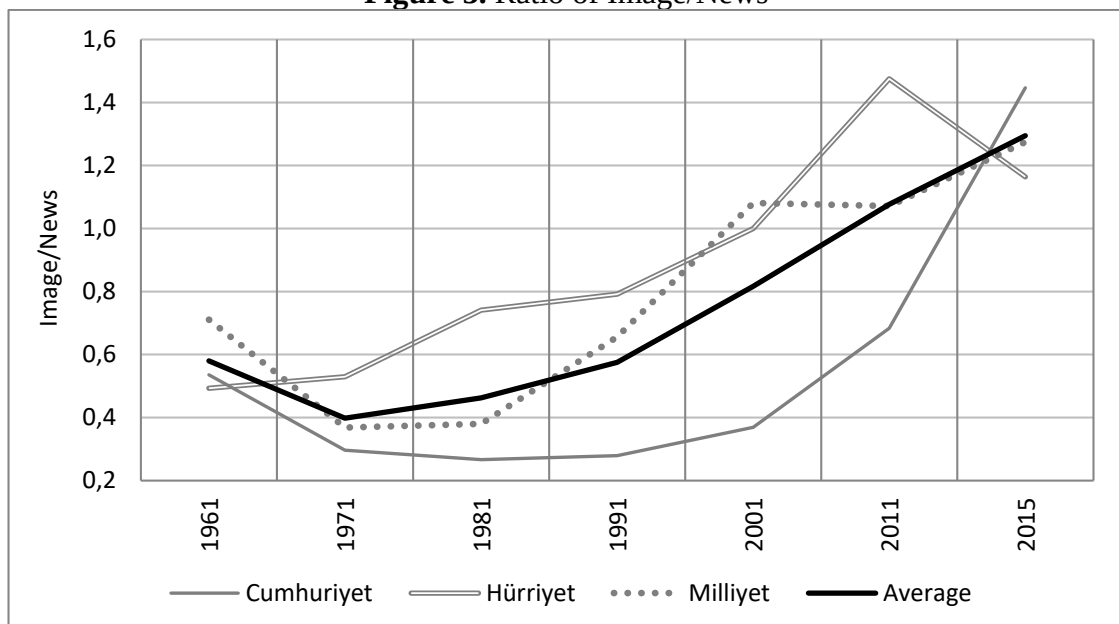
In Figure 2, the number of news images used by three newspapers are given. The trend of the chart clearly reveals that the number of images used in news have been steadily increasing since 1981.

Figure 2. The number of images used in the first page (Average of three newspaper)



At this stage, it is also necessary to examine the correlation between the number of ‘image’ and ‘news’ because, the number of news increasing at the same rate of images may indicate the rise in the number of ‘news’ rather than the number of ‘images’. Figure 3 depicts this correlation.

Figure 3. Ratio of Image/News



The lines in Figure 3 illustrate the ratio of Image/News in the front pages. It can be clearly seen that this ratio increased in favor of image. Daily Milliyet in 2011 is the only exception in this trend of increase. In addition, the average of the three newspapers is shown as a bold line. The continuous rise of the average since 1971 shows the increase in the ratio of image/news. Compatible with this period, readers begun to scan the newspaper quickly instead of depth reading, and consume the content in a rapid manner. So, newspapers were produced in accordance with this change in behavior. For this period, identifying the ‘reader’ as a ‘consumer’ is more accurate (Seyhan & Temiztürk, 2014, p.1287). This trend, which is observed for the last fifty years in Turkish Press, is coherent with the global assumption that “*All of the newspapers are being printed with a high density of images, and written language has almost disappeared*” (Dijk, 1997, p.268).

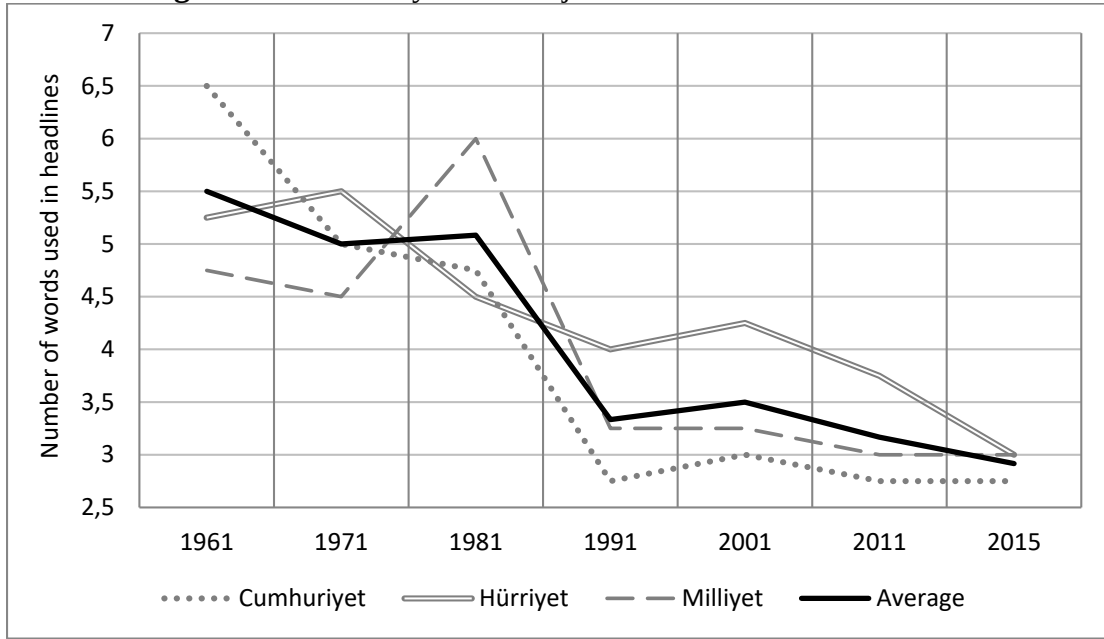
10. Findings About the Use of the News and Language

Until 1980s, it came out that the tenses of the news and headings were used similar to the ones used in books. After 1980s, newspapers began to use simple past and past continuous tenses, instead of past perfect tense. This transformation process is considered to be a milestone for the development of journalistic language. At this stage, missing phrases (as the absence of adverb or adjective), absence of verbs (In Turkish, it usually means absence of tense), and ellipses became more popular.

It is observed that the language of news/newspapers have been simplifying through these 54 years, and not only sentences but also body texts have shortened during this period. As a result of this, the number and frequency of idioms and metaphors have increased especially those are used in headlines because idioms or metaphors simplify the expression, as the following examples: ‘We would look for the democracy with candle-light / Demokrasiyi Mumla Ararız (Cumhuriyet/15.05.2015); ‘Women’s stamp on the Conference / Konferansa Kadın Damgası’ (Cumhuriyet/11.05.2011); ‘Unauthorized SMS became a lie / İzinsiz SMS Yalan Oldu’ (Milliyet, 12.05.2015); ‘Eagle opened its wings to Europe / Kartal avrupa’ya Kanat Açtı’ (Milliyet/12.05.2011); ‘Botoxed mosaic / Botokslu Mozaik’ (Hürriyet/05.05.2015); ‘Taliban method by Armenians / Ermenilerden Taliban Yöntemi’ (Hürriyet/08.05.2001).

Full and informative sentences and structures are seen in earlier years, as in the following examples: ‘TBMM agreed the reductions in taxes of building and land / Bina ve Arazi Vergilerinde İndirimi Meclis Kabul Etti’ (Cumhuriyet/09.05.1961); ‘Tourists who camps with their automobile know the most beautiful places of the city better than we do / Kamp Kuran Otomobilli Turistler Şehrin En Güzel Yerlerini Bizden İyi Biliyorlar’ (Cumhuriyet/11.05.1961); ‘A vehicle in which a bomb was placed exploded in Suadiye: One driver died / Suadiye’de Bomba Konulan taşıt İnfilak Etti: 1 Şoför Öldü’, (Cumhuriyet/13.05.1981); ‘Bölükbaşı said about his resignation: ‘a 6-year-old rumor’/Bölükbaşı İstifası Hakkında ‘6 Yıllık Bir Rivayet’ Dedi’, (Hürriyet/11.05.1961); ‘The drivers those give 30 liras get back their dismantled vehicle registration plates/30 Lirayı Bastıran Şöförler Sökülen Plakalarını Geri Alıyor’ (Hürriyet/12.05.1971); ‘Cheap and serious house building work was taken up / Ucuz ve Seri Mesken İmali İşi Ele Alındı’, (Milliyet/09.05.1961); ‘One of our jet planes hit the ground in Yeşilköy / Yeşilköy’de Bir Jet Uçağımız Yere Çarptı’, (Milliyet/12.05.1961).

Figure 4 depicts the variation in number of words, which shows the trend of the number of words used in headlines in front page. Especially since 1981, it is observed that the number of words used for headlines tend to decrease. The bold line in the figure indicates the average number of words for all three newspapers. Headlines in 1961 were consisted of an average of 5.5 words, and it has declined to an average of 2.9 until 2015.

Figure 4 - How many words do journalists use for one headline?

11. Conclusion

Twentieth century gave birth to a new globally comprehensive visual language, which affected many areas, including the production of news and newspaper layouts. The images increasing in number per news and shortened headlines and news texts by excluding details are the indicators of the new Turkish national newspapers' format. During this period, Turkish journalists reformed the news-making and decision-making processes by answering the questions such as: 'Which elements of the news should be considered as detail or unnecessary?' and 'Which ones should be left out of the news?'. Especially after 2000, the body text of the news, which is the main part of the traditional format, is seen quite shorter. A new design has gained prevalence, which featuring more attractive headlines and titles, or colored information boxes and images.

In this new format, idioms or metaphors are usually preferred to express a situation, instead of explaining the background. Now, readers are expected to complete the unwritten elements of news via analogies. Hürriyet newspaper's title given above, dated May 5, 2015, is a good example for this concept. 'Botoxed mosaic (Botokslu Mozaik)' phrase is describing the situation by metaphor 'Botoxed'. This metaphor helps to journalists against the responsibility of a detailed and difficult expression. In this example, the reader must guess the problem caused by the restoration of the mosaic, by his perception of 'Botoxed'.

Especially missing phrases in caption or topics, ellipsis, uncompleted syntax or tense absences are the indicators of this 'journalistic language'. Especially since 1981, journalists have been choosing short sentences in headlines instead of full ones which contain verb, adverb, and subject. While the number of words in headlines was decreasing, font sizes have enlarged in last 50 years. Colored words or phrases in headlines are used more as a method of attracting the reader's attention.

The results of this research reveal the historical importance and effect of 1980s on Turkish newspapers. The visual and linguistic transformation is demonstrated quantitatively via the data provided.

The use of color in news format has also diversified and altered through the years. Thanks to the development of printing technology, since 1980s, newspapers have begun to use colored headlines. Sometimes just a word of a title/phrase can be printed in different colors. In

addition, to highlight any news element, it is printed on a contrasted background. The elements and informative parts of the news are given in colored boxes or balloons. Newspaper readers only read the news elements that they are interested, and consume the news as much as they want. In this new format, news is built with different particles in different colors, which are designed to complete each other. Now, the printed news is like Lego blocks waiting for the reader on the page. The reader scans the news, select the Lego blocks of his/her choice based on his/her interest, restructure them, and then consume his own Lego creation.

Until 1980s, it comes out that the tenses of the headings and news were used similar to the ones used in books. After 1980s, newspapers have begun to use the simple past and past continuous tenses, instead of the past perfect tense. This is the differentiation of journalism style from the styles of books as well as its transformation to a language of expertise. Missing phrases especially in headlines (as the absence of adverbs or adjectives), the absence of verbs (In Turkish, it usually means the absence of a tense), uncompleted syntaxes are the indicators and reflections of this transformation.

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Analysis of Hate Speech(es) Towards LGBTT Individuals Within the Context of Gender in Turkey's Media

Tuba Livberber

1. Introduction

It is very difficult to describe the hate speech. Because, although hate speech has gained validity internationally, there is not any universal description of it. However, hate speech can be described as an expression form based on intolerance dependently on prejudices and stereotypes about the race, skin colour, nation, ethnocentrism, religious, language, sex and sexual orientation. Even if making description of the hate speech is very difficult, it will be good to give coverage to several approaches which can be helpful to understand the concept. Hate speech is rooted in marginalization of an individual or groups who are not similar with individuals who marginalize. The society expects individuals to act in a particular way on the basis of biological properties and also these expectations are formed within a traditional and cultural structure and reproduced by the ideological apparatus of the state (media, education, religious, etc.), in the words of Althusser. So, on the scope of biological properties, individuals who go beyond their gender identities, which were formed within the traditional and cultural structure, are excluded from the society and perceived as a serious threat to the system. Hate speech arises from the threat perception and when the violence is added to this speech, it turns into hate murders, namely hate crimes.

The concepts like prejudice, stereotype, marginalization, racism, sexism, homophobia, transphobia lay behind the hate speech. These discrimination forms are seen in every part of the life and this created discriminatory speech maintains its continuity by the help of institutions, particularly by the media. The media act biased in representation of individuals who are seen as a minority in the news and strengthen the construction of the other towards minority individuals. The hate speech in the media is a discriminatory, homophobic or transphobic expression forms seen in media texts towards any group or its members include offensive, provocative and derogatory qualities. At this point, the hate speech in the media can be summarized as a kind of negative speech which reinforces intolerance and polarization between the people.

One of the groups which are exposed to prejudice, stereotyped, and marginalized speech is LBTT individuals. The term of LGBTT is an abbreviation consisting of the first letters of lesbian, gay, bisexual and travesty words. Then, the letter (I) on behalf of intersexual individuals and the letter (Q) on behalf of queer individuals added to this term. However, on the scope of this study, only LGBTT individuals are dealt.

2. The Reasons of Hate Speech

Hate speech appeared in a context where the intolerance exists and it remains its existence via discriminatory speech. Individuals who are exposed to the hate speech are excluded, belittled and ignored. At this point, the borders of freedom of speech which can be summarized as an explanation right for everyone freely and the hate speech cannot be clearly identified. Because it is not possible to determine clearly which speech makes freedom of expression the hate speech.

Hate speech has many reasons, but individuals hate other individuals who are not similar with them for some reasons like marginalization, prejudices, stereotypes and discrimination. On this context, reasons lead to hate can be appeared as a result of some states like identity of a group, sex and sexual orientation. At this point, it is possible to conceptualize negative

emotional states towards any group or individuals as prejudices, cognitive states as *stereotypes* and behavioural states as *discrimination* (Fiske, 2002).

In addition to these, negative stereotypes, prejudices and marginalization bring with the discrimination and also cause hate crimes. According to this, if possessed stereotype is negative and includes mistakes, it leads to prejudices. The violence occurred as a result of this order is qualified as hate crimes (Lee et al. 2007). Consequently, as it is understood that many reasons become influential in formation of the hate speech. These reasons have interrelations with each other and contribute on reproduction of hate speech. On this context, it is possible to say that discrimination, prejudices, stereotypes and marginalization concepts which lead to the hate speech become prominent.

3. Constitution of the Hate Speech in the Media

The main power of the media is formation ability of individuals' world-views and point of views and also being the basic source of the ideas (Burton, 2008). In this point, the media is counted as one of the most important components in developing individuals' attitudes towards other individuals or objects. Attitudes of the media towards individuals or objects are formed by its language using and also this language using legitimates the hate speech via the media. In addition to this, the media ignore the representation and participation of groups who are matter of the hate crimes, instead of increasing sensitiveness and awareness of the public opinion. Thus, the media contribute on constitution and spreading of the hate speech by its communication language and representation forms which cause discrimination and support prejudices. Accordingly, selected words in language using, reporting forms of the states, expression ways (Algan and Sensever, 2010), positioning style, the title and used photographs have a big role in constitution of the hate speech (Dirini, 2010).

According to Trend (2007), being influenced by the media is based on past experiences and knowledge of individuals. From this point of view, individuals not only get the content given for them, but also they develop expectations about what things will happen. During this transmission, individuals may accept, refuse or ignore the messages. However, this does not mean that the media is not damaging. Because, hate speech(es) or hate crimes given in the media is shown like ordinary. This situation is described as *mean world syndrome* by George Gerbner. According to this syndrome, programs strengthen the paranoias which people are mostly frightened and individuals become desensitized by believing in shown things are real (Trend, 2007). On this context, the media mostly reproduce the hegemony, racism, or discrimination and also lead to making them permanent in the society (Sozeri, 2012).

In addition to this role, both the traditional and new media use the hate speech(es) in a non-self-controlled way. About this, Somay (2004), Dirini (2010), Kaymak (2010), Tahmaz (2012) and Goregenli (2013) expresses that main stream media in Turkey adopts and transfers "*we*" description and this description has been created by the dominant ideology. This dominant ideology makes patterns like *Turkish, Muslim, Sunni, Heterosexual, Conservative* and excludes *other* citizens. Cinar (2013) states that created *we* patterns are given as if they are the basic identity of the society. In new media, this situation spreads in an easier way and become everyday language by the hate speech which leads to many homophobic, transphobic, heterosexist, sexist, or racist discrimination and prejudices, as Binark (2010) and Sutcu (2010) states.

The news is one of the most important areas which the hate speech is commonly seen. The news is a discourse primarily because it is a fictional text (Yilmaz, 2013) and the discourse plays an important role in reproduction of ideologies and expressions of everyday life (van Dijk, 2003). In this point, groups who are out of the established *we* group in our minds by the news discourses are represented with stereotypes, prejudices (Cinar, 2013) and also marginalized

groups by using negative, ironic, derogatory and invective expressions are shown as “ogres who entail a risk and a potential threat”. The insanity and lynch atmosphere is created by directing the hate speech, especially in conflict periods, to *other* groups and this atmosphere is legitimized (Inceoglu and Sozeri, 2012). This kind of news which provokes the hate speech are mostly sensational and become the main topic of the country suddenly. Then they lead to intensive discussions and polarization in the public agenda. Shortly, this attitude of the media is evaluated as unethical and irresponsible behaviours, in a most needed period. Mostly, this attitude results with the protest demonstrations includes lynch, pillage and violence (Celenk, 2009).

4. The Analysis of the Hate Speech(es) Towards LGBTTT Individuals

In analytical part of the study, it is focused on all national newspapers which include hate speech towards LGBTTT individuals between 1st January-31st December 2013 as 12-months-terms. The sample of the study can be described as newspapers named as Yeni Akit, Milli Gazete, Sok, Hurriyet, Haber Turk and Vatan. These newspapers are subjected to discourse analysis and they are analysed as an area which represents LGBTTT individuals who are accepted as a sexual minority. Then, hate speech(es) towards LGBTTT individuals is revealed and evaluated. On this context, totally 20 news of 12-months-period are analysed by van Dijk’s discourse analysis method. However, this paper is an article version of the thesis so totally 6 news are given place by taking only one news per one newspaper.

4.1. Yeni Akit

Main Title: *BDP and CHP Support for Perverts* (04.02.2013). Sometimes details are given about the related issue, but in some cases information is given in an abstract level. As it is seen in this title, “their bad things” are placed in the details (van Dijk, 2004). It is seen that CHP as describes itself as a modern democratic left political party and BDP as describes itself as libertarian and equalitarian left mass party is positioned in opposition of constituted we and they/others and group of they/others. As van Dijk (2003; 2004) states that in the news, perversion concepts towards others are mostly located and as Gordon (1979, 41) mentioned that mutual enemies are created. It is seen that in the spot and introduction parts, the news is summarized as properly with the “BDP and CHP Support for Perverts” theme; a direction from general to the specific is seen from the title to the spot and news introduction (Ozer, 2011) and the information on the scope of 5WS1H rule is located. In the news introduction, group members are excluded by the invective hate speech with labelling as “Kaos GL of perverts’ organization” and shown as a problem must be solved. In the main event presentation of the news, homosexual individuals are labelled as “pervert”; and CHP and BDP are pointed at a target because of their support for this kind of individuals. According to Ozer (2011), weak and minority groups are positioned as pervert individuals in the news. On this context, it is observed that KAOS GL Association which represents a minority group positioned as pervert. If we focus on background and context information, it is seen that homosexuality is given as a reason for dishonourable discharge in the Disciplinary Law of Turkish Armed Forces, but its reason is not given completely and the news builds on perversion.

It is understood that deputies of BDP and CHP are positioned as actors. When the syntactic structure of the news is examined, it is seen that the news’ sentences are mostly long, complicated and have an active structure. At this point, given the news in “we” and “they” opposition with an active structure is a reference point of legitimization of marginalization of LGBTTT individuals who are qualified as “perverts”. Also, given the acts of this support in an active structure leads to be read the news on the basis of “perversion”. Words of “pervert”, “tutulary of the perverts”, “pervert relations”, “perversion organization”, “gay or lesbian” and

“immorality terror” are remarked in the news. When the rhetoric of the news is considered, it is understood that three photographs are used in the news. These photographs are used properly with the topic of the news. In addition to this, there is not any quantitative data or expert opinion strategy in the news.

4.2. Milli Gazete

Main Title: *The decision gratifies the reverts in USA* (28.06.2013). In this title, it is seen that there is an implication and generalization about the subject of the news, but the news cannot be understood by looking at the main title. The title has an attitude includes the hate speech towards individuals who are qualified as “perverts” and it is expressed as discriminatory language. It is understood that the summary of the news and the main event presentation is made in spot/introduction of the news. It is seen that the spot/introduction parts are formed properly with the “The decision gratifies the reverts in USA” theme and the expression of “perverts” in the title are understood when spot/introduction parts of the news are looked. In addition to this, a direction from general to the specific is seen from the title to the spot and news introduction and it is observed that there is an information reduction in answers of 5WS1H. When main event presentation of the news and its results are considered, it is seen that the reason of the theme expressed in the title is explained in the text.

In the news, the event expresses the rejection of the law which prohibits homosexual marriage in California state by Supreme Court in the USA and homosexual marriage is described as “moral and nonhuman” with the hate speech(es) includes invectives. In conclusion part of the news, it is told that the refusal of this decision will strengthen LGBTTT movement and it is seen that the issue is transformed into an ironic narrative with the word of “pervert rights”. The background and context information is given as homosexual marriage must be prohibited in 30 countries. However, it is understood that any information about LGBTTT movements in the USA is not given. In this news, USA Supreme Court is positioned as the actor. If the syntactic structure of the news is considered, it is seen that the sentences of the news are mostly used as short, simple and in an active structure. Given the news in an active structure leads to legitimization of marginalization of LGBTTT individuals who are qualified as “perverts” and also causes to be read the news on the basis of “perversion”. Expressions of “pervert”, “immoral marriage”, “nonhuman marriage”, “forbidden”, “invalidate” and “pervert rights” are remarked. When expressions of the news are considered, it is found that the news is formed on the basis of a fiction like immorality, forbidden marriage and perversion and also the news has a marginalizer homophobic language. There is not any photograph, direct citation, quantitative data or expert opinion strategy in the news.

4.3. Sok Newspaper

Main Title: *EMRE DIED OF HEART ATTACK WHEN THE TRAVESTY TOOK OF HIS CLOTHES!* (06.03.2013). It is seen that the title is given in a sensational way, but it has an ability to summarize the issue. In the title, it is emphasized that the concept of travesty is qualified as only wearing like other sex without any surgery and also it is not seen as any sex identity. The death of the individual is turned into an ironic form with the sentence of “died of heart attack” and it is based upon taking off travesty’s clothes. In addition to this, negative attitude towards travesties is reinforced by reproduction. Using capital letters and “directive” punctuation marks in the title strengthen this negative perception. It is seen that the news is summarized as properly with the theme of the main title and the information on the scope of 5WS1H rule is located in spot/news introduction part. It is found that the concept of travesty is associated with the prostitution by the sentence of “relation for money” in spot/introduction of

the news. The death reason of the individual in the news is referred as undressing of the travesty individual and it is understood that the concept of travesty is associated with the crime. In this point, it can be said that the news has been formed on the scope of prostitution and crime. In addition to this, it is observed that the death news as a tragic situation is turned into an ironic state by using sentences like “died just over there”. When the main issue presentation and its results are considered, it is seen that the reason of the theme which was expressed by titles is explained within the text. It is found that the death reason of Emre D. is given as undressing of the travesty by associating the concept of the travesty with “the prostitution and the crime”. In conclusion of the news, given information about opening an investigation although any mark is not found brings travesty individual under suspicion. In this news, the questions of where and why did the sides go and how did the death happen find answers in the background and context information. LGBTTT individual is positioned as an actor in the news.

When the syntactic structure is examined, it is understood that the sentences of the news are mostly short, simple and passive structure. When the sentence structure of the news is considered it is observed that the in acts of LGBTTT individuals the active sentence structure is used while in acts of polices the passive sentence structure is used. Words of “sexual relation for money”, “pounding”, “algebra”, “cutter”, “perforator”, “gun” and “investigation” words are remarked in the news. When the words used in the news are examined it is seen that the news has been developed on the basis of a fiction like prostitution, attack and violence, and also it has a transphobic language as discriminatory, stereotypic, and marginalizing. Because it is understood that an investigation was opened and the issue is given with the words includes violence, although there is not any evidence. It is seen that two photographs are used in the news. It is understood that these photographs are used properly with the subject of the news. In addition to this, the persuasion strategy is tried to be developed with the expression of “died of heart attack” in the title. Also, there is not any direct citation, quantitative data and expert opinion strategies in the news.

4.4. Hurriyet Newspaper

Main Title: *A Turkish victim of travesty in Pattaya* (01.03.2013). In this title, it is seen that a general view towards the news is given, but it cannot be understood completely what the expressed issue. In the title, the impression of a Turkish individual mistreated in Pattaya city of Thailand is given. In this point, it is seen that the word of “travesty” become prominent and travesties always lead to this kind of issues and they are associated with the crime. By the help of this striking title and the intentionally selected word of “victim”, travesties are marginalized and shown as individuals who have criminal tendencies. The spot/news introduction parts are summarized as properly with the theme of the main title and there is an information reduction in answers of 5WS1H in the spot/news introduction parts of the news. The intention of the word of “victim” given in the title is understood when it is read with the spot/news introduction parts together and it is seen that criminal tendencies of travesties are emphasized. It is observed that the use of “victim” in the title is used with expression tries to legitimate in spot/news introduction parts in the news. It is seen that when the main issue presentation of the news and its results are examined, the reason of the theme expressed in the title is explained within the text. Word of “travesty” is emphasized more than one time in the news and LGBTTT individuals are associated with “the prostitution and the crime” and these individuals are brought under suspicious despite incompleteness of the investigation. There is not any background and context information in the news. It is understood that LGBTTT individuals are positioned as the actor in the news.

When the syntactic structure of the news is considered, it is seen that sentences of the news are mostly short, simple and in an active structure. The passive sentence using in the acts

of the police is remarkable in the news. Words of “getting conned”, “Turkish tourist”, “narcotizing”, “stealing”, “complaint”, “investigation” and “suspect” are remarked in the news. It is seen that the news is formed on the basis of a fiction like crime, fraud and the news has a stereotypic and marginalizing transphobic language. The photograph of the news is used properly with the subject of the news. It is seen that a black individual who is cracked up as a travesty is portrayed in a crowded beach. This photograph creates an impression as “black and criminal travesty” by associating with the subject of the news. In addition to this, it is seen that the amount of stolen money is given (approximately 30000 dollars) to provide credibility or persuasiveness. Also, there is not any direct citation and expert opinion strategy in the news.

4.5. Haber Turk Newspaper

Main Title: *Rejected travesty stabbed the customer* (06.11.2013). In this title a general summary is given about the news, but it can be said that information reduction is seen because information like the reason of the case are not given. Stabbing case is understood in this news clearly and also indication of sexual orientation, association the travesty with the crime leads to reproduction of negative perception toward the travesties. It is seen that the spot/news introduction parts are summarized as properly with the theme of the main title and the information on the scope of 5WS1H rule is located in spot/news introduction part. In the news, it is understood that the sentences of “the travesty who introduce himself as a woman” and “by revealing the truth in sexual relation” make travesties associated with fraud and the sentences of “he got crazy and injured his partner with cleaver when he was rejected” makes travesties associated with the violence and crime.

When the main case presentation of the news and its results are considered, it is seen that the reason of expressed theme in the title is explained in the text. It is seen that in main case presentation of the news, sexual orientation of the individual makes prominent by the expression of “the travesty who introduced himself as a woman” and the word of “cleaver” makes the travesty associated as violence and by this way leads to reproduction of the negative perception. In the conclusion part of the news it is given that the injured individual was taken to the hospital and the perpetrator was arrested. Why did the sides of the case go to the home and why did the injuring case occur as the background and context information is located in the news. It is understood that LGBTT individual is positioned as the actor in the news. When the syntactic structure is considered, it is observed that the sentences of the news are mostly short, simple and in an active structure. In this point, given the news in an active structure is a reference point of legitimization of marginalization of LGBTT individuals who are associated as “crime” and leads to be read the news on the basis of “crime” and “attack”. Also, it is seen that the acts of the police are given in a passive structure. The expressions of “bar”, “sexual relation”, “rejection”, “get crazy”, “alcohol”, “for money”, “fight”, “convince”, “bed”, “cleaver”, “knife”, “attack” and “injured” are remarkable in the news. When the expressions within the news are considered, the news has been formed on the basis of a fiction which recalls the danger like crime, fraud, prostitution and attack and also has a stereotypic, prejudiced and marginalizing transphobic language.

In addition to this, there is an emphasis of travesty in the news and LGBTT individuals are subjected to the news because of his sexual orientation. It is understood that the photograph is used in the news properly with the subject of the news. It is seen in the photograph that an individual who is thought as a travesty is arrested by the police. On this point, it is observed that criminal perception towards travesty reflects both the photography and the news. In addition to this, there is not seen any quantitative data or expert opinion strategy in the news.

4.6. Vatan Newspaper

Main Title: *Homosexuals are not wanted* (27.25.2013). **Sub-Title:** *'Let the name of my mother not become Robert'* (27.25.2013). It is seen that both the main title and the sub-title of the news can summarize the case. It is understood that the prejudiced, stereotypic and marginalizing perception towards unwanted homosexuals is tried to be strengthened by giving the main title with big font size. In the sub-title, the sentence of "Let the name of my mother not become Robert" is given in a quotation mark and this is an indication of the newspaper agrees with this title implicitly. In addition to this, covering the case happened in a foreign country in this newspaper is another indicator of the ideological position and support of the newspaper. It is seen that the spot and news introduction parts are summarized properly with the "Homosexuals are not wanted" as main title and "Let the name of my mother not become Roberts" as sub-title and also information on the scope of 5WS1H rule is located in the spot and the news introduction. It is understood that there is a created negative view on legitimization of homosexual marriages as in the spot of the news with the expression of "reactions to homosexual marriages continue". When the main case presentation of the news and its results are considered, it is seen that the reason of expressed theme in the title is explained in a misleading way within the text. Protesting Taubira Law in 14 countries is mentioned in the main case presentation of the news. In the conclusion part of the news, it is seen that a banner is seen to urge François Hollande who actualized the Taubira Law to resign. In this scope, it is seen that acts of a particular group are given. The marching attempt of homosexuals in Ukraine to defend their rights is inhibited by the priest and the women who wear headscarf.

By this way, it is implied that homosexuals destroy traditional and cultural structure of the society. Admission of the law and unwanted homosexuals are given in the news as the background and context information. In addition to this, the background information is given as individuals who are against the law are on the move as from Saturday. LGBTTT individuals and their opposers are positioned as the actor in the news. When the syntactic structure of the news is considered, sentences of the news are mostly short, simple, and in an active structure. At this point, given news in an active structure is reference point of legitimization of exclusion of LGBTTT individuals. The words of "marching", "reaction", "protest", "rebellion" "equality marching", "compliant", "act", "priests hold cross", "old women wear headscarf", "normalization of homosexuality", "sin", "pervert", "propaganda" and "intervention" are remarkable in the news. When used words in the news are considered, the news is formed on the basis of a fiction like immorality, an abnormal state, opposition and attack and also has a discriminatory, stereotypic and marginalizing homophobic language. Five photographs are used in the news. It is understood that these photographs are used properly with the subject of the news. In addition to this, it is understood that information is given to increase credibility that 56 protestors are taken into custody and the precautions are increased by taking 4500 police officers charge in. Also, there is not any expert opinion strategy in the news.

5. Conclusion

The newspaper news includes the hate speech, all individuals, group and communities who are out of the "heterosexuality" descriptions in opposition of we/other in Turkey are exposed to the hate speech by marginalization. Individuals who are exposed to be marginalization are qualified as "perverts", "immoral", "non-human", "abnormal" and subjected to discrimination. LGBTTT individuals have similar positions in almost all analysed news. In addition to this, it is seen that LGBTTT individuals are mostly subjected to the news because of their sexual identities and they are associated with expressions like "crime", "prostitution", "fraud". It is understood that, individuals who are out of heterosexual orientation are represented in the news media as

expressions like “nonhuman”, “immoral”, “abnormal”, “perverts” and titles include danger, violence or negative perception are used. At this point, all news makes LGBTT individuals marginalized and exposes them to the hate speech. To sum up; in the media, the hate speech oriented to LGBTT individuals are created with a prejudiced, stereotypic, marginalizing and discriminatory language; the news language is constituted on a homophobic and transphobic fiction and dominant ideology of the society and media towards LGBTT individuals are reproduced by the news text.

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Investigation of the Private and Public Children's TV Channels in Turkey in Terms of Both Content and Form

Abdullah Mert

1. Introduction

In the 21.st century when the non-communication is impossible, the most important mass communication medium is television. Because, almost every house has a television, a receiver or a satellite receiver device. Since television fulfills the duties of giving education and entertainment in addition to its task of giving news, it becomes indispensable for the television viewers. Furthermore, the increase in the number of the thematic channels which conduct private broadcasting for their audiences is the proof of televisions conducting private broadcasting. Some of the thematic channels which increase in number head towards the fields such as news, sports, documentaries, music and cinema while some others preferred only children as their target group. When compared to the other countries in the world, the term broadcasting children's television programs is rather new in Turkey. The children's television began broadcasting in the world in 1970's while the beginning date in Turkey is 2002s. In the year 2010 when the study was conducted, there are more than 15 television channels which broadcast for children. One of those children's channels belongs to TRT which is a state television broadcasting for public while the other is Yumurcak TV which is owned by Samanyolu group. Majority of the remaining channels are foreign originated television channels. Most of the foreign originated children's televisions continue their broadcasting on the encrypted platforms.

1.1. The Relationships between Television and Children

Mass communication instruments and especially television has an indispensable importance in terms of their new structure and functioning of the global capitalism based on this information when the content of their broadcasting and the messages they transmit are considered. Mass communication instruments and the broadcasting which form their contents is formed in order to market the ideas, values and shortly the consuming-oriented world-view (Cited by: Pekman, 1996, 67). Today, there is a television almost in every house. It is known by everybody that television is an effective mass communication instrument. Within this context, television affects the individuals positively or negatively while performing its functions such as educating, entertaining and informing. If we assume that adults can protect themselves against the negative broadcasts, children are the group which encounters the negative effects most.

Since their ideas on almost every issue hasn't been formed or they are newly formed, the young and children consist the groups which are affected the most. Owing to the fact that the youth and children don't have personal experiences much and they lack of comparing points in order to evaluate whatever they watch, they encounter the effects of the TV broadcasting a few times more than usual (Turam, 1996, 17). It may be seen by almost everybody that television has multiple effects on family and children (Çakmaklı, 1997, 11). Due to its technology, television has positive effects on family and children. We may list those effects as follows: Television domesticates the children and gathers all members of the family together, thus, causes to the birth of new common interests among them. It functions as the resource of culture for families. It encourages children to think. It inspires interest among children so that they can make use of their spare time well; it enlarges their interests and life. It develops the aesthetic pleasure among children (Cited by: Güler, 1991, 61). It is also possible to consider the negative effects of television. Addiction of watching television causes passive personality among

children. It may provide them activity deprivation and non-creative personality. Watching programs with violence in television may cause children to develop paranoid behaviors in the form of continuous anxiety. Since children perceive whatever they see as real, they enjoy trying and emulate the things they see, the negative effects of television programs become complicated (Güler, 1991, 62).

1.2. The Examples of Children's Televisions in Turkey and in the World

Related to the children's television broadcasting in the world, the USA and the UK are the leading countries. First of all, thematic channels of children's television such as Nickelodeon, Cartoon Network, Disney Channel and Fox Kids started giving services in the USA (Kaskun, Date of Access: 20.04.2010). Nickelodeon was established as an education "green vegetable" cable television channel in the USA in 1979 and turned into an entertainment giant at the end of the 20.th century. Today, it is a global multimedia brandname through not only with television programing and production but also the consumer productions which help to increase the existence of the company and its effects on children entertainment world, online, entertainment, thematic parks, publishing and full-length films and member enterprises (Lustyik, 2010, 178). Cartoon Network within the structure of Turner Broadcasting System which can be watched in 70 million American homes and in 145 countries is a cable service which provides 24 hours of entertainment with animation and supported with advertisements. Since its establishment in 1992, Cartoon Network has been the cable channel which has been preferred in the highest proportions. Having the largest archive of cartoon films in the world, Cartoon Network conducts a serial of unique and rewarded enterprises (Fletcher, 2002, 73).

The term of children's television broadcasting in Turkey emerged later than the rest of the world. Among the two televisions channels in Turkey which are completely children-oriented, Yumurcak TV was opened in 2007 while TRT Çocuk started broadcasting life in 2008. TRT Çocuk aims to help children to grow up dependently on national and spiritual values and useful for homeland, nation and humanity (TRT, 2010, 9-10). Meryem Akbal, the Chief Editor of Yumurcak TV, stated that they adopted an understanding of broadcasting which employs productions to increase the imagination of children and enable them to explore their abilities, and human values are put forward (Akbal, Date of Access: 21.04.2010).

As of the date of 2010, there are 17 children's television channels in Turkey which broadcasts children-oriented programs. Those television channels broadcast from various broadcasting platforms. Following table was established as a result of the information in the internet sites of the channels and the interviews conducted with the authorities of those channels.

Table 1. Children's Televisions broadcasting in Turkey

CHANNEL	TARGET MASS	DURATION OF BROADCASTING	PLATFORM
TRT Çocuk	3–14	6.30–21.00	D-Smart, Digiturk, Satellite, Terrestrial, Teledünya
Yumurcak	General	5.00–23.00	D-Smart, Digiturk, Satellite, Teledünya
CartoonNetwork	6–18	24 Hours	D-Smart, Digiturk, Satellite Teledünya
Nickelodeon	7–14	24 Hours	D-Smart, Digiturk, Satellite Teledünya
Maxi TV	7–14	24 Hours	D-Smart, Satellite, Teledünya
Disney Channel	7–14	24 Hours	Digiturk, Teledünya
D Çocuk	General	6.00–23.00	D-Smart, Teledünya
Kidsco	6–18	24 Hours	D-Smart, Teledünya
Bebe TV	0–3	24 Hours	Teledünya
Luli	0–3	6.00–23.00	D-Smart,
Jetix Play	3–8	7.15–22.45	Digiturk,
Disney XD	6–14	7.15–22.45	Digiturk,
Baby First	0–3	24 Hours	Digiturk,
Jojo	General	6.00–23.00	Digiturk,
Baby TV	0–3	24 Hours	Digiturk,
Karamel TV	General	Test Broadcasting	Satellite
Masal TV	3-14	24 Hours	Digiturk,

2. Objectives and Methods

In this research, it was aimed to reveal that their productions are compatible with the publication perceptions through analyzing the publication contents of the two children's television channels. The universe of this research consists of children's television channels in Turkey and the productions broadcasted by those channels. While selecting the broadcasting children's television channels; the platforms they have been broadcasting, the number of people watching the channels, and the channels differing from each other in terms of perception of broadcasting were preferred. TRT Çocuk, the children's television channel of TRT, which conducts public broadcasting is in service on all the platforms. Yumurcak TV within the structure of Samanyolu group provides its service through all the platforms except terrestrial broadcasting. Within this context, TRT Çocuk which conducts public broadcasting and Yumurcak TV within the structure of Samanyolu group consist the sampling of this research.

In the first chapter of the research, a theoretical study was conducted. Related to the topic, literature review method was employed. In the application section, the publication contents of TRT Çocuk and Yumurcak TV which broadcast in Turkey were analyzed through a qualitative content analysis method. The analysis section was formed after watching both aforementioned channels for a week. In addition to the watching the channels between 12 and 18 April; all the broadcastings of the television channels were recorded one day during the weekdays and one day at the weekend. Within this scope, the broadcastings of the TRT Çocuk and Yumurcak TV television channels were recorded on Monday on 12.04.2010 and on Sunday on 18.04.2010. As a result of one week watching and recording for two days, some findings were observed related to the television channels and those findings were subjected to various classifications.

3. Findings

Among the children's television channels in the sampling, TRT Çocuk and Yumurcak TV don't continue broadcasting during the bed-time of the children. TRT Çocuk conduct broadcasting for 14 hours and 30 minutes a day while Yumurcak TV gives service for 17 hours 50 minutes.

Table 2. The Comparison of Children's Television Channels in Terms of Broadcasting Durations

Channel	TRT Çocuk	Yumurcak TV
Duration	14 Hours 30 Minutes	17 Hours 50 Minutes

The children's televisions in the sampling conduct commercial activities such as advertisement, introductory advertisement, direct sell films, and sponsorship firm advertisements. Yumurcak TV separated allocated an important proportion of time about 18% for advertisement activities. TRT Çocuk allocates the 9,5% of its whole day broadcasting for advertisements. Within the full-time broadcasting of the channels, Yumurcak TV allocates 3 hours 16 minutes and 11 seconds for advertisements while TRT Çocuk separated 1 hour 23 minutes and 46 seconds for advertisements. There are 22 advertisement zones in TRT Çocuk while Yumurcak TV had 24 advertisement zones. There are 47 products and services which are introduced in Yumurcak TV while TRT Çocuk has 27 products and services to be introduced. There are 53 advertisements, introductory advertisements, direct sale films and advertisements of sponsor firms on the television channels in the sampling. There are 21 common advertisements which are broadcasted in both channels. In other words, approximately 40% advertisements in both television channels.

Table 3. The Comparison of Children's Television Channels in Terms of Advertisement Activities

TRT Çocuk				Yumurcak TV			
Zone	Quantity	Duration	Percentage	Zone	Quantity	Duration	Percentage
22	27	1.23.46	9,5	24	47	3.16.11	18

When the total broadcasting duration is considered, the most remarkable result is the value which represent the period of time Yumurcak TV allocates for advertisements. Almost one in five of the broadcasting consists of advertisements. The reason for this high percentage is the films of direct sale which the products of the character cartoon called Caillou in Yumurcak TV is introduced. The sale of the sets which consist of products of cartoon Caillou leved by children are executed by the firms or enterprises within the structure of Samanyolu Group.

In an interview he gave to the Magazine Cihan, Can Soysal, the General Director of TRT Çocuk stated that they approached to keeping their word of broadcasting domestic production in the rate of 70%; they achieved 60% of total and they would achieve their word soon (www.cihandergi.com, Date of Access: 23.05.2010). As a result of watching conducted between the dates of 12 and 18 April 2010, 28 domestic productions were observed in the channel. Since there are 59 productions in total, the quantity of foreign productions is 25. In terms of the number of the programs, 53% of all the programs are domestic while 47% of them are foreign originated. Domestic productions of Yumurcak TV is very less than TRT Çocuk. Among its programs, 25% is domestic while 75% of them are foreign.

Table 4. The Comparison of Domestic and Foreign Programs in Children's Television Channels in Terms of Quantity and Duration

	TRT Çocuk				Yumurcak TV			
	Quantity	Percentage	Duration	Percentage	Quantity	Percentage	Duration	Percentage
Domestic	28	53	337	45.5	9	25	96	11.6
Foreign	25	47	403	55.5	26	75	725	88.4
Total	53	100	740	100	35	100	821	100

When the values of the domestic and foreign productions in the children's television channels are considered in terms of their percentage, it is seen that TRT Çocuk employs more domestic programs than Yumurcak TV. From the point of duration, all-day broadcasting of TRT Çocuk consists of 38,7% domestic productions and 46,3% foreign productions. When those quantities are considered, it may be concluded that TRT Çocuk hasn't achieved its objectives in terms of quantity and duration yet.

In the thesis study, the shooting techniques which children's television channels employ to set up the programs broadcasted on television were analyzed. When the following table is analyzed, the attention-grabbing common point is the fact that majority of them were established through animation.

Table 5. The Comparison of the Children's Channels according to their Programs in terms of Shooting Techniques

Channel	TRT Çocuk		Yumurcak TV	
Type	/Qty	/Percent	Quantity	Percent
Animation	35	66	23	66
Puppet Characters	5	9	3	8
Live	15	25	9	26
Total	53	100	35	100

The programs were discussed in 8 categories according to their content. The common point of the television channels in the sampling is the fact that they majorly employ entertainment productions. There are 14 educative and entertaining productions in TRT Çocuk while Yumurcak Çocuk has 9 of those programs.

Table 6. The Comparison of the Children's Channels according to their Programs in terms of their Contents

Channel		TRT Çocuk		Yumurcak TV	
Type	Qty / Percent	Quantity	Percent	Quantity	Percent
Entertainment-oriented Productions		14	26,6	12	34
Productions Dealing with Family Life		2	3,7	4	11
Science Fiction Productions		4	7,5	1	3
Productions Related to Petern of Friendship		9	17	3	9
Documentary Productions		7	13	5	14
Productions with the Content of News		2	3,7	1	3
Educative and Informing Productions		14	26,6	9	26
Religious Contented Productions		1	1,9	0	0
Total		53	100	35	100

Among the principles employed in the general broadcasting plan of TRT in 2010, there is an expression saying; "The productions and broadcastings which protect the children against abuse and violence." In TRT Çocuk Channel, however, there are some productions which don't accord with this principle. Those are the programs which employ the element of violence: Bernard, The Adventures of Nano Kid, Kitou, The Empire of Insects, Flipper, Keloğlan, Vikings, Simbad, Bernard Sport, The Team of Wonderful Works, The Missing Medallion, The Triplets, The Magnificent Turks and The Secret of Stone. Among the 53 productions, 14 of

them employ violence. Generally, 26% of all the productions consist of violence while there is no violence in 74% of them. Among 35 productions shown in Yumurcak TV, 9 of them employ violence. They are as follows: Gazoon, Inspector Gadget, Roncho, Long Tail, Oliver's Adventures, The Buble Town, Miserables, Doom Island, Corneil and Bernie. In general, 26% of all the productions employ violence.

Table 7. The Comparison of the Children's Channels according to their Programs in terms of Employing Violence

Channels	TRT Çocuk		Yumurcak TV	
Quantity / % Yüzde	Quantity	Percent	Quantity	Percent
Productions	14	26	9	26

When the two television channels in the table are compared, it may be seen that both TRT Çocuk and Yumurcak TV are rather cautious about the pattern violence in their productions. According to the table, the programs employing the elements of violence are in minority when compared to the programs lacking of violence. In general, it was also observed that the majority of the productions with the elements of violence are foreign orgined ones.

In the general broadcasting plan of TRT in the year 2010, it is emphasized that the children's programs will be broadcasted according to some principles. One of those principles state that "Programs will be in conformity with the children's age and development levels, the issues containing elements which drive children away from the real life and affect their spiritual and mental development negatively will be eliminated." However, "the factors which may drive the child away from real life" mentioned in the principle exist in a few programs of TRT Çocuk Channel.

In the production called Nano Kid's Adventures, it is impossible for the boy called Oskar to turn into a microorganism through the watch on his wrist. Although the production gives the message that the good one wins eventually in the battle of good against bad, it is impossible in real life to turn into a tiny organism. In the cartoon called Simbad, there are some unreal factors such as magic, sorcery and giant. Apart from that, the animals in the film were equipped with the ability of talking. In a program called Vikings, the dangerous adventures of a small boy called Vickie with his fathers and crews don't accord with real life. It is unimaginable that such a small child can't be a member of the crews on a ship. In the cartoon called Kitou which tells the story of the events between the monsters with six eyes and human beings, there are some unreal elements. Especially it is contrary to the reality that the monsters which are animal-like creatures have six eyes and they can context with people. In the production called Small robots and tells the events happening among the robots in a junkyard, characters were attributed adjectives and emphasized that they can act as if they were human beings. However, it is impossible for today's technology that robots have the instincts and senses of human beings. Although the production tries to explain the benefits of working through loading the robots with charge, it employs unreal elements. In the program called Wonderful Works Team, the struggle of children against bad ones through their special talents. In the production, special physical talents of children don't overlap with the physical talents of a normal child. As well as the occasions seen in The Team of Wonderful Works, similar issues are also employed in the productions called Scamp and Seven Buddies. In the program, the children equipped with developed senses struggle against bad ones. In the cartoon called the Triplets, there are unreal occasions such as giants, dwarfs, witches, magic and sorcery. In the documentary production called Franny's Feet, a small boy called Franny wears the shoes in his grandfather's shop which were brought to be repaired and travels to a different world through magic. In the program produced through animation technique called the Mystery of Stones, unreal powers were given to the various creatures.

In the other children's television in the sampling, Yumurcak TV, there are productions which may drive children away from real life. The program called Doom Island narrates the adventures of a child and his friends from space. The creatures from space don't overlap the reality. In the productions such as Corneil and Bernie, Louie, Ozie Boo, Loopdidoo, Panda, The Bubble Town, and Long Ears, the animals are given the ability of talking. The programs called Poko and Little Scholar employ occasions which can't be true through magic and sorcery.

When the productions of TRT Çocuk and Yumurcak TV which may drive the children away from the real life are analyzed, it may be seen that nearly all of them are productions from foreign resources.

4. Conclusions

Although an adult person may choose the messages sent from communication instruments, children fail in doing same. Children receive all sorts of positive or negative messages sent to them, they can't choose. Thus, the institutions, enterprises and individuals who conduct mass broadcasting should choose the contents of broadcasting more carefully. It may be stated that the broadcasters are more conscious related to this issue when compared to past. Because, special thematic channels for children have been established both in the world and in Turkey. When the broadcasters prepare or purchase programs, they partly fail in working with people or institutions who are experts in their fields. Because, all or majority of the programs comply with the principles. However, there are also productions which don't adjust to the broadcasting principles or the broadcasting perceptions determined in their internet sites.

In accordance with the obtained information, it may be concluded that television channels broadcast programs with violence. Although there is a decline in the programs with violence when compared to past, the broadcasters should pay more attention to this issue. They should produce programs through receiving help from expertized people or institutions or purchase the programs with are convenient to the broadcasting perception they had determined or generally accepted broadcasting principles. In the general broadcasting plans of TRT, it is emphasized that utmost care would be paid in order not to broadcast programs which may drive children away from real life. However, both TRT Çocuk and Yumurcak TV employ productions which conflict to this principle. Moreover, it is also remarkable that majority of such programs come from foreign resources. The quantity of the children's programs produced in Turkey is very small. Thus, foreign-originated programs are broadcasted in children's television channels due to the deficiency in this field. However, TRT Çocuk and Yumurcak TV have been producing domestic productions for the last few years. Although TRT Çocuk with lower proportions of domestic productions during the period it was established aimed to produce 70% of its productions from domestic resources, it failed in achieving this proportion in terms of both quantity of programs and duration of the programs. In accordance with the data obtained from the study, it may be concluded that the more domestic programs increase in the television channels the more the quantity of the programs with violence decreases. In summary, attention is paid in domestic productions related to violence. Another remarkable point achieved at the end of the research is that the national television channels which conduct general broadcasting employ very few programs for children. Upon the children's television channels started broadcasting in Turkey, programs shown in big television channels were transferred to the thematic children's television channels.

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Racist Discrimination and Xenophobia on Media: Presentation of Syrian Refugees in Turkish Press

Hülya Öztekin

1. Introduction

Anti-government strikes, which started in Tunisia in 2010 and named as ‘Arab Spring’, spread to many Arab countries like Egypt, Tunisia, Algeria, Jordan, Yemen, Libya in time; similar mass strikes were conducted in Syria in the first months of 2011. These events have turned into a civil war, where several ethnical, religious and political groups are included, in time. According to the report published by Syrian Center for Policy Research (SCPR), 470 thousand people lost their lives in the war in Syria between 2011 and 2016, while 1 million 880 thousand people got injured (www.bbc.com). According to the data shared by United Nations Office for the Coordination of Humanitarian Affairs (UNOCHA), 4 million 815 thousand 868 people had to leave their country due to civil war by March 2016 (www.unocha.org). Turkey is one of the countries preferred heavily by Syrian refugees, who immigrated to different countries, starting with neighborhoods. According to the data of United Nations High Commissioner for Refugees dated March 3, 2016, there are 2 million 715 thousand 789 registered Syrian refugees in Turkey. Only 272 thousand 439 people out of this population are staying at shelter centers established by Prime Ministry Disaster & Emergency Management Authority (AFAD) in 10 cities, while remaining part lives in different cities of Turkey.

Syrian refugees, who try to survive in many cities of Turkey, starting with Gaziantep, Şanlıurfa, Hatay, Kilis near Syrian border, generally in bad conditions, have some economic, social and cultural problems during adaptation process to daily life in Turkey. Xenophobia and racial discrimination directed towards them by Turkish citizens are one of the most important problems experienced by refugees. Widespread hospitality discourse, which saw Syrian refugees as ‘victim religious fellows’ or ‘guests’ and considered embracing them as the human duty during initial period when immigration started from Syria to Turkey, left its place to hostility and hate discourse in time; Syrian refugees have taken part among ‘other’ groups in Turkey. Despite strong xenophobia and racial discrimination practices towards Syrian refugees in Turkey, this situation is generally being denied or tried to be justified with economic, social or cultural reasons.

Relevant hostility has totally come to light and expressed clearly on different platforms with the appearance of Syrian refugees – due to increase of their number – in social and economic life and getting involved in certain criminal events. The campaigns called “We Don’t Want Syrians”, which were started on different social media networks and collected lots of supporters at first, have turned into street demonstrations in time; violent acts were conducted by local community in cities like Gaziantep, Şanlıurfa, Kahramanmaraş, Kayseri, İskenderun, İstanbul, where Syrian refugees live intensely.

Foreigner hostility/fear, which is also called as xenophobia, is the expression of mistrust, fear and/or hatred of foreigners linked to an identification of the nation as the representative of culture. Foreigners are seen as the carriers of different culture with the potential to threaten the integrity of one’s own nation (De Master & Le Roy, 2000, 425). The idea of unknown or different one being dangerous lies beneath this fear and hate. Xenophobia, which is fed with racism in social relations and most of the time processes simultaneously with it, is generally developed against minorities and refugees. This hostility, which is based to different reasons like the protection of the safety of life and property of individuals and groups entering ‘us’ definition, local or national culture, stability and current order, finds itself a place in daily use of the language and discourse practices and gains legitimacy.

Media, as a area of discourse and representation, is a field where dominant ideology in social meaning is reproduced and hegemony is strengthened every day (İnceoğlu & Çoban, 2014, 8). Media constructs reality in a distorted way with representations offered related to reality or at least legitimates existing distorted realities by reproduction. There is a causal relation between media representations and results caused by these representation in real life. Different stages of this causal relationship in terms of the representation of refugees on media can be summarized as follows (Efe, 2015, 9):

- Media prefers certain representations of refugees due to several reasons,
- Then these representations deal with refugees as a collective victim masses or problematic communities posing a threat for the host country,
- These representations affect behavior types related with refugees on hosting society,
- As a result, these representation and behavior types complete policies of powerful groups.

As it is expressed above, the first one of the widespread representation types related with Syrian refugees produced on media is the victimhood discourse dealing with refugees as ‘miserable’ and ‘desperate’ people; while other one being anti-foreigner racist discourse putting security and threat elements at front. This second discourse type, which doesn’t allow right to live to ‘others’ and may turn into social lynch towards refugees if not prevented, are produced on news articles at most.

In this study, news contents that strengthen and legitimate hostility and racialism towards Syrian refugees and discourse types produced in these contents are considered. The aim of the study is to prove how dominant ideology processes in racist discourses produced especially for Syrian refugees and generally about all minorities and foreigners; draw the attention to xenophobia and racialism produced in printed press.

2. Method

In the study, xenophobic and racist discourse produced by national printed press related with Syrian refugees around happening incidents in July – August 2014 period, when “We Don’t Want Syrians” strikes were made in different cities of Turkey, are analyzed. Data is collected over web pages of national newspapers in this study considering that at current stage, when compared with traditional media, internet has wider possibilities in constructing, spreading and naturalizing discriminative and racist discourses setting off from the condition that internet is easier-to-access and more widespread media. First four national newspapers ranking among most-visited web pages of Turkey are taken as samples. These are *Milliyet* (8th), *Hürriyet* (9th), *Sabah* (11th) and *Sözcü* (22nd) newspapers (www.alexa.com).

Online archives of these four newspapers covering the term between July 1 and August 31, 2014 are reached and news articles and columns published related with Syrian refugees are examined.

Table 1. The Examined News Sources

Newspaper Name	Web Page	The Examined Period
<i>Hürriyet</i>	http://www.hurriyet.com.tr	1-31 July 2014 1-31 August 2014
<i>Milliyet</i>	http://www.milliyet.com.tr	
<i>Sabah</i>	http://www.sabah.com.tr	
<i>Sözcü</i>	http://www.sozcu.com.tr	

Content analysis and discourse analysis methods are used together in order to make quantitative and qualitative description in the study. The subjects taken into account by the press and the subjects ignored, the side of the subject brought to the forefront is very important just like the representation type of a subject on the press and the discourse produced during representation stage. In this regard, content analysis is made at first in order to draw a general map of the content related with Syrian refugees; to show which subjects find themselves a part on printed press; then news articles and columns determined and categorized with content analysis are solved with discourse analysis method in xenophobic and racist terms.

3. Findings and Analysis

3.1. Content Analysis

A scan is made by using the in-site search engine in order to determine the news articles and columns published related with Syrian refugees on four newspapers, which are selected as samples. ‘Syrian’, ‘Syrian refugee’, ‘Syrian defectors’, ‘Syrian immigrant’ keywords are used for the scan; total of 376 contents are found between July 1 – August 31, 2014.

Table 2. Distribution of the Content by Newspapers and Type

	<i>Hürriyet</i>	<i>Milliyet</i>	<i>Sabah</i>	<i>Sözcü</i>
News	108	104	63	49
Column	20	16	7	9
TOTAL	128	120	70	58

All reached texts are examined and primary subject topics are determined, texts are classified within the framework of these topics. Here are the determined primary subject topics:

Internal Security/Public Order: Judicial events and violent acts like theft, abuse, rape, injury and murder, extortion, fight, raid, attack and plunder, where Syrian refugees personally got involved as offenders or in some other way.

Refugee Problems: Problems like unemployment, poverty, beggary, sheltering, forced migration, health, education, kid bride, fellow wife, abuse, rape, exploitation, physical violence experienced by Syrians in Turkey.

Fugitive Syrians/Human Trafficking: Syrians, who try to escape to other countries through Turkey and who lose their lives during escape stage; human smugglers who take Syrians to other countries with illegal ways.

Economy: Financial burden caused by Syrian refugees on Turkish economy in terms of sheltering, nutrition, health, education, etc; increase of rents due to high demand coming from refugees and problems experienced by Turkish citizens in terms of finding houses; increase of unemployment due to cheap labor provided by refugees, decrease of prices in labor market, unfair competition created by tax-free trade provided to entrepreneur refugees.

Politics: Statement and declarations made by presidential candidates during presidency elections made on August 10, 2014; criticisms made by opposition parties and personally examined newspapers towards refugee policy of AK Party government; news, statements made by political actors related to Syria and refugee policy of Turkey.

Table 3. Distribution of the Content by Newspapers and Topic Titles

Konu Başlığı	<i>Hürriyet</i>	<i>Milliyet</i>	<i>Sabah</i>	<i>Sözcü</i>
İç Güvenlik/Asayiş	43	44	27	21
Mülteci Sorunları	43	38	18	4
Kaçak Suriyeliler/İnsan Kaçakçılığı	18	5	8	5
Ekonomi	12	14	6	2
Siyaset	12	19	11	26

News articles and columns in internal security/public order category rank first among contents, which are published at *Hürriyet*, *Milliyet* and *Sabah* newspapers and take Syrian refugees as subjects. In parallel with the dominant approach on mainstream media, Syrian refugees are considered as a threat and security element related to Syrian refugees is brought to the forefront at *Hürriyet*, *Milliyet* and *Sözcü* newspapers. Refugees are shown as the source and responsible party for “We Don’t Want Syrians” strikes held in different cities and conflicts experienced in these strikes. Meanwhile *Sabah* newspaper approached these strikes and conflicts with more common sense and tolerance different from other three newspapers. Relevant protest acts are considered as provocations conducted towards AK Party and Recep Tayyip Erdoğan during presidential election stage and people are called to have more common sense.

News articles and columns in politics category rank first among the contents related to Syrian refugees at *Sözcü* newspaper. Critical contents towards the government on Syrian refugees generate most of them. Especially on columns, Syrian refugees are considered as a trouble for Turkey caused by AK Party government and personally Recep Tayyip Erdoğan, while problems related to refugees are dealt as a political criticism instead of a humanistic approach. Refugee problems are given very little place at *Sözcü* newspaper, while very limited space is also given to illegal immigration and human trafficking problems, which are the biggest refugee problems of recent times that ended with the deaths of hundreds of Syrians.

Refugee problems rank second among content published at *Hürriyet*, *Milliyet* and *Sabah* newspapers and related to Syrian refugees. Contents related to poverty and beggary stand at the forefront among refugee problems. On news articles and columns, which explain the beggary conducted especially by Syrian refugees in Turkey, beggary is not only dealt in terms of poverty, but also there is emphasis towards the fact that begging Syrian people are elements of threat and fear for the local people living in cities as they disrupt peace and comfort of the city.

3.2. Discourse Analysis

Discourse is the use of language by individuals. However, it is not the expression of individual emotions and opinions only; it is the representative and reproducer of social knowledge, value judgements and ideologies. Discourse plays an indispensable role in reproduction and daily expression of ideologies (Van Dijk, 2003a, 13). Most of our discourses express our ideological based opinions especially when we talk as a member of a group (Van Dijk, 2003b, 9). Discourse is fed from ideologies and shaped according to them; while defining or changing our ideologies (Van Dijk, 2003a, 111).

Discourse may be accepted as the ‘interface’ of social and cognitive dimensions of racialism and discrimination. We learn discrimination through discourse, speeches and texts. The dominant discourse on circulation is produced by dominant ideology, which desires the continuation of social discrimination for the continuation of its own primary and dominant role, and dominant group(s) that defend this ideology (Çınar, 2013, 141). Discourse analysis is made in order to reveal how this dominant discourse is established and processes in the language; uncover the dominant discourse constructed inside the text.

When the content that is reached within the scope of sample in this study is examined in terms of ‘xenophobia’ and ‘racism’ discourse, it is determined that there are several widespread negative themes that are frequently given place related to representation of Syrian refugees on newspapers. These themes are collected under three main topics and contents are analyzed within the framework of these topics. These topics are:

1. Criminal/security threat
2. Unwanted foreigner
3. Economic burden

Criminal/Security Threat

Security emphasis is made on many contents related to Syrian refugees, while refugees are represented by linking them with danger, chaos and crime concepts. Even though Syrians are the people who had the real harm and subject to violence with “We Don’t Want Syrians” strikes held in different cities during those times, the presence of Syrian refugees is shown as the source of these events on many news articles and columns; the negative events experienced by people are tried to be explained and legitimized with the discontent felt by local people towards the presence of Syrians and ‘tension’. Syrians are shown as the source of conflicts by defining the topics of the major part of news related to relevant strikes as “Syrian tension”:

“Syrian tension in Kahramanmaraş: 27 custodies” (*Hürriyet*, July 16, 2014)

“‘Syrian’ tension in Gaziantep” (*Milliyet*, July 16, 2014)

“‘Syrian’ reaction in Kayseri” (*Milliyet*, July 31, 2014)

“Syrian tension in Gaziantep” (*Hürriyet*, August 13, 2014)

“Syrian tension continues in Gaziantep” (*Sabah*, August 14, 2014)

“Syrian tension in İskenderun!” (*Sözcü*, August 19, 2014)

Hürriyet newspaper columnist Gülse Birsel, stating that she understands the victimhood and desperation of Syrian refugees, finds the reaction shown by local people against conflicts by saying: “What should neighborhood residents do? Should they stand idle?” and evaluates these reactions as natural reactions shown in order to protect themselves:

“Security problems have aroused. Unfortunately, there are many Syrian refugees who are involved in crimes like prostitution, theft, drugs. These are not bad people, only desperate ones. Hungry, far away from their homes, people with no hope for future with nothing to lose may prefer any way to survive [...] here’s the most frightening part. When these people without future start to pose more threat to environment, what will “neighborhood residents” do? Will they stand idle? Mutual harassments, fisticuffs, crime news between Syrian and Turkish people show themselves already. Conflicts with stones and knives in our cities neighbor to Syria give the shivers.” (*Hürriyet*, August 6, 2014)

Refugees are represented as dangerous living creatures that may be hunted beyond being humans with the expression used as “Syrian hunt at streets during night” topic for a news related to strikes made in order to protest Syrian refugees in Gaziantep. On the same news, it is implied that the murder case is not the first one for Syrians by giving information as ‘over the limit’ for the event, where Hıdır Çalar, who lived in Ünalı Neighborhood of Gaziantep, was stabbed to death by his Syrian tenant and people living together, whom he wanted to evict (*Sözcü*, August 13, 2014).

Milliyet columnist Melih Aşık stated as “reactions towards Syrians in Gaziantep are reaching to bloodier dimensions with each day passing. Even though the situation in Hatay, Şanlıurfa, Kilis is not as severe as Gaziantep, it is not so much different. The reason for this hostility is certain; disturbance caused by Syrians in cities...” on his article, where he evaluated Presidential elections, and finds racist strikes and xenophobia happening in relevant cities right, while showing the real responsible party as Syrians (*Milliyet*, August 15, 2014).

On the examined news articles and columns, Syrian refugees are presented as crowds disturbing public order and peace, acting as criminals or possible criminals. Many negative and eliminative representation types are given place like ‘fugitive’, ‘thief’, ‘molester’, ‘rapist’, ‘attacker’, ‘murderer’, ‘beggar’, ‘trouble maker’, ‘cutpurse’, ‘prostitution’.

Sözcü newspaper columnist Emin Çölaşan used following expressions on his article with the topic “‘Syrians Trouble’ Brought On Us”:

“Dear readers, right now there are two million Syrians living in Turkey. There are terrorists, agents, murderers, beggars and pathetic people among them. The government is feeding some part in camps but we ran out of money. The government begs for money from abroad. Our big cities are filled with Syrians. They live a miserable life inside tents, they are begging...

They stirred the pot in Syria with the dream of overthrowing Assad, but they couldn’t do it. They also brought ‘Syrian trouble’ on us.” (*Sözcü*, August 17, 2014)

The columnist emphasizes on ‘Syrians’ word on the topic of this article, which is basically written to criticize AK Party government, and refers to them as ‘trouble’. In the later part of the article, he uses negative and generic expressions like “There are terrorists, agents, murderers, beggars and pathetic people among them” for Syrian refugees. Also he dehumanize and trivializes them with the expression as “The government is feeding some part in camps”, defining them as creatures that are ‘fed’ only.

In June month of 2014, the topic of the news related to a murder committed near Esenler Bus Terminal is “Bus Terminal during daylight, “Syria” by night”. Syrian refugees sheltering inside the bus terminal are shown as the source of this problem on the news article, where security problem of Esenler Bus Terminal is explained, emphasizing that the murderer may be a Syrian even though the person who committed the crime was not certain yet. Moreover, following expressions belonging to the son of the victim are given on the news article:

That place is bus terminal during daylight, casino by the night. It is a trap for prostitution. Bonzai and women are sold. Any kind of trouble is experienced. The things happening below bus terminal are not experienced in Tarlabası or Dolapdere. There are 300 – 400 Syrians who stay at middle floor. They lay their beds to any empty place they find. They don’t travel alone, they cruise at least with 6-7 people. They beg, they pickpocket, people are afraid to pass from bus terminal.” (*Hürriyet*, August 4, 2014)

Unwanted Foreigner

Another widespread discourse related to Syrian refugees is the discourse as ‘foreigners who invade our country, city, our lands’. On news articles and columns stating the disturbance of locals who consider themselves as the real owners of the country, Syrian refugees are represented as unwanted foreigners, who gush out from everywhere, invade cities, spread all the time.

Sözcü newspaper columnist Bekir Coşkun defines the arrival of Syrian refugees to Turkey as ‘invasion’ with the expression as ‘if more than 1 million runaway Syrians invade cities...’ on his column dated July 30, 2014, while stating their reason for arrival as ‘runaway’ far from humane approach.

Similarly, Rahmi Turan from *Sözcü* newspaper mentions the disturbance felt from Syrian refugees being ‘everywhere’ with the sentences as “Syrian people are gushing out from everywhere at streets, squares, in front of restaurants! Women, children, young, old... They open their hands, they beg!” while evaluating the current situation as a ‘malignant disease’ spread from Syria to Turkey (*Sözcü*, July 6, 2014).

Aslı Aydıntaşbaş defined the disturbance felt from seeing Arab tourists and Syrian beggars at every corner starting from Harbiye to Beyoğlu as ‘unpleasant alienation’ (*Milliyet*, August 4, 2014).

Şevket Güney from *Sabah* newspaper explains the disturbance felt by local people in Mersin, one of the cities where Syrian refugees live intensely, because of the presence of refugees with moderate and soft expressions like “Mersin citizens are disturbed, artisans are disturbed, unemployed people are disturbed because of the preference of Syrians for labor as they work cheaper. Families are disturbed”, however he also presents Syrian refugees as foreigners who disrupt the peace and comfort of local people just like other examples (*Sabah*, July 10, 2014).

Even though racist and xenophobic discourse is less seen in quantitative terms at *Sabah* newspaper, which supports Syria policy and open door policy adapted towards Syrian refugees by AK Party government and doesn't give place to negative content related to refugees when compared to other newspapers, it is as discriminative and marginalizing as other newspapers in quality terms. For example, the newspaper presents refugees as bugs and stray animals polluting the streets and even the pollution itself with the expression as “Syrian beggars are cleared from Ankara streets”, where it is stated that begging refugees in Ankara are collected by Metropolitan Municipality police teams (*Sabah*, July 19, 2014). Again on *Sabah* newspaper, the dismissal of Syrian families sheltering on the beach and parks in Mudanya district of Bursa from the district by Mudanya Municipality Police Directorate teams is given with the topic “Syrian refugees are sacked from Mudanya”. Instead of criticizing this inhuman practice conducted by Mudanya Municipality, the legitimizing expression and descriptions are given place like “they are taken outside of the district borders by Mudanya Municipality Police Directorate teams after sheltering at the beach and parks”, “they hazed Mudanya people” (*Sabah*, July 28, 2014).

The sheltering center, which is constructed in İzmir Çiğli for Syrian refugees are announced by *Sözcü* newspaper with the topic “100 million dollars-worth 5 star camp for Syrians”. It is emphasized on the news that local people don't want Syrian refugees, while explaining on the other side as the center stands like a 5-star hotel with internet, LED TV, Hilton bathroom, sports hall, fitness center, massage parlor, Turkish bath, open and closed car park, etc. possibilities and protected by police and National Intelligence Organization (MIT) forces 24 hours. It is added that the region is one of the poorest neighborhoods of İzmir and the government doesn't make investment to this region, while underlining that AK Party government withholds providing these possibilities to its own people and gives it to ‘foreigners’; ‘us – them’, ‘locals – foreigners’ contradiction is produced again (*Sözcü*, August 1, 2014).

Milliyet columnist Güneri Civaoglu lists the social and economic problems caused by Syrian refugees in Turkey as beggary, increase of real estate prices and rents, cheap and illegal labor force, theft, pickpocketing, bullying and then expressed the disturbance felt by their presence ‘among us’ in cities with following words:

“Only 100 thousand Syrian refugees stay at camps out of 1 – 1.5 million. Remaining million Syrians are in cities among us. The condition of our border cities and even Istanbul, İzmir are painful.

Small kids, women beg for money. We come across them at every step...

Theft, pickpocketing, bullying have disrupted the social texture of cities, while increasing crime graph.” (*Milliyet*, July 16, 2014).

Economic Burden

Another dimension of negative discourse related to Syrian refugees is established on the ‘burden’ they bring to economy of the city they live in and the harm caused on the economy. The increase of unemployment rates due to cheap labor force provided by Syrian refugees and their inclusion on employment, increase of housing prices and rents, food, health, education, cleaning, etc. expenses of refugees staying at sheltering centers are evaluated within this scope.

Emin Çölaşan, who refers to Syrian refugees as ‘trouble’ again on his article with the topic “new trouble for us”, criticizes the government within the context of Syria policy:

“Dear readers, the love of this government to overthrow and destroy Syrian President Bashar Assad caused new troubles for us. More than 1.5 million Syrians, who escaped their countries and took refuge in Turkey!

Around 500 thousand part of these poor people are living in camps opened in different places. We feed them every day, we saturate them, we educate their children, we cover their health expenses but we ran out of money.

All possibilities, which are preserved from taxpaying Turkish citizens, are provided to Syrians. For example, hospitals cannot take single penny from them” (*Sözcü*, July 15, 2014)

The presence of Syrian refugees is defined as a devastating “impact” for Mersin economy on the news with the topic as “Syrians had impact on Mersin economy” published on *Milliyet* newspaper (*Milliyet*, July 10, 2014). Again on *Milliyet* newspaper, the increase of loss – illegal rate in cities operated by Toroslar Elektrik, which is under the structure of Enerjisa, is linked to the presence of Syrian refugees on the news with the topic as “Syrians hit Enerjisa of Sabancı”, while loss – illegal electricity usage is generalized to all Syrians. Moreover, an implication is made on the topic as “Syrians cause loss even on giant Sabancı corporation” (*Milliyet*, August 5, 2014).

A news related to monetary fines that will be given to business places employing illegal Syrian workers had a topic “the cost of 1 Syrian is TL10 thousand”. The topic, which doesn’t reflect the content of the news article, causes an understanding among people that each Syrian refugee brings TL10 thousand economic burden on Turkish economy when considered alone (*Milliyet*, July 4, 2014).

There are Syrian refugees, which are not “burden” for Turkey, but that should be considered “gain”... Here’s one of them: Painter and violinist Damoon Yaghoobi coloring the streets at Kadıköy with melodies together with colleagues...

In the above-mentioned example, *Hürriyet* columnist Emre Kızılkaya accepts on his article, where he lists ‘Syrian problem’ in 10 articles, that Syrian refugees are a ‘burden’ for Turkey, while stating that there are exceptions for this condition and refers to painter and violinist Damoon Yaghoobi as one of the refugees who can be considered as a ‘gain’.

4. Result

It is seen that negative and generalizing representation types related to Syrian refugees are preferred in all newspapers selected as samples. Syrian refugees are presented as ‘others’ and ‘unwanted foreigners’ who pose a threat against the peace, prosperity and security of Turkish state and Turkish people.

Moreover, there is an approach which doesn’t consider Syrian refugees as ‘rightful subjects’. Without paying attention to identity, age, gender, profession of refugees on major part of the contents related to Syrian refugees, expressions that don’t define identity are used like ‘Syrian’, ‘Syrian woman’, ‘Syrian kid’, ‘Syrian beggar’, ‘Syrian tenant’. Similarly, on major part of these contents, Syrian refugees are mentioned and trivialized as great masses of people calculated heavily like “around 1,5 million”, “more than 1 million”, “around 2 million”, “whose number exceeds 1 million”, “1 – 1.5 million”.

Subject topics standing forward according to political tendency of newspaper show difference. On *Sözcü* and *Hürriyet* newspapers, security problems and economic losses claimed to be caused by Syrian refugees are emphasized on news articles and columns in order to criticize Syria and refugee policies of AK Party government, while *Sabah* newspaper touched upon difficult living conditions and victimhood of refugees. Moreover, according to the newspaper, which supports Syria and refugee policies of AK Party government, Turkey is a

hospitable country opening its doors to millions of homeless people. This strengthens ‘positive us’ image.

Racist and xenophobic discourse on news articles are constructed in a more implicit way. It needs a deeper study in this respect. On the other hand, more precise and direct discriminative language is used against Syrian refugees especially and all foreigners ‘who are not one of us’ on columns. On major part of these articles, elitist perspective of ‘urbanized middle class white Turks’ are dominant. There is an approach pitying Syrians and seeing them as incapable, miserable and desperate instead of a humane approach even while referring to their problems.

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Local information in Rome: media agenda in election campaign

Andrea Pranovi

1. Introduction

In a metropolis of large dimensions like Rome, the majority of people get informed about what happens in the city mainly from the media. Compared to first-hand experience, that is to say experiences gained directly from other people, second hand experiences prevail. This type of experience, as Grossi (1983) observes, spread when, in industrial capitalistic societies, due to social differentiation and complexification and due to the central role of the mass media, people learn about some aspects of reality not throughout the direct experience of daily life, but exclusively throughout the symbolic mediation of mass media communication.

In this context it is essential to understand the composition of the agenda of the local mass media of Rome. This paper shows the results of a research concerning the chronicle of Rome in three national newspapers during the campaign for municipal elections of 2013 and 2016. This way, in addition to the identification of the characteristics for the selection of the topics of the mass media agenda, it will be possible even to make a comparison between the agenda of the two election campaigns in order to verify any transformation.

2. Method

The sections concerning the chronicle of Rome of three national newspapers have been monitored: *La Repubblica*, *Il Corriere della Sera* and *Il Messaggero*. The newspapers have been analyzed during the four weeks prior to the vote: from Monday 29 April to Saturday 25 May 2013 and from Monday 9 May to Saturday 4 June 2016.

In order to identify the topics of the agenda of the newspapers, 39 categories have been developed: animals; businesses, productive activities, commerce and work; celebrations, awards, commemorations, conferences and festivals; city planning, public works and requalification; civil rights and racial, ethnic and homophobic discrimination; consumption; corruption, misconduct, bribes, frauds and financial crimes; drugs and alcohol; environment and pollution; festivities and traditions; fires, gas leaks, explosions and collapses; healthcare; housing emergency, real estate market and construction industry; immigration; justice and prisons; law enforcement activities, local police, finance police and fire fighters; media, publishing industry and new technologies; micro-criminality and violent incidents; minors; municipal elections; municipal policies; national policies; organized crime and related felonies; poverty, urban decay and decorum; provincial policies; public transportation; refuse; regional policies; school, university and culture; social policies; solidarity, voluntary work and charity; suicides; taxes; tourism; traffic, driveability, streets and parking lots; Vatican, religious celebrations and the pope's activity; violence against women; weather conditions and natural calamities; other (residual category).

All the news regarding the cities of the region or of the province that do not concern Rome have been excluded, limiting therefore the collection of news regarding the territory of Rome. Also all the news regarding sport and entertainment have been excluded, since in some newspapers these news are part of local news, while in other newspapers they belong to other sections and columns. The editorials, the comments of the letters from readers, which represent a journalistic genre that is different for the genre of news, have not been taken into consideration.

Five important subjects have been identified for every edition of analyzed newspapers. The definition of "subject" adopted in this paper is at a level of greater generality compared to news,

therefore, for example, two different news presented in the same edition of a newspaper can be attributed to the same subject.

This way the news have been operationalized in order to be transformed into subjects. The “five important subjects” correspond to the five subjects that take more space in the first page of the chronicle of Rome; in cases where subjects have been given the same space, even the placement in the page has been taken into consideration, identifying therefore the subjects in first place from top to bottom and, secondly, from left to right.

3. Findings

The main subject within the “five important subjects” of the newspapers analyzed during the election campaign of 2013 have been the municipal elections (15%), followed by the residual category “other” (8,1%). The presence of subjects concerning micro-criminality and violent incidents (7,3%), school, university and culture (7,3%), traffic, driveability, streets and parking lots (6%), healthcare (5,8%) and businesses, productive activities, commerce and work (5,2%).

Table 1. The presence of subjects in the newspapers during the election campaign of 2013

TEMA	Frequenze percentuali
<i>Municipal elections</i>	15,0%
<i>Other</i>	8,1%
<i>Micro-criminality and violent incidents</i>	7,6%
<i>School, university and culture</i>	7,3%
<i>Traffic, driveability, streets and parking lots</i>	6,0%
<i>Healthcare</i>	5,8%
<i>Businesses, productive activities, commerce and work</i>	5,2%
<i>Law enforcement activities, local police, finance police and fire fighters</i>	4,5%
<i>Public transportation</i>	4,2%
<i>Housing emergency, real estate market and construction industry</i>	3,7%
<i>Corruption, misconduct, bribes, frauds and financial crimes</i>	3,4%
<i>Municipal policies</i>	3,1%
<i>Poverty, urban decay and decorum</i>	3,1%
<i>Regional policies</i>	2,6%
<i>Taxes</i>	2,4%
<i>City planning, public works and requalification</i>	1,8%
<i>Weather conditions and natural calamities</i>	1,8%
<i>Organized crime and related felonies</i>	1,8%
<i>Refuse</i>	1,6%
<i>Fires, gas leaks, explosions and collapses</i>	1,3%
<i>Celebrations, awards, commemorations, conferences and festivals</i>	1,3%
<i>Minors</i>	1,0%
<i>Civil rights and racial, ethnic and homophobic discrimination</i>	1,0%
<i>Vatican, religious celebrations and the pope's activity</i>	1,0%
<i>Suicides</i>	0,8%
<i>Violence against women</i>	0,8%
<i>Consumption</i>	0,5%
<i>Festivities and traditions</i>	0,5%
<i>Justice and prisons</i>	0,5%
<i>Animals</i>	0,5%
<i>Environment and pollution</i>	0,5%
<i>Solidarity, voluntary work and charity</i>	0,3%
<i>Drugs and alcohol</i>	0,3%
<i>Social policies</i>	0,3%

It is also interesting to consider the distribution of the frequency of the subjects in each of the three analyzed newspapers. Nevertheless each newspaper has some peculiarities. *La Repubblica*, for example, compared to the other newspapers, gives less importance to the subject of poverty, urban decay and decorum (0,8%), while it gives a greater attention to the subject concerning civil rights and racial, ethnic and homophobic discrimination (2,5%). In the chronicle of Rome in *Corriere della Sera*, instead, compared to the other two newspapers, there is a greater presence of the subject concerning corruption, misconduct, bribes, frauds and financial crimes (5,6%) and a lower presence of the subject concerning school, university and culture (3,2%). *Il Messaggero* is characterized by a lower presence, compared to the other newspapers, of subjects concerning businesses, productive activities, commerce and work (3%) and public transportation (2,2%).

Table 2. The presence of subjects in each newspaper during the election campaign of 2013

TEMA	Ia Repubblica	Corriere della Sera	Il Messaggero
<i>Animals</i>	0,8%	0%	0,7%
<i>Businesses, productive activities, commerce and work</i>	6,7%	6,3%	3,0%
<i>Celebrations, awards, commemorations, conferences and festivals</i>	2,5%	0%	1,5%
<i>City planning, public works and requalification</i>	1,7%	2,4%	1,5%
<i>Civil rights and racial, ethnic and homophobic discrimination</i>	2,5%	0,8%	0%
<i>Consumption</i>	0,8%	0%	0,7%
<i>Corruption, misconduct, bribes, frauds and financial crimes</i>	2,5%	5,6%	2,2%
<i>Drugs and alcohol</i>	0%	0%	0,7%
<i>Environment and pollution</i>	0%	0,8%	0,7%
<i>Festivities and traditions</i>	0,8%	0,8%	0%
<i>Fires, gas leaks, explosions and collapses</i>	1,7%	2,4%	0%
<i>Healthcare</i>	5,8%	4,0%	7,4%
<i>Housing emergency, real estate market and construction industry</i>	3,3%	2,4%	5,2%
<i>Justice and prisons</i>	0,8%	0,8%	0%
<i>Law enforcement activities, local police, finance police and fire fighters</i>	2,5%	5,6%	5,2%
<i>Micro-criminality and violent incidents</i>	6,7%	5,6%	10,4%
<i>Minors</i>	0,8%	0%	2,2%
<i>Municipal elections</i>	15,8%	18,3%	11,1%
<i>Municipal policies</i>	5%	3,2%	1,5%
<i>Organized crime and related felonies</i>	0,8%	2,4%	2,2%
<i>Poverty, urban decay and decorum</i>	0,8%	4,0%	4,4%
<i>Public transportation</i>	5,8%	4,8%	2,2%
<i>Refuse</i>	0,8%	1,6%	2,2%
<i>Regional policies</i>	2,5%	4,0%	1,5%
<i>School, university and culture</i>	7,5%	3,2%	11,1%
<i>Social policies</i>	0%	0%	0,7%
<i>Solidarity, voluntary work and charity</i>	0,8%	0%	0%
<i>Suicides</i>	0%	0%	2,2%
<i>Taxes</i>	4,2%	0,8%	2,2%
<i>Traffic, driveability, streets and parking lots</i>	6,7%	4,7%	6,7%
<i>Vatican, religious celebrations and the pope's activity</i>	1,7%	0,8%	0,7%
<i>Violence against women</i>	0,8%	0%	1,5%
<i>Weather conditions and natural calamities</i>	1,7%	2,4%	1,5%
<i>Other</i>	5,0%	12,7%	6,7%

During the election campaign of 2016 the main subject within the “five important subjects” of the analyzed newspapers is the subject of municipal election (19,3%), followed by the residual category “other” (11,2%). The subjects regarding businesses, productive activities, commerce and work (9,1%), micro-criminality and violent incidents (7,5%), corruption, misconduct, bribes, frauds and financial crimes (6,1%), violence against women (4,8%) and traffic, driveability, streets and parking lots (4,3%) have high percentages.

Table 3. The presence of subjects in the newspapers during the election campaign of 2016

TEMA	Frequenze percentuali
<i>Municipal elections</i>	19,3%
<i>Other</i>	11,2%
<i>Businesses, productive activities, commerce and work</i>	9,1%
<i>Micro-criminality and violent incidents</i>	7,5%
<i>Corruption, misconduct, bribes, frauds and financial crimes</i>	6,1%
<i>Violence against women</i>	4,8%
<i>Traffic, driveability, streets and parking lots</i>	4,3%
<i>School, university and culture</i>	3,7%
<i>Organized crime and related felonies</i>	3,7%
<i>City planning, public works and requalification</i>	3,5%
<i>Refuse</i>	3,5%
<i>Public transportation</i>	3,2%
<i>Poverty, urban decay and decorum</i>	2,4%
<i>Housing emergency, real estate market and construction industry</i>	2,1%
<i>Municipal policies</i>	1,9%
<i>Celebrations, awards, commemorations, conferences and festivals</i>	1,9%
<i>Healthcare</i>	1,6%
<i>Fires, gas leaks, explosions and collapses</i>	1,6%
<i>Immigration</i>	1,3%
<i>Minors;</i>	1,1%
<i>Media, publishing industry and new technologies</i>	0,8%
<i>Justice and prisons</i>	0,8%
<i>Solidarity, voluntary work and charity</i>	0,8%
<i>Weather conditions and natural calamities</i>	0,5%
<i>Festivities and traditions</i>	0,5%
<i>Taxes</i>	0,5%
<i>Vatican, religious celebrations and the pope's activity</i>	0,5%
<i>Suicides</i>	0,3%
<i>Drugs and alcohol</i>	0,3%
<i>Law enforcement activities, local police, finance police and fire fighters</i>	0,3%
<i>Tourism</i>	0,3%
<i>Civil rights and racial, ethnic and homophobic discrimination</i>	0,3%
<i>Environment and pollution</i>	0,3%

Even during the second period of data collection it is opportune to analyze the data concerning each newspaper. As observed from the distribution of the subjects during the election campaign of 2013, even during the campaign of 2016 there have been some differences between the three analyzed newspapers. For examples, in the chronicle of Rome in *La Repubblica*, compared to the other newspapers, there is major presence of the subject concerning celebrations, awards, commemorations, conferences and festivals (3,4%). Compared to the other analysed newspapers, *Corriere della Sera*, instead, gives greater importance to the subjects concerning public transportation (5,7%) and housing emergency, real estate market and construction industry (4,1%). The main differences between *Il Messaggero* and the other newspapers consists of a greater presence of the subject of refuse (6%) and a minor presence of the subject concerning city planning, public works and requalification (1,5%).

Table 4. The presence of subjects in each newspaper during the election campaign of 2016

TEMA	la Repubblica	Corriere della Sera	Il Messaggero
<i>Businesses, productive activities, commerce and work</i>	9,2%	6,6%	11,3%
<i>Celebrations, awards, commemorations, conferences and festivals</i>	3,4%	1,6%	0,8%
<i>City planning, public works and requalification</i>	5,9%	3,3%	1,5%
<i>Civil rights and racial, ethnic and homophobic discrimination</i>	0%	0,8%	0%
<i>Corruption, misconduct, bribes, frauds and financial crimes</i>	4,2%	5,7%	8,3%
<i>Drugs and alcohol</i>	0%	0%	0,8%
<i>Environment and pollution</i>	0,8%	0%	0%
<i>Festivities and traditions</i>	0,8%	0%	0,8%
<i>Fires, gas leaks, explosions and collapses</i>	0,0%	2,5%	2,3%
<i>Healthcare</i>	0%	2,5%	2,3%
<i>Housing emergency, real estate market and construction industry</i>	1,7%	4,1%	0,8%
<i>Justice and prisons</i>	0,8%	0,8%	0,8%
<i>Law enforcement activities, local police, finance police and fire fighters</i>	0%	0,8%	0%
<i>Media, publishing industry and new technologies</i>	2,5%	0%	0%
<i>Micro-criminality and violent incidents</i>	6,7%	6,6%	9%
<i>Minors</i>	0%	0,8%	2,3%
<i>Municipal elections</i>	20,2%	18,9%	18,8%
<i>Municipal policies</i>	1,7%	1,6%	2,3%
<i>Organized crime and related felonies</i>	2,5%	5,7%	3,0%
<i>Poverty, urban decay and decorum</i>	2,5%	1,6%	3,0%
<i>Public transportation</i>	2,5%	5,7%	1,5%
<i>Refuse</i>	1,7%	2,5%	6,0%
<i>School, university and culture</i>	5%	4,1%	2,3%
<i>Solidarity, voluntary work and charity</i>	2,5%	0%	0%
<i>Suicides</i>	0%	0,8%	0%
<i>Taxes</i>	1,7%	0%	0%
<i>Tourism</i>	0%	0,8%	0%
<i>Traffic, driveability, streets and parking lots</i>	2,5%	4,1%	6,0%
<i>Vatican, religious celebrations and the pope's activity</i>	0,8%	0%	0,8%
<i>Violence against women</i>	5%	4,9%	4,5%
<i>Weather conditions and natural calamities</i>	0%	0,8%	0,8%
<i>Other</i>	13,4%	9,8%	10,5%

By comparing the distribution of the frequency of subjects in the two periods under study, it has been observed that in both periods the main subject has been municipal election. Also, in both newspapers a high presence of subjects concerning micro-criminality and violent incidents and traffic, driveability, streets and parking lots has been observed.

Important differences have been observed, instead, with respect to the subject of school, university and culture, which results to be present almost two times more in the first period. A similar situation happens for the subject of healthcare, that during the election campaign of 2013 has been present in a percentage three times greater than the presence during the election campaign of 2016.

During the election campaign of 2016 the presence of the subject concerning organized crime and related felonies has a presence more than two times bigger than the election campaign of 2013. Even the subject concerning corruption, misconduct, bribes, frauds and financial crimes is decisively higher in the second period. The subject of violence on women during the election

campaign of 2016 is six times bigger than the election campaign of 2013. Another important fact is represented by the low presence of the subject of immigration in both periods of observation.

4. Discussion

With regards to the preponderance of the subject of municipal election, the fact that emerged from the newspapers under study represents a further confirmation of how the municipal politics is the subject with the greatest presence in the selection of the chronicles of Rome of paid newspapers, as demonstrated in a research made on the local media of Rome from 2012 to 2013, which has taken in exam even periods outside the election campaign (Pranovi, 2016). At a local level also the phenomenon of the “predominance of the politician” in the Italian press, in other words the overestimation of the political dimension and the imbalance between the offer of political information and the demand of information from the reader (Barbano, 2012), is present.

Also, as underlined by Roncarolo (2007) in a research upon the media coverage of the activity of the former mayor of Rome Walter Veltroni, the political events in Rome have an importance that influences the national political system.

The importance given to the subject of micro-criminality and violent incidents, during the period of observation of the two local newspapers, dictates a reflection on the presence of the crime news in the local media of the last few years, even in relation to the perception of safety from the public opinion and the actual number of crimes. 2007 has been the year of the so called “emotional bubble”: the concern for criminality holds the first place in the agenda of citizens and their anxiety is associated to a high density of news concerning criminality in television information (European Observatory on Security, 2011). Security has also been one of the crucial elements of the municipal election campaign of 2008. During this campaign the debate on security has been the central topic of the election program of the centre-right candidate Gianni Alemanno, who won the ballot. This debate on security has been fostered by the news of an alleged sexual assault on a foreign student near the train station “La Storta” in Rome. As Morcellini (2009) observes, the voter’s conscience has been incited by the subject of security and immigration, by crime news and evil.

After the election of 2008 there has been an increase of the perceived security, which corresponds to the drop of attention given by the media to the subjects concerning criminality. During the election campaign the subjects of criminality and security have been given considerable space in the mass media, even due to the great importance given to these subjects by the political agenda. But after the elections, the same subjects have not been central anymore in the political debate, and, consequently, in the mass media agenda (Diamanti, 2008).

The “criminality alarm”, registered during 2007, seems to have returned in 2009 as far as citizen perception and mass media representation is concerned: in 2009, as a matter of fact, the Italians have the perception of a further decline of criminality (European Observatory on Security, 2010).

The increase of concern for security by the citizens of Lazio in 2011 coincides with the return of a great attention from mass media, especially the local media, to the subject of criminality in the city of Rome, following a few episodes of violence. The coverage given by the media to some episodes of violence which happened in Rome between the end of 2011 and the beginning of 2012 seems to follow the logic of “signal crimes”, that is to say the construction of criminal events is made by the newspapers in such a way that the public interprets these events as the indicators of the general situation of the society (Innes, 2005).

During the analysis of the newspaper coverage of an episode of crime news, which happened in Rome, Binotto (2005) observes that the presence of elements that dramatize the event

contribute to define and construct the story by giving it a dramatic output. The research data presented in this paper demonstrates how the local media continues to give a lot of importance to the genre of crime news.

Another subject that has been very present in media during the election campaign of 2013 as well as 2016, is traffic, driveability, streets and parking lots. The majority of news linked to this subject concerns road accidents, which have a high frequency in Rome (Giacchetta & Marani, 2014).

As far as healthcare is concerned, the presence registered during the two periods is radically higher during the election campaign of 2013, caused by two situations that occurred during the months before the election campaign: the then Commissioner for Healthcare of the Region of Lazio presented a repayment plan that called for the reduction of hospital beds (Bartoloni, 2012); some employees of an important healthcare group have not received their salary for a some months due to the economical and financial situation of the hospital facilities of that healthcare group (Russo, 2013).

On the contrary, there is a greater presence, during the second period of observation, of subjects concerning organized crime and related felonies, corruption, misconduct, bribes, frauds and financial crimes and violence against women. The high presence of subjects concerning corruption, misconduct, bribes, frauds and financial crimes during the campaign of 2016 is mainly due to the “Mafia Capitale” case, a name which has been used by the mass media to define an alleged criminal organization operating in Rome (Russo, 2015). The judicial investigation has led to numerous arrests starting from 2014 (Angeli, Forgnone & Giannoli, 2014), drawing not only the attention of the local press, but also of national media.

Even though in the city of Rome there are many cases of femicide (Unail, 2014), between May and June 2016 the debate on violence against women ignited after the finding of the carbonized corpse of a 22-years-old girl in Rome (D'Albergo & Orlando, 2016), thus increasing the presence of this subject into the local mass media agenda.

At last, the subject of immigration is very unique. In both periods of research it has a low presence, even if it has been at the centre of political debate for years. The data regarding the low attention reserved by the local media is even more surprising, considering the foreign population in Rome: on 10 January 2013 Rome was the Italian province with the greatest concentration of foreigners (Istat, 2013).

Therefore there are some of the characteristic tendencies of the Italian media, with regards to the subject of immigration, exist even at a local level. As a matter of fact, in a research on the national media, Calvanese (2011) underlined how foreigners are at the centre of a high amount of news, which, however, concern amount 59% of the case of crime news and penal justice matters. A study of the representation of immigration in mass media underlined the overlapping of crime news and news regarding immigration; the same research has also observed how immigration seems to be linked to crime news and security in more than 90% of cases (Bruno, 2012). Rizzuto (2014) argues that the representation of ample and complex phenomenon such as immigration is stereotyped and twisted and that there is a diffusion of behaviour models with regards to various social, ethnical groups and minorities. Corte (2002) explains that immigration acquires importance in the Italian press only when it represents an emergency. If immigration does not represent a problem, a threat, the danger of invasion, an attempt to security, a phenomenon related to illegality or tragic events, the media does not give attention to immigration.

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A Study on Use of Religious and Traditional Components in German and Turkish Advertising Texts

Ayhan Selcuk

1. Introduction

The most significant component shaping the communicative behaviors, eating and drinking, clothing and consuming habits of societies/individuals is the culture in which they live and the system of values feeding the culture. Advertisements which become an indispensable part of daily life and which are important communication and marketing instruments between producers and consumers are like mirrors that reflect the society which it has arisen from or refer to the values of that society. Also defined as a cultural text due to this characteristics, advertisements use the language, images, values and myths of the target group (Dreyer, 1982, p. 13, cited by Dagtas, 2009, p. 40). In this context, using religion which is one of the basic components of culture and traditional components, either directly or associatively, is seen as the most commonly applied method in the promotion and marketing of products. Such advertisements, especially broadcast during the aid of Ramadan in Turkey and other Islamic countries, are seen to appeal to consumers at all times as independent of special days, as well as they exist on special days, such as New Year's Eve, Thanksgiving and Easter Days in Western countries.

In recent years, it is observed that the format of the advertisements of the global-scale companies issued both in Turkey and numerous countries of the world underwent changes according to the country where they are issued and much more local motifs, traditions and habits are employed especially in the advertisements of food and beverages. This application which is called harmonization strategy means quitting "standardization strategy" which regards the world as a single market and, for that reason, internalizes the standardization of the advertisements as a result of the notion with considers that consumers had similar needs and requirements. As seen in the examples which we will analyze in our study, McDonald's which employs the notion of "think global, act local" marketed the Hamburger to the Muslim minority in India under the name of "McMaharadscha", "Ramadan Special" (Fischermann, 2000, p. 2) addressed to the Turkish consumers through "Mc Turco" or "Ramadan Menu" or the presentation of Coca Cola as the irrevocable beverage of the Ramadan menu are the common examples to give. Another example worth mentioning is that the firm PIG which desires to market its products to Islamic countries changed its brand name into "Naf Naf"¹ since the word PIG would mean the animal "pig" in English and pig is an animal which was forbidden in Islamic belief. (Schiffman & Kanuk, 1999, p. 389)

All the examples show that the success of an advertisement highly depends on the advertisers who analyze the lingual and socio-cultural characteristics (religion, traditions and customs etc.) of the society they intent to appeal, the way they eat or get dressed, the things they like or dislike; thus, forming the messages to be used in the advertisements so that they create positive feelings among the target society and culture (Selçuk, 2006, p. 138). As it may be seen in the advertisements we are going to analyze, some extraordinary examples of advertisements which unfit those criteria may also be exist.

2. Method

In fictionalizing the advertisement texts, global-quality indicators may be employed as well as using the cultural indicators specific to the country or society where the advertisement will be broadcasted. With reference to this aspect of the advertisements, Yuri Lotman (1999) who

presented the term “indicator-sphere” states that each culture divides the world into the “the own world” and “the world of other” and this dual discrimination could be explained through recognizing the aforementioned cultures and revealing those similarities and differences. Another semiotician, Jacques Fontanille (1998), expresses that the indicator-sphere may be defined as “the share of meaning among those who live in a country or belong to a definite culture” (Sığircı, 2012, p. 96). Considering that the advertisement messages consist of verbal, visual and audial indicators and denotation and connotation emerge upon the evaluation of all those components together; the significance levels of the indicators in the analysis of advertisements will be understood better.

In this study, how religious and traditional cultural components are used, what types of signs are benefitted, how the meaning is formed, and how produced messages are communicated in German and Turkish advertising texts which are chosen through simple accidental sampling will be investigated. In the study, where verbal and audio-visual signs will be assessed, how much the approaches such as “*advertisements aim at selling not only products, but also social values and ideals*” (Kellner, 1991, p. 82) correspond to reality within context of advertisements studied is among the subjects to be discussed.

3. German Advertisements

3.1. Doritos



The advertisement which was established on the painting “the last supper” by Da Vinci begins with the scene of Jesus and his apostles motionlessly sitting around a long table in accompany with a sad and mystical song. It is striking that there are only ten small breads although there are 13 people and the plates and cups are empty. Jesus and some of the apostles gaze at the floor and they are thoughtful while some of them are looking at Jesus as if they are expecting something. The posture of the apostles, their glances and their hand motions reflect that they are hungry and they are unpleasant about the scarce bread on the table. One of the apostles raised his finger up and is about to say “Sir, Please pray to God and let him send us some food”. One of three apostles talking to each other on the left side of the table appears like he is about to say “Let him show his prophecy (miracle) if he is a real one”. Just then, one of the apostles is seen on the screen to eat crisps in heartily and noisily. Upon Jesus slowly turn towards the location where the sound comes, a big size Doritos package is presented to the attention. The apostle bashfully lowers the package and looks as if saying “I am sorry, I can’t help eating, because it is so delicious”.

The apostle doesn’t serve the crisps around the other apostles, because it is emphasized that Doritos Crisps is so delicious and valuable that it is impossible to offer it to the close friends

even with the prophet. When Jesus raises his hands to pray to God so that he would endow “this special product”, a divine light appears at the top of his head.²

As a prophet, Jesus performed a miracle and answered the expectation of his apostles, because God not only responded Jesus’s praying he also set the table with various fruits and vegetable. Including Jesus, however, everybody on the table starts to eat crisps ignoring the other food on the table. Thus, the message that Doritos Crisps is a highly special and delicious product is reproduced and the emphasis is consolidated.

3.2. Coca Cola: Mach anderen eine Freude (Coca Cola: Make someone happy)



The advertisement begins with the opening of the door of a historical wooden building with the Coca Cola photo on it. Inside the building, Santa Claus and his assistants prepare Christmas presents. Meanwhile, the song of “Make someone happy” which is used as the jingle of the advertisement and communes with the slogan and content of the advertisement is played. As soon as Santa Claus sits on the table with a bottle of Coca Cola on his hand, he sips his cola and the assistants who are working at high pressure and packaging Coca Cola are displayed on the screen. Through those scenes, it is aimed to emphasize that Coca Cola is a valuable and special product to be delivered as a Christmas present. Santa Claus is leafing through the pages of a catalogue which includes the wishes related to the Christmas evening and the expression of “Make Someone Happy” on its cover. Meanwhile, the bottle of Cola is seen in the same scene with the catalogue.

The young man waiting for a train at the station approaches to the girl sitting on a bank at the back of the scene and gives her a bottle of Cola after he jumped over the bank; the girl is surprised and afraid at first, then she sees the Cola, she smiles and accepts it. Afterwards, a police officer gives a poor man sitting on the pavement a boot (shoes) as a present and makes him happy. Following this, a group of people with presents on their hands visit an old woman to make her happy and then they are seen eating something together. Four bottles of Coca Cola on the table is presented to the watchers.

A lot of people including old people and children are together and excited to receive Christmas presents, Santa Claus is seen to drink Coca Cola, the Cola trucks ornamented with light bulbs enter into the scene and the joy reaches on the cloud nine. All the scenes above turn Coca Cola into a beatific instrument from an ordinary beverage. Being delivered as a present at Christmas which has special significance for the Christians especially by an important religious figure which is also important for the Christian world reinforces this meaning attributed to Coca Cola. The advertisement ends with the happy image of Santa Clause who is very satisfied with

the task of delivering Coca Cola as Christmas present and the bottle of Coca Cola and the slogan “Make Someone Happy” finish the advertisement.

3.3. Erdgas (Natural Gas)

In the advertisement poster, there are four nuns one of them sitting by the piano and three other standing. Among the nuns who are rather happy, the sitting one holds a Bible or a hymn-book on her hand and the nun standing next to her holds a guitar vertically. The image creates the impression of a souvenir photo taken prior or after a hymn ceremony held in a church. At the bottom of the photo, there is a slogan of “Thanks to God”, “The Heat Comes through Natural Gas” written in big spots at the top of the advertisement text mounted in the form of signboard.



Here, a message that the nuns happily give poses as a result of their heating with natural gas. There is no doubt that highly positive impact will be established on the consumers when the nuns who are representatives of seriousness and trust in the social life and are regarded as opinion leaders with their those aspects express that they get heated thanks to natural gas and they thank to God. Because, the prestige and positive images of the nuns are transferred into the conducted advertisement in a sense. At least it can easily be said that the expectations and objectives of the advertisers are in this direction.

The expression under the slogan saying “Those nuns normally take decisions related to life. They stand behind their decision forever. Related to heating, however, they made a new decision: They opted to natural gas.” draws attention to the importance of the nuns in social life on one hand the message that the nuns make tiny distinctions when they decide and they decided to use natural gas after they scrutinizely thought about their choice on the other hand. The main reason for their choosing natural gas was explained as its convenient price and its reliability as an energy. The final sentence referring to the expression that natural gas is an exclusive product and saying “And God graced it to them” produced the myth that the aforementioned product is a gift of God to the nuns which represent God in the world and to human beings in the person of them was produced.

In addition to the contact phone and web address, there is a text under the name of the distributor firm (Ruhrgas) saying “We Stand Surety for Natural gas”; it can be perceived as the guarantee of Ruhrgas Corporation, similarly, it can be accepted as the trust-amplifier guarantee of the nuns given to the customers. The expression of “Inside Life” at the bottom of the poster refers to the statement that naturalgas is in the heart of life, is commonly used in every field and is a preferred energy.

3.4. West Cigarette

In the advertisement poster, there is an image of a Catholic priest in his traditional clothes and a young woman in a red (convenient to the color of the cigarette box of West) and decollete-like dress chatting in a confessional room and the picture of West cigarette box which was enlarged and collage was conducted with a text stating “TEST IT” in order to suggest the consumer test the cigarette. The woman has a cigarette on her left hand while there is a package of West on her right hand. The priest has a cigarette in his right hand and

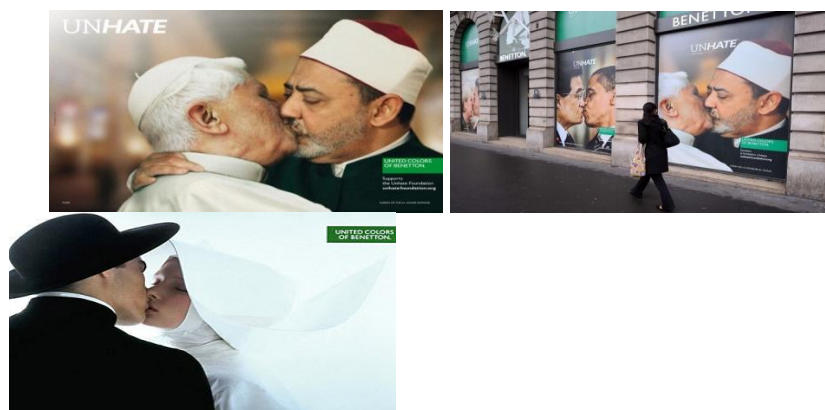


a Bible/prayer book and a prayer beads on his left hand. Although there is a cage between them, they are seen to chat looking eye to eye and smilingly.

It is expected in normal conditions that the priest exhibits a serious attitude and the woman is ashamed in guilty conscience and keep her eyes on the ground. When the rules of the church in general and the confession room in personal are considered, it is clear that the scene in the poster is extraordinary. This occasion conforms with the strategies of the advertisers related to drawing the attention of the consumers and creating awareness towards the product.

Breaking the laws of the church which may be considered as a taboo and mutually smoking in the confession room in accompany with joyful chatting are the indicators of the special meaning attributed to West. In the advertisement which the message that the pleasure of smoking is experienced at top level with West and it is worth breaking all sorts of rules, the addicts are said “test it” and the second demanding message stating “you will see when you try” is produced. In the advertisement, moreover, it can be said that a reference was made to Eve who convinced Adam to eat the forbidden fruit with the scene that the woman seduces the priest to smoke the West cigarette.

3.5. United Colors of Benetton



Here, the examples of outdoor advertising where the advertisers employed the strategy of drawing attention at the top level related to the product which is marketed.

In the first advertisement poster which Italian firm Benetton printed under the name of Unhate (No Hate), XVI. Benedikt, the spiritual leader of Catholics, and Ahmed el Tajjeb, the Imam of the El Ezher Mosque in Egypt, are seen to kiss each other from the lips. At the right bottom of the advertisement poster where photoshop technique is employed, there is the original slogan of the firm “United Colors of Benetton”. It provides a metaphoric meaning to the slogan and a humorous dimension which astonishes the watchers and make them smile was included to the attracting beauty of the poster. The newspaper Zeit Online dated November 18, 2011 writes that Benetton had to abolish the posters in Italy upon the protest of Vatican and Vatican also stated that they would take legal actions all over the world in order to ban the advertisements in the other countries. (see, <http://www.zeit.de/lebensart/mode/2011-11/benetton-unhate-kampagne>)

The second picture where various Presidents and Prime Ministers are seen to kiss each other from the lips and the same technology is employed draws the attention of a woman passing by and this proves that the designers of the poster/posters have achieved their objectives.

A similar occasion is seen in the poster showing a priest and a nun while they are kissing each other. This poster which was used for the campaign of Benetton during the 1991-1992 Autumn-Winter season also draw the attention of the people and they were abolished due to the

protests and court decisions. It is better to state here that the Italian L'Espresso magazine made fun of it writing “the chaste but less chaste” at the bottom of the advertisement poster and this caused protests all over the world. (see, <http://www.spiegel.de/fotostrecke/benetton-schockwerbung-fotograf-oliviero-toscani-fotostrecke-127838.html>)

The poster drew attention and remained on the agenda due to the fact that the people represented on the picture are figures of religion, a priest and a nun. When it is considered that the priests and nuns are the representatives of God in the world and they are forbidden to get married, the scene in the poster is rather provocative for especially rich Catholics. Within this context, the aforementioned poster and the posters above conform to the strategies of the advertisers related to drawing attention, establishing agenda and providing memorability.

4. Turkish Advertisements

4.1. Coca Cola (Advertisement for the Month Ramadan)



The advertisement in which numerous people were employed starts with Karagöz, one of the symbols in Turkish shadow-show, running out of a tunnel. As soon as he comes out of the tunnel, the song of Süt Kardeşler which the audiences are familiar with from the old Turkish films and remind old Ramadan days starts to be played. Afterwards, numerous bakes carrying pitas on their peels are seen to run and tens of drums are also seen to roll away on the street. In those images, the idea emerging in the minds of the audience consists of questions such as “what will happen soon?” or “what is the reason for this rush?” and then a lot of people some with shopping string bags and carrying wrapping paper on their both hands (later, it will be understood that they carry paper prevent their hands burning due to hot pita) are seen to run towards a definite route. It is followed by the images of running drum players with drumstick on their hands and the image of Karagöz about to reach to his friend.

In the advertisement which was established on the theme of missing and rejoining, the external voice utters the following speech in the format of praying which is in conformity with the spirit of the month Ramadan: *“Let the drum players rejoin the drums they have missed, let the hot pitas reach to those who miss them, and let Karagöz rejoin with his old friend Hacivat. Let iftar tables unite all of us. Let Ramadan bring everything we miss. Let this happiness take 11 months”*.

In accompany with those words, the scenes which the drum players who are the symbols of Ramadan reunite their drums, the fasting people rejoin the pitas they have been missing and Karagöz meets Hacivat are seen. Then, the iftar tables which were set on a large area in green are seen to be united. On the tables where numerous people from various gender, age and social status come together, the existence of a lot of Coca Cola bottles is recognized rather than dishes specific to Ramadan. Similar to the speech of the external voice, iftar tables reunited everybody

and brought everything that were missed together. People happily chat with each other. Upon the blowing of the Ramadan cannon, all the lights and torches are lit and happy images of the people breaking their fasting are seen on the screen. The advertisement ends with the image of the Coca Cola bottle and the slogan of “Pop up to happiness”.

The message produced (displayed) here is: The real reason for the happiness is reuniting with Coca Cola which the fasting people missed all day rather than breaking the fast together, feeling of sharing or eating delicious meals. As stated in the slogan of the advertisement, people “Pop up to happiness” through drinking Coca Cola.

4.2. The Ramadan Menu at McDonald's

In the advertisement poster, the silhouette of Mosque which refers to Turkish culture the sentence of “The Ramadan Menu from McDonald's” written on a ridge between two minarets are seen, there are also expressions such as “The delightful Ramadan Menu is at McDonald's. Knorr Tomato Soup or Lentil Soup, Mc Turco Chicken or Meat Menu and Eker Milk and Almond Pudding..., Good appetite for everybody, Delicious Ramadan days”.



In the advertisement text, the message that a menu which conforms to Turkish tooth through putting Mc Turco meatballs which McDonald's produced and marketed during the period except Ramadan in the sense of hamburgers specific to Turkey into the pita breads which are symbols of the month Ramadan, types of soups which are commonly consumed during Ramadan and the dessert of keşkül (a kind of Turkish pudding). In the advertisement which refers to the richness of Ramadan tables, it is not coincidence that the aforementioned menu is served on a table with trimmed lacework which is used as an indispensable accessory in Turkish homes. Through this visual, the message that the aforementioned menu is specific to Turkish people, it is special and privileged was consolidated starting from the notion that the lacework has a special place and value in Turkish culture.

To sum up, the aforementioned menu of Mc Donald's which is a global firm was presented as a local taste through employing some indicators of Turkish culture such as mosque, ridges, the Ramadan pita bread, keşkül (Turkish pudding) and lacework.

4.3. Anur: Halal Slaughter



The advertisement begins with the image of a housewife frying meatballs in the kitchen, the plates of meatballs filled with the products to be introduced in accompany with the song which was set up on “halal slaughter”. The mall girl unexpectedly enters into the kitchen and puts one

of the meatballs into her mouth before she moves away compassionately; the mother responses this naughtiness smilingly and thus a reference is made to the taste of the product which is advertised.

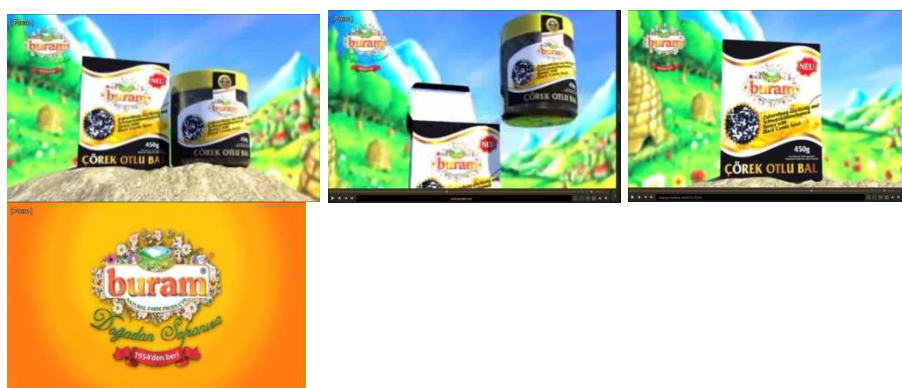
The same message is reproduced when the image of the father and two children on the dinner table who have been impatiently waiting for the meatballs and applaud the mother when she comes into the room with the service plate on her hands. The audiences who come across a happy portrait are indirectly given the message of “those happy scenes owe to the advertised product”. In the advertisement film, the role of parents is played by the famous people from the art world and there are messages in order to increase the effect of the advertisement on the audience.

The jingle of the advertisement which consists of six lines begins with an assertive question **“Has anyone eaten such a good one?”**. The second line includes a message emphasizing that they are a brand experienced on **health and taste**. On one hand, the uniqueness of the aforementioned product is emphasized and the products of the rival firms are negated on the other hand.

In the following expressions, alliterations which are frequently employed in the advertisements draw attention and the brand and the concept **“halal slaughter”**³ is underscored. Through the expressions such as **“Choose the best one”**, **“The best and the most reliable one”**, the consumers are directed using the expressions such as “there are numerous similar products” but you choose “the best” and “the most reliable one and choose our product. The imperatives seen in numerous advertisement text and super elegant sentence structure was also employed.

The advertisement film which contains no dialogue except the lyrics and the images revealed by the body language ends with the image having the logo and the image of a mosque and the product packages of the related company in accompany with the slogan of “Anur, the best one and the safest one” which is verbally expressed. The use of the picture of mosque in the emblem and English and Arabic words as well as Turkish are the other cultural and lingual messages employed in the advertisement. Since there is no equivalence for the word “Helal” in the Western languages, the word was used without changing and written as “Helal Food”

4.4. Buram: Honey With Black Cumin



The advertisement begins with the images which aim to advertise the product through implying it is natural and nostalgic background music and the external voice reminds the word of Mohammed the Prophet related to black cumin “There is no illness that the black cumin fail in healing, except death.” In the same time, the jar containing the name of the related company (BURAM) and its emblem as well as the expression of “Honey with Black Cumin” in Turkish, German and English written on it. The Turkish expression “ÇÖREK OTLU BAL (HONEY

WITH BLACK CUMIN” was written in bigger letters than German and English and it may imply that the primary target of the advertisement is Turkish people but German people and the other cultures were also included.

The use of the picture of black cumin mixed with honey in the form of a round mass on the package and the dominant colors of black (cumin) and yellow (honey) is another detail referring to the mixture of black-cumin and honey. On the right top of the box, the word “Neu” (New) is written in white over the color of red aims to give a message that the aforementioned product is new and different taste than the others.

The external voice starts talking “The Prophet, Peace be Upon Him said that....”; thus, it aims to draw attention of the audience and build up a trust related to the product. Through the aforementioned hadith, the message that black cumin (or any food containing black cumin in it) is a heal-all food and Mohammed the prophet personally advised to consume it.

The advertisement end when the emblem comes to the screen following the expression “The Buram Honey with Black Cummins, now in all the markets” and another expression is heard emphasizingly “Hundred percent honey, of course Buram Honey!”. It is pointed out here that the honey is a known brand which is commonly sold at all the shops and Buram Honey comes into minds when the issue is the completely pure honey and thus the honey brands except theirs are not natural at all. The expression “Boram” has been derived from the expression “Boram Boram” (abundantly) especially define the density of an odour and a reference was made to the fact that the honey which is advertised “abundantly smells naturality”.

In the middle of the emblem which resembles an elliptical flower bunch, the word “buram” is written so that it resembles amber and just beneath it there is an expression “Natural Farm Produkts” which mean “Natural Farm Products”. All the details given above support this determination. The expression of “From Nature to Your Tables” outside the emblem consolidates the produced meaning and the expression “Since 1954” emphasizes that the aforementioned firm has been in service for more than 60 years and it is a white shoe firm.

5. Conclusion and Evaluation

The advertisement is one of the environments where religious, national and traditional characteristics related to the daily lives of the societies. As seen in the analyzed advertisements, for that reason, it is a good example for those who desire to obtain information about the other cultures. Paul Knox pointed out “Show me the television advertisement of a country, let me tell you what drives the motor of that country”. Similarly, the definition by Hartmut Schröder (2001) for the advertisement as “a seismograph measuring the thoughts, value judgement, taboos and developments and changes in the attitude forms” (p.199) support this determination.

As a result of the analyses conducted on the advertisement texts of the both national and international firms, we observed that those texts were prepared considering the value judgements of the target group, their habits of eating and drinking, the relationships among the people on special days such as Christmas and the Month Ramadan. In the advertisements in German, the indicators of Christian culture such as Jesus and His Apostles, nuns, priest, confessing ritual Christmas/Santa Claus while in Turkish advertisements the figures of the shadow-play such as the couple of Hacıvat and Karagöz, mosque, ridge, call-for-praying, iftar, the Ramadan cannon, The Ramadan pita bread, and Ramadan Drum/drummer etc. were employed. The emphasis of “halal slaughter” is employed in an advertisement while a hadith of the Mohammed the prophet related to black cumin is employed in the other one.

Similarities were determined between the German and Turkish versions of the advertisements of Coca Cola which is a global brand in terms of slogans and the attitude forms which were referred and idealized. In the German version of the advertisement, the slogan of

“Make Someone Happy” and “Pop Up to Happiness” was employed in Turkish version; although cultural in both advertisements are different, both of them emphasized that Coca Cola is the source of happiness and being happy together. It is referred in one of them that Christmas and the culture of giving presents as a cultural value while the month Ramadan and being together during this month, solidarity and sharing is stressed in the other one. Those support the theory of Kellner (1991: 82) stating that “*the advertisements aim not only market the products but also social values and ideals*”. Starting from here, it can be said that the fictionalized advertisements provide the memorability and sustainability of the aforementioned values benefiting from cultural values. Of course, this occasion isn’t true for all the advertisements. Since the primary objective of the advertisements is create awareness among the consumers related to the advertised product/service, draw attention, provide memorability and finally sell the aforementioned product and service; it is possible to instrumentalize the religion and symbols of religion or social values –at the cost of corroding them.

In the advertisements in German language which we analyzed, Jesus and his apostles, priests and nuns were employed as the advertisement figures, the symbol name of the Christian world, Benedikt the XVI and an imam from Egypt are seen to kiss each other from their lips through photomontage technique, a priest and a nun are shown in the same position in the advertisement poster. The priest and the young woman smoking in the confession box is another example which can be evaluated within this context. As stated previously, those advertisements may damage the reputation of religion and the man of god, it may provoke the religious people, and the religious references may be underestimated or mocked as a result of them.

The cultural indicators employed both in German and Turkish texts show that the advertisers apply the principle of “think global, act local” especially in the advertisements of Coca Cola and McDonald’s; while doing so, they transferred meaning through religious values and symbols not through local/traditional values. Coca Cola is one of the indispensable beverages of the month Ramadan or McDonald’s introduced a new product called McTurco; they are the candidates of being a part of Turkish kitchen as a result of the strategy applied there.

In conclusion, the traditional and religious values are regarded by the advertisers as an important/productive element of attractiveness since the aforementioned values play a central role in shaping the consumer attitudes. Employing traditional and religious factors in the advertisements facilitate the works of advertisers in drawing the attention of the consumers, creating awareness related to the product or creating a positive perception towards the advertised product. As seen in the examples of advertisement we analyzed, however, this occasion may cause some exploitations and may also cause the trivialization of the aforementioned cultural and religious values. In this sense, the advertisers are burdened important responsibilities. Therefore, it is an obligation to give up the perception of “if the matter is earning more money, all the rest is detail” as the first thing.

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¹ The word “Naf Naf” represent the sound of pigs in English but it is thought that the words produced through imitating the sounds may not be familiar in the aforementioned countries since they may differ according to the culture. See, Schiffman, L.& Kanuk, L.L., 1999, p. 389)

¹ The term “the divine light shines upon someone” represent the brightness/light employed for the extraordinary events and occasions in the stories about the life of the prophets or eminent religious people or thought to be conducted by a divine power.

¹ The expression of “**halal slaughter**” stemming from the words “**Halal**” and “**slaughtering**” indicates that the animal was slaughtered with basmala at the beginning in Turkish/Islam culture; it is especially used in the foreign countries.

Image of Public Relations in Popular Turkish Television Series

Elif Sesen⁴⁰, K. Ozkan Erturk

1. Introduction

Image is one of the main study areas of the public relations. Public relations basically is the totality of a set of activities carried out in order to construct a positive image of a person or an organization in the eye of the society. For this reason, there are some specialists who suggest “image management” instead of “public relations” but image of the public relations itself as a profession is not an issue which has been generally discussed. However, self-image of the profession is as important as the image of the person, idea or organization. Because social image and prestige of the profession affects the acceptance of the messages which are given in the public relations activities. There are studies about representation of public relations in news texts, cinema films and television news. According to the results of the past studies unfortunately, there are some negative stereotypes and prejudices on the professional image of public relations. Then it might be said that there is difference between the desired image and the constructed image at the idea of the people for public relations as a profession.

This study aims to point out the appearance of the profession in Turkey through the representation of public relations and public relations practitioners in popular Turkish television series. Thus it is aimed to describe a general view of the image of the public relations which is based on the concept of image. Main research question is how are the public relations practitioners portrayed in popular television series? To explore the social impression of the public relations, eight popular Turkish television series have been analyzed in the study. For the analysis three factors examined as *character* which represents the public relations, *context* which shows how public relations has been included in the story and *features of the practice* which demonstrate how public relations has seen as a profession.

2. Image and Public Relations

Image might be defined as the total of opinions about any object, person or corporation. In other words when the name of that thing mentioned what it reminds us (Marconi, 1996: 178). Today, for people belief about something is more important than what it is really in short its image. Different usage of the image such as corporate image, brand image, product image, perceived image, desired image causes ambiguity. Perceived image as a kind of image is the effect which we register on the environment and desired image tells us how we want to show ourselves to others (Sampson, 1996: 14). Desired image is the targeted image to be reached in a way. These definitions used for personal image might be used for an object, a corporation or a profession. So it is possible to mention about the image of the public relations perceived by the people and desired by the practitioners as a profession. Public relations wants to construct itself as an ethical, valued, important, highly skilled, useful and effective profession. These features are matching with the themes which were concluded in Miller’s (1999) study positive portrayals for public relations practitioners as “high moral character, credibility, honesty, usefulness and effectiveness.” However, the relevant literature shows that there is a difference between the desired image and perceived image of the public relations.

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Public relations may be defined as “mediated communication activity used to reach multiple publics” (Kent&Taylor, 1999: 19). According to the common definition of Public Relations Society of America (PRSA) public relations “helps an organization and its publics adapt mutually to each other.” It is possible to say that it has struggled to define itself for a long time and has many definitions. According to Hutton (1999: 199) almost from the beginning “public relations has suffered from an identity crisis – largely of its own making.” Holmes (2003: 1) mentioned this situation as “public relations has been a business with an identity crisis for many years.” Like people, the social legitimacy of the professions mostly depends on their reputation. Image and reputation are closely related notions. The image of a person or a corporation creates its reputation in time. Having a positive image is the first step towards reputation and respectability. Bae and Cameron noted (2006: 144) that “Prior corporate reputation, one responsibility of a public relations department, affects public perceptions towards corporate philanthropic messages and ultimately affects public attitudes toward the company.” Positive image is important for the professions as well as individuals and corporations. It is so important to have a positive social image for public relations which is an activity based on helping corporations to create a positive image in the society. However, there are some problems at this point. With some conflicting results, according to the results of the relevant literature it seems difficult to draw a positive portrait of image of public relations. In 1992 Jim Pritchett who was head of the International Public Relations Association (IPRA), proposed “Public Relations for Public Relations” (Pritchett, 1992: 46). Callison (2001: 219) states that public relations practitioners work hard to create a good image of clients but the profession seldom works on its own behalf to campaign for the image of public relations itself and asks “Do PR practitioners have a PR problem?” According to Tsetsura, Bentley and Newcomb (2015: 653) many public relations practitioners agree with the fact that image of profession needs to be “improved.”

Since 1990s public relations has been a very popular profession and field but this popularity has brought about some problems. Non-qualified people entered the field easily and improper practices of these uneducated and inexperienced people constructed a negative image for this new profession. So public relations faced to a tough mission: to explain itself to the public. Today, the main way of presentation is mass media. We are tend to believe that our eyes show us in a society where visual images dominate. As Lippmann (1922) stated long before the mass media may create and construct pictures in our heads. Severin and Tankard (1997) point out that mass media play a critical role in forming the meaning of any terminology. Media portrayals might affect the individuals’ thoughts and beliefs. There are some studies that have addressed media image of public relations. Past researches revealed highly negative framing of the profession by mass media.

3. Public Relations in Mass Media

There are studies on the depictions of public relations and the image of practitioners in the printed and broadcast news, stories, movies and novels (Jo, 2003; Keenan, 1996; Lee, 2001; Miller, 1999; Park, 2001; Saltzman, 2012; Spicer, 1993; Tavcar, 1993; Tsetsura, et al., 2015; Tilson, 2003; White & Lambert, 2006). One of the studies on the subject is Spicer’s (1993) which was on a sample of 81 newspaper and magazine articles to analyze the how the word of “public relations” or “PR” was used in the text and the results are not positive on the image of public relations. Meza’s (2001) study on online articles reported that the overall public relations print image was not favorable. Similar results were strengthened by Jo’s (2003) and also McCorkindale and Gregory’s (2007) studies. White and Park (2010) sorted negative themes of the past studies as “conceptualizations of public relations as damage control, publicity, an attempt to hide or disguise the truth, an attempt to advance a company’s agenda, and public

relations as non-substantive activities.” According to the results of the Miller’s (1999) study on the image of public relations in films from 1930 to 1995, there were eight archetypical traits associated with public relations practitioners as ditzy, obsequious, cynical, manipulative, money-minded, isolated, accomplished, or unfulfilled. She also concluded that public relations is generally presented as “a somewhat mysterious occupation populated by unscrupulous practitioners with superiority complexes whose main goals appear to be getting their clients mentioned in the news media, duping the public and their clients, and gaining power” (Miller, 1999: 24). Another result of the study was that portrayal of public relations has not changed over the years. According to a survey which was conducted by Public Relations Society of America (PRSA) involved more than 2,500 interviews in 1999, the public relations specialists ranked 42nd of 44 for professional credibility (National Credibility Index, 1999). Study of Lee (2001) on film depictions of public relations in public administration concluded that public relations had a negative image in popular culture. Lee also states that the main public relations work in the films was media relations and also 90% of practitioners are men. Also most of the characters in Miller’s (1999) study were male and if the character was female generally exaggerated like Samantha Jones who is the major character of the television series *Sex and the City*. However according to study of Fröhlich and Peters (2007) public relations is a female-dominated field in reality.

It might be said that when it comes to television series there are only a few studies on the portrayals of public relations in television dramas and series. One of these studies is Saltzman’s (2012) which image of public relations practitioners in films and television programs between the years of 1901-2011 was examined. According the results of the study image of the profession is not as negative as thought. Saltzman’s (2012: 41) study results also revealed that negative image of the profession is more frequent in cinema films compared with the television series. Also studies on the portrayals of public relations in television dramas and situation comedies have found negative themes (Priest, 2004). However there are some studies which have positive presentation of the profession in recent times (Ames, 2010; Kinsky, 2011). For example Kinsky (2011) notes that television programs have portrayed public relations practitioners as competent and responsible professionals and it is possible to say that there is an improving. Sallot (2002) argues that image of PR is not as negative as thought and writes “Overall, among the general public, the reputation of public relations is better than what many think.”

Studies on the image of public relations in Turkey are limited as well. There are three relevant studies according to the literature review. First one is Ozsoy’s (2006) conference paper on the female presentation as object of public relations in two television series. Second one is the article of Gorpe and Mavnacioglu (2009) about portrayals of public relations in the newspapers and the last one is the book chapter of Cakir’s (2014) on the representation of public relations profession in two Turkish television series. Second study which five national newspapers texts analyzed reported that term of public relations was mostly used in a negative manner. However third study which two television series analyzed revealed an opposite result. The portrayals were represented positively in both of the examined series.

One part of the image of public relations is about the ethic. There are some critiques about unethical practices in the field. In Turkey there are some different problems in the field, for example it has been seen as a simple and accomplished work by anyone. In Turkey and in most countries, public relations is still not considered as a profession. According to Neijens and Smit (2006) public relations should be considered a profession. Saying that an individual is “a professional” or that an occupation is “a profession” can elevate one’s status or add credibility and value to one’s work as well as to the field (Tsetsura, 2014: 90). It has been considered as an occupation in which anyone can easily enter (Gorpe & Mavnacioglu, 2009). The media generally tends to portray public relations as an occupation which is easy to do and no need to

be qualified in Turkey. Also it has not been thought as a real profession which a high education is necessary.

In fact it is not possible to analyze the portrayal of public relations in popular cultural products such as cinema films, television series and novels, without understanding the general image and picture of public relations in the society. Ames (2010) draws attention to the public relations practitioners' portrayals of popular culture are diverse and frequently far from accurate and popular cultural portrayals and characters represented on the screen strongly influenced how the public perceives the occupations. Bowen (2009: 1) points out that despite the rising number of the practitioners in the public relations, there are a lot of people who do not have any idea about what public relations is and what a public relations practitioner do. Jo (2003) states that the general public's perception of public relations is a product of incidental learning from mass communication. So it might be said that it is important to analyze how mass media portrays public relations to understand the perceived image as a profession.

4. Public Relations in Popular Television Series

Notwithstanding the ubiquity of public relations in contemporary society, researchers have devoted little attention to its image in popular culture (Lee, 2001: 311). Lee (2004: 157) points out that popular culture provides a "prism through which a subject can be viewed from the perspective of the broad public-at-large." Television narrative has been affected by the popular culture which might be described as the culture of daily life. Generally the media, especially television, conveys the cultural products to the people's daily lives, to their homes, and it has the power to communicate various messages to people from different backgrounds in the same specific message (Cakir, 2014: 424).

We are tend to accept the popular cultural images and presented reality of the fictional world created by television especially if we have no any personal experience. On television the discourse is largely reflected with visual images. According to Postman (1985: 100) television conveys its messages in images not in words and it provides the explanation for a world obsessed with image to the detriment of content. Television and its products are one of the most important areas of popular culture and television dramas are one of the most popular programs on television. Television which is a story-teller actually tells different stories from a constructed world which that it has constantly reestablished. Portrayals of individuals on television might guide and set the standard for the way those individuals are understood and viewed by the general public (Roy & Harwood, 1997). According to Miller (1999: 4) media images might affect the perceptions of the people about some issues like image of professionals especially if the individuals have not any personal experience. For example magazine programs show parts of the colorful lives of celebrities like singers, actors, actress, etc. and we think that their lives are always full of fun. So it is possible to said that portrayals of the characters representing the professions on television may affect people's ideas. Trujillo and Ekdom (1987: 370) point out that portrayals of television "do not teach us about actual distributions of occupations but rather teach us about occupations that are socially valued."

Public relations profession has been portrayed negative generally in popular cultural products like movies and television series. These portrayals are important because they might affect the reputation and image of the profession. These television stories "instantiate and localize what is conventionally expected in a culture" (Bruner, 2006: 232) and may provide an interesting insight into public's perceptions of any profession. Grainge (2003: 11) explains how audience memory can be influenced and developed through cultural constructions of identity as found in film and television. Henderson (1998) argues that the majority of the characters on television is not presented accurately in all its functions. Public relations practitioners have been

mostly involved in media relations activities in the media portrayals. It might be said that the most known PR practitioner in television series is Samantha Jones who is an celebrity publicist with one client, her boyfriend from *Sex and the City*. This TV series depicts public relations as the job of one of its glamorous leads. Lee (2001: 309) says that media relations is almost exclusively the only specific public relations activity that these screen characters engage in. Television series are one of the most popular formats on television and also one of the most watched programs by the audience. In Turkey, there are many television series almost on every channel and watching local television series has become the most preferred entertainments activity for a lot of families. According the Report of Television Watching Tendencies which was carried out by Radio and Television Supreme Council (RTÜK) in 2013, television series is one of the the mostly watched programmes. Public relations is a recently developed field in Turkey. Miller (1999) points out that people are tend to construct the image of public relations based on the media portrayals mostly because of insufficient information about the profession. It is possible to find out some signs about settled impression and mindscape on the social image of the profession in the popular television series which is a kind of television narrative reflected social preconceptions and prejudices. Analysis of portrayal of public relations practitioners in television series can reveal the patterns of how the society perceives them and also the public relations profession. This study aims to analyze the representation of the public relations practitioners in popular Turkish television series.

5. Method

As public relations is a newly developing field as a profession in Turkey, the representation in the television series is also new. For this reason, examples have been selected after 2000s in the study. Firstly websites which have given information about the past or on the air television series searched and the related series have been selected after eliminating irrelevant series such as historical or science-fiction. Then the term of “public relations” has been searched on the websites which publish on short weekly contents of the series. Besides the websites of the channels of these series have been examined. The series which public relations represented with a character and also examples which public relations was included to the story in some episodes of the series have been examined. A total of eight series were included in the study in connection with public relations as *Yağmur Zamanı*, *Ihlamurlar Altında*, *Ezogelin*, *Binbir Gece*, *Mükemmel Çift*, *Paramparça*, *İlişki Durumu Karışık* and *Aşk Yalanı Sever*.

In the study to explore the research question, a content analysis was conducted. Initial search was undertaken of general reference sources about the series. Desired and perceived images of public relations and public relations practitioners have been examined over three factors as character, context and features of the practice. Firstly personal qualifications of the characters which represent the public relations such as gender, age range, physical appearance, educational level, job title of the character have been examined. Secondly situation of the character and context of the profession in the scenario have been evaluated. Finally features and qualifications of the practice represented as public relations have been analyzed.

6. Results

Each series have been analyzed related to three factors. The analysis began primarily with the character who is related to public relations. To explore the perceived image of public relations professional characteristics and also main tasks of the character have been analyzed. Results have been presented in order of beginning year of the series.

Yağmur Zamanı (2004)

Character: The character who represents public relations in the series is Aslı. She is the public relations manager of a night club (Edda). She is in her 30s, educated, well-dressed and stylish woman.

Context: Aslı is a minor character. Her actual job is public relations so public relations has being represented in the story from the first episode.

Features of practice: There is a public relations department and Aslı has a assistant in here. Works carried out by Aslı are mostly for entertainment such as birthday parties, anniversaries, and etc. Public relations has been represented as a combination of entertainment. She has seen while working in the office. In an episode Aslı says to her assistant “*Public relations’ job definition is wide, but it is wider in here (Edda). At the first days of my job, there weren’t enough waiters and at some nights I would be the waiter.*” In another episode, Aslı comes to Fırat’s house to help him taking care of his children. Fırat thanks to her and says “*Timing is perfect*” and Aslı says “*I am an organization expert.*” Perceived image of public relations is entertainment based but important and useful in the series. Because Aslı has been represented as a competent professional and a good organizer.

Ihlamlar Altında (2005)

Character: Character who describes public relations is Elif. She is in her 20s, beautiful and skilled, hardworking but uneducated.

Context: Elif is a major character but leaves from the series in the 41st episode by dying. Public relations is not her main job. She got married to the owner of the warehouse where she has been working. Thus she changes her position in business life and become the public relations assistant.

Features of practice: Public relations is represented as a profession and applied in a department where there are other personnel in the department. But in despite of Elif is inexperience she begins to work in the department. Thus public relations has been represented as a job which can be learned and done by everyone who is ambitious and hardworking. Perceived image of public relations is a work which no need to being highly skilled and educated.

Ezogelin (2006)

Character: Ezo who represents public relations in the series, is in her 30s, beautiful, hardworking but uneducated. She moves to İstanbul and begins to work in a hotel kitchen. Following some coincidences she runs across Kadim who is the owner of the hotel and has a romantic relationship with him in next episodes.

Context: Ezo is the major character of the series. In the 44th episode, staff manager of the hotel calls her and says “*We think a different position for you. It is public relations.*” Ezo is surprised and does not understand exactly. Because she does not even know what public relations is. The staff manager explains as “*organizing the hotel’s activities, preparing our press announcements, and so on.*” She replies “*I can’t.*” But manager says “*Be smart. It is a good opportunity for you. Anyway even a donkey can do it. It’s enough if you get well-dressed and speak correctly.*”

Features of practice: There is a public relations department in the hotel. Ezo encountered with the PR manager. But there is no any activity related to public relations. Public relations has been represented as a job that can be done by everyone without education.

Binbir Gece (2006)

Character: Melek is a beautiful, young girl in her 20s. She has been educated on public relations in England but she has not finished the school.

Context: Melek is minor character. She has been included to story in the 11th episode and in 16th episode she starts to work in public relations department of Binyapi which is a developing company. Her elder sister (Bennu) has been working as an architect in the company and has a romantic relationship with Kerem who is one of the partners of the company. So it might be said that in a way she starts to work through by her sister. Before that, in a scene Bennu asks her how was her job interview. She says “*Bad. I am so bored*” and Bennu says “*If you were graduated you could find a job. What will you do if they ask your graduate diploma?*” Melek replies “*Am I a doctor? Who asks for diploma to a PR practitioner?*”

Features of practice: There is a public relations department in the company where there are two employees. Melek has been seen while working in the office in next episodes. Activities done by her are mostly organizations and meetings with journalists. In a scene, Kerem says “*There weren’t any such a hardworking PR practitioners in the history of our company.*” Actually in the series there is another character who represents public relations. It is Zeynep. She has been working in another company which Binyapı works together for a project. She is an attractive woman in her 30’s. She is not sensitive to work ethically and has some behaviors which are not appropriate for the reputation of the profession. The perceived image of public relations is not positive. Melek has been presented hardworking and positive but Zeynep has been represented so negative.

Mükemmel Çift (2010)

Character: Ferhat is a talented but a little quirky young man in his 30s. He has no education in the field.

Context: In the series he is interested in media relations of Bora who is a famous anchorman and also Taner who takes Bora’s place after a traffic accident.

Features of practice: There is no a public relations department The perceived image of public relations is a work can be done anyone. Media relations has been presented as the main function of public relations in the series.

Paramparça (2014)

Character: The character who represents public relations in the series is Alper. He has been working in a cafe restaurant (Dark Blue) as manager. He is well-dressed, educated and in his 30s. He is illegitimate hidden brother of Dilara who is the owner of the conglomerate which the restaurant affiliated.

Context: Alper is a minor character. He blackmails Dilara by telling the truth everyone. In 39th episode, Dilara wants to prevent this and proposes a position in the company to Alper. Suggested position is public relations manager. She says “*He knows some journalists. I’m sure he will not work right anyway. I can keep him under control by this way.*”

Features of practice: Alper has given a room in the company building but he has not been seen while doing any public relations activities. We do not see a public relations department. The perceived image of public relations is a job which is not so useful, not having high credibility in the series. There is no need to have education and being qualified to do it, it is enough to know a few journalists.

İlişki Durumu Karışık (2015)

Character: Handan is a skilled and well-dressed woman in her 30s. She has her own agency.

Context: Handan is minor character. She is the manager of the Can Tekin who is a famous actor and the lead character of the series. In fact she handles media relations of him.

Features of practice: Handan's main job is publicity. She arranges interviews and negotiates magazine covers, submits press release for Can. The perceived image of public relations is a job which requires a qualified person whose primary task is media relations in the series.

Aşk Yalanı Sever (2016)

Character: Peri is a beautiful, young girl in her 20s. She is skilled but uneducated.

Context: Peri is the major character of the series. She makes an agreement with the rich businessman Ferit Koçoğlu whom she has met by chance. Hüseyin Koçoğlu whom is the grandfather of Ferit, is ill and wants to find his granddaughter Ece whom he rejected years ago. Peri accepts to act as if she is Ece. In the 11th episode, Ferit at the request of his grandfather suggest a position to Peri in his hotel. This position is the public relations manager of the hotel. But we do not see a public relations department.

Features of practice: Peri suggests an activity to repair the damaged image of the hotel in her first workday. In this episode she has seen while making meeting in her room and preparing posters for the project which she had suggested. The perceived image of public relations is a profession which no need being qualified and can be done by everyone without education in the series.

7. Conclusion

This study reviews the image of public relations professionals on television series in Turkey. Public relations is a new research discipline and also profession in Turkey. According to the results of the analysis there is difference between the desired image and the perceived image of the public relations. The most important point of the perceived image is public relations has not been accepted as a profession requiring education.

Public relations portrayals are negative in five television series analyzed in the study. The perceived image of public relations is a profession not qualified and having a high credibility. This result is similar to studies of Spicer (1993), Meza (2001) and Lee (2001). There is positive and also negative portrayals together in *Binbir Gece*. There are two positive portrayals in *Yağmur Zamanı* and *İlişki Durumu Karışık* but it has been underrepresented. Because the only function of public relations is media relations in these series. This result is similar to Lee's (2001) study. Seven of the characters in the series examined are female and two of them are male. This result is different from Miller (1999) and Lee (2001) studies which revealed that public relations practitioners were mostly men in films. All female characters are good-looking and mostly young. In the series public relations has been portrayed as an easy way to climb the social ladder for women and also as the easiest job in a company. Because uneducated characters start to work in public relations department easily. All workplaces are in private sector in the series. This might give rise to the perception that public relations is a job only required by private sector companies. It might be said that there is no an improvement of perceived image of public relations during the examined period.

This study aims to contribute to the existing body of the literature on the subject with a sample of a country where public relations has been recently accepted as a profession. One of

the limitations of the study is the number of television series. First of all, there is no a complete list of characters related to public relations in all of Turkish popular television series since the year of 2000. This prevents the generalization of the study results. Future studies on websites, magazines and other forms of the media might be interesting. Besides this study is not on the audience perceptions. So it might be analyzed if the characters in the television series has an important effect on the audience or not. Also future research should be conducted to examine the perceptions of the people on these television portrayals of public relations.

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Religious Rivalry in the Network Society

Bayram Sevinc

1. Introduction

Describing a new society has been a common tendency during the last four decades. Between them Manuel Castells' suggestion is the term *network society* which refers the new social organizations and cultural mode of operation based on the recent developments at technology and communication. Castells argues that the world has been undergoing structural transformation in recent years, which is a multi-dimensional and coexisted with a new technological paradigm that based on information and communication technologies and shaped in the 1970s and spread worldwide unequally (Castells, 2010a). Every part of global society needs some facilities and abilities to be a part of this new global social organization. Between the participants religious groups are experiencing differential interactions and feel forced by the new media instruments.

New media has converted the symbolic production and construction of society; in other words, this construction process has been irreversibly changed by new media. (Thompson, 2008, p.25). As the other component of social life new media has made changes on religions too, in this context the effect of printing press on the reformation process is well known; indeed radio preacher is a vital image of American religious culture. Nowadays, the observers are debating the fact by new concepts like **medialization** (Hoover, 2012, p.149-154).

After the World War II, interrelations and interactions between media and social facts have been intensified and obvious manifestations, like new religious movements, emerged. So especially after 60s new media and representation of religion through its means has been under observation both by the scholars and believers; in other words, the trust to the components of programs, the accurate representation of religious groups and the accountability has been main issues for related debates (Inan, 2013, pp.121-124). However, as an uncontrolled and variable source of information, media was under investigation and new concepts and approaches, like media literacy, has been emerged. (Naziroglu, 2015, p.193). In a multicultural society and globe, concepts like media literacy have deep potency and importance. Meanwhile *religious media literacy* is a main issue evaluated according to a multiple pattern of religions (Furat, 2012). In addition, as much as the religious press etc. is proliferated the rivalry between religious groups and systems is intensified. This matter also has a link with debate as argued by Keane on media-democracy relations, freedom and wright of information having (Keane, 1992).

2. Method

This is a qualitative research based on virtual and other forms of religious goods derived from web sites; thus the data of this study is taken from religious official web sites. Here we discussed two main forms of Islamic religious groups through their discourse, change and attitude to the usage of new media. The first group is Ismailaga community, which represents the traditional order, and the second is Adnan Oktar and his followers, which represents new religious movements and bearing salvation ideology. For this purpose the presentation and representation of two leaders and their official sites were analyzed. Hence, the content analysis technic is used for this aim. The study attempts to figure out the interaction between religion and new media and medium by investigation two specific forms. (See, Neuman, 2009).

3. Usage of communication means intended for internal and external groups

As it is well known, human beings are inevitable and through an enduring process socialized by primary and secondary socialization phase (Giddens, 2009). Like other forms of communities, religious groups also have to deal with socialization processes not only through the face-to-face communication modes but also by the new mass media communication tools that contemporary technological development gave facilities. Looking from another angle, having messages for inner and outsider groups means having rivals and facing religious rivalry. So, nearby socialization term the religious socialization also an important issue that should be examined. (Costu, 2011).

Because the media has a mean for groups as opportunity and threat, which can be described as a Janus, new generations have different experiences from their ancestors and putting this dichotomy in a network society context will make the pressure that religious groups face obvious. Facing with the media's influence force religious groups to decide whether they act according to profit and rating based approach or their own religious attitudes (*Final declaration*, 2015). However, watching religious programs on television, especially about popular religious issues, will make people facing with information bomb as it is in reading newspapers and specific messages that sent at considered important times, etc. (Naziroglu, 2015, p.200).

Producing media goods makes a difference for religious life, thereby new mentality that religious groups often carry on also differs the production process and consuming of goods. For instance, converting a simple and plain religious message to a mediated one points out a mental shift. Missionary efforts in contemporary societies assume the media means as essential tool for delivering their religious messages. In 1938, Pope Pius IX declared a notice pointing out the influence and importance of media in society and invited churches to be careful and schools to teach on this topic. (Naziroglu, 2015, p.200). In our époque we need to distinguish the conventional and new media and debate their effects on religion by noticing this distinction.

3.1. Conventional media and religion

Media has been surrounded mundane life much faster with its every new form; for instance the radio reached 50 million users in 38 years, television in 13 years, internet in 4 years and iPod in 3 years. More interestingly it took only 9 months to reach 100 million users for Facebook. (Naziroglu, 2015, p.200).

The obvious effect of technology make observers curious about interaction between religion and media and in this context television, as a conventional media, is evaluated according to its influence on religion; as Postman put it out involving religion in television programs is not the menace but entering programs to religion. (Postman, 1994, p.140). As a tool of education and entertainment the television could be tackled according to the selection of a given vantage point out of one of the features. (Yenen, 2012, p.428). Yet, the religious programs have a spectrum of varieties in which one can find a type produced by capitalist instinct such as profit and other forms of productions. Putting it simply, rating, money and advertising have force on religious programs, and this new logic do differ the discourse of religious group in this or that way. (Naziroglu, 2015, p.206). Likewise, cinema also has an effect on religion that produced some new concepts and explanations such as 'religion in film', 'film as religion' and 'cinematic experience and ritual'. (Yenen, 2012, p.429).

However there are also some cautions made about the influence, which means the presentation and representation of religion has been tackled as an important issue. The observers recommend giving the opportunity to represent opposing viewpoints, to stay away from alienation and hatred, bring the qualified experts into the competent discourse, abstain from

prejudice and demonstrate the accurate presentation and give facilities to do so, to control the presentations and the content of the publication and so on. Indeed, those suggestions also glimpse some problems in this regard. (*Final declaration*, 2015).

Considering representation of Islam in traditional media attracts attention first and foremost to the distinction between official and public Islam (See, Mardin, 2002, pp.147-148). Official Islam becomes active through Religious Affairs on the one hand and the media on the other hand, which means this two forms of discourse has a common evaluation about popular religious issues such as magic. On the other hand the media uses a sensational language while presenting public Islam, moreover, shows argumentation of official Islam in such kind of news. (Unal, 2004, p.47).

The majority of Islamic religious groups accepts the important role of media in narration of religious matters and has a yearning to be presented and represented in this area. (Baydar, 1994, p.ix). This instrumental role of media has been appreciated and the controlled way of usage and involving religious rivalry by this way is a remarkable issue for sociology of religion nowadays. Actually, the new language, which is more sentimental and sensational than the traditional style, that used in presentations is not liked by traditional practice. (Gunduz, 2010, p.49).

The mentioned sort of rivalry has a link with democratization of Turkey, pluralism and so on. By the 1980s, with the global shifts and developments such as globalization, neo-liberalism, new social and cultural formulations, new information technologies and etc., Turkey has experienced a change on religious area. This change also has inspired some new ideological formulation like Turk-Islam synthesis thesis and related publications.

3.2. Network society, religious representation and rivalry

Social transformation brought by information and communication technologies, primarily produced an area defined as the information age that has knowledge as the main input, and then a new form of organization centered by Internet technology and described as network society that hosting new functions such as multi-media. (Castells, 2010a). Following Castells, we can argue that “because of the nature of the new society, based upon knowledge, organized around networks, and partly made up of flows, the informational city is not a form but a process, a process characterized by the structural domination of the space of flows.” (2010a, p.432).

Because all communicational revolutions and developments in history are based on the overcoming time-space boundaries, the main issue is all in all distance. Therefore the new technologies always make new social, economic and cultural formulations possible, and as telegraph and telephone was at the center of industrial society likewise Internet and the functions that it configured are the inevitable components of network society. Network society is constructed on this ground of flows and the new social practices that it brought, shapes a new space and this is a space of flows. (Castells, 2010a, p.440). Indeed, “space is the expression of society. Since our societies are undergoing structural transformation, it is a reasonable hypothesis to suggest that new spatial forms and processes are currently emerging. The purpose of the analysis presented here is to identify the new logic underlying such forms and processes.” (pp.440-441).

Ascribed network society hosts some important changes such as societal, cultural, intellectual and among them the perception of time and space has deeply changed, which could be described as a timeless time. (Castells, 2010a, p.460). Hierarchical structure of proceeding society also has changed and the network society has an new fabric of status in which “a network is a set of interconnected nodes.” (p.501). With new societal form new concepts, like informationalism, network society, global rivalry, is aroused. Experiencing such an organization makes people feel an interaction between network and identity and the openness

and dynamism of networks. (p.458). New human organization is emerged on the basis of new infrastructure:

“The information technology revolution, and the restructuring of capitalism, have induced a new form of society, the network society. It is characterized by the globalization of strategically decisive economic activities. By the networking form of organization. By the flexibility and instability of work, and the individualization of labor. By a culture of real virtuality constructed by a pervasive, interconnected, and diversified media system. And by the transformation of the material foundations of life, space and time, through the constitution of a space of flows and of timeless time, as expressions of dominant activities and controlling elites.” (Castells, 2010b, s.1).

In other words, network society is the new social morphology of contemporary society and its new logic shapes major dimension of society from production to culture, and networks thanks to their dynamism give opportunity to current social functions and processes to be powerful. (Castells, 2010a, p.501). “Networks are appropriate instruments for a capitalist economy based on innovation, globalization, and decentralized concentration; for work, workers, and firms based on flexibility and adaptability; for a culture of endless deconstruction and reconstruction; for a polity geared toward the instant processing of new values and public moods; and for a social organization aiming at the supersession of space and the annihilation of time.” (pp.501-502). Between those component religious services have also to adopt their way of narration, communication and so on, by the way new religious actors such as electronic preachers joined the current religious rivalry.

3.3. New media and religion

Usage of conventional and new mass media tools and mediums is not a neutral attitude; As R. Wallis distinguished the attitude of religious groups to the world as three ideal sorts, likewise we can separate their attitude towards mass media means as approving, rejecting and conforming. New technology and area has created its own new actors and concepts such as media preacher, prime time religiosity. (Kirman, 2004, p.149). The term media preacher refers to effective usage of media and thereby constructing public opinion as well as to a pejorative mean that involves attitudes such as using religion for his or her fame and interest. Furthermore, because media has bore the temple's function of involving and transporting religious messages, it can be described a kind of temple. (Gunduz, 2010, p.46; See also Bunt, 2012, p.190). In Turkey, Adnan Oktar case as we will see could be evaluated in this context.

As a new medium Internet has deep effects on religious groups and made an interactive mode of communication possible in which the communication network between leadership and members has radically changed. Beyond the networks and flows of information, new communication mode has converted the institutions, organizations and representations. Facilities and abilities to use Internet create a new inequality between continents, religions etc. and cause a difference of representations. (Haberli, 2013, p.861). For religious groups, 1990s was the time to explore a new medium for the representation of their identity and discourse; hence soon millions of web sites were built. Meanwhile there was and is an inequality within representation of religions on Internet; for instance Christianity always has had a more representative rate. (Haberli, 2013, p.868). Some facilities such as financial opportunities, level of education and censorship are important factors affecting the rate of representation of religions on the Internet. (p.869).

Helland, makes analytical distinction between religion online and online religion; while the first refers the use of media as a tool, the second assert that the digital space can be a basis for entirely new ways of doing religion (Hoover, 2012, p.162). This fact has also involved its different actor named religious surfers (Larsen, 2001); so another sociological concept, the

religion-based socialization, should be included in the debate. (See, Okumus, 2015, p.144). Using Internet is based on opportunities, skills and attitudes and these conditions are also valid for groups as well as for individuals. Islam has a 22.3% population ratio in the world population but on the contrary its representation on the Internet rate is only 1.5%. "Hence, compared with the population, as Islam is understood to have represented the lowest share on the Internet." (Haberli, 2013, p.870)

Internet usage rate in Turkey in 2015 represents 46,282,850, that is, it reaches almost sixty percent of the population (59.6%). (www.internetworldstats.com). Internet makes very differences: It removes person's attributes such as age, gender, body image and the identity elements such as color, ethnicity; and has the liberating potential from the traditional form of authority; and overcome the time and space boundaries even giving unlimited access to facilities, offers a security as there is constant presence of contents; provides security to obtain anonymous identity; provides a freedom of speech and being organized, etc. (See, Bunt, 2012). Indeed, the organization form of religious groups determines their usage form of Internet; for example Vatican web sites and local Christian sites display precise hierarchical difference because the first one does not have an interaction button while the second one has. (Krueger, 2004, p.188). In the religious marketplace new religious movements and actors provide a new map that has new sort of religiosity such as invisible religion. Religious websites have functions such as *presentation, interactive communication, religious services and commercial* of religious goods. (Krueger, 2004, p.185). On the other Internet is an important tool for diaspora religions, such as Zoroastrianism, to put forward their texts and doctrines. (p.186). Beyond those functions, Internet has also malfunctions for information set, namely the control challenges can make havoc on the representations. (Vardal, 2015, p.133).

Yet, Internet gives opportunity for religious surfers to construct an identity that can be described by following Ricoeur as 'narrative identity'. (Vermeer and Van Der Ven, 2006, p.177). In this context, the public Islamic interpretations that excluded by official Islam and secularization process had an opportunity to be a source of narrative identity for people. (See, Narmanlioglu, 2014, p.166). By the new media, centralization of religious discourses is challenged and the majority of people had a chance to circulate their own interpretations. It also gave opportunity to response the assertions and make challenges. (See, Menekse, 2005). In Turkey, generally, charismatic religious leaders at the outset communicated with members through tapes and secondly television programs and finally visual materials on Internet. (Vardi, 2013, p.139).

The relationship of media and religion necessarily signifies a global and international relation. Thus, religious representations locally produced and put into global circulation via the Internet represent a broad field of competition. These opportunities also signifies and starts a new conversion debate: The impact of media in shaping Islam in a global context. (Hoover, 2012, p.165). As a mean and medium Internet could be used for religious representation, building a network and doing propaganda. (Bunt, 2012, p.176).

4. Findings

4.1. Ismailaga Community

This religious community was shaped in the old fashion, namely *tarikât*, around Ismailaga mosque sated in Fatih district of Istanbul. Present official leader is Mahmut Ustaosmanoglu who was a follower of Ali Haydar Efendi, and after leader's death Ustaosmanoglu had to move to the leadership in 1960. This community is bounded to Khalidi branch of mainstream Naqshbandi Tarikat, which is a branch that today many of large-scale groups based on. Connected to the Nakshibandihood this group formed by charismatic leadership of

Ustaosmanoglu and referred to a mosque that he had serviced as imam between 1954-1996. In the context of this paper, it attract the attention that this community which is nowadays has a popular preacher (Ahmet Mahmut Unlu) on television and internet then had a traditional attitude to using communication tools; indeed television was not officially approved to be in followers houses. (Narmanlioglu, 2014, p.184).

Face-to-face communication model was at the center and after growing up in time the community has changed its attitude to the new media technology and after this change, writing conversations and publishing them as books, recording the sermons, taking videos and constructing radio and television channel has been observed as new manner. Meanwhile this conversion brought its new actors namely Ahmet Mahmut Unlu during this process was a main character. With his television program, books, radio speeches, articles, most viewed videos, in other words a remarkable actor of leadership Unlu explains this requirement and change (in 2013): "Ismailaga community was against microphone and tape, and then was allowed. Mubarak (Mahmut Ustaosmanoglu) did not allow the radio and television business, just because theologians speak false so we went [on television]. "(Narmanlioglu, 2014, p.186). So today, a differentiation of the attitude and tool is seen in the context of the discourse competition.

As a branch of Halidi tradition Ismailaga community presents and represents mainly conventional Sunni School's manner and the main aim of the group is having a profile in this context, which means putting forward a doctrine and practice that match the mentioned school's interpretation of Qur'an, Sunnah and principles of faith. Especially groups' emphasis on sunnah distinguishes it from the other group that investigated in this paper. So, "**Reviving the Sunnah**" also moved the community make observed differences via garment, namely, *burka*, *robes*, *imamah* etc. This doctrine made changes and created new attitudes on training and education also; in this context the old fashion institutions, namely *madrassa*, recreated in a basic form.

Community's official website has a configuration involves the symbolic elements of traditional pattern such as hazira (burial area reserved for special people), *madrassa* and sheikhs profile as the site's main body. This profile also has a symbolic combination put forward a hierarchical structure of the community. The leader Ustaosmanoglu is a dominant gesture in main page and this could be interpreted as focus on *rabita* (special nexus between leadership and members in *tarikati*); alias, here *rabita* is prominence than the institutional structure. The web site provides a service network that constructed around the traditional forms of Islamic duty such as giving opportunities and facilities for hajj, sacrifice etc. The main aim declared for all these services is "irshad and ilim." (<http://www.ismailaga.org.tr>). An interesting and remarkable button made on the site named *ismailaga virtual tour* gives us the change that a conventional *tarikati* has experienced yet. (<http://www.ismailaga.org.tr/sanal-tur/>). Because Ustaosmanoglu's health doesn't let him to give speeches and take videos, instead of the leader, A.M. Unlu make presentations hence the community mainly known through his narration and representation. Pictures that used in official sites put forward the difference between Ustaosmanoglu and Unlu, in other words between traditional leader and mediated leader, the first have modest traditional garment and a smile and the subsequent has a considered gesture and deliberately designed dress. Also Ustaosmanolu takes place in the web site by his letters and Unlu by his videos; indeed there is a detailed biography of Unlu but just a short history of leadership of Ustaosmanoglu. (See, www.ismailaga.org.tr; www.cubbeliahmethoca.tv).

Nearby that official change, the members of community also has experienced and executed a change, namely building web sites that mainly aim to make challenges and response, which is an obvious participation of religious rivalry. Those pages declare that they needed to response the assertions and accusations especially on the homicide that committed in 2006 in the mosque. The victim was one of the elders of community hence the murder had a huge debate on television, press and Internet thereby they felt forced to construct web pages to defend themselves. One page declares their mental change and manner about usage new media by

noting that they were interpreting it as useless (malayani) and avoiding using it but after the homicide they understand that the only effective way of defending themselves against accusation is using new medium and hence they decided to start. On the other hand new media gave them the opportunity to convey their group message on religion. To sum up they (ihvans, as they call each other, which means brother) claim that they undertook this work in order to defend Ehli Sunnah at least a little bit; indeed the objective resembles aim of the old fashion community services (<http://www.ihvanlar.net/hakkimizda/>, par.5).

Through the new media the community acquired two tasks: defending followers of sunnah (ehli sunnah) and struggling against Muslim preachers (bid'at ehli hocalar) who narrate the bad innovation (bidat). The instrumental usage of new media and its legitimation make difference on religious map and rivalry and all religious groups have been felt the compulsion of network society. This specific group shows an example of tarikat's change in contemporary society and conversion of leadership by the new medium. After confirming usage of Internet, nowadays the community gives services on the android technology and hence new efficacious tool is the smartphone; its features bring a possibility for inner group to get strong networks and produce efficient solidarity. As new media changes the leadership from Ustaosmanoglu to Unlu that is a media preacher, also members of the community (ihvans) has experienced that change. Unlu dresses as a media actor, uses a suitable language, acts to give the impression that he is a strong figure of an eminent community, uses social media accounts etc. Alias, mediated communication converts murid to follower, leader to media preacher or famous person and so on. Ahmet Mahmut Unlu (2013), depicts this change as: "I cannot say that I have my own community, disciple/follower but I've got the audience following from the radio programs, tapes and the internet..." (Narmanlioglu, 2014, p.187). On the other hand, new media has also give opportunity to the other elders of community to make speeches and be known. (For example see, <http://www.ihvanlar.net/category/ismailaga-hocalari>).

Unlu and the community has a religious discourse that based on the dichotomy of *ehli sunnah* and *bidat*. They endure the traditional way of interpretation and use the contemporary instruments, which are giving them a differential profile among current religious groups. The main objective is reviving Sufism and practice of tarikat by mixing modern instruments and Khalidi tradition. In other words, the community aims conserving tekka tradition and procedures of the Naqshbandi. Therefore, the modern organization such as association is nowadays not far from being established by the group. Participation modern religious rivalry makes them to construct fatwa committee (Fetva Heyeti) as well as a unit for instruction goodness (Emri Bi'l Ma'ruf Birimi). Those arrangements signify that they aim to circulate their religious understanding and be at the ahead of the rivalry. To sum up, it seems network society has forced the community to change and synthesize the old fashion with new medium.

4.2. Adnan Oktar (Harun Yahya) and his followers

Adnan Oktar is one of the most popular and controversial religious groups leader that represent, in my opinion, a new religious movements. Having a look to his official web page, his global religious contention will be understood, for example of the service in 15 languages other than Turkish. The main page of the site has an image of metropolitan city and full of natural colors of life, it looks like a painting. This presentation and choice signifies the affirmation of life and involving worldly pleasures and this configuration fits to the group's official picture and politics that confirm the world and effort to construct a related societal form. By providing the icon and service of the widespread social networks the page compliance with the one of the main characteristics of interactive social morphology of the network society. Dominant language of the page bears emphasizes on rationalism that affirms modernism and reality; that this theme is highlighted in their presentations they introduce themselves. The group claims that it doesn't

have worries such as rating etc., the only matter for it is revealing universal and vital truth and give place to the issues that concern all of humanity. (<http://www.a9.com.tr/aboutus>).

Oktar carries about his garment and precede wearing suit and don't avoid sports clothing such as leather jackets; his followers also share this concern and this profile of group glimpses the modern way of understanding religion. As well as his female followers choose daring clothes his male followers also present a variant men dress out of traditional religious groups dressing. His presentation and narration with all those component signifies that new media and medium is approved by the group. Once Oktar described the Internet as "the biggest university in the world" (A9 TV; January 17, 2013); and he argues that the door of the Internet should be wide open: "Quotas on the Internet should be removed. Doors of the knowledge (ilm) can not be closed" (A9 TV; January 14, 2013)

The main purpose of the group is built on general abstract principles; Such as love, justice and solidarity. The discourse of the group is based on the integration of the Nationalist ideals and Islam, and the whole of humanity is determined as the target audience. The ultimate goal is "Peace in the World and Turkey." Group, being aware of the negative aspects of the media, adopts responsible publishing principle and is aiming for a conciliatory language. The main emphasis of the group's discourse is Turkish-Islamic moral and the great spirit of solidarity it brings, which describes the participating in the religious rivalry by demonstrating a universal message over morality. The major objective of broadcasting and publishing is, as declared, to shape the future, which can be read as a utopia. This utopia is based on Muslim unity (ittihad-ı islam). Their confidence in the publication and broadcasting is poured into assertive sentences that claims, for example, a single heard sentence has power to change the outlook on life (<http://www.a9.com.tr/aboutus>). The utopia and unity seeking is complemented by Mahdism claiming, which is an indirectly claim of Oktar's religious status.

Oktar's utopia is a strike to change world and simile it to heaven: "We need to be in heaven model. God wants us to simile world to heaven." His utopian discourse centers the good-evil dichotomy or following him Mehdiyet versus Sufyaniyet / Deccaliyet and the leader of the utopia is Turkey. In this utopia, the love and mercy of Islam will be the pioneer, and modernity, quality, art, democracy, secularism, beauty, fear of God, love of God, respect for all religions will prevail everywhere. (http://www.a9.com.tr/text/Adnan_Oktar_Diyor_Ki).

This group as a new religious movement displays very changes and differences from the traditional grouping, namely tarikats. For example it uses the chat (sohbet) term for leader's preaches not preach (vaaz). The broadcasting has an interactive model. The presentation of the leader is alike an artist and he is at the center of narration. An inclusive language and narration is being kept, which gives an advantage against inside and outside religious groups. This language also has a feature that over the denominational and religious differences. Main debates are on current social, politic issues etc. The most used term for the other is hypocrite (munafik). The form of understanding of Islam is named as modern and sentences on this are moral based, in other word the group tell a moral based religious doctrine. On the other hand, Istanbul is a holy city for Oktar, because the Mahdi is (he assert that Mahdi was born but not disclosed himself yet) from Istanbul. Finally, his ultimate solution for every problem is Mahdiyet, in other words Mehdi and his doctrine will cope with all issues. Hence, he uses a inclusive language that involve all believers of religions and this is the main strategy that used by the group in global religious rivalry (A9 TV; December 29, 2014) (http://www.a9.com.tr/text/Adnan_Oktar_Diyor_Ki). Oktar claims, "The spirit of Mahdism is a modern understanding of religion." (A9 TV; November 12, 2013). As a result, the group is a modern movement that synthesizes an old belief: mahdism.

4. Conclusion

Observers assume that as much as the group structure and individual involving is loose, revealing the different discourses by different media is effective at that level. In the contemporary society, we assert that, religious rivalry is intensified and tied up with globalization and new media. New technology makes it possible carrying local to the global, and this mediation, has shaped the identity of individuals and its reflexivity. We live in a rivalry world, particularly taking, in the religious area there are a few rivalry models; between official Islam and public Islam, between Islamic denominations, between groups belonged the same denomination, between individual preachers and organized religious groups and finally the contemporary interactive communication technology give an opportunity for every human being to be a source of religious discourse. The two types of groups we studied her display that new media has changed the religious world and created new area for discourse, new actors that use the virtual social network, new religious products and services that based on network facilities etc. Traditional and modern way of organization signifies a difference in attitude to de usage of media: the first has an instrumental approach and the second has a conformist approach. Without considering approval or denial mode of attitudes, we can assume that the network society has radically changed world for religious groups and the cost of avoiding and ignoring is high.

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From Social Cyber Living to Voluntary Simple Living

Ayşe Aslı Sezgin, Aykut Gül

1. Introduction

Today, it has been frequently expressed the effect of the digitalized society and technology on our daily lives in an irremediable manner and the discussions over the transition into simple live have been drawing attention. These discussions, of which differences of real social lives have been specified by means of concepts such as cyber culture and cyber identities, contain criticisms towards the young people that are addicted to the fast living and consumption. The revolutionary place and importance of internet in the lives of the people, sociological, cultural, economic and psychological effects of the social media networks via internet become the subject matter of many studies in national and international areas. It has been observed that the positive or negative effect of social media on socializing and those they pave the way for spending most of the daily life of the individual, have been examined in these types of studies. How cyber identities isolate the individual within the delusion of socializing has been taken part in the psychological based studies in detailed.

In this paper, while daily lives under the effect of the technology, internet and in particular to social media networks have been addressed with a critical perception, voluntary simplicity concept and simple life approach will be used as a source in this critical approach. In this paper, a simple life will be emphasized on without ignoring the technological facilities for accessing the simple life and without under the captivity of the technology by the individual that is alone with the cyber world of the social media with his smart phones on his hands within the crowds, and it is aimed to evaluate and develop a critical approach by means of literature review about the subject matter.

Alienation which is considered a common disease faced by humanity at different levels of civilization is an individual psychological state. In this case, effects of elements such as “accumulation, possession” of which individuals has to carry out are especially in the last century is inevitable. Alienation is experienced more intensely as a result of a number of factors that detract us from the community and other people and besiege us in our daily life. Dissatisfaction, achieving success, intense competition, artificial ponds causes us to feel this alienation more intensely each passing day (Akyıldız, 1998).

Alienation affecting all institutions and human relations especially in the industrial society maybe effects the youth mostly within the community. Considering the sociological dimensions, alienation has a social content and it will not be wrong to say that it revealed an individual who reject his/her community. Alienation has been one of the most debated concept in our days with its dimensions such as powerlessness, meaninglessness, anomie, isolation and self-alienation (Tezcan, 1985).

Rapid developments in communication technology in recent years has an important role in the debate of alienation concept. Especially, individual who able to establish a unique world against these technologies alienates to primarily immediate vicinity unwittingly and to society and society's values over time. The most noticeable of these new technologies that are being used for spare times is the Internet and social media networks offered by the internet, without doubt. Individual turn in upon himself/herself gradually and alienates ultimately in a crowd which seem dense actually.

When we analyze mass media within historical process, it is possible to say that they help us communicate easily by shortening the distances from history to modern days (Karahisar, 2013). With the help of developing technology, mass media do not only shorten the distances but also expand the borders of places. No matter in which corner of the world you are, you can

communicate visually and verbally as long as you have a smart mobile phone in your pocket. Internet which may be the most important technological development affecting the whole world after the invention of printing press provides us many facilities through instant messaging applications, electronic mails and social media networks, but so that the boundary between private and general can be discussed.

In literature, when we analyze researches regarding internet, we see that this issue has been handled within the framework of engineering science and communication technologies before. However, in the course of time; internet's important role in the communication among people has made it necessary to analyze its effects through different disciplines from different aspects (Bargh, 2002). Having an important position in our daily lives, internet is a topic which should be analyzed from sociological, psychological, economic and cultural aspects. The concept of alienation which is analyzed considering the view of Lefebvre as "our habits in our daily lives are under the alienating effect of a temptation of media in accordance with the human model which is described in accordance with the spirit of modernism" (Köse, 2008) has been discussed by being compared to the concept of socialization in the sources regarding internet. The fact that internet is a communication network covering the whole world expands the boundaries of socialization in some opinions while it leads to alienation in other opinions.

Social transformation of technology in societies is in a different level owing to technological developments in communication technologies. Communication technologies make changes in the habits, cultures, working lifestyles and education systems of the societies. New lifestyles arising out of modernism lead to disappearance of traditional society order. When these traditional communication styles disappear, people begin communication through social networks and so the concepts of social alienation and isolation have started to be discussed. Modern people who do not have enough time to communicate face to face start using a kind of mass media mediated by technology. Habits, opinions and feelings have also changed together with these developments and the concepts of virtual life, virtual behavior, virtual culture have emerged (Karagülle & Çaycı, 2014).

When it is historically analyzed, it is seen that internet has emerged in order to access information through the cheapest and fastest way in the most secured platform and to make communication much easier. It is also seen that it has reached a large platform in a much faster way than expected. That's why we see not only social but also individual and psychological outcomes here. The concept of addiction in psychological literature has recently included internet addiction in its analysis framework as a new type. internet addiction is generally described as not preventing the desire of using internet constantly, not appreciating any time spent without using internet, getting frustrated and having aggression even having interpersonal problems when having no access to internet (Arisoy, 2009).

It has become inevitable to experience some problems in social life due to excessive use of the internet in business life. Busyness mentally, thoughts about not being able to control and limit the use of the internet, inability to stop the access request, increasing the duration of time spent on the Internet, tensions experienced when there is no possibility to use are evaluated within these problems. Internet addiction was evaluated by two different approaches as an independent disease, or symptom of another disease (Erden & Hatun, 2015).

Internet addiction has spread rapidly in recent years and effects of various psychological factors are also being investigated with the purpose of development of diagnosis and treatment techniques related to the subject regarded as a psychological illness (Batıgün & Kılıç, 2011).

Having analyzed these issues which are discussed after the emergence of internet in our daily lives from a larger perspective, Shields (1996) handles political and cultural problems, arrival point of internet and boundary problems between virtual and real platforms under different titles as well as the fact that individuals are not alone against internet, they have a new kind of communication through cables instead of face to face communication. All these

characteristics of internet and the facilities it provides us include the fact that it gives people a chance to use social media networks which differently and deeply affect human lives.

Emergence of the concept of social media, social networks and social sharing platforms dates back to the end of 1990s. Six Degrees founded in 1997 reached to millions of users but could not maintain its success and stopped its service in 2000. Then, Ryze.com was founded in 2001 and aimed at bringing business professionals together. After that, Friendster was founded in 2002 by paving the way for Facebook and MySpace which were founded after 2003. Social media networks are described as web based services which bring different individuals in virtual platforms (Toprak, et al. 2014). It is more widely described as web based services which allow individuals to create open or semi open profiles within a system showing the friend lists of people who post sharing to the other relevant people (quoted from Boyd and Ellison, Toprak, et al., 2014).

Social media contents, which differ from traditional media as being dual and providing a chance to the users to post ideological and technological contents as well as diminishing the limitation of time and place, are created and shared by the users (Kara & Özgen, 2012).

In social media networks which create a new communication platform in a massive dimension, especially quick post and content production have also accelerated the communication dimension in these networks (Büyükşener, 2009). Contrary to the old generation who is abstinent and self-possessed, social media has become an indispensable passion for the new generation who is addicted to speed and consumption (Karahisar, 2013).

Having no need to sit in front of a computer for involvement, you can participate in social media through a smart phone or tablet as it is a communication platform where you can have a dual and instant flow of information. Although there are many different researches carried out in order to analyze social media usage (politics, business administration, education applications etc.), there is an outstanding level of criticism against the changes which are created by social media in our daily lives in the researches which handle the relationship between social media and personality. These researches which put forward that social media usage habits are based on personality differences and which describe the personality displayed in social media as digital-virtual personality can be assessed within psychology-social media relationship. There are also outstanding researches which put forward that young people perceive being online as a kind of socialization, social media stimulates serious personality disorders and there are important findings in narcissism (Yıldırım, 2014).

Having reached to a considerable level of number of users across the world, social media networks have also created a new debate. While it is stated that social media networks encourage people to participate in social life by dispatching information quickly, it is also stated that social media distracts the attention of people and creates a feeling of indifference because of its structure leading to short and weak relationships (Zuniga, et al. 2012). There are ongoing researches which both put forward the advantages of social media in human lives and its negative effects on people.

It is possible to analyze the effects of social media in accordance with such factors as personality, time, place, topic and various factors. As indicated in the beginning of the study, we can remark the criticism against the effects of internet for the effects of social media as well. Since it provides a cheap and easy way of communication, it decreases the level of face to face communication with the family and friends. People restrict their movement area and start losing their subjectivity because of their social media profiles as a member of a group. on the contrary to what is thought, they lose their freedom because they start acting in accordance with the motions which are imposed on them by the society. Moreover; short and weak relationships which are established through social media may be ended up in a very short time as well (Hazar, 2011).

When we analyze social media within the framework of the concept of addiction, we can say that it is used as a kind of socialization and an escaping way from socialization based on emotional addiction. When individuals want to socialize, they use social media and they communicate with the other people whom they don't know at all by pretending to behave as a different person. People show no care in social media communication as they show in face to face communication. So it is a way of escaping from socialization (Hazar, 2011). Another outstanding point in social media such as Facebook where people can create their personal profiles is that there are new findings which put forward differences between virtual reality and social reality. As the individual moves off socialization, he/she shoulders the role of observer, follower in virtual societies (Çakar & Yanlıç, 2014).

While social media creates an effective communication in one hand, it also makes constant communication a main target on the other hand. Duration of communication removes the communication process from rationalism. Individuals spend most of their time by communicating in this long process and they have ineffectiveness in their social lives. Moreover; a communication just for communication's sake leads to a decreasing level of importance of messages. Providing a unique experience of socialization, social media divides a human life into two indeed. People who cannot lift their heads from their smart phones in crowded places try to be present in both places at the same time. Providing an unlimited social environment and being conflicted with the reality (Göker, 2015), social media networks lead to a divergence from simplicity and tranquility as a result of misconduct. We can say that an important indication of this is the fact that social media has a power of encouraging especially consumption. People now have new lifestyles in which consumption culture is shaped by mass media and social media, so that hedonist and selfish individualism is built in socialization process. We see alienated lives at the end of this process in which people's leisure and daily lives are re-shaped by the effects of social media and these alienated lives are focused on the fact that consumption products have social functions other than their real functions (Dağtaş & Dağtaş, 2011).

2. Voluntary Shift to Simplicity

In the assessment of the concept of consumption as a dangerous concept in recent years, "speed" is being mentioned which is in the production process of product causing consumption and increasing each passing day. Products which are produced rapidly, presented to the consumer with the same speed and consumed brought a speed indexed life. Against the fast life which directs individuals into a conception of life based on "I" in social life (Sırım, 2010), more people start to adopt and implement a simple and slow life and a voluntary simplicity approach to prepare this.

Although there are many different points of view and definition for simple life, the most important element of this concept varies according to time, space and the individual characteristics is "be content only with what you need". Using the limited resources of the universe without wasting is being stressed in this approach and the lifestyle of today's people is also viewed from a critical perspective. Turning into consumption in a way that actually not needed is a lifestyle that refusing the simple life concept by human who are directed to consume the standardized products (Yıldırım, 2015).

When the literature is reviewed, it is possible to observe that studies carried out for simple lifestyle are generally focused on consumption and economic life. However, new communication technologies sieges almost all areas of human life in recent years can describe that internet and social media are away from the elements of simple lifestyle. Especially within the framework of addiction concept, it would not be wrong to say that social networks are

affective in the creation of new social outlook composed of individuals who are getting away from the simplicity.

In this study, addiction dimension of social media has been emphasized and simple lifestyle which is generally handled in consumption studies has been assessed as an alternative to virtual-social lifestyle considering the fact that it affects the efficiency of people in their daily lives.

Voluntary simplicity, which was firstly described in 1936 by Gregg as “adoption of an honest, simple and sincere lifestyle by the individual through destroying a pile of meaningless goods in his/her life”, can be defined as a consciously preferred lifestyle. Voluntary simplicity is focused on minimizing addiction and consumption through controlled activities. Another point to be underlined in voluntary simplicity is that voluntary simplicity does not reject the advantages of technology (Demireli, 2014), it even contributes to technology by using it efficiently.

Voluntary simplicity questions the good lifestyle of a modern society and accepts a lifestyle which enriches the internal world of a person, which is socially beneficial and environmentally sustainable. It is defined in voluntary simplicity that individuals have simple lives in their external world while they have rich and deep lives in their internal world. There are many various activities in different regions of the world in order to raise awareness within the scope of simple life or voluntary simple life. TV-Turn Off Week which is focused on simple life started in 1995 and has been organized on the last week of April each year (Babaoğul & Buğday, 2012). This attitude accepting a voluntary simple lifestyle against mass media is inevitable to be developed against social media networks today as well. When such concepts as natural behavior, avoiding making roles and efficient use of time which are the basis of simplicity are assessed within the communication activities in social media networks, it can be concluded that people are gradually estranged from simple lifestyle.

Voluntary simple lifestyle is regarded as an alternative to the life in which people are happy to the degree they consume and they have to deal with the negative outcomes of speed in their lives. It tells us hard and complicated working conditions in an industrial world, technology which accelerates expansion, applications which encourage consumption as well as serial and standard production. On the other hand; simple lifestyle defines smaller and simpler working environments, durable products, appropriate technology, proximity between people and an enjoyable, relaxing and peaceful lifestyle (Özgen, 2012).

The concept of voluntary simple lifestyle which differs based on time, place, cultural and individual characteristics has been adopted and started to be applied by people as a movement in Europe and especially in America. Having carried out a study on voluntary simple lifestyle, Johnston (2003) defines the keywords as the following: a good lifestyle, target of life, personal development, ecological awareness, minimal consumption. These keywords make it much easier to define voluntary simple lifestyle and it can be put forward that voluntary simple lifestyle can be applied through both individual decisions and society-wide decisions. Because it accepts an idea of not only preventing material consumption but also protecting the values which are about to be consumed in interpersonal relations within the framework of the concept of consumption. Time which is consumed as quickly as values can also be used efficiently through voluntary simple lifestyle.

Postman, (2010:39) in his criticism against television says that “I believe that an epistemology on Television pollutes public communication and its surroundings, though not everything. I am always reminded that television has a value which provides people with comfort and pleasure for old people, disabled people and anybody who is alone in a hotel room. Also, I’m aware of the fact that television has a potential to provide a kind of theatre to people. Moreover; there are some allegations that television has a power not only which can destroy the basic rational discourse but also which can evoke the emotions. These should not be

ignored...” When we take these words of Postman into consideration in terms of internet and social media networks which are the most important mass media today, we can say that there is an intensive communication process and most of this process is polluted by the content producing users who spend most of their time in social media networks, contrary to simple lifestyle. Furthermore; it should also be noted that it would not be an obstacle against preferring a voluntary simple life if we protect the boundaries between addiction and efficiency and spend some of our time in social media networks by being aware of the power of internet and social media.

3. Discussion and Conclusion

The problem of internet addiction and social media addiction which is a new dimension of addiction which should be discussed in individual and social terms today, must be solved by highlighting the dimension of internet efficiency without completely being deprived of social media or internet. Using social media networks in an adequate and necessary level and acting in a planned manner against the efficient role of internet in our daily lives will prevent us from being locked up in virtual social lives.

It can be observed that we can spend much more time with our family and friends, namely with our real social life, by adopting a voluntary simple lifestyle. We can also avoid careless attitudes of virtual and digital identities by preferring face to face communication. When we access accurate information in internet which has many information sources in a large scale within the framework of efficiency and when we plan this process to access this information, we will start observing that we take the right steps in terms of our personal development by using a quick, direct and cost-efficient interaction without being prevented by place or time.

It is inevitable that we will encounter with some problems such as inefficiency or being unable to concentrate on something in our working environment or all other social environments as a result of using especially smart phones and tablet in our daily lives. We frequently see groups of friends sitting at the same table but all of them use their smart phones at the same time without talking to each other. In fact, it shows us that we are estranged by real social life and shift from real social life to virtual social life. Being alienated and isolated in crowds, individuals become the subjects of studies and researches which are carried out by psychology science within the scope of the concept of addiction.

If we succeed using internet as an important instrument in life-long learning, for example if we pay attention to the education of our children in media literacy, if we understand the importance of internet and social media networks in order to discover new things instead of sharing something, if we appreciate real friendships and sharing, and finally if we eat our meals to be fed and to have valuable times with our families and friends not for our friends in our virtual social lives, we will be able to observe how our simple life increases the quality of lifestyle.

In conclusion, we can emphasize that necessary steps must be taken in order to question virtual social lives and to adopt a simple lifestyle in order to avoid the actualization of Einstein's words: “I fear the day that technology will surpass our human interaction. The world will have a generation of idiots” (Bayhan, 2014).

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Effect of Advertisements on Facebook on University Students' Product Sense and Buying Attitude

Suat Sungur

1. Introduction:

In this study, it is aimed to examine the role of social media commercials in purchasing behaviors of university students through the Facebook example. In research conducted over the Internet usually prepared on the assumption that the consumption of stimuli determines the location of the Internet in general purchasing behavior were evaluated together with the other media. In addition, the internet has been studied in detail as a medium. In this case, making a purchase decision were assessed perceptually. The attributes that make a product buyable, the brands that are considered by the higher segments of the society, and the advertising effect in purchasing decision are all perceived.

Buying Criterias: Factors influencing purchasing decision; Factors affecting consumer types and purchasing criteria; Preferred brands for the upper sections; Brands that are effective in using other payment instruments instead of cash; The meaning of brands is preferred in the world and in the absence of cash brands.

Advertising impact on buying: The emotional impact of buying the advertised product; Consumer types and the emotional impact of purchasing the advertised product; Dimensions that are important to advertisements; Advertising effects that create buying influence.

2. Method:

In this study, effective product characteristics and product perception in advertisements published in social media were examined in university students' purchasing decision. For this purpose, the assumption that the pleasure stimulus determines the consumption in the research study conducted with 780 students on the internet was evaluated. In the case of young people, the initial assumption of the research that the pleasure dimension plays an important role in the perception and practice of purchase. In this evaluation, it is assumed that the decision to buy in the absence of cash for the brands preferred by the upper sections of society is the highest point of hedonist behavior.

3. Findings:

3.1. Advertisement on Facebook

Participants in Facebook generally asked about the nature of the ads on Facebook and the impact on consumers. In general, there are two sets of phrases to look at in terms of the level of involvement of advertisements in relation to the content of the ads on Facebook and the impact on the consumer before evaluating the effect on the consumer. Positive statements about Facebook ads act together, while expressions that emphasize the manipulative character of advertisements are also moving together. Factor Analysis was applied to 17 expressions related to Facebook ads for this evaluation. According to the results, two groups of expressions emerged, which could be called "Positive Approach to Facebook Advertisements" and "Negative Approach to Facebook Ads".

Table 1. Assessing Facebook Ads *

	Positive Approach to Facebook Ads	Negative Approach to Facebook Ads
It allows the consumer to be informed and recognize the property.	,80	,07
It allows comparison between products.	,79	,18
It plays a positive role in increasing the sales of a product or service.	,72	,28
It plays an important role in enhancing the prestige of an institution or brand.	,72	,29
It is very influential on my purchasing habits.	,64	,14
It strengthens the buying tendencies by giving place to famous people.	,36	,53
It facilitates the sale of a good or service.	,70	,27
It leads brand awareness on consumer.	,67	,26
It is a necessity of modern life.	,76	,06
It is useful for the consumer.	,83	-,03
It is interesting.	,68	,20
It's funny.	,69	,21
With word games /unreal promises misleads consumers.	,02	,70
It causes consumers to buy products that do not need.	,12	,74
It increases prices of products and services.	,31	,67
It causes increased feelings of dissatisfaction of people.	,11	,74
Total explained variance	%38,3	%16,4

* Table values with high scores are colored. Factor analysis accounts for 55% of the total variance.

"Positive Approach to Facebook Ads": The impact of advertising is positive for both seller and buyer. Facebook ads are prestigious for the brand, a means of increasing sales and awareness, and a means of enjoying and acquiring information for the consumer, and a necessity for modern life in general.

"Negative Approach to Facebook Ads": The effect on the consumer is more emphasized. It is thought that Facebook ads are the effect of creating misleading and dissatisfaction on consumers. This effect is thought to have been created by the use of unreal promises and fame.

3.2. Advertising Effect on Facebook

In general, 47.9% of Facebook members who have been asked about ads published on Facebook have found the ads to be misleading with unrealistic promises. Facebook ads, however, have been associated with some aspects in a positive way. For example, 41.5% of participants think that their advertising is a necessity for modern life, and 32.4% think that it is good for the consumer.

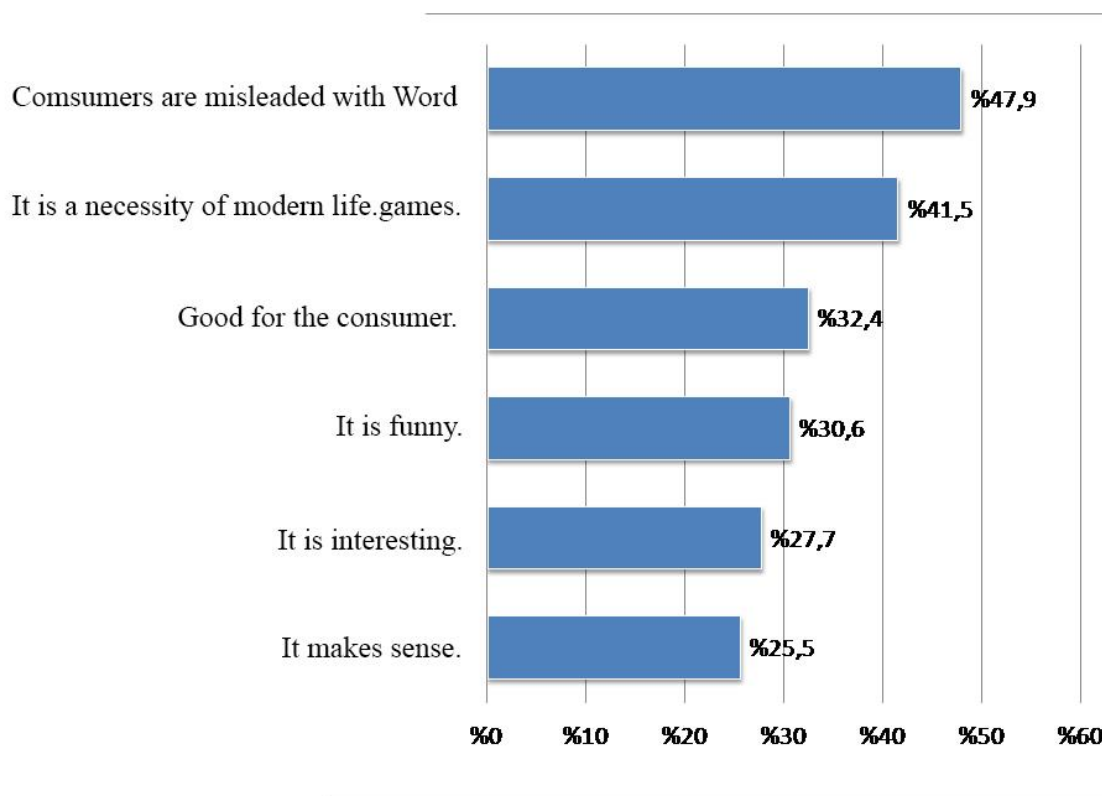


Figure 1. The Perception of Ads on Facebook in general

It was previously stated that the criteria that made an ad most impressive were creative (81.9%) and interesting (81.5%). Facebook ads are interesting by 30.6% of the participants and 27.7% of them are interesting.

Participants who list on paper are separated by a very small difference from the group that does not list at all, as well as the group that emphasizes the misleading feature of advertisements as well as find advertising as a necessity for modern life. In addition, this group finds ads more fun with a higher rate than those who shop with mind lists.

Facebook member participated when the ads on Facebook were asked about the effect on consumers, the answer was given that the advertisement facilitated the sale of a good (55.1%). 46% of respondents stated that Facebook ads increased the prestige of an institution or brand.

In addition to the positive effects of Facebook ads on the consumer and the seller, there are also fewer percentages and adverse effects. 43.9% of the respondents indicated that they were interested in purchasing products that they did not need with advertisement effects and 41.5% stated that people's feeling of dissatisfaction increased.

When the Facebook account owners evaluate the advertisements in terms of consumers and sellers, the results vary according to consumer types. Participants using a concrete shopping list can be seen in the above chart on the basis of expressions of negative attitudes to advertisements. The statement that the group most clearly distinguishes from other consumer types is the expression that the Facebook ads lead to dissatisfaction.

3.3. Advertising Experience on Facebook

The research participants were asked whether they had an account on Facebook or not. 48.7% of the participants stated that Facebook was attracted by an advertisement.

It is seen that the action of collecting information about the most pre-purchase process seems to be realized according to the answers given to the questions that the Facebook member participant sees an advertisement attracting attention on Facebook, and the participants to understand the level of action with advertisement effect after seeing advertisement.

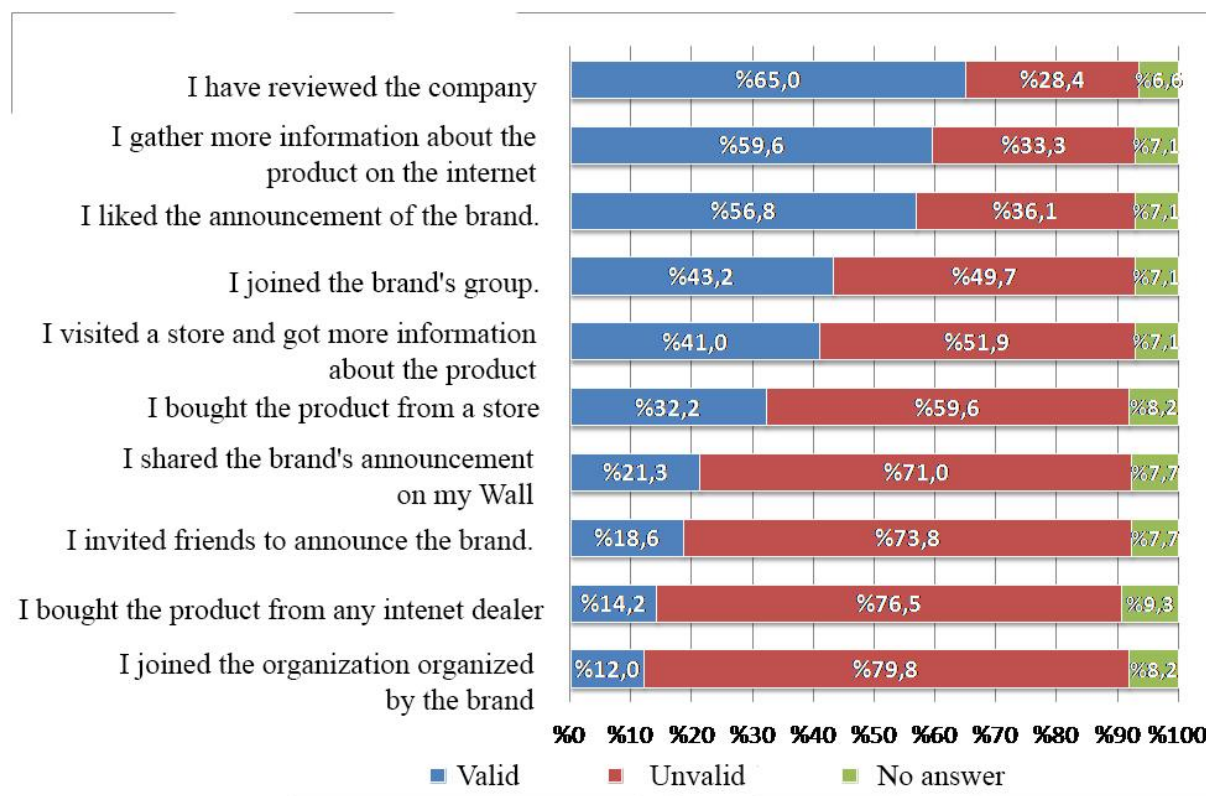


Figure 2: Post-Advertisement Done on Facebook

65% of respondents who viewed an advertisement on Facebook had reviewed the company's web site and 60% collected more information about the product. Forty-two percent of the participants had a real experience from the virtual environment, and they learned more about the product through a store visit.

32.2% of participants said that they bought products from a store and 14.2% said they bought products from the internet and they went to the most active level.

Two groupings can be made between the actions that occur when you see ads on Facebook. While a group of actions carries "direct purchasing" qualities, the other group is "Do not act on Facebook". Reliability analysis has examined whether the answers given below are consistent with this assumption, ie whether these expressions correlate with each other. Cronbach's Alpha values of 0.7 on the reliability analysis show that the actions in the groups are realized together.

4. Discussion:

The multivariate analyzes that explain the perceptions and behaviors of Facebook ads have made it possible to evaluate multiple dimensions together. Various regression analyzes have been conducted to find answers to the question *"What are the ads on Facebook and what affects Facebook ads and post-advertising actions?"*

The factors that affect the attitudes associated with advertising on Facebook are assumed to be;

1. Demographics,
2. Income,
3. Ownership,
4. General Shopping Behavior (frequency, form, important elements in purchasing decision, hedonist tendency)
5. Advertising perception (affecting ads, general ad evaluation)
6. Shopping online
7. Facebook usage habits (duration of presence and use, number of friends, structures)

In addition, the addition of analytics is also included in the effect of approaching Facebook ads when evaluating what influences what happens after viewing ads on Facebook.

As a result, the research wanted to find the answers for these three questions:

1. *What are the factors affecting the advertisement on Facebook?*
2. *What factors influence the approach to Facebook ads?*
3. *What are the factors affecting what is done after advertising on Facebook?*

Factors that are thought to affect the appearance of ads on Facebook are gradually included in the regression analysis. It was looked at how the participants' profile (demography, income, ownership) influenced the appearance of ads on Facebook in the beginning, followed by shopping patterns. It has been discussed that the consequences that are thought to have originated from demographic variables in the first stage are included in other factors in the later stages, and which factors are more important, considering the other factors.

As a result of the analysis, I have been told about the possibility of advertising on Facebook;

Generally speaking, women are more likely to advertise, while individuals are more likely to perceive a Facebook ad than their gender, perceptions of advertising, and partly on Facebook. It seems that real shopping behaviors are not effective in shopping on the Internet or in advertising on Facebook.

The factors that are thought to affect the approach to ads seen on Facebook are gradually included in the regression analysis.

As was the case in the previous analysis, the participants' profile (demographics, income, ownership) influenced the approach to ads seen on Facebook, and then these factors were gradually included in shopping patterns and other variables. Thus, the power of all factors emerged at the last stage.

As a result, it can be said about the positive or negative approach to the ads seen on Facebook;

Overall, it can be said that the favorable outcome for Facebook ads is higher among women and those with relatively low ownership scores. There is no impact on the level of positive perception of Facebook ads in real life shopping behavior. In general, those who are more satisfied with their ads are more likely to like Facebook ads. Likewise, advertisers who are very aesthetically pleasing and enjoying information in advertisements also perceive

Facebook advertisements positively. The positive approach to advertisements is related to the pleasure approach within these factors.

Individuals are also influencing their perceptions when they are on Facebook. As individuals tend to move more on the social level than on Facebook, positive perceptions about Facebook ads are also increasing.

After seeing ads on Facebook, two actions can be taken; "Direct purchase" or "do not act on Facebook". In order to determine which factors determine these two modes of action, an analysis was sought in this section. Here, as in the two analyzes above, how the participants' profile, shopping patterns and other attitudes affected their post-advertising behavior on Facebook. In the analysis in this section, the positive and negative approaches to Facebook ads have been added to the evaluated items.

Men and older people are more likely to be impressed with Facebook ads. As the frequency of shopping increases, the degree of influence from Facebook ads is decreasing. However, advertising is more effective for individuals who tend to shop more spontaneously. As the level of advertising focuses on persuasiveness of the ad rather than aesthetics and pleasure, the level of influence from Facebook ads is also increasing. Facebook ads seem to be more effective in individuals who focus more on product promise.

Facebook is more likely to be affected by ads when it comes to regulatory social activities. Positive perceptions about Facebook ads positively affect post-advertising effectiveness. However, the negative perceptions of individuals on the subject of Facebook ads are also positively affected by Facebook ads. From these results, it can be interpreted that individuals have a perception of Facebook ads (good or bad), making them more vulnerable to ad exposure.

According to the analysis results in this section, as the frequency of shopping increases, the degree of influence from Facebook ads decreases. There is a higher rate of taking action on Facebook during regulatory social activities on Facebook. It is not how long you have been on Facebook or how much time you spent on Facebook; It is important how the individual spends time. Both positive and negative perceptions of Facebook ads are driving action on Facebook.

From here, the first question of the research can be evaluated: If the assumption that the purchase is related to haz / hedonism is evaluated in the face of Facebook, the pleasure is shown not only in the point of preference, but also in the first part of the investigation of the outcome of the antagonism. Other areas of attitude such as being happy with the advertised product, more pleasure in informing the advertisers and preferring entertainment.

Movement in this chain can be seen at points where the related attitudes are not satisfied with being important points in advertising, finding positive, going to action. For example, even if you have a positive or negative opinion about Facebook ads; An individual with any opinion is more likely to act than any other individual. Another example is the greater likelihood that those who regret buying an advertised product are likely to advertise on Facebook.

In addition, the participants are influencing the behavior of their Facebook profiles, but when viewed in detail, it is clear that what determines what they are doing on Facebook. It is not how long you have been on Facebook or how much time you spent on Facebook; It is understood from the fact that how individuals spend their time has high significance scores in the chain of seeing-positive finding-action for social activists on Facebook.

As a result, pleasure is not alone, but in more socially and socially related relationships, it leads to the act of seeing ads on Facebook, finding positive ads and taking action.

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Foreign Aids As An Alternative Method Of International Communication In Public Diplomacy: A Research On The Sample Of Somalia

Emel Tanyeri Mazıcı

I believe that if permanent peace is foreseen, universal precautions should be taken to improve the conditions of masses. The wealth of all humankind should be taken as more important than hunger and pressure. The global people should be trained to stay away from jealousy, greed and grudge.

K.Atatürk (1935)

1. Introduction

It is observed that mutual dependence and interaction among different states form important paradigms and administrative functions in international policy along with the understanding that normative relations are as effective as material structures in international relations and political actors and actions have an important place in the establishment of social structures. Specifically in the aftermath of the 2nd World War and during the periods with multi-polar positioning, the content of international policy was comprised of various concepts after the Cold War.

The concept of public diplomacy forms a milder version of soft power strategy hosting public as an active actor as well as highlighting the concepts of social identity culture in the field of international relations and communication management. “Foreign Aids” has a significant place in public diplomacy as a concept highlighting access to, persuasion of, interaction with and commitment to the target audience through long-term and strategic partnerships. As Lancaster (2007, p.62) describes America’s role in Foreign Aids as “Morgenthau’s Puzzle”, the concept finds its place in literature as a long-term, complicated and interactive action. The study initially gives an account of foreign aids positioning it as a communication method in public diplomacy, then a Turkish perspective is given regarding Foreign Aids and in the research section the foreign aid activities of Turkey is analyzed by limiting the scope with the case of Somalia, which has recently gained popularity in the national agenda and media. In this context, the concept, finding its place in international relations and frequently criticized from different viewpoints, is analyzed through PMESII-PT to clarify by which actions it is maintained and in which fields it becomes intensive.

2. An Alternative Communication Method In Public Diplomacy: Foreign Aid

Most current theories in the field of international relations could be put into a practical scale when faced with seasonal conditions. The administrative approaches and policies of certain countries are described in terms of conflicts and cooperation and in some others polar structures as well as systematic approaches through rational reasons. In this respect, postmodern and critical theories have a significant place in the field of international relations.

The concept of constructivism, indicate that the interaction and public opinion shape the identity of states thus highlighting the impact of social structure on inter-state relations, foreign policies and actions (Arı, 2013, p. 501). It is considered in constructivism that abstract factors like cognitive identity, culture and interaction have a role in shaping political field as well as some material factors including power, military and economical wealth (Reus-Smit, 2015, p. 285-314).

In this respect, the concept of public diplomacy, included in literature as the public relations and soft power of nations, could be associated with constructivism as it has a function in building relations with the public opinion and target groups.

Public diplomacy is defined as the effort of a government to persuade another state's public and enlightened people in accordance with its own interest (Potter, 2002, p. 46). Another important dimension of the concept which has some functions as informing (Martin, 2007, p. 238), image making and development (Zhang, 2006), turning crises into opportunities (Zhang&Swartz, 2009) is relation building (Cull, 2009, p. 12) impact. In this sense, public diplomacy, which is associated with the concept of soft power (Nye, 2003) aims to have an influence on other countries through some ways like culture, investment, academy and foreign aids (Lawniczak, 2007, p. 377).

The relations of states with other countries could include various stages, as well. The first stage has a more limited structure in building relations and this could rather happen through cultural and educational exchange programmes and mutual leader visits. In the second stage, the relation network gets wider especially with the addition of multi-party attendance events like lingua-cultural institutes, development aids, sister city practices, campaigns to take relation into advanced scale and efforts to find different fields and networks other than policy. In the third stage in a more advanced level, there are efforts and functions of non-state parties to build coalitions and networks (Zaharna, 2009, p. 91-96).

The advancement of stages leads to a structure in which diplomatic actors get out of their official missions and different mosaics from different sections of social plethora participate. In this respect, the system in which public opinion, media, civil society exist highlights the same point with a constructivist point of view as the actors of public diplomacy.

In the concept of public diplomacy, "foreign aid" is mentioned as an important means of connection between nations in their relations with states as well as with the public. Foreign aid; is generally defined as grants, credits and loans provided by a specific country or international organization to another country or international organization during the times of financial and social development, democracy, social rights, equality and emergency and disaster situations (Akça & Esengün, 2004, p. 83).

As defined by the OECD, "Official Development Aid" is given by certain states, civil society organizations, aid organizations, states, local governments and administrative agencies to developing countries for economical development and wealth improvement in the form of at least 25% grant (OECD, 2008). Notwithstanding its focus on different points, the actual and financial aid, (excluding those during natural disasters, emergencies and humanitarian aids) could be taken as foreign aids (Öztürk & Öztürk, 2012, p. 18). In this context, the aid providing (donör) countries form strategic partnerships along with the triggering power impact and cooperation with the recipient countries (Akçay, 2012, p. 5).

Given its historical development, the concept of foreign aid is thought to have been institutionalized by the diplomatic steps during the stages in which countries collapsed and cold war era took place in the aftermath of 2nd World War (Lancaster, 2007) and it's possible to see foreign aids during the previous eras, as well. Some examples of foreign aids could include the sending of humanitarian aid to Irish people experiencing famine with a decree taken in the U.S. congress and similar aid sent to the same region by European states and the Ottoman Empire during the reign of I. Abdülmecit (Üçkuş & Kendirci, 2012, p. 59-60). When analyzed from an institutional view; the promotion of interaction among various states after the Peace of Westphalia, which is considered as an important breakthrough in the history of diplomacy, has gained a different momentum as a result of beyond border foreign aid actions. The bi-polar structure, formed specifically with the impact of 2nd World War, was removed as a result of Truman Doctrine, Marshall Plan, Eisenhower Doctrine which could be treated as the basic actors of a different era (Akçay, 2012, p. 163).

As the concept itself and its applicability was rather complicated during the subsequent stages, an official step has been taken in order to clarify mutual undertakings of countries involved in foreign aid in the Paris Declaration dated 2nd of March 2005. The declaration

highlighted the headlines of appropriation, parallelism, cohesion, outcome oriented management and mutual accountability (OECD 2008). As there is a lack of clear directive and regulatory infrastructure of foreign aid in general, foreign aid could be said to run according to a conjunctural approach based on desires and conditions (Üçkuş & Kendirci, 2012, p. 64). In this sense, the location and content of foreign aids are essentially shaped according to foreign policy theories adopted by relevant countries in specific eras.

It is possible to say that there are different approaches and evaluations regarding foreign aids. According to Akçay (2012, p. 32-35) foreign aid is criticized since the interests of grantor countries are given priority. The importance should be given to efficiency at that point. It should be taken as priority whether aid is actually effective and useful or not. As it is thought that the recipient country is passified in foreign aid, the approaches stating that humanitarian aid during natural disasters could be in the form of grant, while loaning credit could be preferred for some certain situations like infrastructure support and investment support. It is specifically advised that grants should be donated to really needy countries rather than sticking to national policies. Foreign aids do not provide any long-term benefits to Africa in the real sense, but, on the contrary, the repayment of foreign aids in the form of credits imposes serious undertakings for recipient countries, which could be indicated as the handicaps of relevant processes (Sogge, 2003). Although there are different views regarding foreign aids, they should be considered as “strategic investments towards the construction of a common future” (OECD, 2010, p. 29). This type of perceptions could have negative impacts on constructive initiatives involving humanitarian aid in the real sense. On the other hand, feasibility studies are of crucial importance at this stage. The fact that foreign aid outnumbering trillions of dollars could have no contribution to Africa indicates that infrastructure and audition mechanisms should not be ignored during relevant processes. Such processes could result in a degenerated structure including economical problems, hunger-epidemics, bribery and corruption (Akçay, 2012, p. 45).

3. A Turkish Perspective On Foreign Aids

Receiving foreign aid for the first time after the 2nd World War from the U.S. under the Marshall Plan, Turkey has changed its recipient status originating from 1947 (Öztürk & Öztürk, 2012, p. 33) by preparing its own foreign aid package of 10 million dollars in 1985 to be sent by Turkish State Planning Organisation (DPT) to Gambia, Guinea, Guinea-Bissau, Moritania, Senegal, Somalia and Sudan thus launching its own foreign aid programme which is aimed at establishing institutional capacity in these countries (www.mfa.gov.tr).

Receiving the status of “rising donor” in 2004-2005, Turkey has become an important actor in the field by undertaking the organization of summit to be held in May 2016 in İstanbul. As of today, Turkey is providing aid and support to 127 countries in 5 continents thus becoming the third country in the world providing the highest amount of aid and support after the U.S. and the U.K. According to 2014 reports, it has also become the highest aid granting country with respect to its gross national product rate thus taking its place in public opinion, media and official records (www.kdk.gov.tr).

In order to understand which policy and viewpoint Turkey takes regarding foreign aid, we should take a look at the development of support objectives by TİKA, which has a key role in development and humanitarian aid, in parallel with the UN general Assembly 2000 Millenary Development Objectives, including elimination of excessive poverty and hunger, providing education for everyone, social gender equality and empowering women, reducing child deaths, improving mother-women health, fight against epidemics like HIV-AIDS, environmental sustainability and cooperation in development (www.tika.gov.tr).

Turkey has to develop discourses and practices highlighting universal human rights rather than religion oriented diplomacy and identify a more secular foreign aid policy based on infra-structure, human rights and social gender equality (Çevik, 2014, p. 69) thus making foreign aids more effective. Civil society organizations will find their place as a locomotive specifically to ensure multi-party participation and form synergy. Similarly, universities, NGO's, civil initiatives, foundations, strategic thought organizations rather than state based institutions will enhance the stakeholder plethora in public diplomacy thus developing a faster and productive process. That's why, the contemporary diplomacy approach requires more than just diplomatic communication including the support from stakeholder variety and mosaic.

4. Method (A Research On Foreign Aids In The Case Of Somalia)

The capital city of the country, which is known as the horn of Africa located in East Africa, with an area of 637.657 km² and more than 10 million population and just on the west of strategic transition connecting Mediteranean Sea to Indian Ocean, is Mogadishu (www.mfa.gov.tr).

General SiyadBarre, coming into force in 1969 with a Military Qoup (Özkan, 2014, p. 19; Africa Watch Committee 1990, p. 7; World Bank, 2005, p. 9) faced intensive opposition especially through the 1980's and in 1991 the regime collapsed. During this period characterized with bloody and sorrowful events, more than 250.000 Somalia citizens lost their lives in this civil war (World Bank, 2005, p. 11). In the country with no legal authority since 1991, there was a competition between the socialist regime of Barre and with the influence of international society as well as Russian and U.S. aids being felt after 1991. International society şncluded specifically the United Nations, European Union, African Unity Organisation AMISOM, Somalia International Contact Group (ICG), Inter Governmental Authority for Development (IGAD), lots of countries as well as a large number of Non-Genernmental Organisations (NGO). Among the important actors of international society in Somalia are states (like the U.S., the U.K., France, and China) and a large number of NGO's (Özkan, 2014, p. 55-67). While NGO's were providing support to the country in the fields of health, education, demining, women's rights, support for children, agriculture and animal breeding, provision of drinking water, there are problems like lack of coordination among international actors, inability of Somalia to provide hosting, lack of long-term development policies, objectives and sustainability (Bingöl, 2013, p. 95-96). The country ranked the first among the lowest achieving states in the world for the period between 2008 and 2012 as well as becoming the second country after South Sudan in 2015. (www.foreignpolicy.com).

The Africa Continent is one of the geographies with the lowest diplomatic appeal on the part of Turkish Republic. The defense of Trablusgarp by Atatürk through the end of Ottoman Empire and the support provided to Ethiopia in 1935 by the directive of Atatürk are the milestones for building national contacts with the continent. In addition, the aid sent to Algeria in 1957 over Libya during the era of Menderes and 10 million dollars worth food and humanitarian aid sent to Sub-Sahara African countries could be listed among the limited interactions taking place in different periods. The mutual security cooperation agreements held between Turkey and certain African countries starting in 1990's took place in the advanced stages of the period. Turkey provided support for the second UN intervention in Somalia in 1993-1994 with a trophie including 300 people while also running its commandership. The training of gendarmerie personnel under the Security and Cooperation Protocol signed with Sudan in 1992 and "The Framework Agreement on Technical and Scientific Cooperation in the filed of Military" forms the educational support of the process. On the other hand, it is aimed

that positive support will be provided for stability and peace in the continent through some missions like UN Sierra Leone Mission (UNAMSIL), UN Kongo Observation Council Civil Police Mission (MONUC), UN Sudan Mission (UNMIS), BM Fildişi Sahil Operasyonu (UNOC), UN Burundi Mission (BINUB) and UN Liberia Mission (UNMIL). Finally, such developments as the “Expansion to Africa Action Plan” in 1998, “Strategy to Improve Economical Relations with African Countries” in 2003 and nomination of 2005 as “Africa Year” indicate that there is an appeal to the region in terms of security, economy, socio-cultural interaction and development. This can also be seen in the increasing number of THY flights to various destinations in Africa (Akçay, 2012, p. 86). Turkey’s Somalia policy is aimed at state establishment and re-construction beyond mere development of political and economical relations (Özkan, 2014, p. 14).

It is indicated in the researches and interviews with the official and NGO authorities and the people working in the region that the foreign aid from the side of Turkey starting with emergency aid is modified into development projects in the fields of education, health and infrastructure in time and, however, relevant processes are hindered by the instability and risks within the region. The aid from Turkey is highly appreciated because of its substantial status, high quality and direct delivery to needy people, however, it is reported that local people should be more employed within this aid cycle thus providing support for local employment (Saferworld and IPM, 2015).

4.1 The rationale for the research and its significance

The research aims to instill deductions about the processes of foreign aid, obtaining an important place along with the recently disseminated public diplomacy activities in Turkish foreign policy, by analyzing it over the actions taken on the specific case of Somalia. Foreign aids have been highly appreciated in African countries while taking their place in the Turkish and global agenda as a result of their characteristics to create soft power. In this respect, the study is of high significance in terms of international communication and public relations. The study could be seen as crucially important in that it will gather the actions on the case of Somalia and include an inventory of 5 years process and is likely to have an impact on the course of subsequent policies.

4.2 The scope and limitations of research

The research includes an evaluation of foreign aids to Somalia from the Turkish point of view. In addition to the aids delivered by governmental means, there is also the support from civil society organizations. The activities are limited to the years between 2011 and 2016 when the process was more intensified.

4.3 Methodology

The research applies the descriptive analysis method. As foreign aids have a comprehensive structure including lots of dimensions, PMESII-PT analysis has been used (Walden 2011). PMESII-PT consists of the first letters of relevant concepts in English. By this means, foreign aids are analyzed in terms of political, military, economical, social affairs, along with information, infrastructure, physical environment and time. Secondary data have been utilized in the research. These data include the news and activity reports of Turkish Ministry of Foreign Affairs, TİKA, AFAD, İHH, Kızılay, Anatolian Agency along with the monitoring reports on

Africa-Somalia. By making comparisons and evaluations over these data, Turkey's stance in Somalia has been identified in terms of foreign aids.

4.4 Findings and Evaluation

The aid activities taking place in Somalia between the years in 2011-2016 in political, military, economical, social information, time and environment fields (Table 1) are shown in Table 2.

Table 1: PMESII-PT Analysis (Category-Content)

Category	Content
Political	Official contacts and policies, government approaches
Military	Defense-security aids, military arsenal and equipment support
Economic	Economical improvement and financial aids
Social	Improving living conditions, social-cultural activities
Information	Training, seminar, conference, expert support, (know-how)
Infrastructure	Transportation, storage and communication needs
Physical Evidence	Internal and external environment, sustainability, energy needs
Time	Emergency and humanitarian aids

Source: Walden (2011: 5-11)

Foreign Aids As An Alternative Method Of International Communication

Table 2: Analysis of Turkey's Foreign Aids in Somalia through PMESII-PT Method (2011-2016)

Political	Opening an Embassy in Mogadishu, Organisation of Somalia Conference, TİKA program coordination office, comprehensive official visits with the participation of official and NGO members,
Military	Defense Industry Cooperation Agreement, Logistic Grant Agreement between Military Forces of both countries, Construction of a Military Training Unit in in Somalia, Training for Somalian Soldiers in Turkish Armed Forces,
Economical	Commercial and Economical Cooperation Agreement between both countries, sponsor family project, financial aid campaigns led by official units and NGO's, employment support for aggrieved Somalian women, vehicle support like firebrigade, ambulance, arazi aracı, public transportation vehicles, minibuses, motorcycles (public relief), monthly cash salary support for Somalian public workers, financial aid of 500 million TL's collected by public only,
Social(health+culture)	In the field of health; Turkish Training and Research Hospital in Somalia, Equipment Provision for Mogadishu Turk Hospital, Materials and Equipment for Barbera and Galkayo Hospital, Hodan Camp Tent Sahara Hospital, Apprenticeship for Somalia Health Personnel in Turkey, Curation of Somalian Wounded Soldiers in Turkey, provision of clean drinking water, cataract operations, launch of Radio Umut affiliated with university, football tournament hosting 500 orphans, restoration and renovation of Constitutional Council Building, Anatolia Orphanage and education Center, Construction of basketball and football pitches, special aids on special days like mother's day.
Information	Provision of expertise training on medicine in cooperation with Ministry of Health, Educational support for Somalia Agricultural School, Provision of Various Training and Equipment, Staff Training Courses, municipal training for local managers, vocational training for police candidates, Student Exchange from Somalia to Turkey, Support for SNYC training programme, water and sanitation training for engineers, Vocational seminar and workshop for Somalian judges on Turkish legal system, training on communication systems and radio broadcast with the support of TRT, vocational training on fishing, nursing and furnishing of schools
Infrastructure	Asphalt road construction named Mogadishu Friendship Road, rehabilitation of urban roads, construction of airport and rehabilitation, reinforcement of Mogadishu and Galkayo Orphanages, Provision of Communication Equipment for Somalian state institutions, Construction of Somalian Constitutional Council Meeting Building, Furnishment of Somalia Embassy, construction of sea ports, children's playgrounds, mosques, bakery, cooking houses, cold storage and tent cities, employment of more than 1000 Somalian people through such activities.
Phys. Environment	Water drilling machine, generator purchase for Presidency, 49 construction equipment and 400 garbage dumpster,
Time	Supply of tons of first aid, food and medicine support through planes and ships, vitamin biscuits and baby food for children lacking shelter, heating, hygiene, insufficient nutrition, an aid of more than 200 million TL's was collected by NGO's, aid agencies, Kızılay and Diyanet in such a short time.

Source: gathered from (www.aa.com.tr, www.afad.gov.tr, www.ihh.org.tr, www.kdk.gov.tr, www.kizilay.org.tr, www.mfa.gov.tr, www.tika.gov.tr).

Given the categories and classifications included in Table 2; it is remarkable that Turkey has demonstrated a great activity in all classification processes for the last 5 years. On the other hand, thanks to their high rate of mobility in delivering aids to target destinations civil society organizations are observed to have shown more activity in periods of emergencies rather than development support. However, Turkey could be said to take action for the development of the developed Somalia of future making its own production in the real sense through know-how method rather than pasifying through short-term policies. In addition to large-scale infrastructure actions like highway roads and airport, the construction of some other structures like hospital, orphanage, factory, tent city provided chances for employment during these construction periods. It is observed that physical environment is not ignored throughout relevant processes. And given specifically political and military fields, the process could be said to have formed a pathway for future processes and maintain its sustainability.

5. Discussion and Conclusion

The foreign aid activities of countries defined as the chess board in an environment in which the borders of different countries are identified on the basis of a large number of factors through mutual communication and interactions with other countries and policies and strategies are produced according to seasonal developments have an important place in public diplomacy and international public relations literature.

Foreign aids associated with the concepts like strategic partnerships, cooperation and consensus in addition to its moral, humanitarian and ethical dimensions has attained a determinant function in foreign policy after the 1st World War. These activities led by countries like America, Soviet Union and England have attained a professional status with serious budgets in which international corporations take part in actors. This processes, in which civil society organizations play a crucial role, then started to host lots of other actors thus becoming more wide-scale.

Foreign aids, to which Turkey has contributed through its official institutions and civil society organizations, are considered as an important state policy. Turkey has taken important steps in terms of foreign aids thus taking part in the first three rows in most classifications. Enlarging its foreign aid hinterland on the scale of continents and countries, Turkey's agenda has recently included Africa. It is not only a geography urgently needing aid, but it has also become with more intensity of interaction. Somalia, which was many times indicated as the poorest country in the world and which was identified with hard living conditions, forms the research themes of the study. Turkey's Somalia policy is unique as it's aimed at long-term development through actions in the fields of infrastructure, information, education and know-how rather than providing short-term solutions. Actions taken in the fields of health, environment, culture are conducted in accordance with a philosophy giving priority to basic rights and requirements, while cooperations in military and political affairs are aimed at improving official contact and defense policies. According to deductions obtained, foreign aids should not be based just on delivering aids and passifying the country obtaining these aids thus not seeing these countries as a field of exploitation. Specifically, the win-win policy should be foregrounded thus providing development and strategic consensus to both parties in the real sense. Again, with the support of multi-national corporations and NGO's, the process should necessarily find support and taken with a long-term and comprehensive policy.

The study includes a breakdown of current inventory. The field research conducted under the study will be of help for future studies and activities in terms of comparison of results of current surveys and interviews to be made on local people each year and of identification of strategies and policies during the course of time.

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Instagram in the Context of the Uses and Gratifications Approach: Selcuk University Example

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1. Introduction

The emergence of social media tools has been provided by the developments in Internet technology and consequently the widespread use of Web 2.0 technologies. Social media can be defined as websites that allow a deeper social interaction, formation of community, and collaboration, which are built on Web 2.0 technologies (Kocer and Cetinkaya, 2014).

Social media gives the opportunity for individuals to explain their thoughts and feelings with different mediums. Thus, individuals keep their tendencies to make and continue a contact by sharing with social media tools. Social media is a dynamic and living platform in different from traditional media, and everyone has equally right to use and speak (Yamamoto & Sekeroglu, 2014). By these features, social media add value to the satisfaction of individuals.

By the world's first advanced touch screen mobile phone entered into the service of the users in 2007, a new era has started in the field of mobile technology. In this new era, users play an active role in the production of media contents thanks to smartphones that provide the features of computer-phone-camera-video camera for users in one single vehicle.

Instagram, which offers photo sharing and filtering possibilities in mobile devices (Hochman & Schwartz, 2012) and also is a social media application within the scope of web 2.0 applications, attracts attention in terms of providing the capability to deliver instant sharing for such images as photographs or videos that users take. When asked what Instagram is, Instagram founders Kevin Systrom and Mike Krieger make a statement as follows: *"Instagram is a fun and quirky way to share your life with friends through a series of pictures. Snap a photo with your mobile phone, then choose a filter to transform the image into a memory to keep around forever. We're building Instagram to allow you to experience moments in your friends' lives through pictures as they happen. We imagine a world more connected through photos."* (Instagram, 2016).

There is an increase every day in the number of users of Instagram which makes it possible to store and share multimedia contents, allows individuals contribute to not only consume content but also actively produce content, and in another saying, which is "a content-based application generated by user" (User Generated Content) (Kaplan & Haenlin, 2010). When looked at the measurements made in this area to understand the dimensions of the social media considered as a 'revolution in communication', Instagram, which can be defined as a niche lifestyle, a social media application that has 400 million monthly active users. Averagely 70 million photos are daily uploaded, and they take 2.5 billion likes. Nearly 16 billion photos have been shared since 2010. More than 75% of Instagram users live outside the United States. Recently, more than half of 100 million users registered on Instagram live in Europe and Asia (Facebook, 2015 and <http://blogs.wsj.com>, 04.05.2016). Also, it is reported that there are 37.7 million active Internet users in Turkey in 2015 and 40 million active social media accounts, and it has a 12% share in the rates of social network usage (www.wearesocial.com, 2015).

Instagram, which came into our lives in 2010, has been purchased by Facebook in exchange for \$ 1 billion in 2012. While it was an application that could be used only on IOS for free in the first years, it was harmonized with Android (2012) and the Windows (2013) operating system in the next years. Instagram has such features like follow/followers, photos, video uploading (15 sec.), liking the photos of people followed, leaving comments on photos, labelling (hashtag #), sending direct message/photos, tagging location on a photo shared (@), exploring sends, proposing similar users when starting to follow a user, searching for people-

locations-labels, and following the comments and like of people who are followed. It offers several use advantages like ability to set privacy preferences, to share a shared image simultaneously on Facebook, Twitter, Swarm Flickr, and Tumblr, and 29 different language options from English to Chinese.

Instagram, as well as other social media applications, has an important place in our lives as a social media application that people use in order to satisfy their curiosity and motivation. While people meet certain requirements using the media, they psychologically relax at the same time by their satisfaction and began to reduce their psychological tensions. In this context, we see Uses and Gratifications Approach (McQuail and Windahl, 1997: 168), which is based on which people should focus on the contents offered by the mass media to fulfill their certain needs and to satisfy and which stresses that people are active audiences in the consumption of media. The question of “*what do people make with media?*” rather than the question of “*what do media make people?*” is the basic starting point of approach. The assumptions of *Uses and Gratifications Approach* has been guiding the study in terms of making an explanation about which requirements college students try to fulfill by using Instagram and how a gratification they get as a result.

The question is also the subject of the research why individuals want to become in this environment because of the great number of users of social media sites and a popular medium of communication in recent years. In spite of a popular social network today, it is possible to say that fewer researches have focused on Instagram until now. In the study done by Zachary McCune in 2011, who researched the cause of motivations that users use Instagram and make sharing in this network, six types of user motivation were identified. These motivations are stated as sharing, documentation, seeing, community, creativity, and therapy.

Despite a lot of studies in this area are carried out in terms of determining the motivations of use of social media, this study makes sense because of the lack of studies based on Instagram, and it is thought that the study contributes to the field

2. Methodology

In this section, it is given a place to evaluations on the purpose, model, population, and sample of research and to which methods are benefitted to collect data. This study examines Instagram user behavior of college students and with which motivations they use Instagram by the screening method.

The main objective of this study is to put forward Instagram use motivations of college students in the context of *Uses and Gratifications Approach*. For this purpose, the study will seek to answer the following questions:

1. *What are the Instagram use behaviors of students?*
2. *With which motivations the students are using Instagram?*
3. *What is the relationship of the Instagram use motivations with genders, departments, and classes of students?*

While the universe of research is the students of Faculty of Communication of Selcuk University, the sample of research is 270 students selected via quota sample. Quotas were constituted according to numbers of students of departments while selecting the quota sample, and a certain number of students from every department was included in the scope of research. As a result of the evaluation of the questionnaires under research and the elimination of inaccurate and incomplete surveys, 240 questionnaires were included in the analysis.

In the study, it was used data collection form that aims at assessing the participants' behaviors and motivations of Instagram use. While forming the data collection form, it was

benefitted from the studies of (Oloo, 2013 and Çemrek et al., 2014). The questions on the data collection form are consist of the questions to determine the participants' demographic characteristics, Instagram use behaviors, and Instagram use motivations. The obtained data were analyzed with SPSS 18.0 statistical software.

3. Findings

In this part of the study, there are the results of field study related to demographic characteristics of college students and their Instagram use behaviors and motivations.

3.1. Characteristics of Subjects

While 47.5% of the students surveyed are women, 52.5% of them are men. 27.1% of participants are the students of Public Relations and Publicity, 25% are Journalism, 24.6% are Radio, Television and Cinema, and 23.3% are the Advertising Department. If we look at the grades of students, 35.4% of them are 4th grade, 25% are 2nd grade, 20.4% are 3rd grade, and 19.2% are 1st grade. Because the research was done on college students, the ages of the participants range from 18 to 22.

Table 1-Instagram Use Behaviors

	Mean	Std. Deviation
I love to share photos on Instagram.	4,4051	3,39186
I love to look at the pictures on Instagram.	4,3249	,75908
I love to watch videos on Instagram.	4,2051	,78109
I think there is a fun world on Instagram.	4,0733	1,02724
I look through the photos of topics interesting to me on Instagram.	4,0219	,95005
I think Instagram is a social media tool easy to use.	4,0169	,99345
I follow topics/people/groups interesting to me on Instagram.	4,0129	2,19500
I share photos/videos, which I myself take, on Instagram because I want people to see.	3,9103	1,02148
I make sharing because I just love to share on Instagram.	3,7692	1,10313
I love to share my personal photos on Instagram.	3,7265	1,11273
I find it very entertaining to share photo or video on Instagram.	3,6962	1,10876
I love to take a photo by my smartphone and to share these photos in filtering.	3,6582	1,15222
I love and prefer more to share on Instagram than such other social media tools as Facebook or Twitter.	3,6059	1,19636
I enjoy from seeing others' photos on Instagram.	3,5949	1,11065
I follow the famous people's profiles and activities on Instagram.	3,5000	5,00303
I make sharing because I want to share my special moments on Instagram.	3,4979	3,61098
I love to share my experiences on Instagram.	3,4851	1,19239
There is definitely a definition that states me on Instagram profile.	3,4565	1,30679
I enjoy my friends tag me in their photos on Instagram.	3,4553	1,15522
I love to share a video on Instagram.	3,4515	1,19443
I love to like others' sharing and/or comment on their shares on Instagram.	3,3915	1,15096
I use Instagram to observe them because my social circle is on Instagram.	3,3319	1,20560
I share others' photos/videos on Instagram that I like because I want people to see them.	3,2839	1,26824
I use Instagram because my family and friends use Instagram.	3,0684	1,38183
It is important to me that my friends, member of Instagram, are much in number.	3,0388	3,01271
The number of people, member of Instagram, is important to me.	2,8095	1,30820
I'm doing my sharing on Instagram to be appreciated.	2,7895	1,31393
I have more friends on Instagram that daily normal life.	2,6926	1,38811
I make sharing on Instagram to get a feedback.	2,5992	1,20190
I love to participate in the contests held on Instagram	2,5636	1,31771
Number of followers on Instagram is important to me.	2,5385	1,35240
I'm doing my sharing on Instagram to be commented.	2,3291	1,26613
I make sharing in order to become more popular on Instagram.	2,2161	1,27493
I make sharing on Instagram in order to number of my followers to increase.	2,1356	1,17358

When the table showing the descriptive statistics of Instagram use behaviors, it is observed that the highest mean in terms of participation belongs to expressions related to visually. The expression of “*I love to share photos on Instagram*” has been an expression with a mean of 4.40 that the students attach importance at most. The expressions of “*I love to look at the pictures on Instagram*” with a mean of 4.32, “*I love to watch videos on Instagram*” with a mean of 4.20, “*I think there is a fun world on Instagram*” with a mean of 4.07, and “*I look*

through the photos of topics interesting to me on Instagram” with a mean of 4.02 are other expressions that the participants attach importance.

The rise of the results about the visuals agree with primarily the use of photo on Instagram and other social media applications as an expression of person’s expression. A photo on Instagram is shared first of all as evidence of personal experiences and the living moment. Individuals can make themselves visible through the photos to the social environment (Larsen and Cruz, 2009: 215).

In addition, the expressions related to sharing and liking/enjoyment are listed with the mean value of over 3. Some of these statements are as follows: The expressions of “*I share photos/videos, which I myself take, on Instagram because I want people to see*” has a mean of 3.91; “*I make sharing because I just love to share on Instagram*”, 3.76; “*I love to share my personal photos on Instagram*”, 3.72; “*I love to take a photo by my smartphone and to share these photos in filtering*”, 3.66; and “*I love and prefer more to share on Instagram than such other social media tools as Facebook or Twitter*”, 3.60.

The lowest mean among expressions related to Instagram use behavior belongs to “*I make sharing on Instagram in order to number of my followers to increase*” with a mean of 2.13, “*I’m doing my sharing on Instagram to be commented*” with a mean of 2.33, and “*I make sharing in order to become more popular on Instagram*” with a mean of 2.22. This case shows that students do not give too much importance to share in order to attract attention to the use of Instagram.

3.2. Instagram Use Motivations

The factor analysis has been applied in accordance with the answers replied to 47 items held by the Likert scale to determine the Instagram Use Motivations of subjects, and it has been seen three groups of factor to be treated. In the classification and evaluation factor groups, the varimax rotation table has been taken into account. The eigenvalue of items introduced into the factor analysis is greater than 1, and its minimum load size has been used as 0.30 criterion. The reliability coefficient of the items included in the factor analysis (Cronbach’s $\alpha = ,850$) has been higher generally. Three factors resulted in the analysis explain 48.80% of the total variance in the Instagram Use Motivations. Table 2 shows the results of analyses in more detail.

Table 2-Factor Analysis Results on Instagram Use and Gratifications (Principal Component Analysis, Varimax Rotation N = 240)

I use Instagram Because	Mean	Standart Deviation	Load	Eigen Values	Variance	α
Sharing / Communication				6,22	17,69	,813
With Instagram, I’m able to see photos and video shares of my followers whenever I want.	3,87	,947	,712			
With Instagram, I’m able to like shares done and comment that I want.	3,66	1,202	,676			
I’m able to share my visuals with people who cannot see photos and video that I take in the daily life on Instagram.	3,36	1,251	,672			
With Instagram, people who have common interests can follow me.	3,52	1,187	,643			
I’m able to share the visual that I want on Instagram.	3,67	1,071	,642			

With Instagram, I'm able to follow people who have common interests.	3,60	1,201	,619
I'm having a fun time on Instagram	4,13	,908	,567
I'm able to be in constant communication with Instagram.	3,37	1,176	,525
I consider my leisure on Instagram.	3,93	,902	,400
Social Escape			2,55 17,06 ,836
Not to be on Instagram is defined as a lack by my environment.	2,63	1,340	,793
My confidence increases when my shares are liked and commented on Instagram.	2,95	1,311	,738
I'm able to make sharing with a different user name on Instagram without using my own identity.	2,60	1,379	,691
I'm getting rid of the feeling of loneliness on Instagram.	2,79	1,244	,675
While sharing on Instagram, I feel myself more comfortable according to the daily life.	2,98	1,317	,668
As long as I'm followed on Instagram, I feel myself special and important. I like to be visible.	2,87	1,364	,574
Information			1,46 14,04 ,754
I'm interested in popular things on Instagram.	3,52	1,200	,675
I'm able to have instantly updated information about the famous people's activities who I follow with Instagram.	3,34	1,218	,672
I'm able to look at the hashtags of matters about which I'm curious.	3,45	1,279	,667
I'm able to follow trends with Instagram.	3,35	1,193	,633

Total Variance Explained: 48.80

Cronbach's $\alpha = ,850$

KMO Measure of Sampling Adequacy: ,848

Bartlett's Test of Sphericity $\chi^2 = 1805.53$ $p = ,000$

The first motivation was called “Share/Communication”. As a result of analysis, it was determined 9 items that explain the first factor and of which loads are over 0.40. The items in this factor have the mean values and higher standard deviation values higher than 3. The value of reliability of the factor of “Share/Communication” is (Cronbach's $\alpha = ,813$), and the eigen value is in such satisfactory level as 6,22. The first factor explains the 17.69% of the total variance by alone. Some of the expressions under this factor that contain about sharing as

follows: “*With Instagram, I’m able to like shares done and comment that I want*”, “*I’m able to share the visual that I want on Instagram*”, and “*With Instagram, I’m able to see photos and video shares of my followers whenever I want*”. Some of expressions related to “Communication” are follows: “*I’m able to be in constant communication with Instagram*”, “*With Instagram, I’m able to follow people who have common interests*”, and “*With Instagram, people who have common interests can follow me*”.

The second factor obtained from the analysis are called “Social Escape”. The items showing the factor of “Social Escape” are listed as follows, “*Not to be on Instagram is defined as a lack by my environment*”, “*My confidence increases when my shares are liked and commented on Instagram*”, “*I’m able to make sharing with a different user name on Instagram without using my own identity*”, “*I’m getting rid of the feeling of loneliness on Instagram*”, “*While sharing on Instagram, I feel myself more comfortable according to the daily life*”, and “*As long as I’m followed on Instagram, I feel myself special and important. I like to be visible*”.

The means of the expressions in this factor range from 2.6 to 2.98, and their standard deviations vary between 1.24 and 1.37. This situation shows that the participants paid less attention towards participation to the expressions under this factor. The reliability coefficient of the factor of “Social Escape” that explains 17,06% of the total variance is (Cronbach's $\alpha = ,836$), and its eigen value is 2.55.

The last factor called “Information” brought together the items that tend to see Instagram as a information tool. The means of expressions under this factor vary between 3.35 and 3.52. The factor of information which is constituted by 4 items having minimum 0,633 and maximum 0,675 in terms of load values explains the 14,04% of the total variance. The reliability coefficient of “Information Factor” is (Cronbach's $\alpha = ,754$), and its eigen value is 1.46.

3.3. Relations Between Factors and Variables

The scores of these factors were registered as one each variable by the aim of revealing the relationship between the factors of “Share/Communication”, “Social Escape”, and “Information” and various variables. Then, it was evaluated the significance of differences among averages over the scores of the factors in mention via students’ gender, one-way analysis of variance (ANOVA), and Independent Samples T-Test.

Table 3: Differences Between Gender and Factors

Share/Communication	Gender	Mean	Standart Deviation	T-Test	
Social Escape	Female	48,44	10,370	t	p
	Male	51,41	9,129	-2,36	,019
	Gender	Mean	SD	T-Test	
	Female	47,65	9,434	t	p
Information	Male	52,12	9,732	-3,61	,000
	Gender	Mean	SD	T-Test	
	Female	51,61	11,037	t	p
	Male	48,54	8,374	2,44	,015

Like outlined in Table 3, the factors were classified in terms of the students’ gender. According to the results of Independent Samples T-Test Analysis, there is a statistically significant difference between the motivations of *Gender* and *Share/Communication*. While the mean of males is 51.44, the mean of females is 48.44. This conclusion shows that males attach more importance than females in terms of sharing or communicating on Instagram. There is a significant correlation between the motivations of *Gender* and *Social Escape*. This negative

correlation ($t = -3.61$ $p < 0.05$) has an inverse relationship. As the mean of females is 47,65, the mean of males is 52.12. Males attach more importance to Instagram use as a motivation of *Social Escape*. There is a statistically significant correlation between the motivations of *Gender* and *Information*. Females see Instagram as a tool of information. The mean of females in this motivation is 51,61 and their standard deviations are 11.04. The mean of males is 48,54 and their standard deviations are 8,37.

3.4. Differences Between Department and Factors

When examined the one-way analysis results of variance (ANOVA) that are related to whether the importance attached to the motivations of students' departments and Instagram use by students becomes different or not, it could not be found a significant difference between the motivations of students' *Department* and *Share/Communication* ($F = 1.557$ $p = .201$), *Social Scape* ($F = 1.017$ $p = .386$), and *Information* ($F = 0.693$ $p = .557$). The departments of students do not affect their Instagram use motivations ($p > 0.05$).

3.5. Differences Between Class/Grade and Factors

When examined the one-way analysis results of variance (ANOVA) that are related to whether the importance attached to the motivations of students' grades and Instagram use by students becomes different or not, there is a significant difference between the motivation of *Share/Communication* and Students' Grades ($F = 2.715$ $p = .046$). As a result of analysis of variance carried out, it was found 2,715 F Value. The resulting variance reveals a significant difference. In order to test the source of difference, Tukey Test was applied. According to the analysis scores, the average difference between 3rd grade and 4th grade is a significant difference. The average of third class students is 52.78. The third class students attach more importance to the motivation of *Share/Communication* than the students in another grade for the use of Instagram.

There is not a significant difference between *Social Escape Motivation* ($F = 1.600$ $p = .190$) and *Information Motivation* ($F = 0.504$ $p = .680$) with students' grades. The 1,600 F Value, which was found for *Social Escape*, and 0.504 F Value, which was found for the *Information Motivation*, as a result of analysis are not a significant difference in the significance level of 0.05.

4. Conclusion

This study has aimed to determine the Instagram use behaviors and motivations of college students moving from the perspective of *Uses and Gratifications*. It is thought while students meet certain requirements by the use of Instagram, they relax with gratification that they get, and seek to reduce their psychological stress at the same time.

According to the results of our research, it emerges that students use Instagram more for photo / video sharing but they do not attach too much importance to the subjects of collecting likes, increasing the number of follower, and being popular in the network.

It has determined that students use Instagram with three different motivations, and these motivations have been called "Sharing/Communication", "Social Escape", and "Information". It is quite natural that human being becomes in a social network by the aim of *Sharing/Communication* as a social being and uses this network in the most effective way. As for *Social Escape* explains that students who overwhelmed by the tedious and overwhelming

pace of the day take place on Instagram in dressing up with different identities, contact with their followers and make sharing. Students aim to psychologically satisfy themselves in this way getting rid of the feeling of loneliness. *Information Motivation* expresses that students are able to exchange information via Instagram and do research/ analysis.

Among these factors, students attach importance to the factor of “Share/Communication” at most. When the Instagram use motivations of students are evaluated on the basis of *gender*, *department*, and *class/grade*, it has been found a significant difference between *gender* and the factors (*share/communication*, *social escape*, and *information*). While males attach more importance to the motivations of *share/communication* and *social escape*, females attach more importance to the motivation of *information*. As it can be understood from this result, while males use Instagram more weightily to *share*, female use it as a tool of *information / research / analysis*. It could not be found a significant difference between the departments in which students study and the factors. It has reached a significant difference between students’ *classes* and the factor of *share/communication*. The students in the upper-class give more importance to *share*.

As a result, the majority of students intensively use social media, and Instagram use increases every day. While students use Instagram as a socialization and communication tool, they can have a chance to express themselves not only in the word but also photographs thanks to Instagram. As Instagram enriches communications with these advantages, it offers significant contributions to the communication activities of students. Students in this way get away from daily problems for a moment and shift to the charm of virtual world. Students use the visual communication in the most effective way and gain different gratifications as active users of this new communication era that we live in.

In this study, it was conducted a general review about Instagram use behaviors and motivations of the students. In the further studies to be carried out after this study, it can be researched the use motivations of individuals from different age groups. Furthermore, this study conducted on the students of Selcuk University can be done on the students in another universities and the results of two studies can be compared with each other. It should be noted that, taking the findings of previous studies into consideration and making comparisons are extremely important in terms of contributing to the development of the field.

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News Follow In Periods Of Crisis

Faruk Temel, Osman Utkan

1.Introduction

While the concept of “crisis” refers to an event or a series of events that develops in an unexpected and sudden way, interrupts the flow of daily life in various forms and has the potential of shaking the existing social order, it is described to define serious cases which gain visibility by such different social, economic, politic, and moral facts as war, rebellion, terrorism, attacks, disease, economic crisis, political unrest, natural disasters, and accidents are intertwined in various ways (Lee and Bottomley, 2012:271 ; Çaplı and Taş, 2016). In such a period, while the state and its institutions are gaining importance as a crisis manager, the position of community faced with crisis directly or indirectly and of media conveying information is then so important. While the will of getting information at once about what’s going in the times of crisis causes a powerful need of information for the effort to adapt to the new situation (Çaplı and Taş, 2016), “news”, as one of the dominant contents of media, affects the course of crisis with its feature of reporting and with its function that sets a link with society on the other hand. The position of media that draws the first picture about crisis in the minds of individuals is important in this regard (SEMA, 2008: 11).

When considered that means of communication provide information, set mutual links and actuate these links and also continue these bonds by establishing functional bonds (Solmaz, 2007: 278), news which is an important product for media organizations with its commercial, political, and social characteristics carries utmost importance for individuals in desire of getting information who have a position of receiver. While news includes reporting or further targets in terms of media with its quality of linking with society in various purposes, it ensures the emergence of a follow-up mechanism that it includes getting information or further purposes in terms of audience. This mechanism is realized in accordance with the audience’s need of getting information to follow the news from the media contents. News follow-up refers to the process of get information that are shaped and changed in direction of people’s interests and personal agenda, media agenda, and political and social agenda.

When considered such values of news defined as transferring of idea, event, and problem, which are interested in human and become timely by formulating (Yüksel and Gürçan, 2005: 54), as timeliness, proximity, significance, results, and drawing attention (Tokgöz, 2003: 200), the periods of political and social crisis refer to the period when the criteria defining “news value” are intensively met. When thought that the content of news arouses interest at the periods of crisis and becomes important, it is predicted that there are differences between news follow-up in the periods of political and social crisis and normal times. In this context, it is sought an answer to the question how news follow-up is realized in the periods of political and social crisis and whether or not there is any difference between news follow-up between in the periods of political and social crisis and normal times. The study conducted for academics is expected to offer a clue about the social layers. On the other hand, it is desirable to measure the relationship between academics’ use of media types and media tools.

2. Definition of Research and Method

The universe of research which aims at revealing quantitative arguments by obtaining qualitative data on news follow-up in the periods of crisis consists of academics of Erciyes University. The total number of academics, member of Erciyes University, is 2330⁴¹. 154 academics determined by simple random sampling method constitute the sample of research. The data obtained from the academics implemented a survey⁴² in which are various questions about media use and news follow-up in the periods of crisis has been analyzed by SPSS software program and solved by frequency analysis, t-test, and correlation test.

3. Findings

3.1. Demographic Characteristics

While 83.2% of 154 participants are academics in the field of social sciences, 16.8% of that consist of academics who study in the field of digital sciences. On the other hand, 63.6% of the participants are male academics and 35.7% are female academics. By the titles of academics, Research Assistants (47.1 percent) participate more than academics who have other titles. The titles of other participants are: Asst. Prof. Dr. (13.7 percent), Lecturer (11.8 percent), Assoc. Prof. Dr. (10.5 percent), Prof. Dr. (7.8 percent), Instructor (7.8 percent), and Expert (1.3 percent).

3.2. Media Usage Frequency of Academicians

Table 1: Distribution for the Frequencies of Usage of TV, Newspapers, Radio, and Internet Medias

	Number	Mean	Std. Deviation
TV	151	3,35	1,40
Newspaper	149	3,01	1,44
Radio	148	2,61	1,39
Internet	153	4,79	0,56

In the table which measures the weekly media usage of academics, it appears that media follow-up in normal times varies from the type of mass media. Internet usage (4.79) is seen almost in a regular level of the day, and its weekly usage is in the highest level by the other mass media. Television (3.35) and newspapers (3.01) are followed for three or four days in a week. Radio (2.61) is listened for ones or two times in a week by academics as the least followed tool compared to other mass media.

Table 2: Distribution for the Frequencies of Usage of TV, Newspapers, Radio, and Internet Medias in Order to Follow News

	Number	Mean	Std. Deviation
TV	152	3,46	1,45
Newspaper	148	3,10	1,52
Radio	147	1,94	1,12
Internet	117	4,57	0,90

⁴¹ The information related to the number of academics on duty at Erciyes University has been taken from the Department of Personnel of Erciyes University in April 2016.

⁴² For preparation of the scale, it has been benefitted from the study called “*Siyasal Bilgilenmede İletişim Araç ve Yöntemlerinin Önem Düzeyi: 29 Mart 2009 Yerel Seçimleri Konya Araştırması*”.

News Follow In Periods Of Crisis

For academics, Internet (4.57) is the most followed tool for five or six days in a week in order to follow news compared to the other mass media. Television (3.46) and newspapers (3.10) are followed for three or four days in a week. Radio (1.94) is listened for one or two days in a week as the least followed tool inside the mass media.

Table 3: Distribution for the Frequencies of Usage of TV, Newspapers, Radio, and Internet Medias in Order to Follow News in the Periods of Crisis

	Number	Mean	Std. Deviation
TV	152	3,98	1,23
Newspaper	151	3,30	1,34
Radio	151	2,26	1,26
Internet	153	4,61	0,78

Internet (4.61), in the usage of mass media in order to follow news in the periods of crisis, stands out as the most used tool compared to the other tools with its almost daily regular usage. While Television (3.98) for five or six days in a week and Newspaper (3.30) for three or four times in a week are following, Radio (2.26) is listened for one or two days in a week as the least followed tool in order to follow news in the periods of crisis.

Note: When the difference between media usage in the news follow-up for normal times and crisis periods, chi-square test results show that the being more of news follow-up in the periods of crisis according to normal times is statistically significant with the value ,000

Table 4: Media Usage Differences by Gender

Gender	Radio Listening Frequency in Order to Follow News in Times of Crisis				
	Number	Mean	Std. Deviation	T	P
Male	97	2,11	1,10	-1,856	,001
Female	53	2,50	1,47		

The table shows that the radio listening frequency of female participants in times of crisis in order to follow news (,027) is more than the radio listening frequency of male participants in normal times (,020).

Table 5: Correlation Analysis Between Media Usages According to Purpose Of Using

	TV	TV (In Order to Follow News)	Newspaper	Newspaper (In Order to Follow News)	Radio	Radio (In Order to Follow News)	Internet	Internet (In Order to Follow News)
TV	1	0,765**	,302**	,211*	,080	,006	,028	,051
TV (In Order to Follow News)	0,765*	1	,367**	,368**	,122	-,003	0,68	,054
Newspaper	,302**	,367**	1	0,915**	,072	-,042	-,003	,242**
Newspaper (In Order to Follow News)	,211*	,368**	0,915**	1	,090	-,004	,146	,272**
Radio	,080	,122	,072	,090	1	0,616**	,224**	,113
Radio (In Order to Follow News)	,006	,122	-,042	-,004	0,616**	1	,145	,149
Internet	,028	,068	-,003	,146	,224**	,145	1	,625**
Internet (In Order to Follow News)	,051	,054	,242**	,272**	,113	,149	,625**	1

*: Relation, significant at the 0.01 level. **: Relation, significant at the 0.05 level.

There is a significant relationship between the usage of these medias in order to the use of TV, newspaper, radio, and Internet and news follow-up in normal times. But the intensity of relationship varies. Type of media is effective for news follow-up because the most intensive relationship belongs to newspaper. The intensity of difference is not being intensive, compared to normal times, because radio is used only for listening and news content is not intensive according to other features. Besides, particularly Internet, because TV offers different alternatives, the intensity of relations becomes low when compared to newspaper. There is a low-intensive significant relationship between those who read newspapers and those who watch TV in order to follow news in normal times. It appears a statistically significant relationship between those who read newspapers and those who watch TV in order to follow news in normal times as well. Additionally, there is a significant and intensive/powerful relationship between those who read newspapers and the usage of Internet in order to follow news in normal times. This case shows that readers of newspapers indeed read a newspaper on Internet at the same time.

Table 6: The Correlation Analysis Between Media Usages In Different Times

	TV (In Order to Follow News)	TV (Periods of crisis)	Newspaper (In Order to Follow News)	Newspaper (Periods of crisis)	Radio (In Order to Follow News)	Radio (Periods of crisis)	Internet (In Order to Follow News)	Internet (Periods of crisis)
TV (In Order to Follow News)	1	,654**		,364**		,146		-,039
TV (Periods of crisis)	,654**	1	,261**		-,088		,048	
Newspaper (In Order to Follow News)		,261**	1	,760**		-,044		,228**
Newspaper (Periods of crisis)	,261**		,760**	1	-,044		,228**	
Radio (In Order to Follow News)		-,088		-,068	1	,693**		,216**
Radio (Periods of crisis)	-,088		-,068		,693**	1	,216**	
Internet (In Order to Follow News)		,048		,209*		,102	1	,496**
Internet (Periods of crisis)	,048		,209*		,102		,496**	1

There is a significant relationship between the usage of TV, newspaper, radio and Internet in order to news follow-up and the usage of the same medias in order to news follow-up in periods of crisis. There is also a significant relationship between watching TV in order to news follow-up and reading newspapers in periods of crisis. Additionally, it appears the same relationship between reading newspapers in order to news follow-up and watching TV in periods of crisis. There is a positive significant relationship between reading newspapers in order to news follow-up and the usage of Internet in periods of crisis. This case is seen also between the usage of Internet in order to news follow-up and newspaper follow-up in periods of crisis. There is a significant relationship between those who listen radio in order to news follow-up and the usage of Internet in periods of crisis. Just as it happens for newspaper, this relationship shows that newspaper and radio are followed by Internet.

3.3. Academics and News Follow-Up

Table 7: Averages for the Confidence Interval to Mass Media in News Follow-Up

	Mean	Std. Deviation	Number
Internet	4,89	2,33	153
TV	4,66	2,35	154
Newspaper	4,60	2,11	151
Radio	4,34	2,08	148

In the confidence scale between 1 and 9, it appears that the confidence level to the whole mass media is under the middle degree. By there are clear differences between them; while Internet is the most confiding tool according to the participants with an average 4.89, television is 4.66, and newspaper is 4.60. The least confiding, compared to the others, is seen as radio (4.34), besides.

Table 8: Averages for the Confidence Interval to Internet Contents in News Follow-Up

	Number	Percentage	Mean	Std. Deviation
Official Internet Pages of Newspapers	154	100	5,46	2,07
News Portals	152	98,7	4,94	1,89
Forums	151	98,1	3,60	1,88
Social Sharing Networks (Twitter, Facebook etc.)	150	97,4	3,04	1,76

In terms of confidence to news sources, it appears that academics have more confidence to Official Internet Pages of Newspapers and News Portals than Forums and Social Sharing Networks among the Internet contents. While social sharing networks are the least confiding news sources in the confidence scale between 1 and 9, the confidence to official internet pages of newspapers on web is above average.

Table 9: Frequency of Commenting on Social Networks (Twitter, Facebook, YouTube etc.)

In Periods of Crisis	Options	Number	Percentage	Mean	Std. Deviation
	Never	85	55,2	1,74	1,03
	1-2 days per week	38	24,7		
	3-4 days a week	22	14,3		
	5-6 days per week	3	1,9		
	Everyday regularly	6	3,9		
	TOTAL	154	100,0		
In Normal Times	Never	67	43,5	2,00	1,54
	1-2 days per week	46	29,9		
	3-4 days a week	24	15,6		
	5-6 days per week	8	5,2		
	Everyday regularly	9	5,8		
	TOTAL	154	100,0		

While frequency of commenting on social networks is in the level of 1-2 days per week, this rate partially decreases in periods of crisis. This case shows that academics behave timidly for social sharing networks particularly in times of crisis

Table 10: Percentage Distribution to What Extent the Participants Follow Which of the News Contents

It is seen that academics more follow latest news (4,13), and respectively, political news (3,87),

NEWS CONTENTS	Number	Percentage	Mean	Std. Deviation
Latest News	153	99,4	4,13	,86
Political News	154	100	3,87	0,99
World News	152	98,7	3,49	1,12
Culture & Arts News	153	99,4	3,48	1,00
Economic News	150	97,4	3,14	1,11
Health News	152	98,7	3,07	1,11
Religious News	152	98,7	2,96	1,08
Public Security News	150	97,4	2,76	1,02
Sports News	152	98,7	2,50	1,31
Magazine News	149	96,8	1,94	,88

world news (3,49) and culture & art news (3,48). Magazine news (1,94) are the least followed news by the participants compared to the other types of news.

Table 11: Differences by Gender in News Follow-Up

	Sports News					Culture & Art News				
	Num ber	Mean	Std. Devia tion	T	P	Num ber	Mean	Std. Devia tion	T	P
Male	98	2,89	1,31	5,256	,002	98	3,38	1,09	-1,428	,017
Female	53	1,81	1,00			54	3,62	,807		

Male participants follow sport news more than female participants. On the other hand, female academics follow culture & arts news follow more than male academics. There is a statistically significant difference between female and male academics.

Table 12: Importance of Various Factors in News Follow-Up

	Number	Mean	Std. Deviation
Personal Interests	153	4,34	,837
Career Interests	152	4,35	,784
Political and Social Crises	152	4,27	,839
Media Agenda	153	4,27	,828

Among the determining criteria in news follow-up, the factors related to individual himself such as Career Interests (4,35) and Personal Interests (4,34) are seen as partially higher compared to the foreign determining factors such as times of Political and Social Crises (4,27) and Media Agenda (4,27). However, there is not a clear difference in appearance. It appears that the four determining reasons are accepted as important by participants for news follow-up.

Table 13: Correlation Analysis Between Types of News and Some Factors in News Follow-Up

	Personal Interests	Career Interests	Political and Social Crises	Media Agenda
World News	,104	,081	,295**	,257**
Political News	,191*	,063	,441**	,277**
Financial News	,081	,145	,297**	,285**
Magazine News	-,077	-,022	,097	,086
Sports News	,026	,023	,032	,055
Public Security News	-,023	-,018	,215**	,298**
Latest News	,107	,218**	,173*	,365**
Culture & Arts News	,120	,183*	,010	,161*
Health News	,009	,180*	,149	,455**
Religious News	-,049	,071	-,025	,252**

There is a significant and positive relationship in appearance between world news, political news, financial news, public security news, latest news and periods of crisis. When thought that political and social crises generally include political, economic, and social matters, it can be said that those who are interested in the types of political, financial, and world news make more intensive follows-up in times of political and social crises.

Table 14: Frequency of News Follow-Up in Periods of Political and Social Crisis

	Number	Percentage	Mean	Std. Deviation
Terrorist Attacks and Martyrs News	153	99,4	4,26	0,95
June 7th Elections	151	98,1	4,09	0,99
December 17 to 25 Operations	148	96,1	4,07	1,10
Gezi Events	151	98,1	3,98	1,16
Dropped the Russian plane by Turkey	152	98,7	3,97	1,05
Refugee Crisis	151	98,1	3,58	1,06

It is seen that participants follow for five or six days in a week in times of crisis. It appears that type and intensity of the crisis are related to frequency of news follow-up. While refugee crisis is seen as the least followed process compared to the others, it seems to be more effective in this case that it spreads over time and the source of the problem is another country. All of the other crises reflect the crises that Turkey is directly faced and more on its domestic issues.

Table 15: The Participation Rate to Statements Related to News Follow-Up in Times of Crisis

	Number	Percentage	Mean	Std. Deviation
I follow more than one source to ensure the accuracy of the news in the periods of political and social crisis.	152	98,7	4,40	,85
My intensity of news follow-up is increasing in times of political and social crisis.	154	100	4,27	0,92
I follow multiple mass media in periods of political and social crisis.	153	99,4	4,23	0,86
My Internet usage increases in periods of political and social crisis compared to other times.	153	99,4	4,04	1,02
I follow only channels appropriate to my political ideology in periods of political and social crisis.	153	99,4	2,28	1,09
I do not certainly watch and follow news in periods of political and social crisis.	153	99,4	1,59	0,96

The statements used 5-Point Likert Scale have been measured as “*strongly disagree, disagree, undecided, agree and strongly agree*”. The participants’ expression of “*I follow more than one source to ensure the accuracy of the news in the periods of political and social crisis*” is the level of “*strongly agree*”. Also the expressions of “*My intensity of news follow-up is increasing in times of political and social crisis*”, “*I follow multiple mass media in periods of political and social crisis*”, and “*My Internet usage increases in periods of political and social crisis compared to other times*” are in the level of “*agree*”. Finally, the statements of “*I follow only channels appropriate to my political ideology in periods of political and social crisis*” and “*I do not certainly watch and follow news in periods of political and social crisis*” are in the level of “*disagree*”.

4. Conclusion

It appears that mass media is followed more in times of crisis. Individuals intensively experience the criteria of timeliness, proximity, and importance related to the event. The will of getting information and news follow-up in times of political and social crisis become intensive compared to other times. It supports the conclusion that news follow-up increases in times of crisis because those who intensively follow world news, political news, financial news, public security news, and latest news increase their intensity in news follow-up in periods of crisis.

The data obtained from the research shows that academics do not ideologically behave in news follow-up, they feel the need of following news via multiple sources and try to reach accurate information. On the other hand, types of media direct audience in relation to other types of media in periods of crisis. Particularly in media follow-up for following news in times of crisis, there is a statistical relationship between Internet and newspaper, newspaper and television, and Internet and radio. This case shows both the media follow-up of audience is the conclusion of influence of extraordinary period and there is a link between medias.

Despite the extensive usage of Internet in media use by academics, there is a cautious use in social media. It is seen that they do not comment very frequently while executing a usage in order to follow content, and in this respect, the active usage has a weak rate. When mass effect of social media is considered, despite a more intensive use in times of crisis (Önürmen, 2015: 275), academics use Internet intensively, but frequency of commenting on social media more decreases in periods of crisis. On the other hand, academics almost do not trust the contents in social media and forums among Internet content. Therefore, it is possible to say that academics do not see particularly social media and forums as a source of knowledge. Official webpages are found more reliable in this regard by academics.

While an intensive follow-up takes place in the periods of political and social crisis experienced in Turkey, refugee crisis is found to be the least followed period of crisis among them. Types, contents, feeling of intimacy, and case of time of the crises are effective in the intensity of news follow-up. On the other hand, it is possible to be among the reasons which show that academics abstain from Internet because the crises experienced in Turkey carry political contents.

According to the results of the study which has been carried out towards academics who have a different position in society with their various characteristics; it can be made a prediction on media usage and news follow-up are related to social layers and status. So much so that, it can be thought that various results of the research are linked with the professional characteristics of the academics. The studies to be made on other layers of society who carry other demographic characteristics will allow to be obtained clear information.

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Political Advertising: Konya Example at 2011 Elections of “Justice and Development Party”*****

Salih Tiryaki

1. Introduction

The power of effecting the elections of political communication as a phenomenon and the changings occurred at the behaviors and attitudes of voters because of political advertising get these two issues into the focus point of political campaigns. The positive and negative advertisements at campaigns and the effects of these advertisements on voters are very important at the decision process of winner at the battle of power. At study, the outdoor advertisements of AKP used at the elections of 2011 and the advertisements taken place at newspapers were inspected via semiotic method. As the necessity of the method used, the meanings beyond the visual were analyzed. It is the important issue of the study that a party which was successful after the elections of 2011 gave what kind of visual messages via political advertisements.

1.1. Political Communication

The showing up of the political communication as a process and a fact, giving as an educational item at educational institutions and the researches on this issue is the product of the last fifty years. The first showing up of political communication and the usage of it dates back to Ancient Greek. Within this field, there has been different applications. With the improvement of societies, there has been fast improvements of communities. As the cultures got changed, the technology improved, the techniques, actors and the conception of political communication has been changed (Aziz, 2011, p. 4).

As a definition, to reach the wide communities via written, oral, aural and visual tools, as using the techniques of advertising, propaganda and public relations, the political communication may apply the strategies that is apt to effect the political choices of public. Beside the persuasion of individuals, the aim in communication is to get the attention them by targeting the wide crowds and to make adopted by delivering the political message (Çobanoğlu, 2007, p. 45).

In another definition, the political communication is to get the support and trust of public in the political system in which a political opinion and organ acts. As a matter of fact to be able to be power, as getting benefit of the techniques of advertising, propaganda and public relations according to the necessities of time and conjuncture, the political communication is the efforts of incessant one way or double way communications (Uslu, 1996, p. 790).

The political communication has many definitions as according to Chaftee (1975) “the role of communication within the process of politics”, according to Denton and Woodward “the criticizing of rewarding and punishing by government of the allocation of public resources, legal resources, the decisions of legislation and execution, the power holders with jurisdiction and legal sanctions as publicly”, according to Wolton (1991) “the area where the contradictory discourses of public by three actors who has right to say opinions on politics in front of the audience as politicians, journalists and pulse sniffers.” according to Blumler and Gurevitch (1997) “ the transmission of messages and constrains from the eye-witnessed visibly ones

***** This study based on a master graduate project for Public Relations Department accepted by Selcuk University Social Sciences Institute.

unequal to highly-informed ones or highly-uninformed, powerful of pitifully powerless ones, indifferent ones meanly as sensitive and cheerful” (Tokgöz, 2008, p. 109-110).

The fact and the process of political communication is similar to the fact and the process of communication according to general items. The differences take their bases from the differences of ones who are in the communication process. In political communication, the ones who give the message are generally organized constitutions. These messages are given by either mostly or directly political identity organization, foundation or community or by the individuals who act in the name of community and or by the groups. Another difference that separates the political communication from the other communication forms is the difference of receiver. The audience that is aimed to be transferred the message is the target audience. The target audiences sometimes may be many and significant ones. In political communication, the political messages serve political targets (Aziz, 2011, p. 5-6).

The political communication fulfils three main functions. The first function is “to help the definition of the problems occur”. The second function is “to legalize these problems by putting them into social arena”. The third function is “to take the off-grid issues and the issues on which there is an agreement off the agenda”. When these functions are made deeper, seven basic characteristics are faced by us as transmitting the political messages, being able to measure the public expectations, the availability the ways of feedback, effecting the opinion leaders, to enlarge the ability of making something on spot event and getting advantage against political rivals (Özkan, 2004, p. 40-43).

1.2. Political Advertising and the Types of Political Advertisement

The political advertisement is to get shocking messages aimed to rise the voting levels of parties at the time of election by professional advertisement makers as media of visual and written. Current political campaigns are made by using the media intensely. The election campaigns are made via a selling logic leaded by advertising companies (Aziz, 2011, p. 125-126).

Political advertising is a special kind advertisement which uses similar methods with commercial advertising’s functions and includes which is made for selling and marketing of a product. Political advertising is used as an ideological tool at warranting and legitimization of the applications of interests focuses (Göker-Alpman, 2010, p. 28). Political advertisements are used mostly at the time of local and general elections by political parties.

In election process to get the votes from parties or candidates, two things are supposed from them. Firstly, to explain why they should give them vote, secondly; why not to support the other parties or candidates. One of the most direct and easy ways of attracting the attention of voter communities is the political advertisements about not to give votes to rival parties or candidates (Balçı, 2007b, p. 74).

It is a method today that to appreciate, have knowledge and adopt all the activities by political parties or organizations, the ones who are potential candidates and even the parties which aims to be in power and follow that power, chiefly advertisements and the other promotion activities are made (İnal ve Karabağ, 2010, p. 43). Because, while the parties or candidates desire trust and support from voters at democracies, they have to transfer them some convincing messages. The aim here is to introduce a party or candidate many voters, fence the difference between the other parties and candidates and to get the most votes to get the election. The political advertisements are not only an activation area to direct the behaviors of voters or reinforce the attitudes of them but also to make them go to polls and to help the campaign. Because it is a given fact to voters about knowing the political party or candidates closely, the political advertising also helps to improve the participant democracy (Balçı, 2006a, p. 140-141).

According to Kendall (2000, p. 126-127), at political advertisements these six figures are actually important; At all advertisements the sufficiency and the ability to get the job of the

candidate is also at the first page. The candidates are introduced as successful characters. Secondly, the idea of competition always takes place at political advertisements. The competition is described as the related one with the sufficiency and the winning power of the candidate. The third one is the political advertisements may be described as slogan advertisements. More than an explanatory description, it is a sloganized advertisement. The fourth one; The characteristics of the candidate at advertisements are displayed with his attitude on political issues and stance and knowledge. The fifth one; the political advertisements are actually based upon the speech of candidate. The last one; the political advertisements are prepared form public.

According to Ansolabehere and Iyengar'a (1995, p. 83-88); to be successful at elections, political parties and candidates have to use a successful advertising systematic. These are the characteristics of a powerful and effective advertisement;

1- The effective political advertisements aim directly the issues which are related to voters.

2- The effective political advertisements are fed with the name of the party, the applied politics and the performance.

3- The effective advertisements get the voters into a field where they see them primary by arousing their interest into another direction.

As a distinctive characteristics of modern political advertising, the control of message and the usage of mass communication channels to emit the message with money may be counted. As a mediator of a political campaign, the biggest advantage of political advertising is that the message that is going to be transferred into the public is eventually under control. With another explanation, via political advertising, the ones who want to influence the public and the voters' decisions can inspect all the message content and the display or the format of the message. Most of the other kinds of political communication are exposed to the filtering or the interruption of the other actors of the political process or news media (Kaid, 1999, p. 423, as cited in Balcı ve Bal, 2008, p. 7). Another distinctive side of political advertisements is that they are targetable. That is by using the national media, the candidates may target all the country (Balcı ve Bal, 2008, p. 7).

The gradual complicated forms of communities make the special organizations at the campaign terms and researches at the communication occurs between political parties and candidates highly necessary. The positions of political parties into the political struggles and the lost value of differences between given commitments have featured the personal characteristics and the images of political candidates (Uztuğ, 1999, p. 14). The ones who desire the power feel the necessity of political advertising and mass communication tools more than before at the visualize the aids going to be made to citizens and at emitting the prepared messages into a large scale (Köker, 1998, p. 22-23).

Negative and positive advertisements are generally different from each other with the stresses made throughout the support of candidate or the rival. While the negative advertisements focus on the critics related with rival, positive ones focus on the good sides of candidates, achievements or the position gotten in front of an issue (Kaid ve Johnston, 1991, p. 53). Although negative political advertisement is a modern campaign tactic, the term composes one of the misunderstood ideas at the field of communication as a common mass disease. The contradictions around the usage of negative political advertising are based on both open and secret facts. According to them, negative political advertisements have more different and more harmful effect on political system than positive political advertisements (Balcı, 2007a, p. 123).

Positive advertisements are the strategic ones that has a respect from the vintage point of the voter and more importantly the ones that are used by a party of a candidate that goes far-reaching ahead according to survey results (Devran, 2003, p.137).

According to Johnson-Cartee ve Copeland'a (1997, p. 1-3); there are six basic reasons to use positive advertisements at political campaigns.

- 1- To let the name of the candidate who is being advertised known
- 2- To stress the positive characteristics of the candidate
- 3- To combine voters and candidate one heartedly
- 4- To create a hero figure on candidate
- 5- As explaining the ideas of candidate on some issues, to show how compatible these attitudes with the ones of voters
- 6- To relate the candidate with important facts and individuals

Is possible to categorize the positive advertisements into three categories as introducing advertisements, heroic figure combination advertisements and positive plot advertisements. The most fundamental kind of introducing advertisements is identity introducing advertisements. The common side of all identity introducing advertisings is the repetition of the so-called candidate. One of the introducing advertisements is biography advertisements. The biography advertisements which are similar to documentaries combine basically from the ones which stress the experiments and services of candidate. They are generally more than 60 seconds (Uztuğ, 2004, p. 331). Another kind of introducing advertisement is campaign films. At campaign films, with the message desired to transfer into target audience, it is necessary to generate an idea suitable to TV aims (Uztuğ, 2004, p. 326).

According to Johnson-Cartee and Copeland (1997, p. 6-7), there are two kinds of advertisements to create heroic figure as "sole citizen" and "heroic advertisements". At sole citizen advertising, the political candidate is shown as a common citizen who lives in community and at the memories of voters, the feeling of identification is expected. Another type of heroic figure advertisements is heroic advertisements. At this, the political leader is shown as an individual who never steps back in front of the risks and missions and an individual who fights for the sake of principles and struggle with the powers many people may not even resist. It takes place at many advertising on patriotism, power, courage and hero as an emotional metaphor (Johnson-Cartee ve Copeland, 1997, p. 9-12).

At negative political advertisements, the negative messaging strategy about rival candidate is used while political campaigns. Within campaign process, a negative image may be made about the candidate as repetitively showing of the rival candidate's failures, the inefficiency of him on leading and the wrong works at past. At negative advertisements, the plots as the promises of the candidate at previous campaigns and not be able to hold them, the political blunders of candidate, the inexperienced situation on management and governing of him, the doubts on his political character, credibility and trustworthiness and honesty, inaptitude, the political zig zags in a period, the old failures, the given or supported law suggestions, the rejection of open-debate in front of public etc. may be handled (Devran, 2003, p. 140-141).

The direct attack advertisements that are a kind of negative political advertising are made by not comparing about the rival candidate, his family and environment not even himself and not talking about any characteristic about the one who is advertised. It is used at low cost advertising projects and the attacked rival's name and caption are used openly. They are important to convert the low educated people from believes, opinions or remarks and important to reinforce the already had ones. Some experts warn about that this strategy has the potential to fire-back (Devran, 2003, p. 146-147). The direct corresponding advertisements that is a kind of negative political advertising are based on corresponding the political parties or candidates with rivals of them. The aim to comparing is the desire to show the supremacy of him onto the rival. The weakness and insufficiency of the rival are stressed in these advertisements. At ironic comparing advertisements, the method aiming strategically to correspond between rivals is applied. The political party gives place to successful actions and characteristic features of its

candidates. In this advertisements, neither from the opposition nor from the rival side is mentioned and the voters are supposed to make a correspondence individually (Devran, 2003, p. 151). In addition, before the ironic comparing advertisements, it is important to show supportive and preparing advertisement to voters. To make the comparing by themselves, the voters, meanwhile, the necessary knowledge is gained by this way. As a result, in campaign process, before the clear description of both candidates, the ironic comparing advertisement is not used successfully (Balci, 2006b, p. 204).

1.3. Newspaper and Outdoor as a Tool of Political Advertising

With the usage of media at political campaigns, the quality of political campaigns has changed (Tokgöz, 2008, p. 241). The great improvement at mass communication tools has changed the countenance of election campaigns. At the same time, the campaigns have had a heavy burden on the choices of voters (Özkan, 2004, p. 144). Compared with our population, the lowness of the newspaper triages but as in many countries, the newspaper is an important way to propagate something in our county, too (Özsoy, 2009, p. 118).

The researches have shown that beside TVs, the newspapers are the highest attention takers. After the panels, discussion programs and comments and the election speeches on TV and the political news on TV; the most attractive ones according to includes are the newspaper news and comments and meetings and newspaper advertisements. The Turkish electors give the news and the news' comments of newspapers highly respect between printed media and direct his vote under the pressure of news and comments take place on these tools (Gürbüz and İnal, 2004, p. 91). When the news resources are analyzed especially according to the educational situations, the rate of the ones who see the newspapers bulletins as news resources rises (Kalender, 2005, p.120).

Although the improvement on the other mass communication tools as internet has taken larger place over the lives of people gradually, the newspaper which is a traditional has a tremendous power and a relative respect. There are some reasons why the political parties that give advertisements chose respectively the newspaper as a dyke. These are like below; (Balci, 2008, p. 227, Oktay, 2002, p. 157-158):

1. It is possible to find an incessant square of advertising at newspaper. Even, the newspaper managements may publish advertisements easily by enlarging the number of pages. In campaign process, it may be a problem to find space at TV or radio.

2. Because published locally, the newspapers have advantage over local informative activities. The newspapers combine the suitable dyke to locally special additions and the pressed campaigned material for local delivery.

3. In opposed to the possibility of withdrawal of advertisement by the campaign management, the newspaper shows no hesitation through displaying the press briefings.

4. The newspaper has the potential to emit the news more commonly than the other dykes. Related with the plot, the ingredient that displayed by TV or radio as spots by being summarized take place largely at newspapers and make the voters understand the issue deeply.

5. Taken into consideration of budget, the newspaper advertisements cost lower than TV advertisements. Besides that, the advertisements take place at newspapers are more reasonable than the productions suitable for TV format.

That's why, at the election era, the newspapers are chosen mostly related with political advertising.

The billboards are important to let people know about the names (Devran, 2003, p. 249). Outdoor advertising basically includes the tools as billboards and banners. These tools have limited potential to transfer the message. However, they contribute to make the image of candidate via photos and be able to summarize shockingly the slogans and themes of campaign.

They are used to raise attention related with campaign to create local agenda with intense usage (Uztuğ, 2004, p. 343).

Besides, the combine of outdoor advertisements from a brief text that shows a readable written format over sole and whole surface, striking and coherent colors, the vocabs get together from three of four intonations, a suitable description of product and big charming images is one of the measured that should not be forgotten as a meaningful tool of advertisement (Sezer, 2005, p. 20).

Between the mostly used tools in the process of election campaigns traditionally, the political advertising messages are generally combined from very little words and stunning photo. Relatively, because they are cheaper than advertising films and published advertisements, they are used mostly at political campaigns and make these functions; (Uztuğ, 2004, p. 344):

1. They enhance the morale of the sympathizers and supporters of party or candidate.
2. It is effective on improving the name recognition.
3. It helps to urge to participation and knowledge the voter who has still no connection with candidate or party as a visual aider.
4. They are relatively cheap and cognitive tool compared to mass advertising.
5. It supports the other communication way message via the functionality of intensifier and reminder.

The outdoor advertising is different from the other advertising dykes. That's the reason that this field unwantedly faces with the voters. When the voters of the other all citizens pour into the streets, they face with the outdoor advertisements. There is no educational level, age, gender importance here. It calls onto everyone. The banner makes itself desirable to the public unwantedly. Unexpectedly for a moment, it is seen while a bus is being waited (Topuz, 1977: 102, cited in Balçı, 2008, p. 227).

The banners which are so important between outdoor advertising are given worth as a very precious method of advertising. Seguela describes the banner as a resemblance of a fist or a strike and a combination of an image and a desire. The banners may be inspected as commercial and militant. The commercial ones are the billboards that are paid. The militant banner are the ones that are put by party volunteers or workers. The banners have the power to scrap a shocking images as party logos or candidate photos into the minds of voters at first stance (Uztuğ, 2004, p. 344).

2. The Aim, Importance and Method of the Study

At the inspection of the advertising of "Justice and Development Party", the Semiotic analysis method is used. Visual semiotics is one of the most consistent ways to analyze the visual discourse. To show how to display the space without the mediator language, Semiotics Experts made many image analyzes. At semiotics, Bartes and Marin stress upon how the visual transmitter is perceived by watcher and the importance of how to give the meaning via the text connected. Thereby, it does not drive forward the indicator that combined from fence, vintage point, colors and tissue, forms but the iconic indicator that comes from items (İnceoğlu and Çomak, 2009, p. 289-291).

The thing that a semiotics expert is supposed to do is both to look the relation between showed ones and showing ones and to reveal the meaning by focusing the relationship between indicators. At first glance seen as sole and natural and thought to have a revealed meaning, an indication text sometimes may have an ideological connotation. A connotation of a text has generally an ingredient which is secondary and uncertain (Barthes, 1999, p. 236-237).

At the analyze of some of the advertisements take place at outdoor or local published press at Konya, every indicator of showing or showed ones of advertisements and the space of comments is given place.

The importance of the study takes its roots from the trying of the reveal of the political advertisements of “Justice and Development Party” that succeeded to be power after the elections of 2011.

3. Findings and Comments



Figure 1. (source: www.akp.org.tr)

Indicator: AKP advertisement of election

Signifier: Tayyip Erdoğan with white shirt, the man with beard and with tie, the YES seal.

Signified: Artisan, purity and cleanliness, the direction of the vote at elections

Analysis: The man model chosen as artisan is barely bearded and in his 45. Here, the selection of man model aims mostly middle class tradesmen. The beard symbolizes the tradesman at Anatolia. The slight smile shows the success of him. The tie of the model symbolizes the way from small businessman to a big businessman. And here the billboard aims to give a message corresponds with the writing.

At the photo taken in bigger size and pointer from down perspective, with the angle of shooting, Tayyip Erdoğan is given greatness. His point is higher and it symbolizes a difference from public. The photo of Erdoğan poses for little smile, the eyes and head is slightly directed up, with white shirt, without tie and without jacket. The white shirt underlines purity and cleanliness. Without a tie, this photo symbolizes a civil individual.

The place the seal takes is like an ending to a sentence and it is below. And the photo designed for directing the choice of voter into the voting paper where the name of party is written and matches the place of his hearth and the white shirt symbolizes the cleanliness.

We can conclude from this advertisement that; it shows that Erdoğan is with artisan. When we talk about the photo of him, it shows a powerful image. In his look, the characteristics and manner of an uncorrupted politician can be seen.



Figure 2. (source: www.akp.org.tr)

Indicator: AKP advertisement of election

Signifier: the hand over heart, the silver ring, without tie and jacket, a stripe shirt, soft glance, grizzled moustache and tacky.

Signified: Love from heart, Muslim and Conservative Erdoğan, one of us, experience.

Analysis: The advertisement is from only one image. The emphasis on photo is over the hand and the ring of Erdoğan. At the photo of Erdoğan, by putting his hand over his heart, he is saluting everyone by heart. As a connotation, it is a salute to every citizen by Erdoğan with love. The tacky and grizzled moustache show the enough experience and maturity to govern the country as a connotation. The stripped shirt and no jacket show that he is one of public. The silver ring of him is the most important figure on this photo and it shows the Muslim and Conservative personality of Erdoğan.

4. Conclusion

When the advertisements given to newspapers and billboards by “Justice and Development Party” are inspected, it is seen that it is a successful campaign. All the formats used at advertisements are the designs in themselves. At some advertisements, the changing of place between visual factors and colors are seen. They are positive advertisements and they are designed around a powerful leader. Thereby, to come together with public, the photos reflects the similar characteristic values similar with themselves. At the photos belongs to R. Tayyip Erdoğan, we conclude that the leader is aggrandized via shooting angle and the design as a using place. The success of the indicators of advertisement, when inspected from the eyes of the results of election as a concrete measure, is effective on the way to aim.

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Examination Of Online Shopping Sites In Terms Of Public Relations

Nagihan Tufan Yeniçıktı, Havva Nur Tarakcı

1. Introduction

Nowadays; rapid development of the Internet technology was affecting many areas and business in addition to providing new shopping environment and competitive field for the companies and also was creating new shopping opportunities to the consumers. In this new shopping environment, online shopping websites providing services by performing their marketing activities via the Internet were placing in front. Odabaşı & Oyman (2010, p.326) were defining the marketing activity over the Internet as; “the use of Internet or digital technology of the Internet in order to reach marketing objectives and to support modern marketing concept (market/customer-orientation)”.

By providing Internet purchasing through the net, consumers can easily reach to the information/products, they seek and can realize their purchasing requests wherever they want by the advantages of this new environment. Online shopping websites were providing the opportunity for the continuous shopping online 7 day/24 hours having hundreds of products and brands, from time to time offering 70% to 90% discounts to their customers (Çerçi, 2014). Online shopping sites in Turkey have begun with Markafoni (2008), and were continuing with Limango (2009) and Trendyol (2010). By the great interest shown to the shopping websites, every passing day new shopping sites were entering into the sector and these websites were reaching to the point of affecting the consumers’ shopping attitudes and hence buying behaviors.

Consumers who were shopping on the Internet are different from the other consumers; by their rule of command on the use of communication tools, product/brand investigation/comparison manners, openness to communication and lack of time and space constraints (Enginkaya, 2006). New type consumers’ satisfaction and purchasing behavior was directly connected with the service quality of the online shopping sites.

Online shopping environment is getting more preferred than traditional shopping environment therefore has many advantages for consumers and marketers. Advantages for the consumers are considered as; convenience, comfort, information collection, interactivity and speed. Advantages in terms of Marketers can be listed as; interactivity and establishing close relationships with customers, lower costs and increased efficiency, flexibility and easy adaptability, speed, globally reaching ability to the target groups (Mucuk, 2007).

A successful online shopping site should be at the forefront with the following features as; accurate positioning, easy access, visualization, advanced technical infrastructure, interactivity, joyfully and easily understandable design and product/service information, consumers’ security protection and provision of interactive relationship with users. (Dündar et al., 2007). However, today in addition to the benefits of online shopping for the consumers there are some drawbacks to this new environment and consumers are feeling distrust to online shopping sites. Their sense of insecurity was triggering due to the following reasons; security concerns related with credit card usage, fear for the seizure of their credentials, lack of feelings, seeing, touching and testing of the product, long duration for delivery of the product (Algür & Cengiz, 2011). A successful online shopping site should provide efforts to take measures for eliminating these problems.

In our country every passing day online shopping sites providing shopping opportunities via the Internet have become widespread. These shopping sites should differentiate themselves from their competitors within the common competitive environment of the Global World, by providing mutual interactive environment with the customers in their marketing-purposed

communication strategies emphasizing importance to the public-relations efforts. The structure of public relations based on mutual trust and cooperation will contribute to a positive return of these efforts in favor of the company.

An online shopping site; striving to provide the best response to the customer expectations, continuously updated, having rich contents and recently being in conjunction with the social media, would achieve added value for the establishment of positive relations between business and target customer base and the preferences perspective. Online shopping sites placing public relations activities in order to gain the percipience, sympathy and support of the customer base shall obtain a positive image and reputation, and have the advantages comparing to their competitors in terms of preferences and the profit margin.

There are many studies in the literature on online shopping sites in terms of marketing communication and consumer behavior. But so many studies assessing the use of online shopping sites for the purpose of public relations were not seen. Therefore a content analysis of online shopping sites has been conducted by expecting contribution to the field in terms of determining the importance of efforts of public relations.

2. Methodology

In this study; it was intended to identify and put forward the results of the evaluation for the shopping sites operating in Turkey in terms of customers by assessing with the content analysis method of the most preferred 8 shopping sites to what extent their public relations activities were given importance and were used on their web pages.

The population of the study was the online shopping sites in Turkey and the sample was the most widely used 8 online shopping sites. These sites were as follows; Trendyol, Markafoni, 1v1y, Morhipo, Tozlu, n11.com, hepsiburada.com and gittigidiyor.com.

In the study content analysis method was used. For the content analysis method to be applied for the classification in the coding table created for the selected online shopping sites; corporate identity, communication, social media, sales promotion/incentive and interaction sizes were considered. While coding table was creating; the “Evaluation of Web and Social Networking Sites of E-Commerce Business with Content Analysis” study of Mehmet Marangoz et al. (2012), was utilized. Content analysis variables were as follows:

Corporate identity: Company information (About Us, Our vision, Our mission, etc.), Using conditions, Career opportunities, Press relations, Business Partnerships were taken.

Contacts: Customer relations line, e-Mail, Call center, On-line support, Multiple language usage, Exchange rates usage, Help tools and Frequently asked questions were taken.

Social media: was in the form of; Mobile applications, access via Facebook, the Facebook campaign announcements, access via Twitter, Twitter campaign announcements, access via Instagram and Instagram campaign announcements.

Sales promotions/incentives: Free services and facilities, coupons, discounts and other offers, customers’ earning programs, electronic newsletter registration, product search, promoting new products, payment on delivery option, payment with different credit cards option, size and dimensions, delivery information, disclaimer and specifications, cross-promotion, product comparison and loyalty programs were considered as program applicators.

Interaction: was in the form of customer comments, replies to the social media comments and a questionnaire form.

3. Findings

The findings obtained from the content analysis were tabulated and provided in this section.

Table 1. Results of Corporate Identity Related Content Analysis of Online Shopping Sites

Corporate Identity	Trendyol	Markafoni	Morhipo	1v1y	Tozlu	n11.com	hepsiburada.com	gittigidiyor.com
About Us	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Using Conditions	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Career opportunities	Yes	No	Yes	Yes	No	Yes	Yes	Yes
Press relations	Yes	Yes	Yes	Yes	No	No	Yes	Yes
Business Partnership	Yes	Yes	Yes	Yes	No	No	Yes	Yes

Corporate Identity: The corporate identity reflects the points as; who was the organization, what it does and how it does, and contains visual elements, corporate communications, corporate philosophy and corporate behavioral elements. In the criteria discussed under the corporate identity title of the research (About us, Using conditions, Career Opportunities, Visual elements (logo, used colors, emblem)) were located in all of the shopping websites. However, relations with the Press relations, which is an important criterion in terms of public relations, were not placed in Tozlu and n11.com web sites, were placed in all other sites. Similarly Business Partnership criteria were not placed in Tozlu and n11.com web sites.

Table 2. Results of Contacts Related Content Analysis of Online Shopping Sites

Contacts	Trendyol	Markafoni	Morhipo	1v1y	Tozlu	n11.com	hepsiburada.com	gittigidiyor.com
Contacts/Customer relations line	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
e-Mail	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Call Center	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes
On-line support	Yes	No	No	No	No	Yes	No	No
Multiple Language Usage	No	No	No	No	Yes	No	No	Yes
Different Exchange Rates usage	No	No	No	No	Yes	No	No	No
Help tools	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Frequently asked questions	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes

Contacts Information: Customer relations line and e-mail support for the customers for any questions relating were available in all shopping sites. The Hotline which was providing online talking of the customer with the customer representative services was available only for Trendyol and n11.com.

Only Tozlu and gittigidiyor.com were providing multiple language usage of all of the surveyed shopping sites. The lack of these services in other shopping sites could be considered to address only for the Turkey market of these shopping sites. Only Tozlu of the sites surveyed, was providing the option for the displaying the prices in different currencies. This shows that Tozlu was having marketing capabilities in other countries in addition to the Turkish market. Help tools for the shoppers about how customers would get help and frequently asked questions that were categorized were available in all shopping sites examined.

Table 3. Results of Social Media Related Content Analysis of Online Shopping Sites

Social Media	Trendyol	Markafoni	Morhip o	1v1y	Tozlu	n11.com	hepsiburada .com	gittigidi yor.com
Mobile Applications	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Access via Facebook	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Facebook campaign announcements	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Access via Twitter	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Twitter campaign announcements	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Access via Instagram	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Instagram campaign announcements.	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Blog usage	Yes	Yes	Yes	Yes	No	Yes	No	Yes

Social Media: Social media tools providing easy access of companies to customers and allowing mutual interaction were available in all shopping sites examined. Shopping sites were making their announcements via Facebook, Twitter and Instagram campaign and organizing campaigns specific to these social media sites. So social media users were also being aware of the company's campaigns and their guiding to the shopping sites were provided.

Blogs for the customers of online shopping sites by the experts writings for the subjects as products combinations and fashion were not available for Tozlu and hepsiburada.com shopping sites but the other shopping sites there were highlighting the customers in daily blogs with trend of the week, combination of the day, pastel colors, and also by their writings on these issues and were giving the idea of bloggers.

Examination Of Online Shopping Sites In Terms Of Public Relations

Table 4. Results of Sales promotions/incentives Related Content Analysis of Online Shopping Sites

Sales promotions/ incentives	Trendyol	Markafoni	Morhip o	1v1y	Tozl u	n11.com	hepsiburada .com	gittigidi yor.com
Free services and opportunities	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Coupon discounts and other offers	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes
Customers gaining programs	Yes	Yes	Yes	Yes	No	No	No	No
Electronic newsletter registration	Yes	Yes	Yes	Yes	No	Yes	Yes	No
Product search	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes
Promoting new products	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Payment on door option	No	No	Yes	No	Yes	No	No	No
Payment with different credit cards option	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Size and dimensions	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Delivery information	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Disclaimer and specifications	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Cross-promotion	Yes	No	Yes	Yes	No	Yes	Yes	No
Product Comparison	No	No	Yes	Yes	No	Yes	Yes	Yes
Loyalty Program Practitioners	Yes	Yes	Yes	Yes	No	No	Yes	No

Sales promotions/incentives: For online shopping sites operating in a virtual environment; website is an important public relations tool in reaching to the target customer population. Companies with their corporate websites were reaching a wide population and promote their products and services and were providing shopping opportunities for their customers via their online shopping sites.

Free services and opportunities: Shopping in a certain amount from the surveyed online shopping sites, Trendyol, Markafoni, Morhipo and Tozlu sites were providing cargo free shipment opportunity and in the hepsiburada.com, gittigidiyor.com, n11.com and 1v1y shopping sites; special discounts or campaigns to specific groups of products in the shopping sites were available.

Coupon discounts and other offers: Coupon discounts and other offers: All of the surveyed shopping sites were providing special gifts, vouchers, discount on shopping amount, and product base except Tozlu shopping site.

Customers gaining programs: Trendyol, Markafoni, Morhipo and 1v1y shopping sites were sending gift vouchers to their customers; if their friends were invited by them and made shopping. Other shopping sites were not having this kind of programs

Electronic newsletter registration: Only gittigidiyor.com shopping site were not sending electronic newsletter to its customers. All of the other shopping sites were providing daily electronic newsletters to inform their registered customers on the promotions and new products. Thus, directing their customers to shop on their site was provided.

Promoting new products: All of the surveyed shopping sites were promoting and campaigning new products of the new season.

Payment on door option: There was payment on door options in Morhipo and Tozlu web sites, but other shopping sites were not providing this service. This feature could be serving as a reason for preferring to purchase from this site for some people.

Payment with different credit cards option: All of the surveyed shopping sites were offering customers the opportunity to pay with multiple credit cards and installment.

Size and dimensions: In all shopping sites evaluated; the size and dimensions of the products were specified in detail.

Delivery information and Disclaimer and specifications: all websites were sending information to customers end up buying through e-mail containing legal warnings and conditions. Also in all shopping sites, customers could be able to follow in detail the shipment status of their purchased products through e-mail or via shipment system.

Cross-promotion: The cross-promotion feature assist customers during shopping by showing the relevant pages of similar and related products for their purchasing decisions. This feature was available in Trendyol, Morhipo, 1v1y, n11.com and hepsiburada.com shopping sites but not provided for Markafoni, Tozlu ve gittigidiyor.com web sites.

Product Search: Product search services were placed on the shopping web sites of the surveyed companies except Markafoni. This feature would be helping to customers easily finding the brand or product that they were searching.

Loyalty Program Practitioners: Trendyol, Markafoni, Morhipo, 1v1y and hepsiburada.com shopping sites; were continuously informing their campaigns to their customers and sending special gift vouchers to their customers' accounts periodically. Thus, the customers were provided to shopping again.

Table 5. Results of Interaction Related Content Analysis of Online Shopping Sites

Interaction	Trendyol	Markafoni	Morhipo	1v1y	Tozlu	n11.com	hepsiburada.com	gittigidiyor.com
Customer Comments	No	No	Yes	No	No	Yes	Yes	Yes
Replies to the social media comments	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Questionnaire Form	No	Yes	Yes	No	Yes	No	Yes	No

Interaction: In terms of public relations for the determination of interaction between Company and the customers, customers' comments, questionnaires forms, and replies of the Companies' given to these comments, were having an important place. Companies through their web sites are interacting with their target population as well as providing mutual communication with their received feedback.

Customer Comments: While the feature for providing customers' comments containing their satisfaction or complaints about the products they had purchased were available at Morhipo, n11.com, hepsiburada.com and gittigidiyor.com shopping sites, other shopping sites were not offering such services to their customers.

Questionnaire Form: Questionnaire Form application of Companies to determine customers' thoughts and aiming to measure the customer satisfaction were available in Morhipo, Markafoni, Tozlu and hepsiburada.com shopping sites. These sites were trying to measure customers' satisfaction by emoticons or short questions.

Replies to the social media comments: it was observed that all of the evaluated shopping sites were answering users' comments and questions via their social media accounts.

4. Conclusion

Today, the most powerful tool in terms of promoting of an organization itself is a web page. Although the purpose for creating a corporate website was showing sectoral differences, a well prepared website would be both a successful promotional tool and an interaction tool to communicate with the target customer base (Sayımer, 2012, p. 88). The web pages of 8 shopping sites operating in Turkey were evaluated with content analysis in terms of public relations. The Study was showing that shopping sites within the scope were answering the content analysis features from different angles.

All of the surveyed online shopping sites were maintaining information about their corporate identities in their web pages. In terms of public relations, press relations were contributing positively to their image by creating all kinds of news and media reflection for the maximum awareness of the right target customer base (Peltekoğlu, 2009, p. 217). The success of a corporate to establish good relationship with the society is directly proportional to the success of its relationship with the media. Except Tozlu and n11.com sites; the other shopping sites evaluated, gave the media reports on their web sites under the heading "Press Relations". Such features were not available in Tozlu and n11.com web sites.

Successful and effective public relations process includes establishing and developing relationships with target population in addition to providing information to them. Particularly services such as Customer relations line, e-Mail, Call center, On-line support, Multiple language usage, Exchange rates usage, Help tools and Frequently asked questions was used as a tool for communicating with customers. In our research of the surveyed shopping sites all were having Customer relations line, e-Mail support, Call center, Help tools and Frequently asked questions in their web pages. Multiple language usage features was only available in Tozlu and gittigidiyor.com shopping web sites. Shopping sites with these features placed in their web pages were trying to offer every possibility for the communication with the customers.

Interactive applications offered by the Internet, especially social media platforms were giving businesses the opportunity to reach the target population without having any time and space boundaries.

Online shopping sites were announcing their campaigns simultaneously in social networking sites (especially via Facebook, Twitter and Instagram) and were directing and informing social media users to make purchasing who were not following and purchasing through their web sites. All of the shopping sites examined had created links to social media web pages. These links were clicked; they were directing the customers to the social media pages of the companies. The announcement of the day campaigns were carried out simultaneously at the site with the social media sites.

Companies' awareness for the contribution to their image of public relations practices, gaining importance of concepts such as consumers' consciousness and intense competition causes; were demonstrating the importance of marketing communications strategy of public relations (Peltekoğlu, 2009, p. 19). Online shopping sites were organizing some campaigns to ensure shopping of their existing customers as well as gaining new customers. All of the surveyed shopping sites were maintaining these campaigns of different aspects in their web sites. For example, while only Morhipo and Tozlu were providing pay at the door option to their customers all of the surveyed shopping sites were offering services such as; free customer service, discount coupons and gift vouchers.

In order to use the web environment for the purpose of public relations, bi-directional symmetrical interaction should be provided for the mutual communication. Also in our research, it was shown that the evaluated shopping sites were communicating with the customers either through websites or social media accounts. Corporates were receiving customers' comments whether satisfaction or complaints through web sites, or from the

attached questionnaires or from the social media platforms (Facebook, Twitter, and Instagram) thus were providing interaction with their customers.

It should be remembered that giving consideration to the public relations, will contribute to maintaining the presence of the evaluated sites successfully. In today's competitive environment, differentiation from competitors and making profit could only be provided by a positive communication with the target customer base.

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Social Media Usage Towards Specific Target Groups: An Analysis Of The Social Media Communication Activities Performed in The Participation Banking System

Korhan Mavnacıoğlu

1. Introduction

Companies carry out communication activities towards various target groups. An institution carries out works towards the different target groups at the same time. While some institutions have various broad target groups, others have narrow, specific target groups. At this point, the communication strategy towards the broad target groups differs from the communication strategy towards narrow, specific target groups. This study focuses on the participation banking sector which has specific target groups.

Although the participation banking system has been active in Turkey for many years, it has been on the agenda of public and consumers in recent years. At this point, awareness of consumers, promotional activities carried out by the participation banks and elimination of the problems have played an major role.

The participation banks have hastened their marketing communication activities due to a number of reasons, such as the inclusion of new banks into the participation banking system, the desire of clients getting services from other banks to involve in participation banking system yet have some hesitations, not being well-known of the participation banks, wanting to correct misbeliefs and misconceptions of the public, and desire of corporation banks to expand their target groups.

Communication activities carried out on the social media platforms are at the forefront of these activities. Social media communication activities are carried out to maintain communication with the clients who prefer participation banking system on this platform, to interact with potential clients and to create an image with the stakeholders.

This study revealed how efficient the participation banks in the participation banking system in which competition increases day by day uses social media communication and what kind of path they follow to differentiate themselves in the competitive environment. The social media strategies introduced by participation banks to differentiate themselves in the eye of target groups and to establish a permanent and healthy relationship with these clients were determined.

Within the scope of this study, the social media accounts of the five-member banks of Participation Banks Association of Turkey were analyzed in content analysis method. As a result of the study, social media communication activities of participation banks were examined in detail.

2. Participation Banking Sector

Some of the people in Turkey and in the world abstain from interest income and the funds not included in the banking system remain idle. This creates a loss in terms of the general economy and the saver. The participation banks are established with the aim of bringing the funds not being transferred to the conventional banks due to the fear of interest into the economy and helping savers keep their funds safe as well as adding value to their funds. The income obtained by using this method differs from the interest. The participation banks share the generated profit or loss with the savers, by evaluating the funds collected from the savers in the trade and industry within the interest-free financing principles. The "participation" word means that the principle of this banking type is based on participating in the profit and loss (<http://www.tkbb.org.tr/ss-s-yeni#1470>, 15.01.2017).

The participation banks are engaged in the commercial activities such as insurance, exchange, leasing and factoring, in addition to the activities carried out by traditional banks. The participation banks are known as private finance corporation, investment banking, Islamic banking, and interest-free banking in the literature. In some aspects the participation banks operate as an alternative to the traditional banks and in some aspects complement element to them and they bring depth and diversity to the banking sector (Özulucan, Deran, 2009, p.86).

As a monetary policy while interest is enforced in the traditional banking; “interest prohibition” is enforced in the participation banking (Kalaycı, 2013, p.52).

The participation banking has begun to develop since the 1970s. On the other hand, in Turkey Albaraka Turk and Faisal Finance House started to implement this system in 1985. (<http://www.tkbb.org.tr/ssss-yeni#1470>, 15.01.2017) There are five participation banks in Turkey.

Turkey ranks second after Indonesia in the average annual growth rate in the interest-free banking sector. (Turkish Participation Banking Strategy Document 2015-2025, 2015, p. 14) The share of the participation banking sector in Turkey in the total banking sector is 5.1 per cent. (Participation Banks 2015, 2016, p. 82) It has been anticipated that the market share of the participation banking sector to reach 15 percent by 2025. (Turkish Participation Banking Strategy Document 2015-2025, 2015, p. 3)

Changes in government priorities and public sensibilities have allowed participation banking to gradually acquire legitimacy, particularly within the past decade. (Hardy, 2012, p.1)

3. Target Groups in the Participation Banking

The target group is target or targets aimed at receiving the sent message during the communication process. They are people or groups who are supposed to change their actions and opinions as a result of the public relations activities. Target group is an important communication element, the feature and structure of which need to be analyzed for the success of public relations activities (Kocabaş, Elden and Yurdakul, 2002, p.77).

In the interviews with the corporate communication executives of the participation banks, the following features regarding the target groups were emphasized:

The individuals in need of the banking services are regarded as the target groups. There are differences in the product and service categories on the basis of target groups. Because the focal of the participation banks is the commercial product, SMEs and tradesmen are important for them. There is a target group for whom the interest is a sensitive issue due to religious reasons; they also give importance to the national values and concept of halal as well as owning the past heritage.

In addition to defining the basic features of their target groups, the interviewed participation banks stated that they don't neglect the targets preferring to use the conventional banks and they also classify them as the target groups.

In order to change the existing perception towards the banking term, Abdurrahman Cetin, head of the department of Enforcement-V of Banking Regulation and Supervision Agency (BRSA), emphasizes that the problems will go away if the prospective target groups are convinced that the banking activities can be also operated by the interest-free methods. **Çetin stated that the prospective client targets not adopting the participation banking and the system to be questioned are an important obstacle to be overcome.**

(<http://www.finansgundem.com/haber/bddkdan-katilim-bankaciligi-icin-buyuk-adim/1032007>, 20.01.2017)

According to the survey regarding whether there is a difference in ranking of the bank choice criteria of the clients of interest-free banks in Malaysia, it was found out that the client satisfaction is dependent on the service quality provided by interest-free banks (Polat, 2009, p. 111)

As key actors in the service sector, the participation banks have become not only units providing service to the Muslim communities due to their religious liabilities, but also businesses that can reach the clients on a very different segment while keeping the current clients. (Dusuki and Irwani, 2007, p. 142)

When the service quality is mentioned in participation banking, showing courtesy, respecting, cultivating trust, being active during the transactions, finding solutions to the questions asked about products and services, and the level of knowledge in this regard come to mind (Polat, 2009, p. 111).

There are three types of groups approaching the participation banks differently: (Deloitte, 2014, p.17)

- 'Those who believe the participation banks are required',
- 'Those who believe that they are required but have hesitations over their activities' and
- 'Those who claim that they have no difference from the other banks'.

Almost one-third of the clients of the participation banks are also the clients of the other traditional banks. The fact that the majority of the clients do not only use participation banks is an opportunity to see that the breadth of the product/service network of the traditional banks and the financial expectations of the clients are still an important factor in the competition and that participation banks will be able to lead to wider targets with the breakthroughs they will make in these areas. (Deloitte, 2014, p. 13)

With all the given reasons, the marketing communication and social media activities have gained importance in participation banking.

4. Social Media Activities of the Participation Banks

Social media has given variety of opportunities to the corporates. By using social media communication, the corporates can gain advantages such as increasing the visibility of corporation, supporting client relations, learning expectancies of the target group by communication them, differentiating the corporation and improving its reputation (Mavnacıoğlu, 2015, pp.79-83).

Today while the leading traditional banks have followers between 800.000 and 1.500.000, the participation banks are far more behind of these numbers. The social media pages of traditional banks and the products, services, and information they offer through these pages are still highly developed compared to the participation banks and this lays the foundation of branch-free banking of future. As the change in the client profile of participating banks takes place, and as it reaches wider target groups, social media will become very important to make a difference. (Deloitte, 2014, p. 16)

The communication representatives of participation banks said that they are aware of the importance of social media and they use social media in their communication activities.

Vakıf Participation Corporate Communication Manager Selçuk Aydemir, in content production; it is necessary to prepare a content responding to the periodic needs of the client and does not disturb the target groups. And this should be in accordance with the target groups and these contents should be shared at the right time. (Aydemir, personal communication, 22.12.2016)

The social media platforms that the participation banks attend are demonstrated in the Table 1.

	Facebook	Twitter	Youtube	Instagram	Linkedin	Google +
Albaraka Türk	✓	✓	✓	✓	✓	-
Kuveyt Türk	✓	✓	✓	✓	✓	-
Türkiye Finans	✓	✓	✓	✓	✓	✓
Vakıf Participation	✓	✓	✓	✓	✓	-
Ziraat Participation	✓	✓	✓	✓	✓	✓

Table 1. The Social Media Platforms That The Participation Banks Attend

The participation banks are seen on the most popular and widely used social media platforms among social media users. It was found out that participation banks do not use tools such as the corporate blog, influencer project, and online press room.

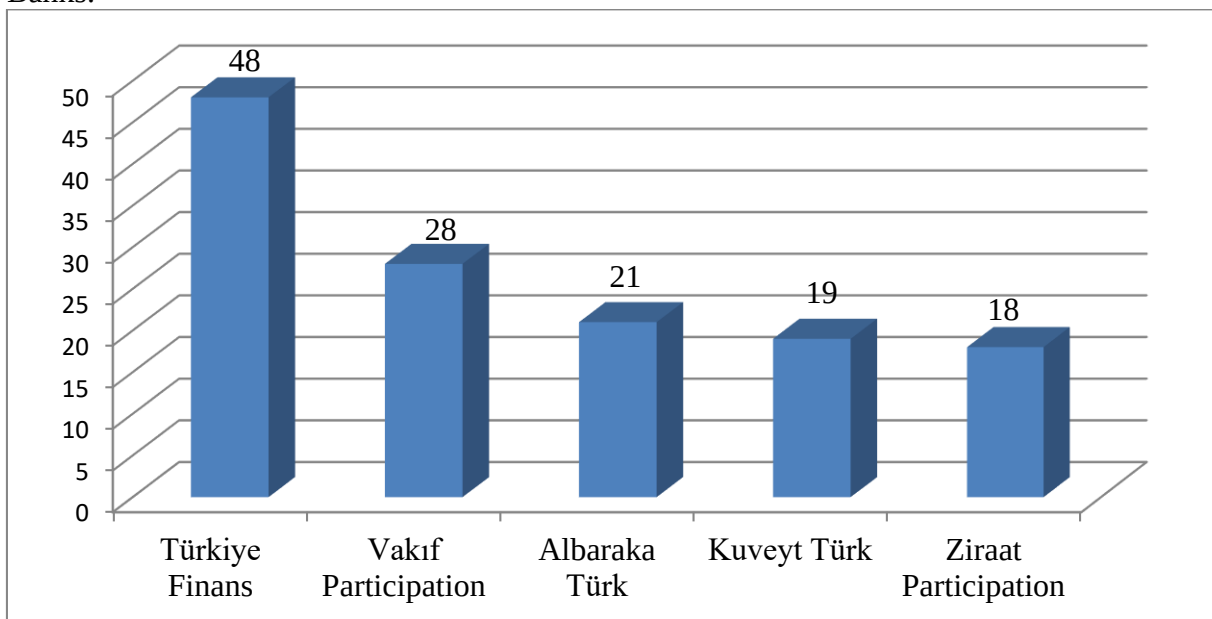
5. Method

The posts shared between the dates 1st of December-31st of December, 2016 on the Facebook accounts of the five participation banks were analyzed in content analysis method. Because Facebook is regarded as a key element of social media by the participation banks, their Facebook accounts were examined. In the scope of our study totally 134 Facebook posts have been analyzed for 5 participation banks

Within the scope of this study, semi-structured interviews were conducted with the corporate communication managers of Vakıf Participation, Ziraat Participation, Kuveyt Türk and Participation Banks Association of Turkey.

6. Findings

The participation bank making the most shares during the period of this study is Türkiye Finans. And it is followed by Vakıf Participation, Albaraka Türk, Kuveyt Türk and Ziraat Participation Banks.



Graph 1. Number of Facebook Posts of the Participation Banks

Taking into account of the content distribution, the study showed that the most shares were with the aim of promoting a product. On the other hand, have a blessed Friday shares take the second place. It was observed that new branch opening, Mevlana Week/Şeb-i Arus ceremony, condemning terrorist attacks, shares related to holy nights, prizes won, news related to the corporation and special occasions are highlighted.

When the emphasized themes on the shares were analyzed, it was found out that subjects such as; the gold account the motto of which is profitable and high rate of share, Şeb-i Arus ceremony, and remembrance of the national poet/Turkish National Anthem, condemning terrorist attacks and condolences, contribution to the clients and economy, patriotism, faith, creed, moral values, solidarity are especially emphasized. It was found that the terms which are in the literature of the participation banking such as sukuk, takaful are not in use. It was found out that the emphasis regarding the interest prohibition which is the basis of the participation and the interest-free banking is low.

Hüseyin Tunç, writer of the Participation Banking book, stated that it would be confusing just to focus on the interest-free principle of participation banks, the importance given to science in Islam, belief, the value given to the work, saving, sharing, and brotherhood principle to be considered and lending, alms, pacta sunt servanda and loyalty need to be reminded. (<http://katilimdunyasi.com/2014/01/12/katilim-bankaciligi-kitabinin-yazari-huseyin-tunc-roportaji-2/>, 20, 01,2017) Remarks by Tunç emphasize the basis of the contents shared by the participation banks on social media.

On a field research carried out towards the clients of participation banks, it was found that the 77 percent of the clients are nationalist-conservatives as sociopolitical identity. (Kaytancı, Ergeç and Toprak, 2013, p. 804) As the shared content was analyzed, it was found out that they are in accordance with the sociopolitical identity of the clients.

It was also observed that religious references such as Hadith-i Sharif and Surah are used in the contents shared. It was concluded that especially wise sayings are shared as well as the wise sayings said by Rumi are used intensively.

The communication representatives of the participation banks said that the following points are applied in the use of religious references and concise remarks: Conservative discourse and mysticism that reflect the Turkish-Islamic geography are preferred. There is a Directorate of Religious Affairs referenced confirmation mechanism for Hadiths and these Hadiths are shared accordingly. The advisory boards are asked their opinions about the content to be shared.

The results indicated that all the participation banks regularly share some content on Friday. Hadith, Surah, and wise sayings are included in these sharings. It was observed that followers also share these on their own profiles. Mosque pictures, calligraphy and the examples of art of marbling are used on these sharings.

It was found out that among all the contents shared, the most intensive interaction take places for the Friday sharings. Especially in all the product-oriented shares, it was observed that the interaction rate is too low and echo chamber effect occurs.

It was found out that especially the participation banks entering the sector newly continue branching. The inauguration of the branches is declared on social media actively. On the comments made for the inauguration of the branch, it was observed that there is a demand for opening branches in the cities where there are no branches.

On the conducted social media analysis, it was found out that participation banks emphasize the banking products as well as the conventional banks. The shares related to the products, especially the ones about the gold account are highlighted. More than half of the contents are related to promoting of the gold accounts. Because gold is an important investment

tool in the interest-free banking system, it was observed that there are vigorous efforts to promote the gold account.

The study showed us that although there are some shares of the things on the agenda. Even though the shares are related to the current issues, it was found out that the real-time marketing shares on social media are low and not being used effectively,

It was observed that there is an interest in social media platforms especially for public banks and questions about the participation banking have been directed to these banks. When the social media accounts of Vakıf Participation and Ziraat Participations banks were examined, it was found out that all the questions related to participation banking were answered. It was concluded that comment moderations should be done more effectively in order to reinforce the communication of participation banks with their followers.

This is consistent with the remarks of the Abdurrahman Çetin, head of Enforcement-V department of Banking Regulation and Supervision Agency (BRSA)

That the participation banks start their activities in the field of participation banking will make a positive contribution to the development of the sector in many aspects. The business experience and corporate structure that they have will take participation banking activities to one step further. The fact that the public is in this area is important to establish trust both for domestic clients and foreign investors. Instead of competing with the branches of the current participation bank, it is quite important for the public participation banks to determine the locations that they will open a new branch in accordance with the service delivery and promotion of the system. As a matter of fact, it will be easier for the sector to reach a widespread client base thanks to the relatively independent public source of profit."(<http://www.finansgundem.com/haber/bddkdan-katilim-bankaciligi-icin-buyuk-adim/1032007>, 20.01.2017)

7. Conclusion

As a result of this study, it was concluded that the participation banks implement a social media policy in line with the lifestyle of their target groups. An intensive communication activity has been carried out on the social media accounts of the participation banks in order to inform the target groups. It was found out that a communication language is adopted to eliminate the concerns of the target groups hesitating in terms of interest-free banking, participation system, share of profit, joint partnership, and a strategy for gaining the trust of the target group.

Although interacted with the target groups, it was observed that participation banks were not completely able to create their own communities. It was also found out that there are no specific social media shares for the SME and tradesmen target groups included in the target group of participation banks.

Today, storytelling plays a key role in enhancing interaction with target groups in social media communication. When the social media accounts of participating banks were examined, no narrative elements were found. The social media complaint management and social CRM oriented usage rates of the participation banks were found out to be very low.

When the social media activities of the participation banks were examined within the scope of Ross Dawson's social media strategy (<http://rossdawson.com/frameworks/social-media-strategy-framework-in-turkish-sosyal-medya-strateji-cercevesi/>, 11.01.2017), the inclusion of goals in order of importance, the active involvement of bank employees in the process, the establishment of a higher level of interaction with followers, the inclusion of more active people and the opinion of the leader were also required to be involved in the process.

Therefore, it's required to prepare the social media strategies more efficiently and put them into practice. The conducted researches showed that 41 percent of the participation banking clients needs more informing about the Islamic Banking products. (Deloitte, 2014, p.

17) For this reason, the participation banks should continue their social media work on the basis of an informative, reassuring and persuasive communication strategy.

Additionally, taking into account that the traditional banking system clients are also the prospective target groups of the participation banks, the social media studies emphasizing the service quality of banking activities needed to be carried out.

That the perception towards the participation banking is not operated efficiently was identified as one of the most important problem of the industry in the overview carried out by the banking industry corporations (Participation Banking and Interest-free Finance Workshop, Workshop Report, 2014, p.93)

In this case, in the process of running the perception towards the participation banking, executing efficient and regular communication activities and social media communication are required.

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Reading the Daily Life in the 1980s through Newspapers

Filiz Yildiz, Meltem Şahin

1. Introduction

The 1980s coincided with a structure, pursuing new economic and political insight occurred after the military coupe, and the social and cultural climate changed by the aforementioned insight. Escalated with the neo-liberal policies, the consumption culture in the 1980s marks all the periods after itself by penetrating all aspects of life. The media plays the lead during this penetration. Daily routines, values and beliefs of society reshaped by the media within the given structure, and emerged as new practices for making sense of life.

Daily life refers to cultural domains in which core values adopted by society are shared, legitimated and learned by people at diverse social position and shows features ranging from shopping to eating behavior as etiquette. (Brown, 1989: 7-9 from Yağlı, 2006: s.21) According to Lefebvre, daily life triggers the possibility of escape stimulated by ideological mass culture. Daily life is radically shaped by the effective power of mass media. Daily life is accepted as a product of modernism and shows, imposes and infuses the practiced life as an only alternative. Daily life, projected that shared values at social plane are learned, even legitimated, via partaking, is accessible to every act within 24-hour; It, also, includes the fields unrelated politics such as shopping, having fun, eating, dressing. (Lefebvre, 1998; Brown, 1989 from Yağlı. s.5)

It is quite important, for understanding the directions, dynamics and language of the experienced transformation, to look through basic areas of daily life, which is shaped by dominant perception emerged at 1980s. In this context, printed media, which is both a witness and a driving power of the transformation, constitutes the area of investigation of this study. Reaching out large masses during studied period, the media frivolously releases sexual based values and fun ways of life into circulation. Thus and so, relayed via affecting consciousness of society, the media continues to regenerate the ‘low culture’ on every occasion.

From this viewpoint, the transformation of daily life in the 1980s’ Turkey has been portrayed through related news in Milliyet, Sabah and Günaydın newspapers. The study aims to provide insight about sense of journalism and to convey clues about changing social structure during the studied period.

2. Rising of New Right Ideology and Social Transformation

In the 1980s, Neo-Liberalism was corresponding to the economic policies, which tried to be the solution for the economic depression. Confining the government’s economic activities, legal constraints were abolished to pave the way for the private sector, and the international movement of goods and services was liberated. Actually, regulation in favor of capital with the policies at the end, the capitalist system was strengthened. Economic policies—characterized by withdrawing from communication along with health, transportation, education—caused privatization, deregulation and monopolization of media. Such circumstances created large transition in industrial structures and ownership of media.

During years in which new right ideology has risen, economic liberal policies were the cause of the radical shift in social and cultural areas. With the transition from protectionist and inward-oriented economy to free market economy, importation was set free and previously unauthorized imported goods were showed off the store windows. Removing the sanction on going abroad and foreign exchange, a new Turkish people who further got in touch with the

world, was showed up. Making use of opportunity, entrepreneur, administrator and technocrat classes were increased their earnings within this period and formed new Turkish elites.

Another fact, marked social cultural climate of Turkey in the 1980s was the expansion of boundaries of private life. Private life is an area that individuals share and wish to share with the close tie of people such as family, relatives and friends and that is closed to the strangers (Yüksel, 2003:189). The aftermath of 1980 coup d'état in conjunction with the declining of political areas and implementation was that it strayed people from it in Turkish society, and the interest in private life was heightened. The matters about private life, which were thought to be confidential and concealed, were leaked out into the public sphere and exposed in media. Verbalization of 'private life' in the 1980s was perceived as a token of westernization and liberalization. The private life of not only the celebrities but also the political figures were, also, in the public eye. While boundaries of private life were blurred, the area emphasized strongly was the sexuality. Consequently, it was easily accepted that the sexuality was predominantly spoken of and shared out of private space in the 1980s.

3. Reflection of Social Change in Journalism Practices

1980 coup d'état, 8 months after 24 January 1980 dated regulation, which was thought to be an important stage of integration with capitalism, paved the way for desired changes in the Turkish press. Even though the equality and pluralism claims of the neo-liberal policies, monopolizations and conglomerations showed up as a result of competition at the end of the process. While limited number of companies controlling the media were concerned with earnings, output of media contents and forms were affected negatively. Therefore, sensation, violence and sexuality had wide spread media coverage and newspapers turned into tabloid press because of false and slang content dominated the news. The new era could be characterized with tabloid journalism.

In this period the ownership of media switched from the traditional journalist boss families to entrepreneurs who perceived journalism as a profitable business and had investments in many economic areas¹. (Bali, 2002:20). It is thought that there were two controversial factors in the 1980s Turkish press. On the one hand pressures and restrictions were increased on press, and on the other hand investment in the sector was increased and number of new publications—focused on narrow area such as women, men, kids, housewives etc.—multiplied in this period. Manner of the Turkish press had influence on verbalization of private life with liberalization and individualization discourse in Turkish society. In this period, which was dominated by sexuality emphasizing yellow journalism that published with a 'less script, more photograph' motto, exposure of private life of common people as well as celebrities was seen as achievement in journalism. Nevertheless this change based upon not only gathering news appetite of journalists but also voluntary tellers who wished for revealing their private lives, answered the questions of journalists and saw this process as a way of liberalization and modernization (Gürbilek, 2011: 23)

4. Method

In this study, all the volumes of Sabah, Milliyet and Günaydın newspapers between the 1st of June 1985 and the 1st of July 1985 obtained from National Library were scrutinized. A total 162 news pieces; 53 from Günaydın, 79 from Sabah, and 30 from Milliyet were chosen by using a descriptive text analysis method. All the news pieces were categorized into 'private life', 'sexuality' and 'blessing of achievement, wealth and rapidly climbing up the social ladder' categories. Thirty examples were chosen among the aforementioned news categories.

5. Finding and Results

The newspapers, subject of this study, present the most significant of examples related to this social change. Considering the change and appearance, mentioned newspapers influenced policies and cultural insight of studied period and also were affected by them. In the 1980s as a result of increasing tabloidization, in news contents did take place entertaining subjects, curious stories, tragic and tragicomic events, lives of celebrities, sex scandals as well as various matters related to politics, social and economy simplified and turned into entertaining contents. The studied newspapers can be described as follows:

Sabah is the first and the best newspaper, which apprehended the era starting with Turgut Özal, Minister of Turkey between 1983-1989. (Bali, 2002:207). Dinç Bilgin is the publisher of Sabah, which was first published on 22nd of April 1985 in Istanbul. Rahmi Turan, chief editor of Sabah, significantly placed emphasize on using more photographs and tabloid news, and achieved to earn confidence and favor of readers. With young staff, advanced technology, high and stable circulation Sabah, took place preeminent position among other newspapers. At first with 'cheap newspaper' motto, Sabah did not lose its circulation even though it increased its price after reaching high circulation. (İnuğur, 1992: 493-494). According to Dağtaş (2006: 14), one of the most important matters in media after 1980 was to publish a newspaper, which kept up with the change in society. In other words, met changing expectations, philosophy and social values of audience. Sabah is the first newspaper reached this goal with high circulation. Adopting neo-liberal policies, Sabah conveyed 'practicality, pragmatism and consumption culture concept' which represented new era's mentality (Kozanoğlu, 1992:117) and the tendency such as striking sexuality, exposure of private life, and display of women body on its pages.

First published in 1950 as a political newspaper Milliyet, generally, protected its serious image until the 1980s. Although, from time to time, Milliyet concentrated on entertaining news with colorful page layout and tried to soften its image with supplements, it continued its masculine newspaper image. One of the most prominent newspapers, Milliyet was criticized about gradually turning into a tabloid newspaper since 1980s. After the 1990s, though, this change hit the peak. (Özerkan, 2009, s.92).

Günaydın was published on 26th of November 1968. Haldun Simavi published it for a long time. One of the most significant journalist bosses, Haldun Simavi desired to publish a newspaper which was read easily, had tabloid news as well as serious ones, and had lots of photographs, was low cost and is aimed for vast audiences. Reaching circulation 200 thousand by using offset technology allured readers, covering entertaining and sensational matters, publishing photo novels, giving out promotion coupons², Günaydın became immediate competitor of Hurriyet which had the most circulation in that period. Günaydın, lose most of its circulation after Sabah entered into circulation and Rahmi Turan, known as circulation magician, and most of its staff moved to the Sabah. After 1988, purchased by a Cyprian businessman, Asil Nadir who splendidly entered into the media sector, Günaydın had hard times. Günaydın, passed into other hands after Nadir, also, bought some newspapers under Veb Ofset Company from Haldun Simavi in addition to Günaydın, went bankrupt. For a while published under the name of 'new Günaydın', it couldn't survived.

5.1. Private Life

The 1980s, while corresponding to a period in which border of confidentiality was surpassed, the attitude reflections could be seen explicitly in newspapers. It can be said that private lives

of celebrities, politicians and their families were exposed. Besides, details about common citizens' private lives could be featured in news pieces. In this context, reporting of common people's private life generally occurred as tabloidization of violence and crime. Crime and violence contained third page news actors' practices or tragicomic events were verbalized cynically. Stories such as, peeper, fell down from the tree, injured (Komşu kadını röntgenlerken ağaçtan düşüp belini kırdı, Sabah, 24 June 1985), woman who burned food was subjected to violence by her husband (Yemeği yaktı diye karısının dişini kırdı, Sabah, 12 Haziran 1985), a woman did belly dance at hospital corridors after stabbing her boyfriend (Hem vurdu hem oynadı, Milliyet, 15 June 1985), a man killed his wife because of doing the dishes (Kılıbıktı katil oldu, Milliyet, 6 June 1985), a woman who divorced her husband because he works in brothel (Genelevde çalışan kocasını boşadı, Sabah, 14 Haziran 1985), could be featured.

The celebrities such as Ahu Tuğba, Banu Alkan, Burçin Orhon, Serpil Çakmaklı made popular via both their bodies and false stories produced at desk. For example, in Sabah, getting married to famous actor Kenan Kalav, Ahu Tuğba said that 'If I don't like him I'll divorce him' (12 June 1985), in another news Kenan Kalav gave a pornographic message as 'I am a full man and Ahu also has witnessed it' (24 June 1985). Well-liked by the Turkish public, Emel Sayın appeared in news because of her relation with an American, David Younes. Actually, tabloid journalism consists of news on private lives and private lives of celebrities arouse curiosity. However sexuality and slang is salient in matters about the news on private lives in the 1980s. In addition to this it is clearly seen from the news that the celebrities desire to expose their private lives. 'Outpouring' period, according to Gürbilek, the 1980s corresponded to plenitude of 'volunteer tellers' as Gürbilek, also, defined it (Gürbilek, 2011:23). As seen in news celebrities also volunteered to talk about problems about their lives to journalists. For example, in Sabah, an interview named 'I do not enjoy anything at all', Bülent Ersoy shared her unhappiness with Mehmet Şehirli, a reporter from Sabah. (11 June 1985)

Another private life representation on this period is about politicians and their families. At this point, prime minister of given period, Turgut Özal and his family was the most notable one. For example, photos showing Semra Özal kissing Turgut Özal's hand and related other news, and celebration of 31st anniversary of Özal couple, appeared in studied 3 newspapers. A photo used in anniversary celebration news the Prime Minister Özal was shown as taking photo of her wife Semra. In another photo used at the same news with 'celebrate privately' highlight, the couple is shown while eating anniversary cake (2 June 1985). In Milliyet the Özals gave 'we have never been unhappy' message about their marriage (2 June 1985).

In the studied period, often seen are a lot of news about politicians' summer holidays. Photos, used in news about on the subjects, showing Özal swimming in the sea and talking to journalists in shorts at the beach, were important for reflections of changing common political figures appeared in press up till that time. In Günaydın on right upper corner, news titled 'Press meeting at the beach with the bodyguards' (20 June 1985), in Sabah, notes on Özal's summer holiday section news titled, 'Özal came, tourists dressed' (23 June 1985) and many other were example for this subject. Not only Prime Minister Özal and his family but also President Kenan Evren and, opposition party, SODEP, leader Erdal İnönü were the subject of this kind of news. For example, Evren while having holiday with his granddaughter Elif Can, there appeared, in Sabah, a news titled 'Granddaughter Elif Can is the best friend of Evren at holiday' (23 June 1985), in Günaydın news titled "Evren's Favorite" (18 June 1985), and in Milliyet news titled "Evren opens sea season" (18 June 1985). While diving into the sea Erdal İnönü became a subject of news titled 'Erdal İnönü feet first dived as his father' (Sabah, 24 June 1985).

Being a Prime Minister wife's Semra Özal frequently featured in tabloid news. Health problems, entertainment life, relation with celebrities of her reflected to newspaper pages. For example, news titled 'Advices from Türkan Şoray to Mrs.Özal' (Günaydın, 20 June 1985), did

Türkan Şoray, famous cinema actress, offer doctors name in Sweden to neck injured Mrs. Özal after traffic accident. In Milliyet, the same news featured in with title 'I'm touched by evil eye' (13 June 1985). In Günaydın, Semra Özal, often appeared in newspapers, compared with other leaders' wives. In the news was written for Semra Özal 'do not step off the dais' while for Sevil Calp, wife of Populist Party leader Necdet Calp, was written "Do not step on dais', as for Sevinç İnönü, wife of Erdal İnönü was written 'Do step on dais at the end' (Günaydın, 11 June 1985). It is perceived as virtue to be featured in the press for leader wives. Not only Mrs. Özal but also the another family member Efe Özal, little son of Prime Minister Özal, often appeared with playboy highlights. Shown up entertainment centers in holiday places, at beaches, at fashion shows, at beauty contests, Efe Özal, give out messages about his private life in the newspapers such as "I'm expert in beauties" (Sabah, 28 June 1985), "Early for marriage" (Günaydın, 26 June 1985) and "I will be a merchant not a politician" (Günaydın, 26 June 1985).

5.2. Sexuality

Defining the social states pertained to the period as 'return of the suppressed' and 'verbal explosion', Gürbilek (2011:14-15) said that,

'the 1980s was a period when liberties confined at the utmost but, maybe first time, the people felt themselves so much free; took pleasure from freeness being out of institutions, freedom of consumption and submitting themselves to this world. The area called sexuality, for the first time, turned into a field so much spoken, provoked and closely surrounded.'

When looked into the news in studied period, being at the forefront from politics to sports, sexuality intensified contents are conformed to Gürbilek's findings.

Emphasize of sexuality in contents and photographs are dominated in Sabah, which claimed to appeal to vast audience from all layers of the society. In the Sabah, every day on the seventh page adjacent to the health, culture-art and science news there featured in nude women photographs titled as 'Middle Page Beauty' and stories, which realized to be the false news. In all Studied 3 newspapers sexually intensified stories and photos about celebrities were often used. The news about love affairs, rivalry, squabble and effort for being in the news of woman celebrities shown as topless or in bikinis at the beaches presented narratively. For example, in Sabah used with three photographs, news, titled 'Ahu Tuğba got crossed with Banu Alkan because of Cucumber' (Sabah, 23 June 1985), narrated their relationship with a fictional story. At the same day in Milliyet, there was another news about the same women told that both made peace on an issue coming from the past. The title of this news is 'Forced Friendship' (23 June 1985) and it is clearly seen that the title and the content is not compatible. While title means that both celebrity get together compulsorily to pose, in the content Tuğba and Alkan criticized conflicts among woman celebrities for no reason at all and gave friendship messages. In Günaydın news about so called rivalry between famous actresses Banu Alkan and Burçin Orhon, posed in bikini, appeared with a title 'Banu or Burçin' (15 June 1985). At the same newspaper effort of popular women in the period for being in the news as nude presented cynically. A news titled 'They find an easy way' (Günaydın, 12 June 1985) on Serpil Çakmaklı, Burçin Orhon, Ahu Tuğba and Banu Alkan, by saying 'They, both have a holiday and earn money, and also not spend a penny. Meanwhile they used every opportunity to reach the fame with nudity.' degenerated relationship between journalists and celebrities is put forth. News about blessing skin-deep beauty come also with emphasize of sexuality. A news about Hülya Avşar, a popular actress in that period, title 'I claim that there is no other one as beautiful as me' (Sabah 3 June 1985), and a news about Banu Alkan with pose in bikini titled 'Men adore woman like me'' (Sabah, 10 June 1985) are example to these kind of news. These kind of news

which blended sexuality with slang discourse, are shaped according to intellectual notion of the journalists in that period. (Mora, 2008:14).

There is still emphasized sexuality when the common people featured in the news. The news in this context has characteristics of tabloidization of violence, cynically blessing of honor and virginity and idealizing Turkish men as a masculinity symbol. In addition, these types of news are thought to be imaginary news produced over photographs. Although the news at this period is mostly about exposure of body, emphasized sexuality, ironic news emphasizing honor and virginity of the common women put forth. Via some expressions such as, ‘Returned his deflowered wife to her father by beating’ (5 June 1985), ‘Give a kick against young boy who pinched his daughter’ (15 June 1985) patriarchal values tabloidized-ly represented in the news. So-called sensibility about virginity and honor of woman actors of such news is narrated with their own expressions. In Sabah at the first page, ‘tearing off nose of her fiancée who wanted to get laid with her before wedding, the offender, Semra, in the news titled ‘Tear off nose of her fiancé’ (9 June 1985), gives a message that she saves her honor with expression ‘if not teared off he would spoiled me’. At the same newspaper at another news titled ‘killed his friend who told him ‘let me teach to you how to make a child’’ (16 June 1985) the murder, by a man who couldn’t have a child for a long time, half cynically and half seriously, narrated by implicitly evoking how important the honor in masculine area.

5.3. Blessing of Achievement, Wealth and Rapidly Climbing up the Social Ladder

The most important reflections of capitalism-empowered policies in social structure in the 1980s in Turkey are to bless money and power. (Kozanoğlu,2004:96). While appearance of fancy and expensive venues, using luxury and branded goods, driving imported cars, having a comfortable house are the sign of high statue, it is commented that consumption is the byproduct of modernization and urbanite. The mass media have a big role put in circulation and infusing of the risen values. Via photographs, felicity of wealth is flamboyantly presented, envy of readers are induced towards life style of high income groups, in another words, hope of moving up to the social ladder is cherished (Oktay, 1987: 99).

Since second half of the 1980s some companies in advertising sector, by means of get into a partnership with some American companies, caused to convey Western taste and life styles to Turkish society via advertisements (Bali, 2004:340). Via advertisements in which consumption is shown as a way of sense of belonging and gaining statue rather than requirements, it is created to reach out unpossessed lives (Meral, 2008: 186).

Wealth became social criteria pursuant to dominant ideology, which presents richness as a virtue, promotes consumption and is Americanized. On the other hand, due to high inflation and economic growth based on loans, while middle and upper class income increased, lower class income lost significantly and thus big gaps were formed within social structure. Contents, which reflected entertainment and life styles, and culture-art activities of upper class, reinforced differences among classes were taken place in the studied newspapers. For example in Günaydın at 6th page every day in the corner titled ‘Who, where, doing what’, news about social activities, entertainment styles, culture-art events and relationships of prominent names of society used wording which emphasizes richness and luxury life. In Sabah, in the studied period an article series named ‘Professionals’ were published. In this series, achievement stories of managers and bosses of sturdy establishments were narrated, and tips about climbing up social ladder, earning money and having a high statue were given. These series have titles such as ‘moving from internship to general manager-ship in 31 years’, (10 June 1985), ‘A man who does not see his job cannot be successful’ (12 June 1985), ‘High school student who worked in forest infirmary is now general manager of Şişecam (16 June 1985), ‘I do my best even if I’m

a waiter' (17 June 1985). In Günaydın the news titled, 'From hawking to being a millionaire' (30 June 1985) how a hawker became a wealthy constructor is narrated encouragingly. In the news while the holiday village built by Haydar Ersoy, once a hawker now contractor, was opened by President Kenan Evren, both men were shown together in the photograph.

6. Result

The 1980s' social structure in Turkey along with the media changed significantly. In this period transformation from press to media was realized, and journalism insight and language of news were changed radically. In this period media, which circulated, infused and reinforced the new values, placed tabloid journalism into the politic, economic, diplomatic and crime news, which is thought to be more serious. An immense portion of tabloidization in news contents comprise of using lots of photographs, exposure of body, sexuality, exposure of private life, imaginary stories produced at desk. Furthermore, conforming to economic policies contents consist of values such as achievement, wealth and climbing up social ladder were promoted. Although roots of tabloid journalism belong to that era, narration style, journalism practices of the 80s had a unique character. This can be explained with policies restraining the politics arena and profit motive caused by change in capital structures.

The studied newspapers have differences among themselves. Next to Sabah, which was in line with period's character, Milliyet has a more serious language. Günaydın stands in between them, but in more close to the period's tabloid insight. News used by Sabah is thought to be more sensational and based on imaginary stories. In addition, Sabah uses more sexuality-inferred photographs than the others.

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8. Newspaper

Günaydın - 1st of June 1985 - 1st of July 1985

Milliyet - 1st of June 1985 - 1st of July 1985

Sabah - 1st of June 1985 - 1st of July 1985

¹ For example after assassination of professional journalist Abdi İpekçi who make Milliyet a very prominent newspaper in Turkish Press, in February 1979, The newspaper was sold to Aydın Doğan who were out of media sector. Purchasing Milliyet by Aydın Doğan was seen as a breaking point of journalist boss tradition in Turkish Press and a transformation of press into media (Adaklı, 2006:131). Actually an out-of-media entrepreneur having a newspaper was not a new phenomenon, Aydın Doğan, with his economic power, stands distinguished placed as Pioneer of conglomeration in Turkish media.

¹ Inspired by American press, the promotion coupons were being collected by readers and being used at some shopping center (Barutçu 2004:162).

From Reality to Dreams Through Online Games in the Postmodern World: Ben X

Aysel Yildiz

1.Introduction

21st century is an age of information, age of technology and age of the Internet... These expressions can be multiplied. We live in two different worlds in this age; virtual and real world. So then, which one of them do we belong to? Who are we? Who am I?

Postmodernism is a concept that many discussions are made about; its description and coverage area contain complicated and philosophical meanings; expresses uncertainties in many times. Phenomena like digital games, has always been significant tools in explaining the concept of postmodernism concept. Postmodern theorists base their numerous analyses about social life upon rapid developments in the Internet and information technologies which are claimed as transformers of space and time perceptions of humankind.

Today, the Internet has become a new living space where people spent most of their time. In this area, individuals from different groups come together and create a new living space and a new community. By this way they transform this place into a physical world. In this created new world, words take the voice's place and images take the view's place. By the help of new technologies, users have unlimited opportunities to express themselves. A user can misrepresent his/her sex, race, religion or view, if s/he wants. The individual who creates a virtual identity for himself/herself does not only escape from his/her real world, but also start a new life.

For some individuals, this created virtual environment is taking the real world's place day by day. One of the most significant reasons can be expressed that individuals who cannot express themselves or have difficulty in communication in the real world or have physical or mental differences from others feel themselves more comfortable in this kind of environments. Anyone can make fun of his/her race, sex or physical appearance because what others know is composed of what s/he wants others to know. His/her created virtual identity may not have any trace of his/her real identity. This situation provides advantages for some groups and one of them is individuals with autism.

Autism which is generally described as a "communication disorder" is seen early part of the life and continues for a lifetime can be described as a neuropsychiatric disorder which is characterized by delaying and deviation of social relations, communication, behavioural and intellectual development (Türkmen, Kalpaklı & Sevinç, 2015:382).

Digital culture which has been important and indispensable in daily life since the last quarter of the 20st century makes space for itself in the culture system. Digital games which has a serious part of this space have created a virtual space by interacting with the society allies with socialization and globalization. These games provide an opportunity for individuals to create a virtual world independently from daily life (Ercan, 2016:376). Digital games which are significant in the Internet world provide an opportunity for gamers to experience an alternative world similarly with the real one by creating an ideal and alternative world. They can have a view whatever they want thanks to the avatars that they created in the game; they also express themselves more freely by the help of virtual bodies that they formed.

2. Method

The inspiration source of Nic Balthazar for his film named as Ben X (Ben Bir Hiçim, 2007) is a real-life story. The film tells the story of a young individual with autism who experienced a bad situation; what he did against this situation and his relations with his family and

environment. The character named Ben in the film is a young individual with autism and for this reason, he has some difficulties in communication and he is excluded from school environment. The film provides to see some experienced situations from the eyes of a young individual with autism such as prejudices, lack of communication, loneliness, exclusion, derision, sickness, reality and fiction, me and the other one. Director alternates between the real world and digital games for this purpose. In the case of Ben X film, this study aims at revealing how created identities in online environment influence their identities in real life. In this study as a sociological reading of the film, it is endeavoured not only looking at concepts like technology, digital games, virtual world and real world, identity from cinema context; but also revealing status of people who are excluded from the society from their eyes. In sociological film reading, films are criticized as a social art and culture product. This critical approach emphasizes the examination of the social conditions of the period in which the film was handled or in its content, rather than examining an artist in terms of subjective expression or aesthetics. Within the scope of the sociological approach to films are topics such as how social values are reflected and embodied in films, the effects of films on social values, the power to change or strengthen these values, and the changes in the social attitudes and behavior patterns of films. At the basis of sociological criticism, films are evaluated around axes such as class, race, gender or nation (Özden, 2004:153-154).

3. The Game, Digital Games and Identification

The word of the game is derived from Latin “ludos”. Ludology is a social and cultural study field which analyses the game. While the game is a field of interest of various disciplines from anthropology to psychology and from pedagogy to communication sciences, Ludology is generally the name of discipline which analyses the digital game and characterizes the study field of the game (Binark et. al., 2009: 25).

Johan Huizinga describes the game in his study named as *Homo Ludens: A Study of the Play-Element in Culture* as “The game is a conscious act or action of consent with an intention per se; in accordance with obligatory rules, realized within the boundaries of a certain period and space, accompanied by the consciousness of “being different” from the “daily routine” through a sense of tension and joy”(2006:50).

Mathew Wolf-Meyer and Davin Heckman express that the game is not only a game and it is also something more than a game. According to them, “the game starts to become a basic metaphor in representation of the society and the game is a way of socialization, subjection and looking”. Even the life is a game, the game is life. Games help gamers to organize their lives, understand society, conceptualize their roles to produce subjections” (in Akbulut, 2009:40). Although the concept of the game covers digital games, digital games should also be handled with different characteristics.

It is possible to see digital games in new media and its varieties that covers various and all kinds of Atari games, PC games, console games, mobile games which have started to be conceptualized from mid 2000s in Turkey. In one hand new media individualize the user, but on the other hand they socialize the users in a new form (Binark & Bayraktutan-Sütcü, 2008:43). According to Bakardjieva, this socialization way which is evaluated as “immobile socialization” explains things that young individuals develop in virtual space; or how they reposition themselves in everyday life via social networks that they carry on virtual space; and why and how they invest in reconstruction of their social capital in virtual space (Binark & Bayraktutan-Sütcü, 2009:276).

New communication technologies provide individuals not only existence digitally, but also redesign their biographies, identities, and personalities by visual and textual performances –with a Goffmanian expression- (Morva, 2014:232). Performances are presentations of

identities or personalities. Individuals as social actors aim at creating a “desirable” impression about themselves by the help of these presentations. During social interaction, individuals need to present themselves as individuals who have specific interests, specializations, perfectly moral values, etc. Although as human beings, we have a constant interest in how we present ourselves to others, we often tend not to be seen in forms that are inadequate, immoral, incompatible or socially undesirable (op. cit. 2014:237). In other words, individuals are in tendency to be approved by others by presenting themselves as successful, beautiful, perfect, and desirable. It can be said that, our performances are presentations of our personalities and require the existence of others. We can transform ourselves into an individual who is desired to be by showing different performances when we present our personalities to others. Timisi expresses this situation that;

In the real world, every situation, attitude or idea that an individual cannot express, abstain from exposing in his/her daily life is delivered through facilities of the computer keyboard. When the world turns into a computer screen, it is impossible to talk about a distinction between the private and public space. Everything is secret or nothing is hidden within the flow of self-information established by the voluntary submission of the individual. Everything can be seen or nothing is invisible. Invented or denominated identities are isolated (but in simultaneous connection with others), are motionless (and at the same time they can reach where they want within the computer environment) and are solitary (also together with millions of people). The subject manifests itself within the boundaries of the language. The body is no longer representative of what is visible. The body is the language you set up. Gender, race, colour is built within the boundaries of language (2005: 97).

The games which are played commonly in the Internet and called as “online games” are seen as they are designed for satisfaction of this need in virtual environments. Individuals may get involved in “online games” which many people can play in group or individually by being a member (Tuğran, 2016:10). They may either become a character which is particular to the game and/or completely designed by the gamer or play with their own characteristics. The gamers do not have any earning when they start to the game. They gain status progressively and create a reputable position for accepting themselves in virtual games (Güneş, 2016:370). In this created virtual world, they look for something that they cannot find in the real world, they do something that they cannot do in real world, and make their dreams come true.

Individual who desires to construct his/her habitus in the digital game world is obliged to build “virtual career” (Binark, 2007:29-30). For this reason, individuals who are part of digital games work continuously and they spend their working hours for the games like in the real world. Because of this, the gamer who spends long hours on the game devotes himself/herself to the game. Although joining into the digital games hinges upon the gamer’s free will, there are some limitations about leaving the game whenever the gamer wants. The reason of this can be expressed that taking place in these games requires to obey some rules and paying attention on the time and duration of the game. Briefly, individuals have to take the game seriously.

Gamers try to exist in the created virtual world by warring with their competitors and overcoming the obstacles by the help of creative power of the imaginary in digital games. Individuals in digital games take pleasure and enjoy the comfort of being someone else. In this way, both traditional and digital games provide identification opportunity for gamers. In the games, individuals can do something that they could not do in real life by their new identities. Individuals experience a different identity virtually in digital games (Akbulut, 2009:75-76). Virtual world increases its popularity because of not only being a place where the things which cannot be done in the real world can be done, but also being a homeland for homeless people of today (Çavuş, 2016:664).

In online games which provides an opportunity to have a control on the life, individuals express their digital images with their own perceptions and try to realize their purposes about the life by the help of their avatars in created hyper-reality by themselves. Dr. Beth Harris who is a faculty member in the Art History Department of Fashion Institute of Technology states

about Max Newbold as the avatar of Second Life that “It represents me ideally and at the same time it contains deep realities about me”. It has the best dresses. It is brave. It is beautiful. I created it. It is both me and not me”. By this way, she touches upon similarities and relations between her and her avatar (Güngör, 2012:16).

Nevertheless, real world is always stronger than the virtual one and this is an obligation. The reason of this situation that real world has primary world qualification. Any pressure in the real world forces the virtual world to be divided. The world where we live is the epitome of reality so virtual reality may be the fad. What we experience today is blurring the borders between two worlds (Doğu, 2009:272).

4. Online Games and Virtual Communities

“If digital games are evaluated on postmodernism context, they should be accepted as a revolutionist influence. This may be a technological revolution which leads to striking changes in our ways of thinking. High level interaction, “replacement”, virtual reality always constitutes the content of digital games. On the other hand, they are information storage tools which transform the knowledge into a valuable meta. These technologies should also be evaluated as a “dream” device which controls and organizes the market system. It is an important theme which develops a different kind of reality understanding on individuals. These technological toys are “captors” by their binding feature; they adapt themselves continuously; they are beyond modernism, robotized and soulless or they develop new soul” (Bati, 2011:3). In digital game platforms, a great variety of individuals come together and share an experience.

Relation with virtual reality leads to suspend real and physical identity. By this way, individuals move in virtual reality world by the help of the Internet and can realize their fantasies easily. There are no other bodies which limit or restrict to dreams and actions. For this reason, virtual reality is to be promised alternative and ideal next world digitally. One of the most significant functions of virtual communities is to relieve loneliness emotion of individuals which can be expressed as the biggest punishment for individuals. (<https://erkanpersembe.wordpress.com/2012/07/03/enformasyon-toplumunda-cemaatler-sanal-mi-gercek-mi/>).

Benedict Anderson uses the concept of “imagined community” to describe the nation and describes it as a community which is unified or connected with a given geography by real or envisioned markers like history, language, traditions, habits. In cyberspace of the Internet, geospatial formation which supports national cultural arguments of nation-states is disappeared while, smaller electronic communities start to take nation-state’s values. Small groups named as “Virtual Community” are seen as post-modern tribes which emerge in the network in order to shape personal relations networks in cyberspace (Dolgun, 2004). Rheingold uses the concept of virtual communities to express user communities which do not have an opportunity to communicate face-to-face and share their ideas and opinions via bulletin board systems or similar digital networks (Haberli, 2012:123). In virtual environments, individuals may create new identities freely by moving away from social pressures. It is observed that introvert and dissocial individuals in the real world usually exhibit totally opposite behaviours in these environments. Thus, they experience many emotions which are desired and by this way they are relieved.

After a while, gamers can be insensible of what is the real and what is the virtual in online games. According to them, the game is a visual, audial and tactual reality offered via computer instead of any virtual reality. At first online games are in the instrument position, but then the epitome of online games turns into an experience.

5. Ben 'X'

"Every end is a new beginning."

Ben as a character of Ben X film is a young individual with Asperger Syndrome. He lives with his mother and brother and he is excluded from his friends from his school continuously. Asperger Syndrome is a kind of Autism disease which continues for a lifetime; damages on social interaction and communication; and leads to limited and repetitive behaviours. Ben's disease could not be diagnosed in his childhood so he was exposed to repetitive tests. The doctor who diagnosed the disease states that: *"Let you think a computer which is differently adjusted. They see everything. They see all branches very clearly. However, they cannot see them as a tree. We can say that: they cannot see trees because of branches"*. This situation may be exemplified with the breakfast scene. Ben and his mother make breakfast and his mother talks. Ben sees his mother's face in parts like eyes, lips instead of as a whole. Namely, he cannot see the tree because of branches. The main character of the film has not any mental problem, even, he is more intelligent and successful than other students in the class. Ben cannot communicate, cannot express himself, cannot think complicatedly and cannot say lie. Briefly, he cannot be like others.

Ben who cannot be like others in the real world plays a video game named as Archlord. Ben states *".. I always play the game every morning from 5:45 to 6:33. I am in a sufficient level... this is quite high; this means in the world that we are powerful and hundreds of thousands of people respect to me..."* The name of Ben's character (avatar) in the game is Ben X (I am nothing). It is possible to trace ego, alter ego and belonging designs of people in discursive practices and performances of created avatars in the virtual game world.

Although different identity fictions are made in digital game world, in specific cases social and cultural baggage which was moved in virtual space is opened and given and naturally accepted elements are used. Identity which was created in the virtual world and performed in digital game world is an extension of the individual's "persona", in the last instance (Binark & Bayraktutan-Sütcü, 2008:57). Ben who has a very good level (80th level) in the game moves "his persona" (see himself as nothing) into the virtual world by giving the name to his avatar.

The game named as Archlord is an imagined place for Ben that he can escape, hide, feel himself as normal and good. Ben is a completely different individual in this place. He is a prince, very successful prince, and chevalier of princess Scarlite. Ben: *"You can be whoever or whatever you want to be, in the games. But here, you can be only one person: the fool you see in the mirror."*

Ben who is excluded and subject of fun in the real world transforms into Ben X who has a completely opposite identity. In the virtual environment, individuals choose an identity properly with the current virtual environment and behave in this manner. Also, individuals may perceive themselves from the eyes of another individual and characteristics of the current environment. This is easier with the avatars which are used in the virtual environment. For this reason, virtual environment provides an opportunity for individuals to have the identity of whatever they want to be easily. Characteristics of the avatar influence on individuals and individuals exhibit characteristics of their avatars (Tanhan & Alav, 2015:8). It is possible to observe this situation in the film. At the beginning, Ben is very successful in the game, despite the fact that he does not have good relations with his environment. In last scenes of the film Ben starts to exhibit characteristics of the avatar in death game that he plays in real life. Another example for the situation mentioned above is Scarlite's sentence: *"Do not forget that a princess may be a man in real life"*. In digital games or virtual world, individuals can create new identities for themselves which enable to have character, sex or image whatever they want.

5.1. The Last Game

Is death a beginning or an end?

Ben who is continuously excluded from his environment and charged with being different from them states that “they want me to feel free, but they never leave me in peace” and decides to play a last game against them. The name of this game is “death game”. He shares this thought with Scarlite who is the one that he can talk with. According to Scarlite, he should get help from his family. Scarlite says that “*let you create a unit like Archlord, some duties are too great for two individual*”. Thereon, family members come together and plan the game like coming together of players in the game world. In this situation, it is possible to see the concept of virtual community which is intrinsic to the virtual space.

Castronova entitles game spaces which are designed in the manner for providing space for many people as “synthetic worlds”. Game places of the imagery which is called by Castronova as “synthetic worlds” become important homeowners in ordinary human relations. These places are not “real” in terms of technology and design. However, these places can be felt as real as the user can get into them though hours, weeks, months like a parallel existence. In these places something more than playing the game-conflict, management, trade, friendship, love- occurs (in Telci, 2013:774). Ben is in love with Scarlite in this place. In the game environment, there is nothing which can reveal his real identity, characteristics, or disease. Ben has an opportunity to hide his difference in this place and he communicates with others via only computer. For this reason, he feels himself more comfortable. In the game, he is not the other one, he is on us. Goffman uses downstage and backstage concepts to emphasize created “me” for others to see in downstage while individuals can hide unknown and private one in backstage. In this situation, the concepts of backstage and downstage create hybridized life style by melting in the same pot.

“Status of phantasm which reality and dream became ambiguous” is seen in digital games (Bati, 2011:15). It is not surprising that constructed dreams within reality are expanded increasingly and have various influences. This situation is seen repetitively during the film. The character named Ben alternates between the real world and the game (dream) world continuously. The character alternates between the fantastic world which is created by the game and fantastic world which is created by autism. Even sometimes, viewers cannot realize whether happenings are real or dream.

“To die before quitting the game or quit the game before dying”

Within the scope of death game, Ben prepares a video which states he commits suicide because of individuals from his environment. Ben comes from nowhere in his funeral ceremony and by this way he reflects his identity that he creates in virtual space by exhibiting characteristics of his avatar in the game. It can be said that Ben realizes his dreams by the help of the game named Archlord.

6. Conclusion

The Internet and digital games create a new living space for individuals. In his new world, a great variety of people come together and take joint actions for a common goal. These games which enchant individuals from different parts of the society economically and culturally have become a part of everyday life. Digital game worlds are virtual community places where people not only entertain, have a good time, but also have new emotions and experiences, meet new people, express their ideas.

Digital games which have great importance in virtual space provide ideal and creative opportunities for their users. There is no limit for the imagination in this place. Sex, race, geography, age, money, physical appearance is not matter. The gamer becomes an individual

whatever s/he desires or dreams. For this reason, digital world provides an opportunity for users to experience a new identity virtually. They say whatever they cannot say in their everyday lives, they behave in a manner that they cannot do in the real world. In Ben X film, the character named as Ben who is with Autism has difficulties in communication with others. He is emphasized continuously as different from others by individuals in his environment. In the game named as Archlord, he creates a virtual identity for himself that anyone knows his real identity. Although he exhibits totally opposite characteristics with the real life by the help of created virtual identity, Ben moves his persona into virtual space by his avatar name in the game.

Briefly, this study lays emphasis on why and how new identities are created in online games by way of Ben X film. These spaces are places of escaping, hiding and recreation especially for excluded ones from the society.

7. References

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Instagram Advertising: Ad Avoidance Behaviors of Youth

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1. Introduction

Firms must be, where their target audiences are. Newspapers, radio and television were the dominant vehicles for advertisers for a long time. But new developments in technology, especially the development of internet changed the media landscape. Print media, including posters provided visual dimension, while radio added audio, and television enabled moving images to be heard and seen. Internet combined all these aspects and added interactivity. The first web site began its digital life in 1991. However, it was the development of social media that helped internet reach its full potential since they allowed a new environment of conversation-based marketing communication. Social media, as a digital touchpoint, created opportunities for nearly instantaneous customer connections. It can increase a brand's web presence and aid in managing its online image (Moriarty, Mitchell, & Wells, 2012). Social media can be defined as a way of interaction among people with the aim of creating and sharing information and ideas on virtual networks. Social media differs from traditional media in immediacy, permanence, cost, quality, frequency, and reach (Katona & Sarvary, 2014).

According to Ernst (2005), social media success for brands depends on 5 C's:

- **Content:** Brands should create content that informs people, urges people to learn more, and that people interacts with.
- **Capturing:** Members of your social media community will see and interact with a really small part of your content. Brands must try to capture the attention of their target audience on the social media sites and direct them to a place that the brand has better control over. In order to direct prospects to a place that the brand own (brands own online community, web site, e-mail etc), brands should help people to reach more of its content and interact with them.
- **Conversion:** Brand advocates may help to create a thriving virtual community, but there is still place for paid media. In this case, brands aim must be on converting prospects to customers. Advertising must focus on getting the message across and leading to clicks.
- **Conversation:** People want to be engaged by brands. They want to interact with brands in the same way that they interact with celebrities. If their favorite brand replies to them, they momentarily feel special. Brands should stop treating social media as a one-way communication vehicle and focus on dialog.
- **Community:** A brand should help its fans become a community, so that these fans can share their experiences, ideas and passion. This makes people feel special, included and not alone.

There are a lot of social media sites, some never caught on, some became popular and quickly faded out of attention as better alternatives emerged. Brands should keep up with the new technologies and emerging new sites, and know how to use them in the best way (Moriarty, et al, 2012). Instagram is one of the popular sites for a long time (Ratcliff, 2016) and the present study focuses on it.

2. Instagram

Instagram is a free to use social network which focuses on taking and sharing photos via a mobile application. Users can apply filters on their photos in order to create various effects. Photos sent by a user resides in his or her photo feed. New photos are listed on top, in a reverse

chronological order. Users can tag people and places, add comments under their photos. These comments may include mentions. These help in categorizing the content (Hellberg, 2015).

Instagram is focused on sharing photos. What differentiates it from other photography oriented sites is its mobile-first approach. It is necessary to use a mobile phone to be able to create an Instagram account and upload photos. Instagram users can create a profile for themselves, upload an avatar, write a short “bio”, and share one link to their web site. Instagram users may create public or private profiles. “Following” a user means subscribing to that user’s photos. Instagram users may comment on or “Like” other users’ posts. Instagram also has a feature that allows users to send a direct message to specific users. Posts were limited to square photos at first, but today Instagram users can upload photos in other aspect ratios and videos that are limited in running time.

Tags or hashtags allow users to categorize posts. It also allows user who are browsing through the network to be able to easily find photos that interests them. If a user clicks on a hashtag, Instagram lists popular and newest posts bearing that hashtag. This not only allows users to access all posts on a topic, but also lets people to find like-minded users and form communities around the tags. Popular, trending hashtags can be used by brands to send timely posts (King, 2015).

Having 400 million monthly active users, Instagram is even more popular than Twitter today (Swant, 2015). Every day, 80 million photos are uploaded to the social network; and 75% of the Instagram users are outside the U.S.A (Instagram, 2015). Instagram is the complementary, number two site for any social media site user (Intelligence Report, 2015).

According to We Are Social’s 2014 social media usage report, internet penetration in Turkey is 43% with 96% PC share of web traffic, 4% mobile share of web traffic. Social media usage is 47% and mobile social media usage is 34%. There are 35.4 Million internet users who are spending 4 hours and 37 minutes on the web. Most popular sites in Turkey are Facebook (94%), Twitter (72%), Google Plus (75%), Instagram (74%) and LinkedIn (74%) (Kemp, 2014).

Although Facebook spent one billion US dollars to acquire Instagram, today it is estimated that Instagram’s value is 35 times more than what Facebook have paid. The youth that are leaving Facebook are flocking to Instagram. That leads to brands ramping up their efforts on Instagram, and enjoying 100% organic reach it provides. Facebook’s changes on news feed algorithm is also a contributing factor of brands Instagram preference. Brands are moving away from the race of gaining new followers to testing optimizing their content on Instagram (Intelligence Report, 2015).

A study by Sabuncuoğlu and Gülay (2016) examined the attitudes of young Instagram users. It has been revealed that informativeness is an important factor on attitudes toward Instagram advertising. As the informativeness increase, attitudes are affected positively. In addition to this, similar relationship was found between entertainment factor and attitudes; as the entertainment value increase, positive attitudes increase. On the other hand, as the participants of the study was disturbed, attitudes were affected negatively. It is also found that there is a direct relationship between attitudes toward Instagram advertising and their trust levels.

3. Brands Use of Instagram

Brands may reach their target audience on Instagram in 3 ways. The first and most popular way is to create an account. Brands can create accounts on social media sites without facing any fees, as any normal user of the site can. It is important for brands to be where their target audience are and social media sites present an opportunity in this respect. A brand with an Instagram account can create posts about their products and services. By this way, they can inform their followers about new developments and they may even grab the attention of

potential customers. In addition, the followers of the brand may form a community or feel like they are part of a community.

It should also be noted that social media, especially sites with social networking features, provide a means of two-way communication. Brands can gather feedback, get customers involved in product and service development process or solve complaints on social media.

Among the first things that brands need to do is to share posts that are suitable for the nature of Instagram. Brands should avoid “broadcasting” a monologue and focus on dialogue. Brands that have profiles on Instagram can also sell their products via Instagram. Especially SME’s and one-person shops which are working in the textile, accessory and decoration sectors are conducting sales via Instagram in Turkey.

Instagram is not limited to the sellers of tangible products. Companies like General Electric may share inspiring photos; destination brands like Michigan may share outstanding nature photos; education brands like Dictionary.com may share learning oriented photos on Instagram (Cheney, 2015).

Another way to reach Instagram users is advertising. Brands may advertise on Instagram by “Sponsored” posts. Sponsored posts was helping brands come into attention of users that are not following them (King, 2015). Instagram was testing advertising on its platform with limited number of brands until they started allowing any brand to advertise on 2015 (Swant, 2015).

However, Instagram users were already accustomed to advertising on the platform, long before official advertising has begun: The third way of reaching Instagram users is to make advertisement deals with popular users. Most popular accounts on Instagram belong to celebrities and thematic profiles. Brands may make deals with these account holders to get their products or services advertised. This may be in the form of a mention of the brand name, a “product placement”, or an advertising post. The present study focuses on this type of advertising oriented posts on Instagram.

4. Method

A 52-item questionnaire form was developed. All data were collected between 21 March 2016 and 26 March 2016 from the students of Selcuk University, Faculty of Communication. The questionnaire form was distributed to 250 students. Of the forms that were completed, 18 were unusable. Participants were also screened for Instagram usage. 87,5% (N=203) of respondents indicated that they do have an Instagram account. 12,5% (N=29) the participants stated that they do not have an active account. Our final sample consists of 203 Instagram users. 39,2% (N=91) of the participants were female and 58,2 (N=135) were male. The participants are aged between 18 and 27.

4.1. Measures

Several established scales were adapted to measure the variables. Ad avoidance scale which consists of three parts, cognitive, affective and behavioral ad avoidance, consists of 8 items in total. It is a five-point Likert scale (1=Completely Disagree, 5=Completely agree) and it was adapted from Cho & Cheon (2004).

Cognitive ad avoidance, which includes statements such as “I ignore the ads that Instagram users share on their own feed.”, “I don’t put my eyes on the ads that Instagram users share on their own feed.” and “I don’t click on the links that are provided for reaching more information, even if the ad draws my attention”. Affective ad avoidance consists of statements “I hate the ads that Instagram users share on their own feed”, “It would be better if there were no ads on Instagram”. Behavioral ad avoidance statements included “I scroll down the page to avoid the ads that Instagram users share on their own feed”, “I click on other posts to avoid the

ads that Instagram users share on their own feed” and “I stop following the users that share ads on their own feed”.

Perceived ad clutter: Perceived ad clutter was measured using a three-item Likert scale from Cho & Cheon (2004). Statements included “I think the amount of ads that users share on their own feed on Instagram is excessive”, “I think the amount of ads that users share on their own feed on Instagram is irritating” and “I think Instagram is exclusively an advertising medium”.

Trust in advertising: The measure of trust in advertising consists of a four-item Likert scale from Ad Trust scale which was translated to Turkish by Sabuncuğlu ve Gülay (2016). It includes statements such as, “The ads that Instagram users are sharing on their own feed are honest”, “The ads that Instagram users are sharing on their own feed are trustworthy”, “The ads that Instagram users are sharing on their own feed are believable”, “The ads that Instagram users are sharing on their own feed reflect the truth”.

We’ve also asked 15 questions to assess what actions respondents do take when they were presented with an advertisement on Instagram.

5. Findings

Most of the participants are using Instagram every day (91,1%). About one thirds (31%) of the participants state “curiosity” as a reason for creating an Instagram account. In addition, 25,1% of the participants stated that they created an account because Instagram was frequently featured on the media; while 23,6% counts their friends advices as the reason. The participants follower numbers range between 30 and 1500 with a median of 200.

We have asked about what types of ads they see on Instagram. The highest mean belongs to official “Sponsored” ads ($M=3,57$; $SD=1,02$), followed by the ads that users share on their own feed ($M=3,25$; $SD=1,18$) and the product endorsements by the users ($M=3,11$; $SD=1,21$).

Table 1. Ad avoidance scale results

Cognitive Ad Avoidance Items	M	SD
I ignore the ads that Instagram users share on their own feed.	3,47	1,18
I don’t put my eyes on the ads that Instagram users share on their own feed.	3,15	1,17
I don’t click on the links that are provided for reaching more information, even if the ad draws my attention.	3,55	1,31
Total	3,39	0,87
Affective Ad Avoidance Items	M	SD
I hate the ads that Instagram users share on their own feed.	2,91	1,28
It would be better if there were no ads on Instagram.	3,44	1,25
Total	3,17	1,10
Behavioral Ad Avoidance Items	M	SD
I scroll down the page to avoid the ads that Instagram users share on their own feed.	3,59	1,15
I click on other posts to avoid the ads that Instagram users share on their own feed.	3,15	1,16
I stop following the users that share ads on their own feed.	3,42	1,24
Total	3,38	0,90

The total mean score for cognitive ad avoidance variable is 3,39. the participants ignore the ads that are shared by users ($M=3,47$; $SD=1,18$). They also do not click on these ads even if the ads draw their attention ($M=3,55$; $SD=1,31$). Affective ad avoidance variable has a mean

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score of 3,17. Even if the participants believe that Instagram would be better without ads ($M=3,44$; $SD=1,25$), they are undecided about their level of hate against ads ($M=2,91$; $SD=1,28$). Behavioral ad avoidance variable has a mean score of 3.38. The participants scroll down to avoid ads on Instagram ($M=3,59$; $SD=1,15$). They also state that they stop following the users that share ads on their own feed ($M=3,42$; $SD=1,24$).

Table 2. Perceived ad clutter scale results

Item	M	SD
I think the amount of ads that users share on their own feed on Instagram is excessive.	3,78	1,01
I think the amount of ads that users share on their own feed on Instagram is irritating.	3,67	1,12
I think Instagram is exclusively an advertising medium.	2,63	1,16
Total	3,36	0,72

The perceived ad clutter variable has a mean score of 3,36. There is a high level of agreement among the participants about the excessive amount of ads ($M=3,78$; $SD=1,01$). The participants also find the amount of these ads irritating ($M=3,67$; $SD=1,12$). However, they do not believe that Instagram is exclusively an advertising medium ($M=2,63$; $SD=1,16$). It can be said that, since the participants do not see Instagram as an advertising medium, they do not want to encounter ads. Ads disrupt their photo browsing. This may be the reason they are ignoring or quickly scrolling down to avoid ads. Users who share ads on their feed take this into account to limit the number ads they share.

Table 3. Ad Trust scale results

Item	M	SD
The ads that Instagram users are sharing on their own feed are honest.	2,44	0,90
The ads that Instagram users are sharing on their own feed are trustworthy.	2,66	0,96
The ads that Instagram users are sharing on their own feed are believable.	2,57	1,02
The ads that Instagram users are sharing on their own feed reflect the truth.	2,47	0,85
Total	2,54	0,70

It can be said that the participants' trust for ads that are shared by the users of Instagram is ranging between medium to low. They do not believe that the ads reflect the truth ($M=2,47$; $SD=0,85$).

Table 5. T-Test results of different scales in terms of gender (F for female and M for Male)

Scale	G	M	SD	t	df	Sig
Cognitive ad avoidance	F	3,21	0,91	-2,471	194	0,01*
	M	3,52	0,83			
Affective ad avoidance	F	2,97	1,09	-2,453	194	0,01*
	M	3,36	1,08			
Behavioral ad avoidance	F	3,32	0,92	-0,951	194	0,34
	M	3,45	0,88			
Ad Clutter	F	3,37	0,73	-0,085	194	0,93
	M	3,38	0,71			
Ad Trust	F	2,53	0,68	-0,338	194	0,73
	M	2,56	0,72			

Mean differences among females and males reveals that males avoid ads more than females. There especially is a significant difference on the variables of cognitive ad avoidance ($t(194)=-2,471$; $p=0,01$) and affective ad avoidance ($t(194)=-2,453$; $p=0,01$).

We have also asked 15 questions on to determine what actions are undertaken by the participants when they encounter an ad. The participants stated that they sometimes read the product or service description ($M=2,61$; $SD=1,06$) or the comments under the ad ($M=2,70$; $SD=1,12$). They also stated that if they find the ad disturbing, they sometimes click on the report post button ($M=2,63$; $SD=1,24$). All other items have mean scores lower than 2,59. They rarely visit the web site promoted by the ads ($M=2,06$; $SD=1,11$). They never send e-mails to the provided addresses ($M=1,38$; $SD=0,81$). It should also be noted that, although the mean scores are ranging from medium to very low, there are significant differences among genders on some of the items. There was a significant difference among females ($M=2,49$; $SD=0,97$) and males ($M=2,07$; $SD=0,08$) for the statement “When I see an ad that Instagram users share on their own feed, I click on the ad and look at the bigger version of it” ($t(191)=3,037$; $p=0,003$). In addition, females are more likely to log on the to the provided web address ($t(191)=2,211$; $p=0,028$), to send a direct message to the advertisers account ($t(191)=2,243$; $p=0,02$), to click on the “like” button ($t(189)=2,928$; $SD=0,004$), and to buy the advertised products ($t(190)=2,849$; $p=0,005$). With the exception of reporting disturbing ads, women’s mean scores for all the items are higher than men’s.

6. Conclusion

Instagram is a popular photo oriented social network. Although official “sponsored” advertising is new on this platform, some of the users were sharing ads on their own feed for a long time. Especially thematic accounts and celebrities were sharing e-mails addresses for business inquiries on their Instagram “bio”s to reach interested advertisers. The objective of this study was to examine ad avoidance against these types of ads.

The mean scores for cognitive, affective and behavioral ad avoidance variables are above average. The perceived ad clutter variable also has similar scores. Ad trust scale on the other hand, shows that the trust for ads that users share on their own feed are low. When differences based on gender were analyzed, it can be seen that men are more likely to avoid ads on Instagram. Similar results are observed for the action oriented questions, where we have asked questions on what actions they take when they see an ad on Instagram. While being generally low for both genders, almost all mean scores are higher for women than men.

There are a few limitations of this research that we must point out. The first limitation is about the sample being limited to university student. It would be helpful to replicate this study with a different sample. Also, this study relies on the participants' self-reported data. An experiment on ad avoidance would provide valuable insight. Another limitation is associated with the type of ads this study puts into the center of its research. Future research could examine both official sponsored ads and the ads that users share on their own feed to compare the results.

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Landscape Design for Children's Development

Elvan Ender, Refiye Ender

1.Introduction

The human being and the environment in which the human lives is an indivisible whole. In this whole, the human has interacted with nature, used the nature for their vital needs and changed the nature. "Sustainable Nature" has become the focal point of the disputes of the 21st century that are made with environmental concerns as a result of the gradual disappearance of the natural environment and the losing of the natural environment its power of renewal. The concept of sustainability has made the way for a wider-ranging and holistic approach such as the determining, organizing and planning of the ecological environments in which environmental problems come in sight with urban development, and fulfilling all the needs of future generations without preventing them to fulfill their own needs. This approach is also handled as the ecological approach, and protecting and developing the nature, providing the sustainability of it and at the same time increasing the urban quality (social, cultural and spatial quality) constitute the basic starting point of this approach. Handling urban quality from the point of view of its compliance to child development reveals the fact that areas where children can come into contact with the nature gain importance, and this happens within the scope of providing opportunities of learning, playing games and recreation (Özmehmet, 2008; Güler, 2009; Kellert, 2005; Gehl, 1996).

2.The Importance of Nature for Children

The curiosity of children about the nature starts at a very early age. They closely examine their own out-of-home area and develop a sense of connecting the world behind playgrounds. All children play in a similar way when they are free in the nature, and this happens regardless of socioeconomic status, ethnicity or ecosystem. Although the natural environment is known to be children's learning, playing and physical activity area, its effect on the development of children and adolescents is observed to be neglected in cities. It is stated that today the nature and duration of games have changed, the opportunities of free play have decreased, children allocate less time for games, games are structured more by adults and outdoor spaces are used less. Burdette and Whitaker (2005) express that the free play durations have decreased by 25% between the years 1981 and 1997, this has changed places with structured activities, and unstructured activities of children include immobile and passive activities like watching TV, using a computer, playing video games. Accordingly, scenarios are foreseen in which the health of children and adolescents will be affected negatively in the later periods of their lives. Obesity, type 2 diabetes, asthma, hypertension, cardiovascular diseases and vitamin D deficiency are reported to be increased in recent years (Fjørtoft, 2004; Burdette & Whitaker, 2005; Çukur, 2011). Children being far from the nature which Richard Louv calls "lack of nature" is stated to increase obesity, attention deficit and the tendency for depression. (Campbell, 2013). Kuo (2010) submits that the children who contacts natural environment as much as possible are raised and developed in a more healthy way, with more information and qualifications. As a necessary component for healthy life, Kuo describes nature as vitamin G (G: green). The results of the study reveal that there is the need for nature and green fields in frequent and regular doses like vitamins. The experiences gained in the nature provide natural learning opportunity that support the physical, cognitive, social and emotional development of the child. They interact with insects, flowers and trees in the areas they can freely play. In the natural environment, the child shows behaviors of stalking, balancing, jumping, bouncing, climbing and running away,

and in the meantime s/he develops skills of foreseeing the possible difficulties and struggling with them. Searching, picking, collecting and finding something that was hidden give children the opportunity to explore. They learn how to express themselves, how to understand the verbally expressed and the rules that are necessary for communal life (Campbell, 2013). Recent researches reveal that outdoor playgrounds are an important factor in forming green consciousness. Researches that examine childhood experiences exhibit that there is connection between the professions of environmentalists related with environment and their strong ecological values. The children who have more positive and richer experiences in the natural world are more likely to be more sensitive for the environment and conscious consumers with their life styles and practices. If the child did not submerge his/her feet in water in a social activity, if s/he did not find the chance to explore how to dig in the ground, explore spiders, insects, birds and plants then s/he will not be willing to explore and protect the nature. On the other hand, most of the educational experiences based on experiences of the nature ease the child to establish a close bond with the nature, and the active experiences that children gained in the nature are effective in them perceiving their natural environments. Pestalozzi (as cited in Akyüz, 1979) expressed this with the statement “while birds chirp nice words and while a budworm walks on a leaf, have a break of your language practices. Just so you know the bird and the budworm teach the child more information in a better way; you just keep quiet”. Özdemir (2010) expressed that the “nature experience” approach, which grounds on the rich learning experiences that are to enable individuals to deeply comprehend the environment with direct interactions with the nature and internalize the values of the environment, has come to the forefront. This approach has been conceptualized also as “nature education”, “learning through landscapes”, “nature based learning” and “free choice environmental education”, and unlike the environmental education which is reducing, informing and limited by the classroom, the free environmental education practices shine out in this approach that give the chance to directly face the nature.

The experiences of children with the natural world can be as simple as planting on the rooftop garden, climbing trees or sitting under trees or listening to the sounds of birds. Especially in children’s word, connection with sadness and the nature means moving away from the house and breaking free. However spending time in the natural environment is emphasized to develop life and learning in various ways. In recent years, benefits of contacting the nature have been presented in many researches. These positive results are as follows:

(1) It supports various development areas. Nature is important for intellectual, emotional, social and mental development. (2) It supports the development of creativity and problem solving skills. Researches reveal that the children who play in green fields are more creative and at the same time more cooperative. (3) It increases cognitive skills. Being close to natural environments and contacting the nature everyday increase children’s ability to focus and support the cognitive development of them. (4) It develops academic performance. Studies reveal that nature-based experiential education support the gains of students in the fields of social studies, science, language arts and mathematics. (5) It decreases the symptoms of Attention Deficit Disorder. (6) It increases physical activities. Children who have experiences in schoolyards that have different natural areas are physically more active, more conscious about nutrition, more polite to other people and more creative. (7) It encourages nutrition. The children who grow their own food are more likely to eat fruits and vegetables. (8) It develops eyesight. Spending more time in outdoor spaces decreases nearsightedness – also called myopia – rate in children and adolescents. (9) It develops social relations. (10) It develops self-discipline. Access to green fields, even views of green fields increase the senses of peace, self-control and self-discipline of the young ones in cities – especially girls. (11) It decreases stress. (12) It extends aesthetic view.

3.Landscape Design and Playgrounds

Children's playgrounds are an important part of open-green spaces and can be described as nature in cities. Children should experience various spaces for formation of space awareness, stimulation of perception and motor development. Playgrounds that contain sloping areas, large grass areas and plants were found to be effective in the motor development of children, and these playgrounds can found to ease children to learn various concepts like above-under, inside-outside, open-close, right-left and near-far. For the child to be able to have the sense of locality, the importance of iterations should emphasize. These iterations are the iterations of shapes, textures, colors, designs and sounds. In many researches, natural landscape areas were found to be the playgrounds that fulfill children's needs in terms of children developing concepts like relationships between shape, dimension, number, pieces, etc., creating the sense of locality and stimulating their perception and motor development (Yılmaz & Bulut, 2003; Ünal, 2009). A lot of researchers have emphasized that the current playgrounds in Turkey are inadequate in fulfilling the needs of children with regard to both quality and quantity. According to the results of the researches made in the provinces of Isparta, Eskişehir, Erzurum, Kayseri, Ankara, İstanbul, Trabzon and Zonguldak, no playgrounds have been designed aiming to direct the child to social and cognitive games. The fact that current playgrounds are inadequate in fulfilling the child's physical, psychological, mental and social needs with regard to both quality and quantity has come in sight. The findings reveal that the greatness of the playground areas are inadequate, they do not have the characteristics of a secure place in which children can freely play and they are inadequate in terms of the number of children's playgrounds (Aksoy, 2011). The classification of children's playgrounds presents the most known four types of children's playgrounds. They are; traditional playgrounds, modern playgrounds adventure playgrounds, creative playgrounds.

Traditional playgrounds are the most common type of playgrounds. Traditional playgrounds are the most common types of playgrounds and they are composed of muscle developing tools like swing, slide and teeter but they do not enable cognitive and social games (Tekkaya, 2001).

Modern playgrounds are structures containing water, fountains, climbing hills and slides built in tunnels. These playgrounds encourage children for a useful way of playing in an educational sense (Pehlivan, 2005). In **adventure playgrounds**, no tool is static. Children are expected to utilize the elements of the playground in a creative way and reshape their environment with that utilization. Among the types of playgrounds, adventure playground is the type of playground which fulfills the playing needs of children the most. There is "participative game" for the child in the adventure playgrounds instead of "directed game". The most important factor of adventure playgrounds is the leader. These playgrounds are safe and they enable children to learn to help each other (Pehlivan, 2005; Tekkaya, 2001). In **creative playgrounds** there can be wheeled vehicles, water and sand areas and complex units for climbing and swinging, and they give children the opportunity to create their own environment as well. Creative playing is also beneficial for increasing children's creativity by providing them the opportunity to gain a flexible approach for problem solving.

Childhood is a developmental stage which is characterized by basic physical and developmental patterns. Children's playgrounds, on which children spend the most important stage of their development, should be designed by considering landscape design principles, and children's playgrounds should be composed of areas in which children can freely express themselves because children are the future of their countries. In accordance with the information of feeding the natural curiosity and adventure interests of children, playing opportunities in which children can test their risk taking and challenging limits, supporting their behaviors out of their fantasy world, supporting them to play dramatic games, simulations, natural areas encouraging mental activities of children at a higher level and supporting

adventurous behaviors, enduring physical difficulties, integrating children and the nature by observation and examination activities, the necessity of children's playgrounds to be designed considering their needs in order for the playgrounds to support children's physical, cognitive, social and emotional development comes to the forefront. In cities, playgrounds should be created that are based on natural elements should be created where children socialize, increase their creativity and explore the nature apart from the fact that children have fun and join in physical activities, children should have easy access to these areas and therefore they have longer interaction with the nature.

In this context, adventure and creative playgrounds are needed that can support children's games in physical, social, emotional and cognitive ways, enable them to use their creativity and enable easy use for everybody. The components that have to exist in adventure playgrounds are divided into two as constant and mobile components. The areas containing these components in children's playgrounds are divided into five groups by Campbell (2013) as active spaces, gathering spaces, individual spaces, experimental spaces and ecological spaces. Considering these areas, the positions of the regions of the sample children's playground – revealed in Figure 1 – have been determined.

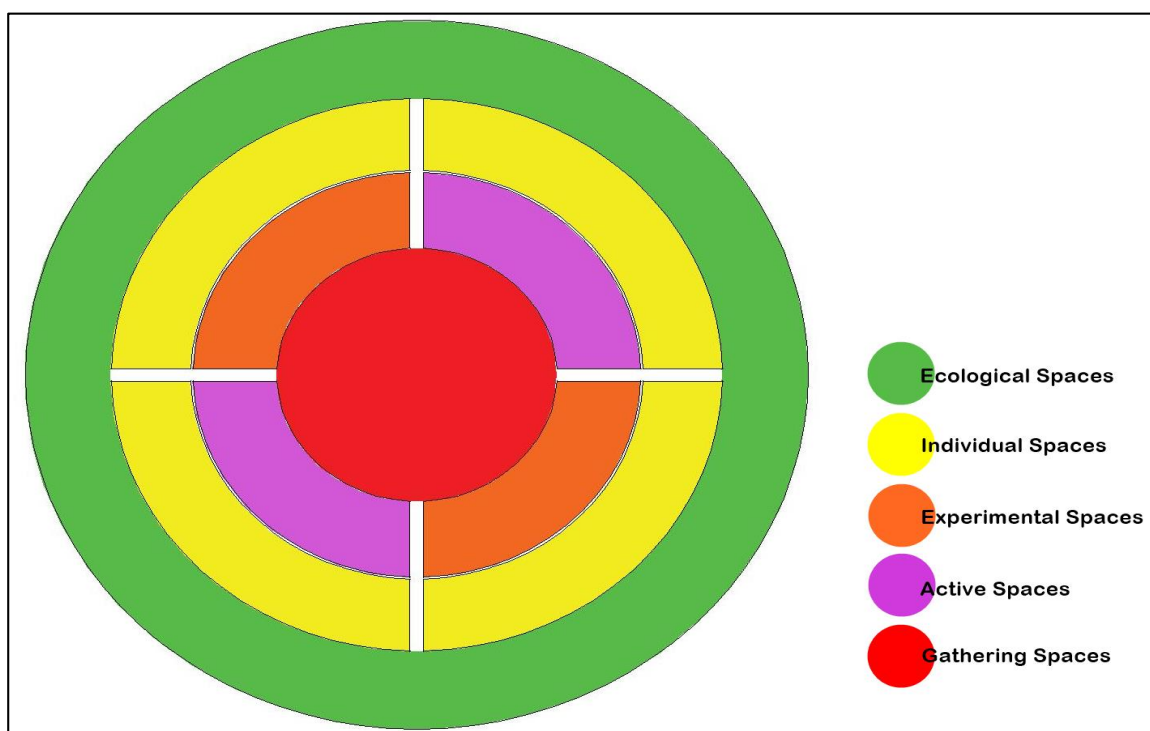


Figure 1. Regions of the sample children's playground

Ecological Spaces: It is the region where there are bushes, flowers and the intensity of the population of plants. It enables children to meet with birds, butterflies, insects and worms, and to observe the ecosystem. It can also be described as a living region.

Individual Spaces: This region is important with regard to observing and listening to the environment and resting. It can also be described as a shelter and in this area there are activities that are far from noise and active practices and that can relax the child. Activity walls, resting places. In this region, providing uncertainty in order to encourage games of fantasy, providing flexibility for creative and cognitive games and providing open points of success for a strong development of self-concept are necessary. And also, small areas provide variety, change surface. Seating, bushes, plants, colors and textures increase the usefulness of this region.

Experimental Spaces: It is the region that is reserved for exploration, research and hypotheses and that make children feel themselves in a laboratory. It aims to test, build, organize, produce ideas and increase creativity. It also strengthens the communication between children. Sand, mud, soil, water, wood.

Active Spaces: It is the region that enables physical development of children and strengthen their muscle system. It is also the region in which children move the most. Climbing tools, ropes, hills, rocks, stairs, flat and wide areas in which they can run. Various activity fields should be designed to contain structured games and divided playgrounds for silent games. These activity fields are also necessary in order to create new games and play with natural elements like water and sand.

Gathering Spaces: This area is for the group activities. For all the children in the regions to gather, this area should be in the middle part. It is important for social development. It aims to develop qualities like discussing, communicating and sharing. Game leaders and teachers should work together with children at the playing times.

4. Conclusion

Playgrounds are important to child development and define as the essential part of childrens education. Current playgrounds in Turkey are inadequate in fulfilling the needs of children with regard to both quality and quantity for their development.

According to the results of the researches, no playgrounds have been designed aiming to direct the child to social and cognitive games. While designing children's playgrounds, it is necessary to move away from traditional and modern playgrounds, and increase the adventure and creative playgrounds that support the multifaceted development of children. Thinking the development needs of children, continuity of the nature and landscape principles in a whole will enable the creation of environment friendly playgrounds for children.

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A Study On The Political Communication Activities Of Political Parties In Turkey On Websites

Burcu Zeybek

Introduction

Starting with the history of humankind, communication is regarded as an indispensable aspect of life. Communication is also necessary for maintaining the political process. Considering the fact that power struggle and desire to dominate over the people have been present where politics existed, it is understood that political communication gained considerable significance over the course of time.

Today, the new media provides the possibility to reach a much wider audience compared to traditional media. Thanks to this possibility, the internet, which is regarded as the greatest discovery of new media, is used for several different purposes such as education, entertainment, communication and commerce. According to Evereth Rogers (1986) the new media has three different advantages over traditional media:

Interaction: the presence of interaction is necessary in interaction process.

Demassification: It can have a demassifying effect in a way that makes individual-specific message exchange possible within a large group of users.

Possibility of Asynchronosity: The new media is capable of sending and receiving messages in appropriate times for the individual. This eliminates the need for synchronosity.

It is worth noting that the use of internet has increased also in the field of political communication in recent years. As a political communication tool, internet creates a new public sphere, which provides the possibility to establish an environment in which power relations are reorganized and political process can adapt itself to changes. In this context, internet environment is a significant medium, which will mediate political parties to meet its stakeholders through political communication activities. In this sense, general characteristics of political parties' websites in Turkey is significant within the context of up-to-dateness, visual quality, ease of use and political interaction in terms of observing by which means top-down, bottom-up and interactiveness processes are carried out.

Within the scope of the research, how the political parties used their websites during the June 7, 2014 General Elections period and sufficiency of political communication activities conducted on the websites was examined by considering several factors, namely, communication elements within the party, whether they had features necessary for achieving communication between visitors and party, appealing to the users in terms of content and visual aspects, whether necessary content was provided in order to achieve interaction on the websites. The research was also limited to examining the official websites of AKP (Justice and Development Party), CHP (Republican People's Party), MHP (Nationalist Movement Party) and HDP (Democratic Party of People) which are represented in Turkish Grand National Assembly because of 10% election threshold which is in force as per the 33rd article of Parliamentary Election Law. On the other hand, the research was also limited time-wise. The websites were visited and examined every day (between May 7 - June 6, 2015) one month before the elections.

Method

In this study, content analysis technique was used to examine the websites of political parties. Content analysis aims to eliminate subjective factors in the process of understanding and interpreting a discourse. Objective discourse analysis techniques are required to avoid any east and automatic interpretations depending on the reader's background knowledge, intuition,

attitudes values and frame of reference. It helps to reveal the latent, implicit content rather than visible, easily captured, exhibited content, which is perceived at first glance. Therefore, content analysis is defined as second reading intended for describing the message's contents, which affect the individual subliminally (Bilgin, 2006: 1). Among other social science research techniques, content analysis emerged as a method, which is used for analysing the contents of data available in mass media. Afterwards, individual (psychological) and institutional (e.g. education field) contents also started to use this method (Geray, 2006: 147). According to Berelson, content analysis is a research technique, which defines written/explicit content of communication in an objective, systematic and quantitative manner (Gökçe, 2006: 16). Walizer and Weiner defined content analysis as any systematic procedure developed for analysing the content of recorded information (Atabek and Atabek, 2007: 20). According to Merten, content analysis is a method, "which aims to research the implicit characteristics and context of a text and revealing its social reality by making use of its explicit contextual characteristics". This method includes determining the problem of the study, determining the aim of the research, choosing the research materials, determining and justifying the time scope of the research, formation of hypotheses, materializing the variables, determining content analysis method, forming the categories, and interpretation of codes and results (Alver, 2003: 241). The primary aim of content analysis is converting collected material into digital data and having access to concepts and relations that can explain this data. In a qualitative content analysis, the basic procedure is to collect similar data within the framework of certain concepts and themes, and organize them in a clear and understandable manner (Yıldırım and Şimşek, 2011: 227; Tavşancıl and Aslan, 2001: 33).

Content analysis is a research method, which is based on formulating the hypotheses and materializing the variables, which are established from this point of view, within the category system. Variants form the essential perspective of the research and results, which are analysed to come up with the meaningful data. Values, which are established in order to determine the formal and contextual characteristics of texts, "formal data coding scale" and "contextual data coding scale" are used. This method helps to find responses to research questions after coding and assessment stages of the research (Alver, 2003: 241-242).

In this research, Gibson and Ward's study (2000) "*A Proposed Methodology for Studying the Function and Effectiveness of Party and Candidate Web Sites*" and Füsün Alver and Aybike Pelenk's article "*Online Politics: An Analysis of Websites of Political Parties in Turkey, Unites States of America, United Kingdom, Germany and Austria*" which was presented in Kirghizistan-Turkey Manas University's I. International Communication Symposium, were used as guidelines for the research approach. However, certain additions were made on the category and variable due to the different nature of the subject addressed.

Research Questions

- Political parties can be successful to the extent that they distinguish themselves from their rivals and raise the awareness level of the electors. Is Internet a means of communications, which is used by political parties in order to create this awareness?
- Do political parties make use of multi-media contents necessary for achieving media management on their websites?
- Do websites of political parties with different tendencies, have the same features in terms of visual aspects and ease of use?
- Are websites of political parties frequently updated, and is the website content kept fresh?
- Do websites of political parties fulfil the information function of political communication?
- Do websites of political parties provide the aspects necessary for an interactive communication?

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- Are the political parties' websites and social networks well integrated?
- Do websites of political parties provide the content necessary for achieving communication between target audience and members of the party management who are working on the low levels of party organization?

Results

Table 1. Update Frequency of Websites

Update Frequency	AKP	CHP	MHP	HDP
07.05.2015	1	0	0	1
08.05.2015	0	1	0	1
09.05.2015	1	0	0	0
10.05.2015	1	0	0	0
11.05.2015	0	1	1	0
12.05.2015	0	1	0	0
13.05.2015	1	0	0	1
14.05.2015	1	1	1	0
15.05.2015	1	0	0	0
16.05.2015	0	0	0	1
17.05.2015	1	1	0	0
18.05.2015	1	1	1	0
19.05.2015	1	1	1	1
20.05.2015	0	0	1	0
21.05.2015	1	1	0	1
22.05.2015	1	1	0	0
23.05.2015	1	1	0	0
24.05.2015	0	0	0	0
25.05.2015	1	0	1	0
26.05.2015	1	1	0	0
27.05.2015	0	0	0	0
28.05.2015	1	0	1	0
29.05.2015	0	0	0	0
30.05.2015	1	1	1	1
31.05.2015	1	1	0	0
01.06.2015	1	1	1	0
02.06.2015	1	1	0	1
03.06.2015	1	1	1	1
04.06.2015	1	1	0	1
05.06.2015	1	1	1	0
06.06.2015	1	1	1	1
PERCENTAGE (%)	74.2	61.3	45.2	35.5
TOTAL	23	19	14	11

1: Updated,0: Not Updated

According to the table, in which update frequency of political parties' websites between May 7- June 6, 2015 is shown, it is observed that AKP's website is the website, which is updated

most frequently with 74.2%. According to the table, this is followed by CHP's website with 61.3%, MHP's website with 45.2% and HDP's website with 35.5%.

Table 2. Web Sites' Visual Aspects and Ease of Use

Visual Aspects and Ease of Use	AKP	CHP	MHP	HDP
Presenting party's identity on the website	1	1	1	1
Use of party's colours in website design*	1	1	1	1
Pellucidity of the menus on the website	1	1	0	1
Easy access to the information sought by means of the router link on the website	1	1	0	1
The website opens quickly	1	1	1	1
PERCENTAGE (%)	100	100	80	100
TOTAL	5	5	4	5

1: Yes , 0: No

* Party Colours – AKP: Yellow, Orange,

CHP, MHP: Red, White,

HDP: Purple, Red, Green ,

**1: Between 1-5 seconds Fast, above 0:5 sec Slow

When websites were examined in terms of visual aspects and ease of use, it was observed that AKP, CHP and HDP responded positively to all the criteria, namely, presenting party's identity on the website, designing the website with colours of the party's emblem, ease of use of the menus on the website, easy access to sought information by means of router links, and fast opening of the website. During the 1 month period when MHP's website was examined, technical problems which stem from the website's infrastructure were encountered in each access attempt. Due to this problem, it is observed that there are difficulties in accessing to the website's menu and relevant information via router links. The fact that menus on the website of political parties other than that of MHP were easy to understand and the access to the relevant access by means of router links was easy, helped visitors to meet their information needs easily. Easy access to the requested information is also significant in terms of paving the way for visitors' regarding the websites as a source, which they can reutilize when necessary.

Table 3. Multimedia Features of Websites

Multimedia Features	AKP	CHP	MHP	HDP
Presenting photographs on the website	1	1	1	0
Presenting banners and flash images on the website	0	1	1	0
Presenting audio files on the website	1	1	0	1
Presenting video images on the website	1	1	1	1
PERCENTAGE (%)	75	100	75	50
TOTAL	3	4	3	2

1: Yes, 0: No

When websites of political parties were examined in terms of multimedia features, it was observed that CHP's website responded positively to all variables related to presenting photograph albums, banners, flash images and audio files on their website. It was observed that AKP and MHP didn't present audio files, but met other multimedia criteria. On the other hand, photograph albums and banner-flash images weren't available on HDP's website. A router link is available on home page to have access to video images and audio files.

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Table 4. Top-down Communication of websites

TOP-DOWN COMMUNICATION	AKP	CHP	MHP	HDP
Presenting links for Party Leader	1	1	1	1
Presenting links for founders	1	1	1	0
Presenting links for Party's Headquarter	1	1	1	0
Presenting links for Corporate Identity	1	1	1	0
Presenting links for Party's Activities	1	1	1	1
Presenting links for Presidency Council	1	1	1	1
Presenting links for Provincial and District Organization	1	1	1	1
Presenting links for Party Program	1	1	1	1
Presenting links for Party's Constitution	1	1	1	1
Presenting links for Women's Branch	1	1	1	1
Presenting links for Youth Branches	1	1	0	1
Presenting links for Disciplinary Board	0	0	0	0
Providing links for documents	1	0	1	0
Providing links for publications	1	0	1	1
Presenting links for Party Bulletin	1	1	0	0
Direct access to Public Relations Unit	1	1	0	0
Providing links for the Assembly	1	1	0	1
Providing links for Announcements	0	0	0	0
Access in Other Languages	1	1	0	1
Presenting new about the party	1	1	1	0
PERCENTAGE (%)	90	80	65	55
TOTAL	18	16	13	11

1: Yes , 0: No

When websites of political parties were examined in terms of top-down communication, it was observed that AKP's website was the first in this regard with 90%. AKP's website responded positively for links related to Party's Leader, Corporate Identity, Headquarter, Presidency Council, Provincial and District Organizations, Party's Activities, Party Program, Bulletin and Constitution, Women's and Youth Branches, Documents, Publications, Assembly. In addition to this, it was observed that possibilities of direct access to Public Relations unit and Access in Other Languages were available on AKP's website. It was observed that hat was missing on AKP's website in terms of Top-down Communication was that links for Announcements, Publications and Disciplinary Board were not available.

It was observed that CHP, which is in the second place with 80%, provided links for Party Leader, Founders, Corporate Identity, Headquarter, Presidency Council, Provincial and District Organization, Party's Activities, Party Program, Bulletin and Constitution, Women's and Youth Branches, direct access to Public Relations Unit, news about the Party and Access in Other Languages possibility. The links which were not available on CHP's website were about Documents, Announcements, Disciplinary Board and Publications.

The party which is in the third place under Top-down Communication category was MHP with 65%. MHP's website provided links for Party Leader, Founders, Corporate Identity Party Headquarter, Presidency council, Provincial and District Organizations, Party's Activities, Party Program and Constitutions, Women's Branch, Documents, Publications and News about the party. On the other hand, it was observed that links for Youth Branches, Disciplinary Board, direct access to Public Relations Unit, Access in Other Languages, Assembly and Announcements were not available on MHP's website.

The party which is in the last place under Top-down Communication category was HDP with 55%. HDP's website provided links for Party Leader, Party's Activities, Presidency Council, Provincial and District Organizations, Party Program and Constitutions, Women's and Youth Branches, Publications and Access in Other Languages. On the other hand, it was observed that links for Headquarter, Founders, Corporate Identity, Disciplinary Board, Documents, Announcements, Direct Access to Public Relations Unit, Party Bulletin and news about the Party were not available on HDP's website.

Table 5. Bottom-up Communication of Websites

BOTTOM-UP COMMUNICATION	AKP	CHP	MHP	HDP
Possibility of reaching to the party via e-mail	1	1	1	1
Possibility of reaching to party leader directly via e-mail	0	1	0	0
Direct access to e-mail addresses of party authorities	1	1	1	0
E-bulletin membership	1	0	1	0
Online Party Membership Opportunity	0	1	0	0
Contact addresses and phone numbers	1	1	1	1
Web Mail opportunity	1	0	1	0
Direct access to Provincial and District Organizations via website	1	1	1	1
Party website membership option	1	1	0	0
Online Donation opportunity	0	1	0	0
PERCENTAGE (%)	70	80	60	30
TOTAL	7	8	6	3

1: Yes, 0: Not Available

Political parties use their parties in order to reach to their officers in lower positions and their target audience. Similarly, websites may have the mediator functions for the target audience and people working in the lower positions of party organization to reach party management. In this context, majority of the answers to the question, "Do websites of political parties provide the content necessary for achieving communication between target audience and members of the party management who are working on the low levels of party organization?" under the category of bottom-up communication were positive.

When websites of political parties were examined in terms of bottom-up communication, it was observed that CHP's website was the first in this regard with 90%.

AKP's website ranks in the second place in terms of bottom-up communication. The findings show that both websites provide contract addresses and phones numbers on their websites, opportunity to reach to party and party authorities via e-mail, direct access to provincial and district organization via website, party website membership, but online donation opportunity is not provided. Bottom-up aspects which are available on CHP's website, but not provided on AKP's websites are direct access to party leader via e-mail and online party membership.

MHP's website is in the third place with 60% under this category. It is observed that contact addresses and phone numbers are provided on the website, but possibilities of reaching to party and party authorities via e-mail, direct access to provincial and district organizations via website, and web mail opportunities are provided. Bottom-up communication aspects which are not provided on MHP's website are online party membership, reaching to party leader via e-mail, online donation and membership to party's website.

HDP's website ranks in the last place under this category. The fact that only party's e-mail address, contact addresses and phone numbers, and opportunity to reach to provincial and district organizations were provided, shows that HDP doesn't fulfil bottom-up communication function adequately.

A Study On The Political Communication Activities Of Political Parties

Table 6. Interactivity on the Websites

INTERACTIVITY	AKP	CHP	MHP	HDP
Suggestions / Comments link	1	0	0	0
Online Survey	1	0	0	0
Guest Book	1	1	0	0
Giving visitors the possibility to comment on any article	0	0	0	0
Chat Room	0	0	0	0
Forums	0	0	0	0
Direct access link to Twitter	1	1	1	1
Direct access link to Facebook	1	1	1	1
Blog of the party/party authority accessed via website	0	0	0	0
'Send this message to a friend' link	0	1	1	
Possibility of adding content to party' website	0	0	0	0
PERCENTAGE (%)	45.45	36.36	27.27	18.18
TOTAL	5	4	3	2

1: Yes, 0: Not Available

Under this category, answers to research questions "Do websites of political parties provide the aspects necessary for an interactive communication?" and "Are the political parties' websites and social networks well integrated?" are sought.

When websites of political parties were examined in terms of interactivity, it was observed that AKP's website ranks in the first place with 45.55%. This is followed by CHP with 36.36, MHP with 27.27 and HDP in the last place with 18.18%.

When websites of political parties were examined in terms of interactivity features, it was worth noting that the opportunity for guests to comment on the articles, chat room, adding comments to the website and blogs accessed via forum website were not provided.

Discussion

Visual aspects and use of ease are main elements that a website must provide. Among these aspects, websites that provide ease of use, are considered important in terms of helping the users to navigate on the website and easily reach to the information they are looking for; websites that provide necessary visual aspects are considered important in terms of encouraging visitors to revisit and spend more time on the website. Multimedia features of political parties' websites are important in terms of informing their target audience and media members, and creating a public opinion in favour of the political party. When websites of the parties were evaluated in terms of multimedia features in general, it was observed that they didn't have sufficient content for the most part. This shows that websites fulfil their functions in terms of multimedia features, control the creation process of the visual and audio message the party wants to convey on its own, and website visitor has the opportunity to have access to the contents of the website without any filtering on the part of any other authority.

Examination of political parties' websites in terms of bottom-up, top-down communication and interactivity, conjures up new media's three characteristics, namely asynchronicity, demassification, and interactivity in one's mind. In accordance with the findings obtained as a result of the study, it is possible to associate top-down communication aspects on the websites with asynchronicity, and bottom-up communication aspect with demassification. When

websites of political parties were examined in terms of top-down communication, it can be suggested that websites added a new dimension to political parties' processes of providing information to their target audience, conveying their political discourse and making propaganda. Thanks to asynchronicity feature, an elector who visits the website meets his/her information need, has access to the discourse of other political parties; in this way, thereby making it possible to raise the awareness level of the target audience with alternative means. In this regard, when websites of political parties are evaluated in general, it is observed that all the political parties make use of the websites, which is an integral part of new media as an information and propaganda tool provided to the target audience with contents created without any restrictions and filtering processes of traditional media. On the other hand, when findings obtained within the category of bottom-up communication is evaluated, it is worth noting that websites of political parties don't utilize demassification, one of the greatest advantages of new media, that is the opportunity to exchange private messages with each individual in a large group of users. When websites of political parties is evaluated in terms interactivity features in general, it is observed that none of them have the qualities required to provide interactivity between the party and its target audience. The fact that content which is mainly created by means of Web 1.0 functions is provided on the websites of political parties, indicates that visitors' possibility to contribute to party website's content is restricted, and their adding content to the website is out of question. In this context, findings suggest that websites of political parties prefer using this medium not for the purpose of managing communication bidirectionally, but creating an environment for propaganda activities and political discourse of the party by providing only information.

Conclusion

Internet, which is regarded as the greatest discovery in the field of new media, must be used by political parties as a means of political communication in the most functional way possible in order to develop healthy relationships with the audience based on mutual dialogue. In an ideal political party website's configuration phase, sufficiency of up-to-dateness, attracting visual elements, ease of use, multimedia features and providing suitable content to achieve top-down, bottom-up communication and interactivity are of great importance.

It is worth noting that political communication activities of political parties carried out on their websites during election campaign periods have become effective in recent years. Use of internet medium actively was also observed clearly when websites of political parties were examined before June 7, 2015 elections.

Update frequency of political parties' websites is of great significance in terms of the sustainability of political communication activities, that is, political communication process, carried out on the web sites. Websites provide various advantages to political parties so that discourses, propaganda, advertising and public relations activities of traditional media can be maintained in the new media environment. The first of these advantages is the possibility to configure elements of the website, which are organized within an integrated structure, separately for different target audiences. Thanks to this opportunity it is possible, for instance, to configure and present political discourses in several ways for electors from various segments of the society. Another significant advantage of websites is the capacity to receive feedback from the messages conveyed to the target audience much faster than traditional media tools. Therefore, the content of the websites must be updated frequently in order to achieve this effectiveness. According to the findings of the research, AKP is the only party that fulfil this function to the greatest extent. When findings obtained from the websites which were examined within the scope of the research were evaluated, it was observed that AKP's website is ranked in the first place in terms of political communication activities carried out on the websites with

75.3%, CHP's website is in the second place with 69.1%, MHP's website is in the third place with 53.2% and HDP's website is in the last place with 40.7%.

It is worth noting that political communication activities of political parties carried out on their websites during election campaign periods have become effective in recent years. According to the findings obtained as a result of the research, it was determined that political parties other than AKP are not at the desired level in terms of the frequency of updating the websites, websites of all the parties had similar properties in terms of visual aspects and ease of use; multimedia, which is one of the tools of new media, is used for informing the public and creating content for media management.

It is observed that top-down communication elements are created in a way that target audience can have access to the contents they want in any time they prefer thanks to "asynchronicity" feature; on the other hand, bottom-up communication elements are not used by political parties effectively, and all the political parties fail to provide bidirectional communication between electors and party management.

The rate of providing contents that will help to achieve interactivity between the party and its target audience on the websites, and integrating websites with social networks is at a very low level. In this context, it can be suggested that, political parties carry out political communication activities on their websites not for the purpose of achieving *bidirectional communication* but conveying information through *one-way communication*. However, the opportunities of internet must not be limited to the election campaign period, but must be intended for achieving permanent, democratic and bidirectional political communication.

Today, the parties which make the best of this opportunity, will be distinguished from their rivals and achieve success if they don't limit their political activities to their websites, but also take advantage of the opportunities of social media.

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A Structural Equation Modeling About Life Satisfaction

Nuran Bayram, Mine Aydemir

1. Introduction

Human nature does not have a static structure. People might give different reactions to the events and situations. People's reactions form their own lives. Life can be satisfied or not living a fulfilling life. It is important that a person satisfying life and this process can be affected by many variables. These variables; located within the environment of the person, age, family status, economic status, stress, fears, decision making patterns and so on. Thus, in this study, we discussed the stress, fear of negative evaluation and spontaneous decision making style that can be considered to be associated with life satisfaction.

Life satisfaction is defined as a general judgment or evaluation of a person regarding his or her own life (Pavot, Diener, Colvin & Sandvik, 1991). According to Frisch (2000), life satisfaction describes a subjective evaluation of an individual's most important needs, goals, and wishes. In other words, life satisfaction is the subjective evaluation of a person's judgments of general life satisfaction or life quality inclusive of specific living areas (Marques, Pais-Ribeiro & Lopez, 2007; Bayram, Aytaç, Aytaç, Sam & Bilgel, 2012).

The stress assessed difficulty relaxing, nervous arousal, and being easily upset or agitated, irritable, or over-reactive and impatient. Stress provides the means to express talents and energies and pursue happiness; it can also cause exhaustion and illness, either physical or psychological. When stress is perceived negatively, it may become linked to physical and mental illness. Stress can affect both health and academic performance (Campbell, Svenson & Jarvis, 1992). On the other word, characteristics of stress sources may gather in three groups; daily events, life events and specific life events. People shows some physiological, psychological and behavioral reactions when they face of a stressful event or situation. Stress is a compelling experience for the person most of the time (Tuğrul, 2000). At the same time, stress can affect life satisfaction.

Decision-making is identified as the ability to choose alternatives based on the values and preferences for a given object. It is also a process of making choices among competing courses of action. The ability to make decisions is the criterion for taking responsibility for actions and making independent decisions about the future (Masureik, Roman, Roman & Toefy, 2014). Decision making style is described by Drive et al. (1990) "the learned, habitual response pattern exhibited by an individual when confronted with a decision situation" (Spicer & Sadler-Smith, 2005). Spontaneous decision making means impulsive and prone to making "snap" or "spur" of the moment. This style characterized by a feeling of immediacy and desire to come through the decision making process as quickly as possible (Moghadam, Tehrani & Amin, 2011; Thunholm, 2004).

The creators of the scale to measure fear of negative evaluation defined the construct as "apprehension about others' evaluations, distress over their negative evaluations, avoidance of evaluative situations, and the expectation that others would evaluate oneself negatively." This does not necessarily mean that the subject believes they are performing badly, just that they are afraid of having performance evaluated negatively by others (Watson & Friend, 1969, p. 449; Crawford, Leuzinger, Brannon & Hamner, 2015). On the other hand, fear of negative evaluation is defined as apprehension about others evaluations. The predisposition of fear of negative evaluation exacerbates the possibility that individuals will become high in public self-awareness (the state form of self-consciousness) in a pressure situation (Mesagno, Harvey & Janelle, 2012).

When we research in the literature, there are many studies for these four concepts used in the study. But we could not find any studies that together these four concepts. This aspect is important in this study. Studies have shown that the positive relation between stress and fear of negative evaluation (Talhat & Aslam 2012; Karakashian, Walter, Christopher & Lucas, 2006; Mounce, Keogh & Eccleston, 2010; Nonterah et al., 2015). Some studies even have shown that fear of negative evaluation is positively correlated with psychological distress (including anxiety and depression). Wu Tsui-Feng & Wei Meifen (2008) have found positively correlated between fear of negative evaluation and DASS-Depression and DASS-Anxiety.

There are a few studies about decision making style and predicted stress (Riaz, Riaz & Batool, 2014; Allwood & Salo, 2011 - 2012; Thunholm, 2008). Allwood & Salo (2012, 2011) found that avoidant style and dependent style were significantly associated with higher perceived stress in their study. Bavořár & Orosová (2015) had found statistically significant relationship between avoidant decision making style and stress.

Researchers found negative relation between stress and life satisfaction. For example, Barnes & Lightsey (2005) had found a negative and significant relationship between life satisfaction and stress (-0.42). Extremera, Duran & Rey (2009) had found negative correlation coefficient (-0.49) between stress and life satisfaction. Mahmoud, Staten & Lennie (2012) had found negative correlation coefficient (-0.39) between stress and life satisfaction in their study. Alleyne, Alleyne & Greenidge (2010) had found negative correlation coefficient (-0.28) between stress and life satisfaction.

The objective of this study is to examine the relationships among life satisfaction, stress, fear of negative evaluation and spontaneous decision making among university student in Turkey. In order to find the relations between variables the structural equation model was used.

2. Method

Study participants

500 public university students participated in the study. Our study was based on voluntary participation. Students filled out questionnaires anonymously.

Instruments

Four scales were used in the study.

To measure life satisfaction, the satisfaction with life scale (SWLS) developed by Diener, Emmons, Larsen, and Griffen (1985) and further evaluated by Pavot and Diener (1993) was used. The Turkish version and validation of the SWLS was performed by Durak, Durak, and Gençöz (2010). In terms of global life satisfaction, the SWLS has five items, which are rated on a 7-point scale. Higher scores indicate a higher degree of life satisfaction. In this study we found the internal consistency reliability (Cronbach's alpha) of this scale to be 0.81.

The decision making style scale (DMS) developed by Scott and Bruce (1995) was used for measuring decision making style in this study. Scott and Bruce's decision style scale that is the most encompassing among the different decision style scales. It includes the following five styles: Rational (exhaustive information search, systematic evaluation of alternatives), Intuitive (unsystematic information processing and reliance on premonitions and feelings), Dependent (dependent on advice from others), and Avoidant (tries to avoid making decisions), and Spontaneous (wants to reach a decision quickly). According to Scott and Bruce, individuals generally have different levels of all five styles, although one style is usually dominant. (Allwood & Salo, 2012). The Turkish version and validation of the DMS was performed by Taşdelen (2002). This scale had 24 questions. Dependent DMS subscale has got 4 items and the other subscales have got 5 items. All of the items are rated on a 5-point scale. In this study, we used only spontaneous decision making style. The reliability coefficient of spontaneous DMS (Cronbach's alpha) was 0.85.

To measure fear of negative evaluation, fear of negative evaluation scale (FNES) developed by Leary (1983) and adapted into Turkish by Çetin, Doğan and Sapmaz (2010). Fear of Negative Evaluation Scale (FNES) is a self-report scale designed to measure tolerance of the individuals in case of others' negative or hostile evaluations about themselves (Karabulut & Bahadır, 2013). In other word, the scale measures the degree to which people experience apprehension or anxiety at the prospect of being negatively evaluated by others. FNES has eleven items, which are rated on a 5-point scale. Higher scores indicate that the participant tends to behave in ways designed to avoid being evaluated unfavorably. In this study we found the internal consistency reliability (Cronbach's alpha) of this scale to be 0.89.

The Depression Anxiety Stress Scale (DASS) is a 42-item, single, self-report measure of depression, anxiety and stress, developed by Lovibond and Lovibond (1995). The DASS-42, translated into Turkish by Uncu, Bayram and Bilgel (2007) and further evaluated by Bilgel and Bayram (2010). The DASS is a 42-item instrument measuring current (within the past week) symptoms of depression, anxiety, and stress. Each of the three scales consists of 14 items answered by using 4-point likert - type, ranging from 0 (did not apply to me at all) to 3 (applied to me very much, or most of the time). Higher scores on each subscale indicate higher levels of depression, anxiety and stress. The total scores of each sub-scale were calculated by summing up the points of relevant items. Each sub-scale is scored separately. In this study, we used only stress scale, and the reliability coefficient of stress scale (Cronbach's alpha) was 0.88.

Data Analyses

Structural equation modeling (SEM) was performed. SEM was used to show the effects of fear negative evaluation, spontaneous decision making style and stress on life satisfaction. SEM specifies the direct and indirect effects among latent variables and is used to describe the amount of explained variance for each variable. The adequacy of the model was assessed by (1) Goodness of Fit Index (GFI), which shows the amount of variances and covariance explained by the model and should be greater than 0.90 for an adequate fit of the model; (2) Comparative Fit Index (CFI), which should be also greater than 0.90 for an adequate fitness; (3) Root Mean Square Error of Approximation (RMSEA), which should be below 0.05 for a good fit; and (4) Standardized Root Mean Square Residual (SRMR) which should be below 0.05 for a good fit model (Steiger, 1990; Bryne, 2001; Hoyle, 1995; Bayram, 2013). For data analysis, we used IBM SPSS Amos ver.16 and SPSS 18 for Windows Evaluation Version.

3. Findings

Of the 500 respondents, 273 (55%) were female and 227 (45%) male students. 66% of participants have the economic status as moderate. 19% of participants have last year student. The covariations between the error terms that were allowed in this model. These are not shown in the figure, and arrows indicate hypothesized paths. The results were $X^2/df=1.839$; GFI=0.90; CFI=0.94; RMSEA=0.04; SRMR=0.05. The goodness of fit provided evidence that the hypothesized model was stable. To estimate the direction and magnitude of the effects among latent variables identified, a recursive SEM was fitted using the maximum likelihood estimation method. The best fitting solution is illustrated in Figure 1. The path coefficients are the standardized estimates of direct effects which are interpreted as standardized regression coefficients. All estimated path coefficients were significant.

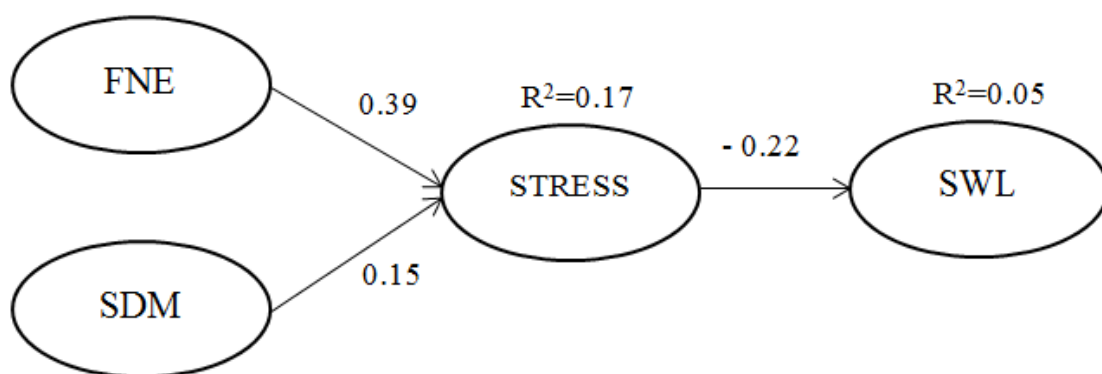


Figure 1. Structural Equation Model for Life Satisfaction

The R^2 value for stress was 0.17. Fear of negative evaluation ($\beta=0.39$; $p<.05$) and spontaneous decision making style ($\beta=0.15$; $p<.05$) had a strong positive effect on stress. On the other word, 17% of the variance in stress was explained by the direct effect of fear of negative evaluation and spontaneous decision making style. The R^2 value for life satisfaction was 0.05. Stress ($\beta= -0.22$; $p<.05$) had a direct negative effect on the life satisfaction measure. On the other word, the stress explains 5% of the variation in the life satisfaction. This finding indicates that the fear of negative evaluation and the spontaneous decision making were affecting the stress. With increasing the stress there was a decrease in the life satisfaction. At the same time, the stress plays a mediating role for fear of negative evaluation and spontaneous decision making style on the life satisfaction.

4. Discussion and Conclusion

This study was to examine the relationships among life satisfaction, stress, fear of negative evaluation and spontaneous decision making among university student in Turkey. In order to find the relations between variables the structural equation model was used. This model shows that stress is positively affected by fear of negative evaluation and spontaneous decision making style. As Talhat & Aslam (2012) have found that fear of negative evaluation was positively correlated with psychological distress (i.e. depression, anxiety and stress). Karakashian, Walter, Christopher and Lucas (2006) and Mounce, Keogh and Eccleston (2010) have shown the positive relation between stress and fear of negative evaluation. Also, Nonterah et al. (2015) have found that using by structural equation modeling in their studies for students that fear of negative evaluation was positively affected by stress.

Riaz, Riaz and Batool (2014) have found that spontaneous decision making style positively predicted stress. But, Allwood & Salo (2011, 2012) in their study have found that no statistically significant relation between stress and spontaneous decision making style. They have found statistically positive significant relation between stress dependent and avoident decision making styles (Salo & Allwood, 2011). Thunholm (2008) was found to be associated with avoidant decision style and perceived stress.

On the other hand, the model showed that life satisfaction is negatively affected by stress. Researchers found negative relation between stress and life satisfaction (Extremiera, Duran & Rey, 2009; Barnes & Lightsey, 2005; Mahmoud, Staten & Lennie, 2012; Alleyne, Alleyne & Greenidge, 2010). By the way, stress plays a mediating role for fear of negative evaluation and spontaneous decision making style on the life satisfaction in the model.

Our results illustrate relationships that appear to exist between psychological conditions and decision making processes. Thus, individuals with disorders such as depression, stress may

have a particular pattern of decision styles. Our results show that relationships among life satisfaction, stress, fear of negative evaluation and spontaneous decision making.

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Going out of the Borders: Reading Habits, Interests and Tendencies of Students Living in Villages

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1. Introduction

Because the fact that it is centered in the heart of learning activities in the process of adapting to the changing world conditions and that it enables one to keep track of the fast growing body of information, the reading skill is crucially significant. As human beings read different types, they learn obtain new information leading the way to new sets of information and therefore, enables individuals to keep up with the fast changing world. Amongst the underlying objectives of the Turkish National Education System that include educating individuals who can comprehend, investigate, examine, are critical, ask questions, make interpretations, are well aware of their rights and responsibilities, and can think scientifically, reading skill and reading comprehension are centered in the very heart of this education system.

Every student who enters into the formal education system acquires the ability of decoding symbols in a certain period of time under normal circumstances and carries out the act of reading for various purposes. These purposes can be summarized as follows; due to customs and habits or with a sense of duty, to make use of one's free time, to make sense of topical events, instant personal satisfaction and responding to the practical needs of daily life, to sustain professional or occupational interests, to improve oneself in terms of hobbies, and to meet the intellectual and religious, personal and social needs (Devrimci, 1993, 9 cited in Gray & Rogers). In order for individuals to read with these purposes in mind, they need to make a habit of reading. Indeed, the purpose of reading education within the current national curriculum by means of the Turkish lesson which is responsible for getting the students to gain the habit of reading and improve it includes enabling the students to be able to read the written texts correctly and fluently, and make sense of what they read and make a habit of reading by being aware of how what they read resonate the mindset, cultural, economic, artistic, political etc. value of their time (MEB, 2015: 7). With these objectives available in the program in mind, it is possible to say that the most difficult objective to fulfill is to help students to gain the habit of reading.

The reading habit can be shaped up under such different variables as what kinds of publications readers read, how often and what kinds of publication they read to what extent, how long one can read nonstop at one sitting, what time of the day, week or the year one prefers to read, when and what one enjoys reading, how one obtains the books s/he reads, the choice of purchasing, borrowing or reading the books in the library (Dökmen, 1994: 34). Three periods (childhood, youth and adulthood); three social institutions (family, school and social environment); and three types of individuals (parents, teachers and friends) are influential in gaining the reading habit. Reading habit, fundamentally, is a habit that students need to gain during their schooling; if the students have failed to gain this habit during that period, it is very difficult to gain it in their adult years (Şahin, 2009: 217).

According to the 2014 statistics (TÜİK, 2015), given the fact that 94.8% of the individuals in Turkey are literate, it is possible to conclude that the Turkish National Education System is rather successful in teaching individuals the literacy skills. However, it is though that reaching this conclusion based only on the rates of national literacy will misinform both researchers, and citizens and the politician who have the right to take decisions on the changes likely to be made in the education system. Therefore, it is necessary to analyze the studies aiming at trying to reveal the literacy culture in Turkey and determine the situation regarding the reading comprehension of Turkish students at an international level.

As a result of tests done in 2012 within the framework of the Program of International Student Assessment (PISA) that assesses mathematics, science and reading-skill literacies of 15 year-old age group, it was found that the Turkish students obtained scores in reading skill tests that were below the average of OECD member states (Anıl, Özer Özkan, & Demir, 2015). Besides, it was also reported that the student success rate (0.3%) at level 6 representing superior reading skills amongst the Turkish students was very low; the success rate at the 4th, 5th and 6th levels of total students with supposedly superior reading skills was, on the other hand, as low as 18,9%; and the scores of Turkish students were below the average of other countries (Anıl, Özer Özkan, & Demir, 2015). When the Turkish Reading Culture Map (TCKTB, 2016) prepared by the Ministry of Culture of the Turkish Republic is examined, it is stated that 31,32% of the population in Turkey never read book; and those who read books, on the other hand, read occasionally and the books they read are selected accidentally. When all these data are considered, it is clearly seen that nearly 96% of the Turkish population are literature, but they have failed to acquire the ability of literate way of thinking.

Given the fact that societies have to re-define and re-structure themselves in every field as a result of the developments that have taken place in the world in the last century, it is revealed that the Turkish society whose majority has failed to acquire the literate forms of thinking, failed to acquire the habit of reading and does not have a particular reading culture urgently has to deal with the problem of reading. It is because reading is the key to acquiring, structuring, generating and disseminating the information. It would be unwise to expect to see a society surviving in the 21st century during which rapid developments are experienced since the society is likely to fail to generate information as a result of not reading and eventually unable to accomplish for a better future. Within this framework, many studies aimed at revealing the reading habits of individuals studying at different levels of education and age groups in Turkey have been carried out. When the content of the previous studies (Şahin, 2009; Arıcı; 2005; Arı and Demir, 2013; Can, Türkyılmaz and Karadeniz, 2010; Gür, 2014; Mete, 2012) are examined, it is clearly seen that the universe and samples of these studies were composed of participants who spent their lives in urban city centers. However, as a result of scanning the web bases such as Web of Science, Wiley Online Library, Taylor and Francis Online, EBSCO Academic Search Complete and ULAKBİM of Social Sciences, it was found that no study was done in Turkey that investigated the reading habits, interests and tendencies of pupils living in rural areas and villages. Within this framework, this study designed according to qualitative research method aims to investigate the reading habits, interests and tendencies of secondary school pupils living in rural areas and villages.

2. Method

The present study that aims to identify the reading habits, interests and tendencies of students living in rural areas and villages is a qualitative study. Qualitative studies are the kinds of studies aimed at discovering/investigating a problem and developing in-depth understanding regarding a topic. Accordingly, the purpose of this study and the research questions are comprehensively expressed in order to identify the experiences of the participants (Creswell, 2012). The fact that the studies done are sensitive to the natural environment, the participant is open to the researcher role, the additional completions and corrections, an approach that is based on holistic understanding of a concept and inductive method, being against the concept of immutable law and exerting the efforts to reveal the perceptions are the proof that that study has the qualities of qualitative research (Uzuner, 1997; Mayring, 2011; Yıldırım & Şimşek, 2011).

2.1. Participants

The pupils living and studying in the villages of the province of Kütahya will be included in the study. The pupils and their families will be contacted and informed that a study titled “Reading Habits, Interests and Tendencies of Pupils Living in Villages” is planned and asked for their consent whether they wish to take part in the interviews for the study. As a result of the interviews, 15 pupils will be included into the sampling by making sure that individuals who may be a party to the problem are at the highest level of homogeneity.

In order to determine the participants for the study, “maximum variation sampling” technique, one of the techniques of purposeful sampling, was used. The purpose here was to generate a relatively small sampling and reflect the variation of individuals who may be a party to problem to be searched in the sampling at the maximum level (Yıldırım & Şimşek, 2011). When we choose a sampling with maximum variation, data collection and analysis process will give us two findings. These are the common themes, inclusive of sampling, that may arise between the two extremes of unique detailed description of every situation and situations that will greatly differ (Patton, 2001; Yıldırım & Şimşek, 2011).

7 secondary school students living 7 different villages of the province of Kütahya and studying through mobile teaching were included in the study. In order to determine the participant students, initially the Turkish language teachers of schools maintaining their education through mobile teaching in the city center of Kütahya province were contacted and were informed of the research planned to be carried out. Then, it was decided that the research would be carried out in the school of one of the volunteer Turkish language teachers. In the process of determining the students to be included in the research, students studying at that school were interviewed and at the end of this interview, considering the maximum variation of the individuals that may be a party to the problem, 7 students were included into the study. Three of the students included in the research were female and four were male. Due to the research ethics, the characteristics of the participant students were kept confidential and the participant students were referred to, based on the sequence of interview, as P1, P2, P3,..

2.2. Data Collection and Analysis

Research data were collected through semi-structured interviews. Semi-structured interviews are one of the techniques of collecting data through a series of open-ended pre-prepared questions put to the participant (Ayres, 2008). In this technique, the questions prepared before the interview are asked to each participant systematically and coherently. However, in order to be able to analyze in more detail, the interviewers were free to extend the questions and ask some extra ones (Berg, 2000; Patton, 2001; Yıldırım & Şimşek, 2011). As it allowed this flexibility, the technique of semi-structured interviews was used. During the process of preparing the interview questions developed by the researchers, it was ensured that the principles such that they were easy to understand, not multi-dimensional, not misleading and instructive were paid attention to. Following the preparation of the interview questions, they were consulted to four experts in the relevant field and a pilot study was carried out. In conclusion, it was decided that the following questions would put to the participants in the semi-structured interviews:

- 1) Can you briefly describe yourself please?
- 2) What does reading a book mean to you?
- 3) When you have finished reading it, what is the name of the book you have enjoyed reading the most? Why did you enjoy reading this book?
- 4) Who are the author or authors whose books you enjoy reading?
- 5) How do you feel when you finish reading a book?
- 6) How/where do you obtain the books you will read?

7) In your free readings, how do you choose/ what is your criterion of choosing the books you will read? 8) When you have decided to read a book, what kind of books do you prefer to read? 9) For you to want to read a book, what qualities should that book have? In choosing a book to read, what do you pay attention to the most? 10) What affects your decisions in your choice of the books to read? Do your family, teachers and friends make recommendations on the books you will read? 11) When you start to read, what is your shortest period of reading? 12) Is there a public library where you live? If there is one, do you use this library? 13) What do people around you (family, neighbors, school and friends in the neighborhood) think about reading? 14) Do you talk about the books you have read with your friends? 15) If you were a hero of a story, what would the story be about? 16) Is there a memorable hero or an event in the books you have read? If there is and you remember it, can you please talk about it?

The semi-structured interviews were implemented by the researchers themselves. In order to ensure the validity of the data, the audio recordings obtained from the data collection were listened to by two experts other than the researchers and compared with the transcripts of the researchers. According to the data obtained in the study, in the process of determining the sub-themes, the researchers agreed that the data would be collected under the seven main themes of habit of reading books, concept of reading books, time allocated for reading books, encouragement for reading books, ways of obtaining books, their choice of books and the reasons for it, and reader identity. Reliability of the research was calculated by the formula of “Reliability = Consensus / (Consensus + Dissensus) x 100” (Miles and Huberman, 1994). It was found that the rate of reliability amongst the researchers was 90%. In the analysis of the data, content analysis was carried out in order to identify the words within the texts, understanding the contexts that the words were found in and what the statements meant within the framework they were used in, and the underlying relationships expressed in the statements (Merriam, 1998; Kızıltepe, 2015).

3. Findings

The opinions of the students living in villages regarding their habits, interests and tendencies were collected under seven main themes. In this section, students’ opinions were presented according to these themes. Students’ opinions were transcribed as they were expressed by the students themselves and directly quoted. In order not to reveal the identity of the participants in the direct quotes, the names of the participants were coded as *P1*, *P2*, *P3*,... according to the sequence of interview. Participants’ opinions on the themes of habit of reading books, concept of reading books, time allocated for reading books, encouragement for reading books, ways of obtaining books, choice of books and their reasons, and reader identity are presented below.

3.1. Participants’ Opinions on their Habit of Reading Books

Three of the participants living in villages stated that reading books encouraged them to read even more. The participants had the following to say regarding this sub-theme;

When I finish reading one book, I say to myself that I have finished reading one more book; I will move on to the next one; that is, I say I will read more books (P1).

I take pleasure when I finish reading a book. I want to start reading other books. I am delighted (P5).

After finishing reading a book, I think to myself whether I should read something else; whether I should read another book. That is, it encourages me. That is why reading is good; I like it (P7).

As it is seen, the students emphasized that reading made them happy and encouraged them to read more. One of the sub-themes regarding students' opinions on their book reading habits is the sub-theme of learning. The following are students' opinions on this theme;

When I finish reading the book I am reading, I feel like I have been more informed on that subject (P3).

For instance, meanings of some foreign words are given in some books. I learn them (P2).

3.2. Participants' Opinions on the Theme of the Concept of Reading Books

When the data obtained during the semi-structured interviews are analyzed, it is clearly observed that the participants associated reading books with the concepts of life, fantasy world, learning, speed reading, using your time effectively, taking pleasure, relaxing and support for the school lesson. The opinions of two students who associated reading books with the concept of life are as follows;

I think reading is like an indispensable part of life ... first of all, I try to realize what I have learnt from that book. Do any of the events in that book, for instance, have a part in life? I think to myself if something like that happened in my life, what would happen? (P1).

When I learn something in my reading, I become delighted. Apart from that, I take lessons from what has happened (P6).

The opinions of three students who emphasized the relationship between reading books and learning;

Reading books, learning new things, comprehension of the meaning of many things, speeding up my reading. All these help me to learn the meaning of words (P4).

There are historical books. I and my brother do it together. We talk. If we realize that something we know is wrong, we find the correct information from the books. That is why they are very useful. Reading books help a lot with vocabulary. Being able to sat words in detail is effective in making sentences, very useful in effective sentences (P7)

As it is clear above, students emphasized that reading books definitely enhanced their vocabulary. Participant 4 further stated that as the read books, his reading speed increased as well. This particular opinion of Participant 4 was confirmed by Participant 5 as well and additionally, reading books helped him to better use his free time as well;

Reading books speeds up my reading and gives me information. It helps me to use my free time better (P5).

In addition to these opinions of students, Participant 7 stated that he read books because he thought that reading would make contribute positively to his school lessons. Besides,

Participant 7 also indicated that he felt relaxed after reading and took pleasure in reading. Here are the opinions of the student in question;

Well, mostly I read for a benefit in my school lessons; to be able to understand the questions. Also to relax; I mean, it is good read for pleasure as well. I enjoy reading, I really do. I mean, that's it really (P7).

The following are the opinions of those students who associated the act of reading books to their fantasy world;

I am able to put myself into a fantasy world by reading books. If the books talks about upsetting stuff, I get upset as well. If it is exciting, I get excited as well (P3).

Reading books, to me, helps me to improve my imagination. That's why I like reading books. It improves your reading and you just confront it later in life. It helps us to be informed about stuff (P6).

3.3. Participants' Opinions on the Theme of the Time Allocated for Reading

When participant students' opinions on the theme of the time allocated for reading is examined, it is seen that their opinions came under the sub-themes of "minimum time allocated for reading and number of section-pages". The participants in general stated that they spared at least one hour for reading in their free times;

When I start reading, I read the book at least for one hour (P6).

I mean, how many minutes I spare for reading is not important. For instance, after I finish my homework, I allocate the rest of my time for reading books. I mean, my reading may take couple of hours (P8).

Apart from above-mentioned opinions of students, Participant 2 limited his reading with time but with the number of sections or pages he read. The following are the opinions of this student;

It is not the minutes that count for me, but if the book has sections, I keep on reading until I finish a section. Usually it is no fewer than 20 pages (P2).

3.4. Participants' Opinions on the Theme of Encouragement for Reading

When the data obtained during the semi-structured interviews are examined, it is observed that participants' opinions on reading were collected under five themes of family, neighbors, peers and relatives. The following are students' opinions in general on the encouragement they received from their families;

My family always expects me to read books. It is because it is as beneficial as studying for your lessons. Therefore, they think reading is important (P1).

My family thinks that reading books is important but they themselves do not read much. But they want me read; they say it is beneficial for me (P3).

Usually, I get recommendations from my family and teachers on reading; my teachers, for instance, love reading. My family likes reading magazines,

newspapers etc.... Apart from that, they want me to keep reading. Actually I am loved because I do read books, I mean by my family (P6).

In addition to the students who stated that families encouraged them to read, below are the opinions of students who stated that they were encouraged to read by their relatives;

Yes, the driver of our school minibus is a relative of mine. He told it to me when I got my school report. He recommended things like “Just keep reading book, study for your lessons during the summer holiday”. (P2).

Given the above-mentioned statements of the students, it is possible to say that the level of awareness of families and relatives of the participant students regarding the significance of reading was very high. It is clearly understood that the awareness of families and relatives of the students regarding the significance of reading turned into a type of encouragement. Amongst the individuals who also encouraged students to read books, in addition to the family and relatives, were the teachers and peers. The following are what the students had to say on this issue;

It is my Turkish language teacher the most who recommends us to read. But my entire teachers think that reading books is a good thing and we do reading in some of our lesson every week. (P2).
I ask the teachers the books they read. For instance, “have you read this book? Is it a good one?” are the questions I ask. I take the recommendations of my teachers. (P6).

3.5. Participants’ Opinions on the Theme of the ways of Obtaining Books.

Students’ opinions on how they obtained the books they read were collected under the sub-themes of “relatives, library, teachers, purchase and peers”. Two students stated that they obtained their books from their relatives.

My relatives give me books to read. They give me the books they once read when they were at school; plus, I also borrow the books from our school library. We also have competition books; I borrow them from our teacher. Also, if there a book I like very much when we travel to Kütahya, I buy the book. (P1).
I borrow the books from the school library. Also, I have sisters studying in the town of Tavşanalı; they bring me books as well. I borrow books from my teacher as well. I exchange my books with friends. (P2).

As it is clear above, in addition to obtaining the books they read from their relatives, the participants students also stated that they borrowed the books from the school library, exchanged them with their fellow friends, borrowed from their friends and purchased them from a book shop when they visited the city center of their province. The opinions of the rest of the participant students on this theme are as follows;

I purchase the books I want read from the book shop in the shopping center. I also use the school library. I borrow books from my friends and teachers as well. (P4).
I borrow the books I want to read from our school library or from my teachers. I sometime borrow from friends as well. (P5).

3.6. Participants' Opinions on the Theme of their choice of books and the reasons for it

When the opinions of the participant students' on the kinds of books they enjoyed reading the most are examined, it is clearly observed that each and every participant student's preferences differed;

The book I enjoyed the most when I finished reading it was 'Yankılı Kayalar' (P3).

The book I enjoyed reading the most was "Ökkeş Lunaparkta" (P4).

The book I enjoyed the most when I finished reading it was "Bir Küçük Osmancık" (P5)

Given the reasons for the choice of the books the students read, on the other hand, it is observed that they were collected under the sub-themes of "author and the author preference, content (subject), a flowing theme (a flowing discourse), the genre, exterior features of the book, the publishing house, age and level compatibility". Here are students' opinions on what they pay attention to in their choice of books;

Some authors always write books on the same genre. For instance, when I read an author and like the book, I read one more book from that author (P2).

The cover design of a book is very important for me; it is because, I think, the cover design of a book tells about the content of that book. Besides, I take a glance at the content of the book as well. Usually, I choose to read books appropriate for my age. The book should not be too short or long in terms of pages. The font size should be neither too big nor too small. It should be average, I mean. I am also choosy about the authors I read, but the publishing house is not important (P6).

First of all, I pay attention to the content of the books; to whether they are flowing; to whether they appeal to my reading taste; and also, I like to read adventurous books (P1)

Since it is about village life and flowing, I like the books of this author (P4).

The book I read should be a flowing one; should be about real life events; should be sentimental...The books is flowing. It is just to me reading taste. The book is about real life experiences; this affects me (P5).

Well, I mean, it is action and adventure; it should also be gripping. Well, I mean, how to put it; when I watch a film, all the scenes in it really grip me; they take all the way down to the bottom of it; I like these kinds of books. Like Sherlock Holmes; these kinds of books (P7).

3.7. Participants' Opinions on the Theme of Reader Identity

When the opinions of students living in villages on the theme of reader identity are examined, we are confronted with a colorful picture. In the answer of the students to the questions of "If you were a hero of a story, what would story be about?, the hero in the story was described as one who "struggles against difficulties, is honest, bookworm, loves adventure-loving, loves village life and is environmentalist". Students' opinions on this theme are as follows;

If I were a hero in a story, he would be talking about the significance of life; about the struggles of life; about the difficulties in life. Those who cannot afford these book; we have many of them; the difficulties that people have and the fact that we have attach importance to these (P1).

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He would be talking about village life. Without efforts, he would be saying that nothing would be possible (P4)

As it is seen, the students who lived in villages and were used to leading a labor-based life would want to be in a story where they, as individuals, would deal with the difficulties in life, appreciated the labor and what they possessed;

He would a bookworm hero. Then he would be talking about a hero who had an adventure (P3).

If I were a hero in a story, the story would be about village life (P4).

I were a character in a story, the story would be about the environment. We have to be sensitive to the environment (P5).

Besides, the students expressed their opinions on memorable heroes or events in the books you had read as in the following;

There was a book I read titled “Yeraltında Macera”. In that book, the characters would go underground and meet other people. It was a book to that effect, very exciting. A memorable event for me; there were very exciting sections. They would face very difficult situations. I loved those stuff (P6).

I never forget the first stuff; in the book that I bought. There was the little bear called Mine. I never forget her. She is still always on my mind. I learnt a lesson once from her. I said she was already a big girl. She said she never wanted to do the small things her family asked her to do. She tried to bite off more than she could chew. Then she paid the price big time. She brought me to my senses. It was good lesson learnt by me (P7).

4. Results and Discussion

When the findings of the study are examined, it was seen that reading habits, interests and tendencies of students were grouped under seven main themes.

Regarding their habits of reading books, the participant students stated that while regular reading made them happy and enhanced their desire to read, it also enabled them to acquire new knowledge and information. Similarly, Can, Türkyılmaz and Karadeniz (2010) and Balcı (2009) found in their studies that students carried out their reading activities for the purpose of acquiring new knowledge and information.

Findings of the study revealed that the participant students associated the concept of reading more with their real lives and fantasy worlds. It is also interesting to note that they also associated the concept of reading with the concepts of learning, feeling at peace, speed reading, using your time effectively, taking pleasure, relaxing and support for the school lesson. Previous studies indicated that reading books cheered the students up; and that students read books in order to use their free time more effectively (Balcı, 2009; Can, Türkyılmaz & Karadeniz, 2010).

Regarding the time students allocated for reading, the students indicated the sub-theme of minimum reading time or section-page number. The statements of students under the sub-theme minimum reading time specified that the students usually read at least for one hour at one sitting. Regarding students' statements in relation to number of sections or pages they read, it was found that they never stopped reading unless they finished reading the section in question and regarding the number of pages, they read at least twenty pages when they sat down to read.

Students stated that the most important persons who encouraged them to read were their families, teachers, peers and neighbors. Previous studies also revealed that students at different

educational stages considered their families, teachers, peers and neighbors as their sources of encouragement for reading (Myette, 2006; Wilson, 2007; Arıcı, 2005; Arı & Demir, 2013).

Students indicated that they obtained the books they read by borrowing them from the school library, their teachers, peers and their relatives or by purchasing them. It was revealed that students were able to purchase books only when they got the chance to travel to the city center of their province

Regarding their choice of books and the reasons for it, data analysis revealed that students considered the criteria such as the author preference, content (subject), a flowing theme (a flowing discourse), the genre, exterior features of the book, the publishing house, age and level compatibility. It was found that student loved reading novels more and the novels were the choice of purchase for them. In their study, Arı and Demir (2013) concluded that teacher candidates read novels more; and they were not particularly interested in books on art, culture and history. Arıcı (2005) revealed that students considered the subject of their book in their preference of a book. Karakoç (2005), on the other hand, indicated that the title, advertisements and advice about the book were influential in their preference of books. Unlike previous studies, Hopper (2005) found that the peer group had an impact over the students' choice of books.

Findings of the study also revealed that students associated their reader identities with characters in the books that "struggled against difficulties, were honest, bookworm, loved adventure-loving, loved village life and were environmentalist. Similarly, in previous studies, it was concluded that students at different educational stages indicated that they found the books on love, adventure, science fiction and action closer to their liking (Arı & Demir, 2013; Arıcı, 2005).

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An Intelligent GIS Based Railway Route Design Methodology

Cem Kirlangiçoğlu

1. Introduction

Transportation is the major investment area of İstanbul Metropolitan Municipality and urban railway systems have the top priority among all other alternatives. The total length of the current railway network, which was 45 km before the year of 2004, is 145 km. It is planned to firstly extend these lines to 450 km until 2019, then 993 km after this year. It is planned to firstly extend these lines to 420 km until 2019, then to 776 km after this year (İBB, 2014).

In this study, firstly an urban rail transit route design model has been developed to detect where the railway system is really necessary and then some conceptual new railway routes have been proposed after interpreting the analysis results. The proposed multi criteria decision making model, based on a *decision flower*, is universal and may be applied to the other cities in the world. It dramatically increases time, budget and manpower efficiency by taking the traditional processes a step further. As a result of the study, the proposed railway route design model has been successfully applied on the case study area, İstanbul. Figure 1 shows the location of İstanbul.



Figure 1. Location of İstanbul

2. Method

A deep literature review has been realized to determine a reliable and accurate methodology to meet the requirements of this study. The main subjects of this review have been about urban morphology, urban development, physical and human geography, geographic information systems, remote sensing, multi criteria decision making, urban transportation planning, railway design criteria, railway station allocation techniques and etc.

The main reference book of this study is ‘GIS and Multicriteria Decision Analysis’ (MALCZEWSKI, 1999) which has been used to understand the basics of multi criteria decision making techniques and to select the most suitable one that will be used to propose a new railway route design model. In addition, ‘Route/Site Selection of Urban Transportation Facilities: An Integrated GIS/MCDM Approach’ (FARKAS, 2009) was a good starting point to see the current and alternative methodologies to determine the routes of urban transportation systems

based on GIS techniques by combining social, environmental, economic, administrative and etc. factors in an analytical hierarchy process. It was also important to find out the new alternative railway route design methodologies instead of the traditional ones. Some of the useful sources have been: ‘Multicriteria decision making and GIS for railroad planning in Kyrgyzstan’ (DJENALIEV, 2007); ‘Design and Planning Guidelines for Public Transport Infrastructure’ (GOVERNMENT OF WESTERN AUSTRALIA, 2003); ‘Models and algorithms for a rail transit line alignment using GIS and genetic algorithm’ (SAMANTA, 2008); ‘Optimal Urban Rail Transit Corridor Identification within Integrated Framework Using Geographical Information System’ (VERMA & DHINGRA, 2005); ‘Evaluating Alternate Commuter Rail Corridors in Southern New Jersey’ (HASSE, 2007); ‘High Speed Rail Alignment Generation and Optimization Using GIS’ (MARTIN & GREENWOOD, 2012) and ‘Using GIS in a Large-Scale Transportation Planning Study’ (HARMET & SAGAMI, 2010). It is also very important to determine the locations of urban railway stations in accordance with the human needs. Therefore, many studies have been analyzed some of which are ‘Railway Station Site Selection Using Analytical Hierarchy Process and Data’ (MOHAJERI & AMIN, 2010); ‘A GIS Based Appraisal Framework for New Local Railway Stations’ (BLAINEY & PRESTON, 2013); ‘Relating U.S. Urban Population, Employment, and Congestion to U.S. Rail Transit Development and Success’ (RATNER, 2000); ‘A GIS and Multi-Criteria-Based Analysis and Ranking of Transportation Zones of Vilnius City’ (JAKIMAVICIUS & BURINSKIENE, 2009) and ‘A GIS-based planning approach to locating urban rail terminals’ (HORNER, 2001).

After examining a deep literature survey; the main goal of the project and the factors that will be used while achieving the main goal have been determined as the first step. The below figure is a specially designed **Decision Flower**, not a decision tree, showing the main goal and the effective factors used in the proposed route design model.



Figure 2. Urban rail transit route design factors

There are totally 12 factors and each of them has an importance degree in accordance with each other throughout the optimum railway route design process. Table 1 shows these importance values which have been defined as an average of the appreciations of many urban rail transit route design engineers and decision makers of Istanbul Metropolitan Municipality. It is significant to be able to understand the table below. For example; ‘Travel Demand’ is 1,25 times more important factor than ‘Population Density’ while designing the route of an urban rail transit system. In the same way, ‘Integration with Other Transportation Modes’ is 1,500 times more important factor than ‘Land Ownership’ data. By this table, it is possible to understand which factor how much effects the design process in accordance with the other factors.

Table 1. Importance values of factors among each other

FACTORS	Travel Demand	Integration with Other Transport	Population Density	Distance to Protected Areas	Land Ownership	Proximity to Industry & Commerce	Proximity to Public & Educational Areas	Proximity to Mass Housing Areas	Topography	Lithological Structure	Distance to Fault Lines	Distance to Water Areas	TOTAL
Travel Demand	1	1.111	1.250	1.429	1.667	2.000	2.222	2.500	3.333	4.000	5.000	10.000	35.512
Integration with Other Transport	0.900	1	1.125	1.286	1.500	1.800	2.000	2.250	3.000	3.600	4.500	9.000	31.961
Population Density	0.800	0.889	1	1.143	1.333	1.600	1.778	2.000	2.667	3.200	4.000	8.000	28.410
Distance to Protected Areas	0.700	0.778	0.875	1	1.167	1.400	1.556	1.750	2.333	2.800	3.500	7.000	24.859
Land Ownership	0.600	0.667	0.750	0.857	1	1.200	1.333	1.500	2.000	2.400	3.000	6.000	21.307
Proximity to Industry & Commerce	0.500	0.556	0.625	0.714	0.833	1	1.111	1.250	1.667	2.000	2.500	5.000	17.756
Proximity to Public & Educational Areas	0.450	0.500	0.563	0.643	0.750	0.900	1	1.125	1.500	1.800	2.250	4.500	15.981
Proximity to Mass Housing	0.400	0.444	0.500	0.571	0.667	0.800	0.889	1	1.333	1.600	2.000	4.000	14.204
Topography	0.300	0.333	0.375	0.429	0.500	0.600	0.667	0.750	1	1.200	1.500	3.000	10.654
Lithological Structure	0.250	0.278	0.313	0.357	0.417	0.500	0.556	0.625	0.833	1	1.250	2.500	8.879
Distance to Fault Lines	0.200	0.222	0.250	0.286	0.333	0.400	0.444	0.500	0.667	0.800	1	2.000	7.102
Distance to Water Areas	0.100	0.111	0.125	0.143	0.167	0.200	0.222	0.250	0.333	0.400	0.500	1	3.551

Higher TOTAL value in the latest column means higher importance in route design process. That means, Travel Demand is the most effective factor while distance to water areas is the least significant. Table 2 shows the importance degrees of each factor in proportion to 1. These values have been found by dividing the TOTAL value of each row by the total number of TOTAL column which is 220,176. For instance, importance degree of Travel Demand is 0,161 which has been found as a result of $35,512 / 220,176$ operation. If we sum up all importance degree values, the result will be 1.

Table 2. Factors and their importance degree

FACTOR	IMPORTANCE
1. Travel Demand	0.161 / 1
2. Integration with Other Transportation Modes	0.145 / 1
3. Population Density	0.129 / 1
4. Distance to Protected Areas	0.113 / 1
5. Land Ownership	0.097 / 1
6. Proximity to Industrial & Commercial Areas	0.081 / 1
7. Proximity to Public & Educational Institutions	0.073 / 1
8. Proximity to Mass Housing Areas	0.065 / 1
9. Topography	0.048 / 1
10. Lithological Structure	0.040 / 1
11. Distance to Fault Lines	0.032 / 1
12. Distance to Water Areas	0.016 / 1
TOTAL	1

Each factor will be evaluated one by one for all the case study area, Istanbul Metropolitan Municipality. Then the result maps will be rasterized for further analyses which will integrate all factors with each other. Each pixel of each result map will have a score according to the related factor. For example; for the same area, pixels of travel demand will have higher score than other factors. Then, all pixels of all factors will be summed up by raster calculator and the final map will be produced.

1. Travel Demand:

As a result of the international literature survey and conversations with the experts, it has been found that the most important factor affecting the urban rail transit corridor design is travel demand. If there is low or no demand, it is meaningless to locate a mass transit system to that area because of both transportation planning criteria and feasibility requirements. Transportation studies, trip directions and trip numbers collected by electronic fare collection system also show us the origins and destinations for a normal workday. The raw data includes trip information of 2011. Figure 3 gives an areal distribution map of the daily trip generation numbers.

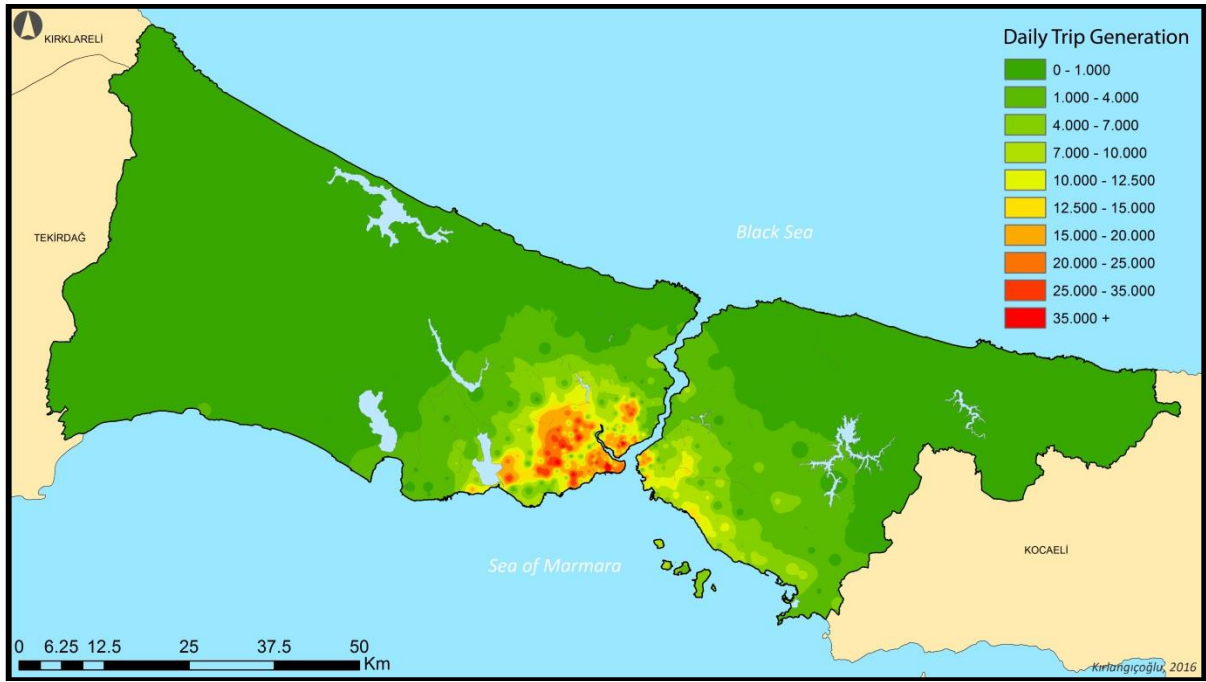


Figure 3. Daily Trip Generation Numbers (passenger/km²)

Figure 4 is a detailed appearance of the central areas which have the highest trip generation numbers.

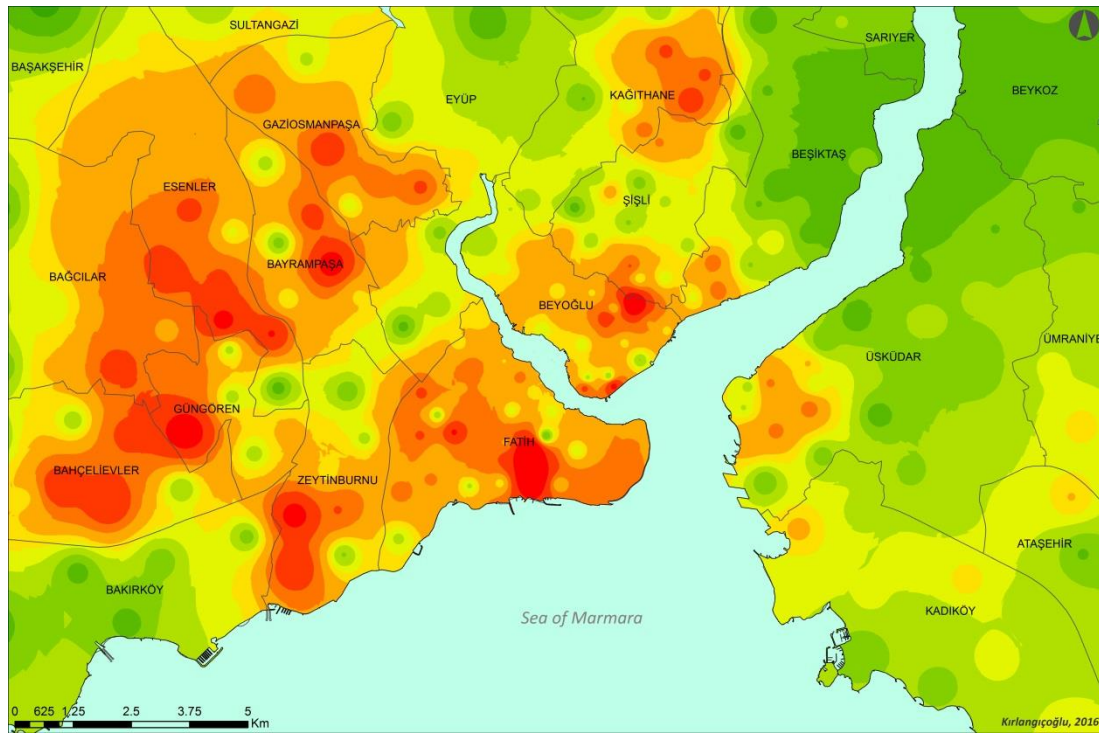


Figure 4. Trip Generation Levels around City Center

For a better understanding of transportation patterns of passengers, it is really significant to see the trip attraction areas for all Istanbul. Then it may be possible to understand passenger movements all through the city. Figure 5 gives an areal distribution map of the daily trip attraction numbers.

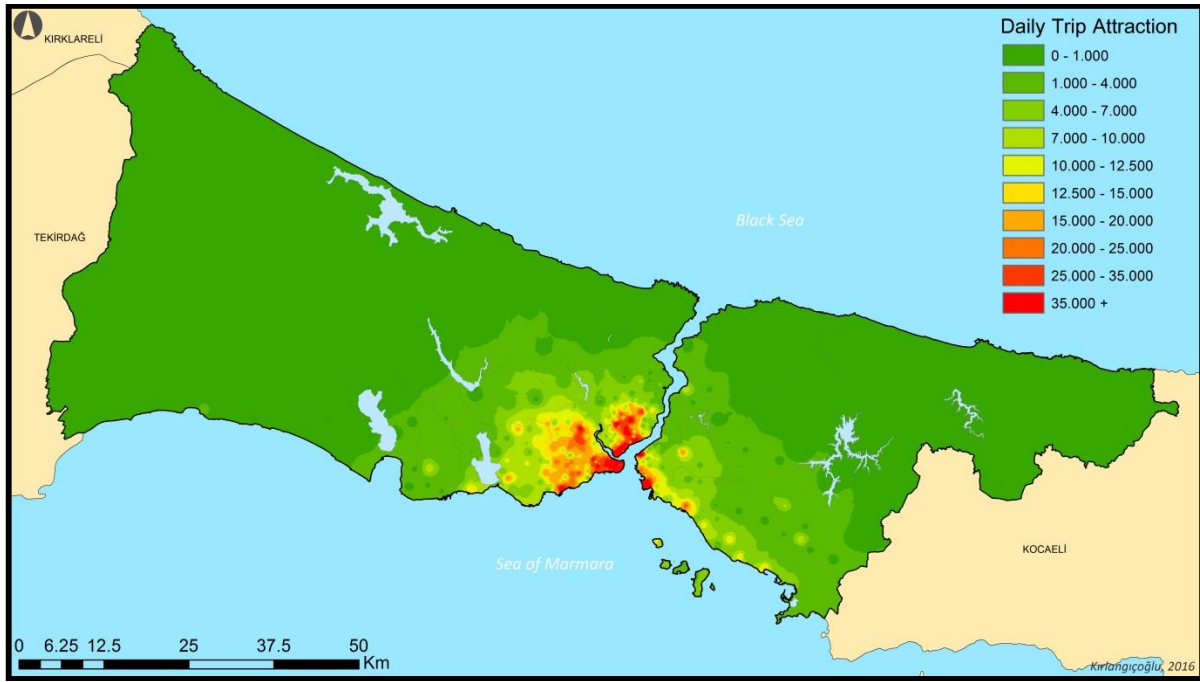


Figure 5. Daily Trip Attraction Numbers (passenger/km²)

Figure 6 is a detailed appearance of the central areas which have the highest trip attraction numbers.

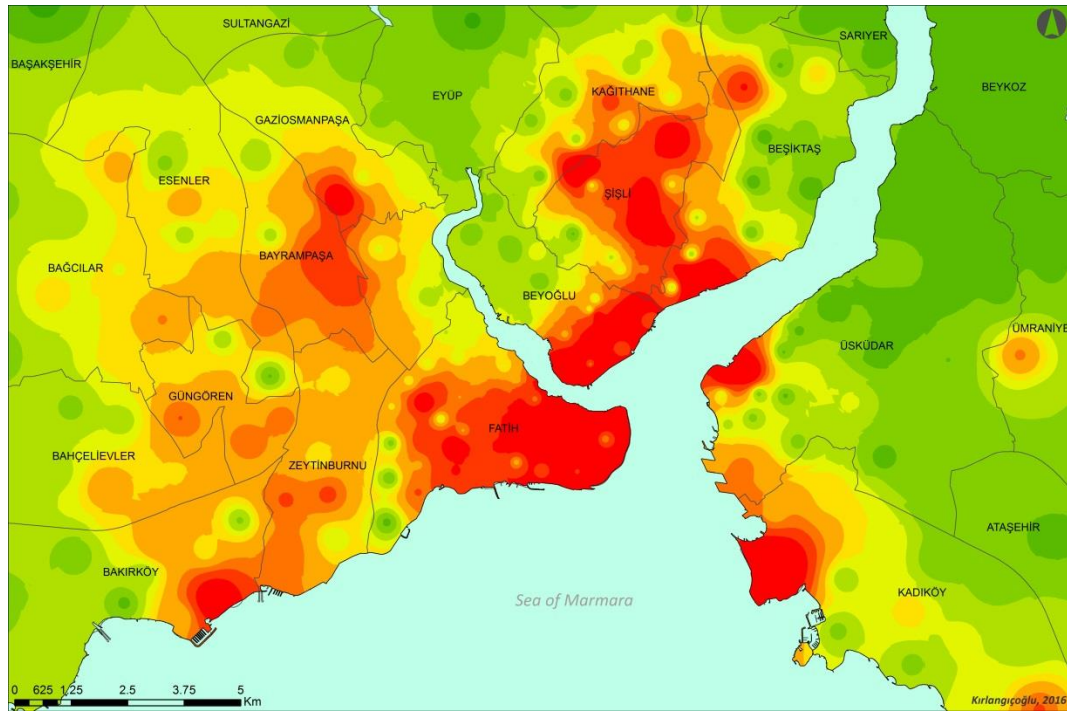


Figure 6. Trip Attraction Levels around City Center

The total travel demand is found by integrating the trip generation and attraction numbers. Figure 7 shows the travel demand distribution in central area based on daily trip numbers. The darkest areas in the map indicate the highest demand areas while the white and light gray areas indicating lower demand areas.

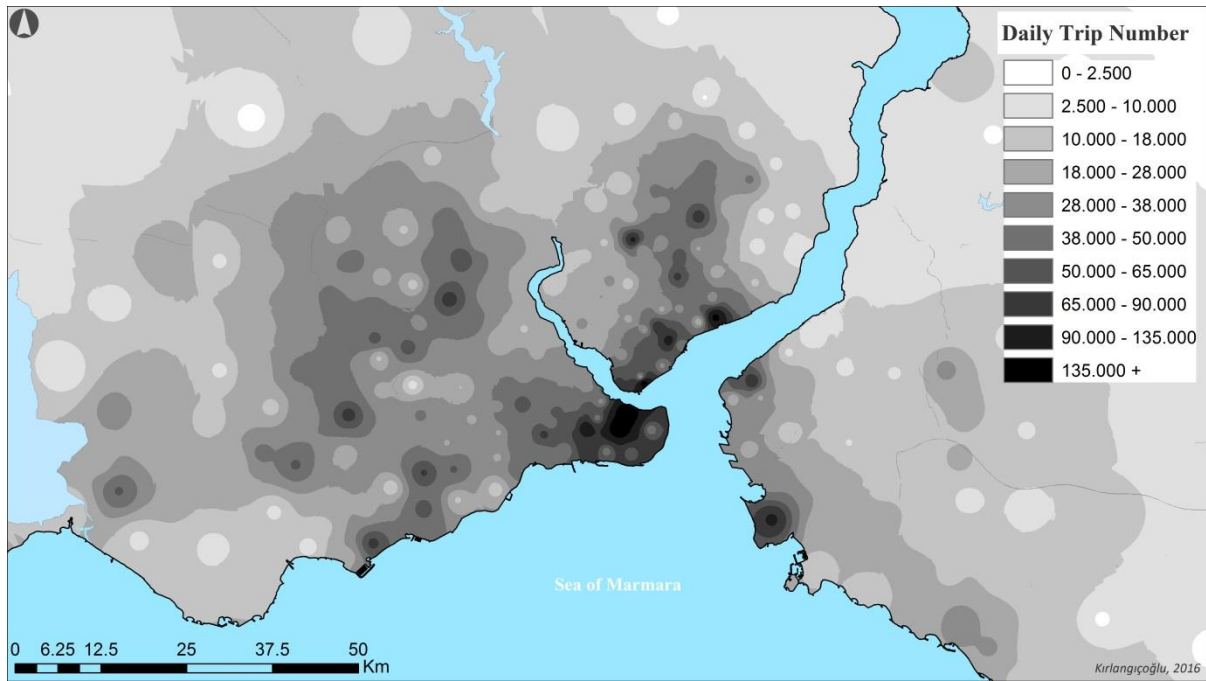


Figure 7. Daily trip numbers of passengers

This is the final map of the ‘Travel Demand’ factor. It is in raster format and it has pixels of which dimensions are 10x10 m. The darkest pixels have the highest score which is 0,161 for this factor. The score of each pixel decreases where the color is whitening. This map will be used while accumulating the final maps of all factors. All other maps will have similar scoring calculation for each pixel in accordance with the importance degree of each factor (see Table 2).

2. Integration with Other Transportation Modes:

The new urban railway stations must be integrated with the existing railway stations, BRT and bus stations. A special buffer analysis has been applied for each transit type to determine their impact area, but those maps will not be given here one by one. Figure 8 gives the final map showing the impact area of each transit station. The nearest pixels to these areas means the most appropriate locations for new railway stations in the manner of system integration and passenger transfer. Therefore, the nearest areas to these stations have the highest score while the far areas having lower score.

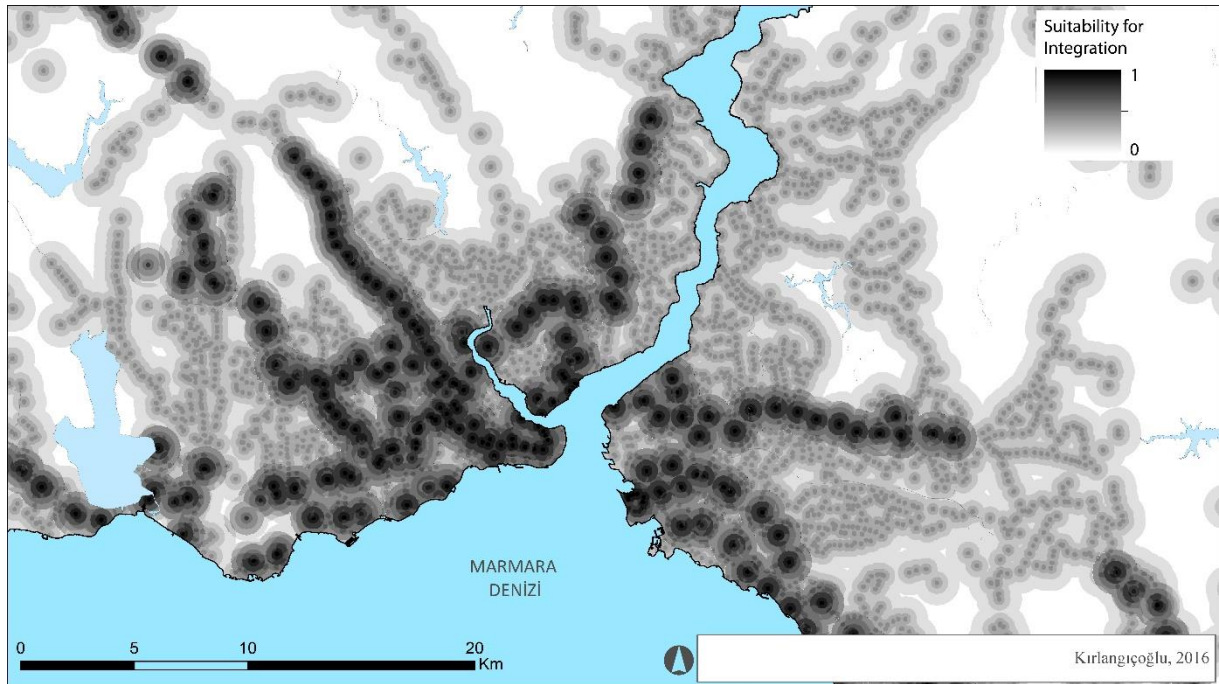


Figure 8. Proximity analysis for mass transit stations

3. Population Density:

Similar to the travel demand factor, dense population is an important factor to locate a railway station to an area. Higher population may mean higher trip number. So, the darker areas in Figure 9 mean more suitable areas for the new railway routes while the light color areas mean less suitable areas of which pixels will have lower scores.

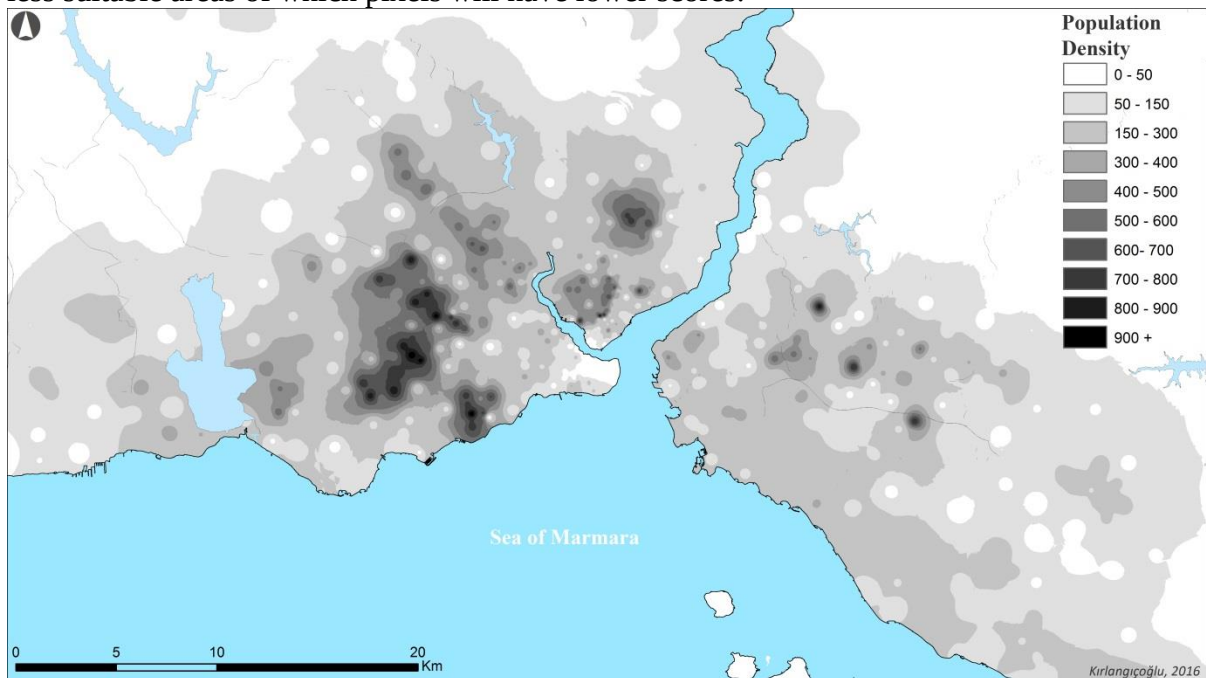


Figure 9. Population density analysis (person/ha)

4. Distance to Protected Areas:

The naturally, historically and archaeologically protected areas must be out of design study area for urban rail transit corridor identification studies. The designers must be really careful about protecting environment while serving people of their city. So, the inside and near

environment of the protected areas are the least suitable areas while the lighter colors mean higher scores and more suitable areas in Figure 10.

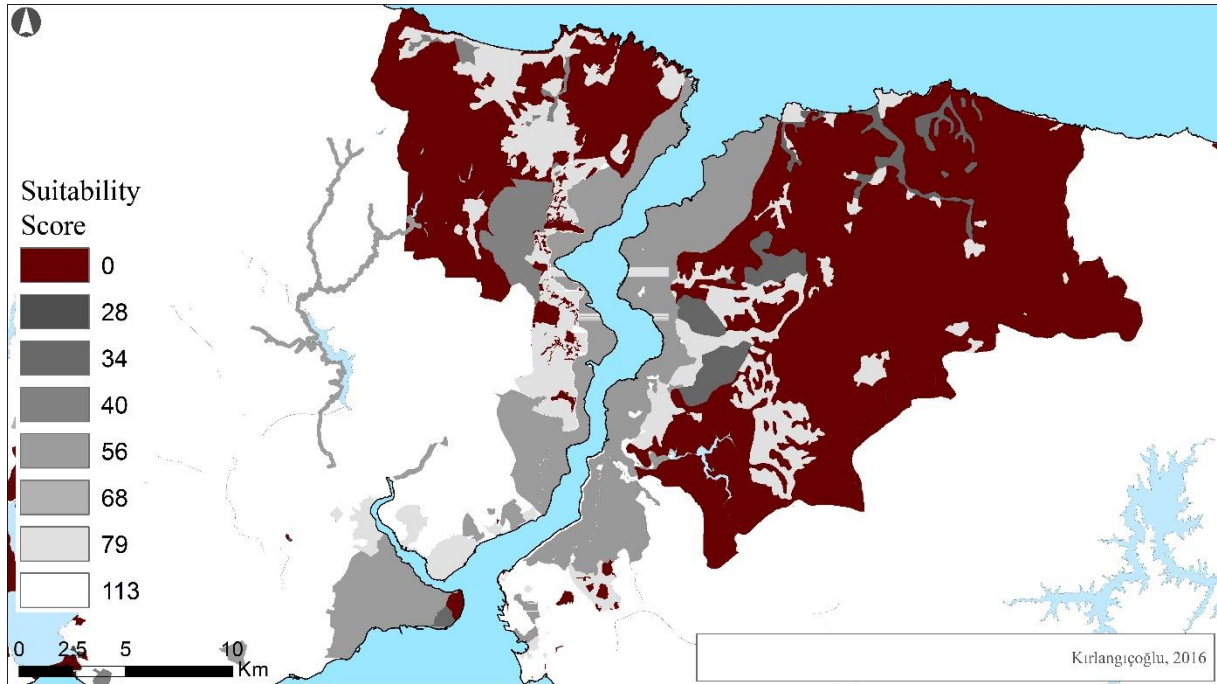


Figure 10. Natural, historic and archaeological sites

5. Land Ownership:

Expropriation costs must be minimized to evaluate investments more efficiently. Therefore; Istanbul Metropolitan Municipality (I.M.M.), Public, Education, Local Municipality and Foundation parcels are much more preferable than the private lands. In Istanbul, the costless and the easiest way to locate a railway route or a railway station is to choose a property which belongs to the metropolitan municipality. The other ways are to choose local municipality or public lands. Educational reserve areas or foundation properties may be the other options. According to Figure 11, the dark colors show the most suitable areas for possible new railway systems while the light colors show less suitable areas in accordance with land ownership factor.

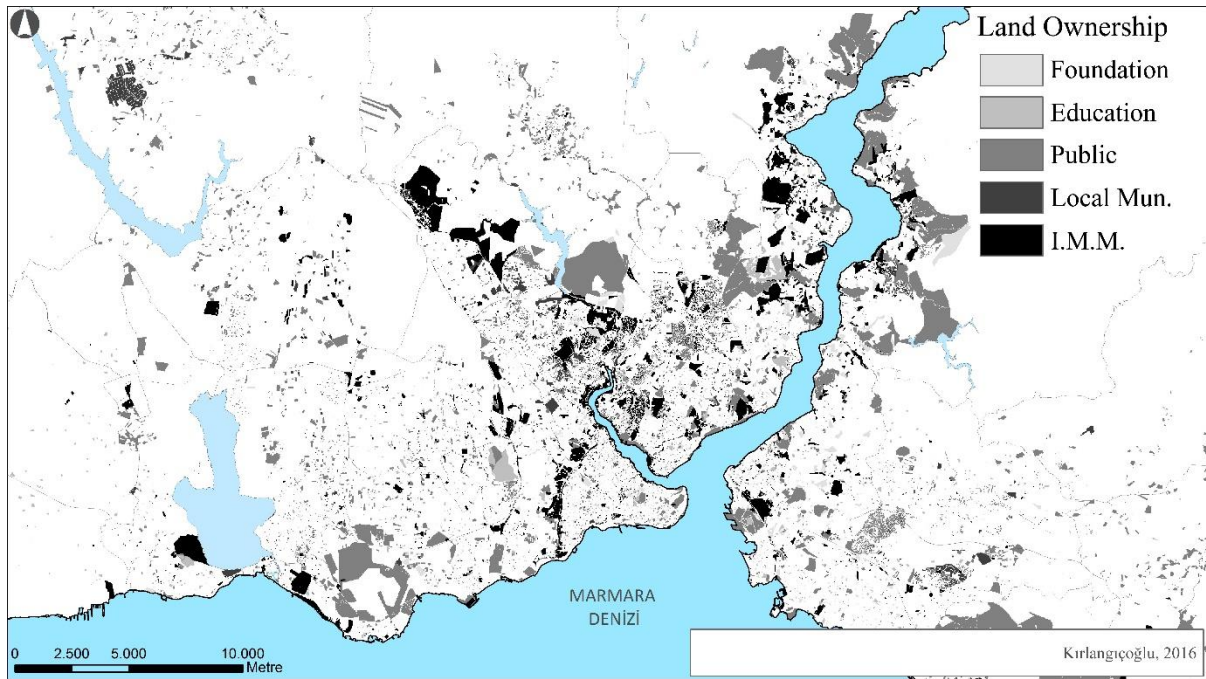


Figure 11. Land ownership distribution analysis

6. Proximity to Industrial & Commercial Areas:

The most important destinations of passengers are the industrial and commercial areas in Istanbul. So, these areas have high priority while designing new urban rail transit corridors. The new railway route has to be designed in accordance with people travel needs and people generally go to the industrial or commercial places. The red and yellow areas in Figure 12 are the most suitable locations because they are the nearest areas to the working places.

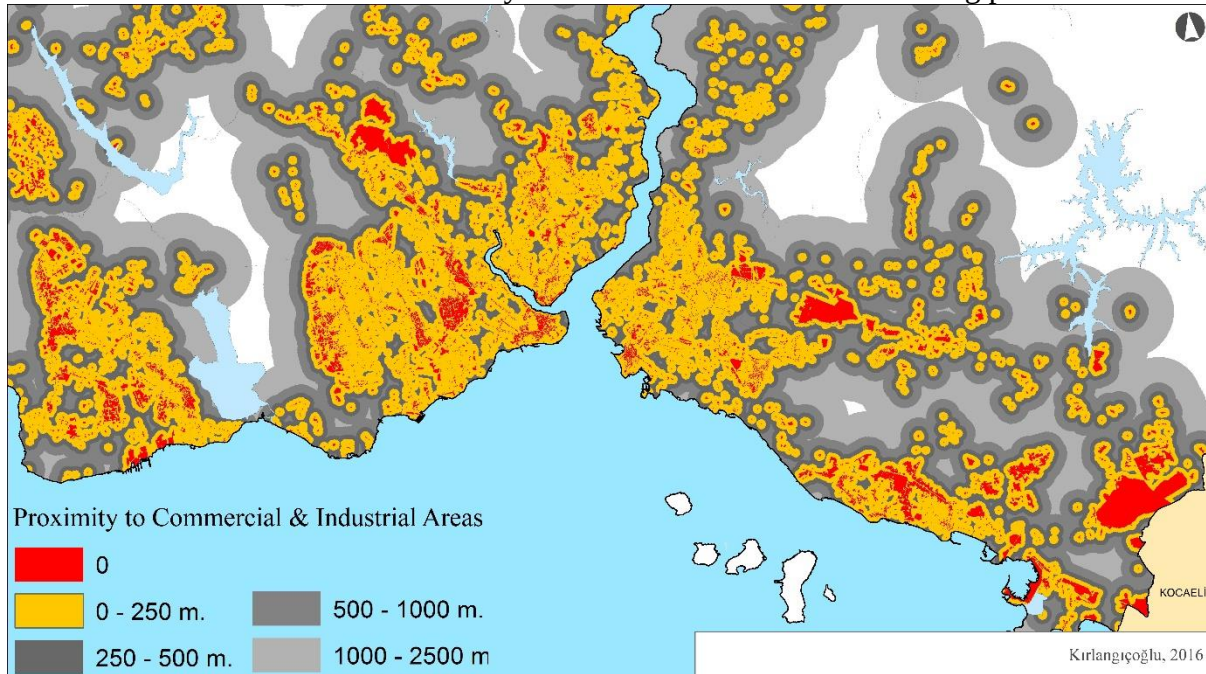


Figure 12. Proximity analysis for industrial and commercial areas

7. Proximity to Public & Educational Institutions:

Public institutions and educational areas also have importance in accordance with the origin destination data of the passengers.

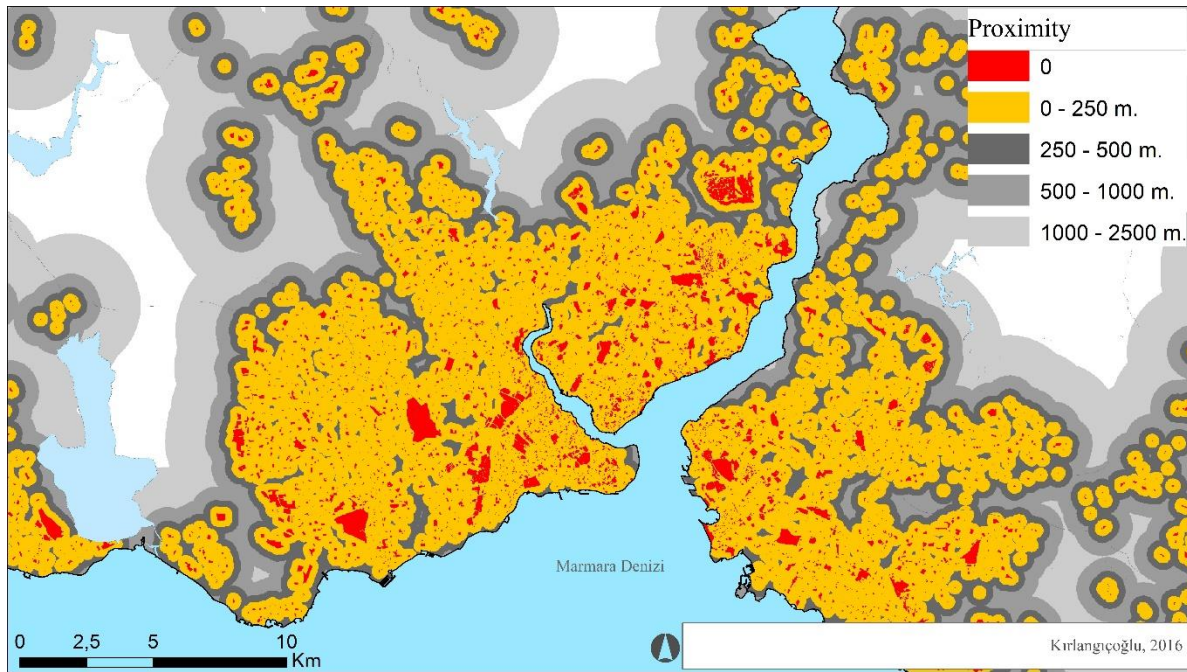


Figure 13. Proximity analysis for public and education areas

8. Proximity to Mass Housing Areas:

Especially in the last three decades, very important and big mass housing projects have been realized in İstanbul. These areas are generally not at the city center, so their connection to the city must be supplied by mass transportation systems.

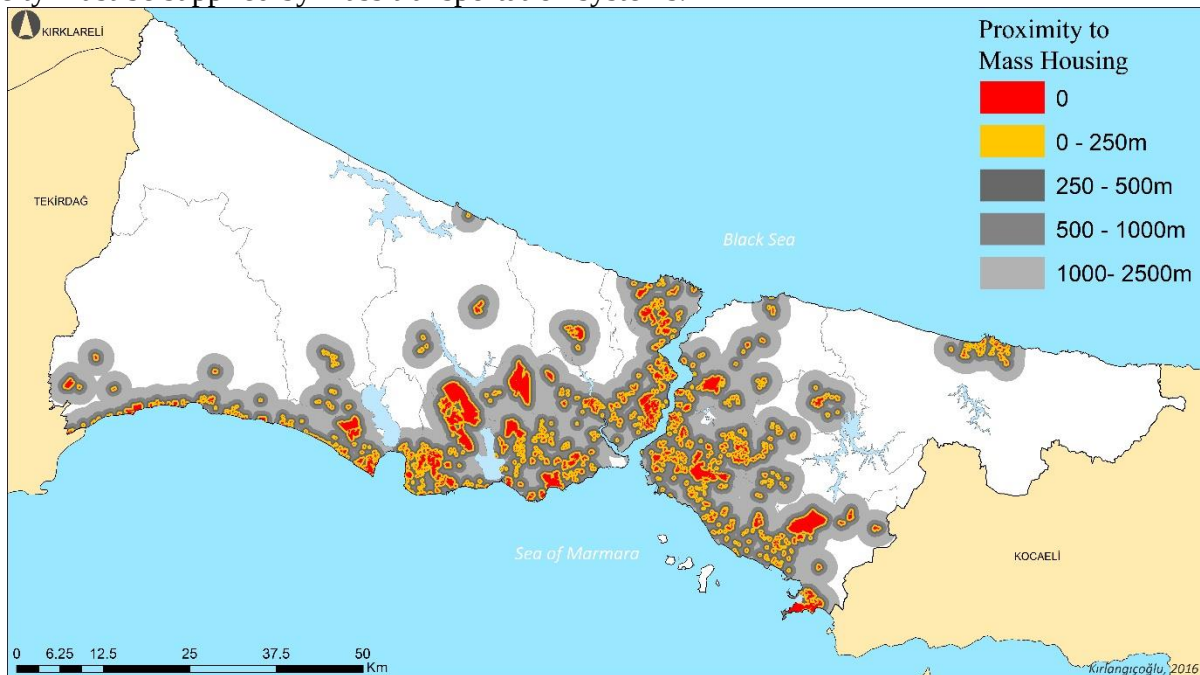


Figure 14. Proximity analysis for mass housing areas

9. Topography:

The slope is a really important factor affecting the railway corridor design processes. For example, for a tram it is very hard to climb a slope having more than 12%, and the degree between 7% and 12% is not preferable by designers because of current level of technology. In addition, if you have significant slope levels on your metro route that will affect the depth of your metro stations. It may be necessary to locate underground stations to minus 30 m. and

around which is not preferable by passengers because of difficulty of access to the platform level. Figure 15 shows the contours used to prepare a DEM and a slope map. The contours have 10 meters of interval.



Figure 15. Terrain Contours

Figure 16 shows the Digital Elevation Model produced by the contours shown in figure above.

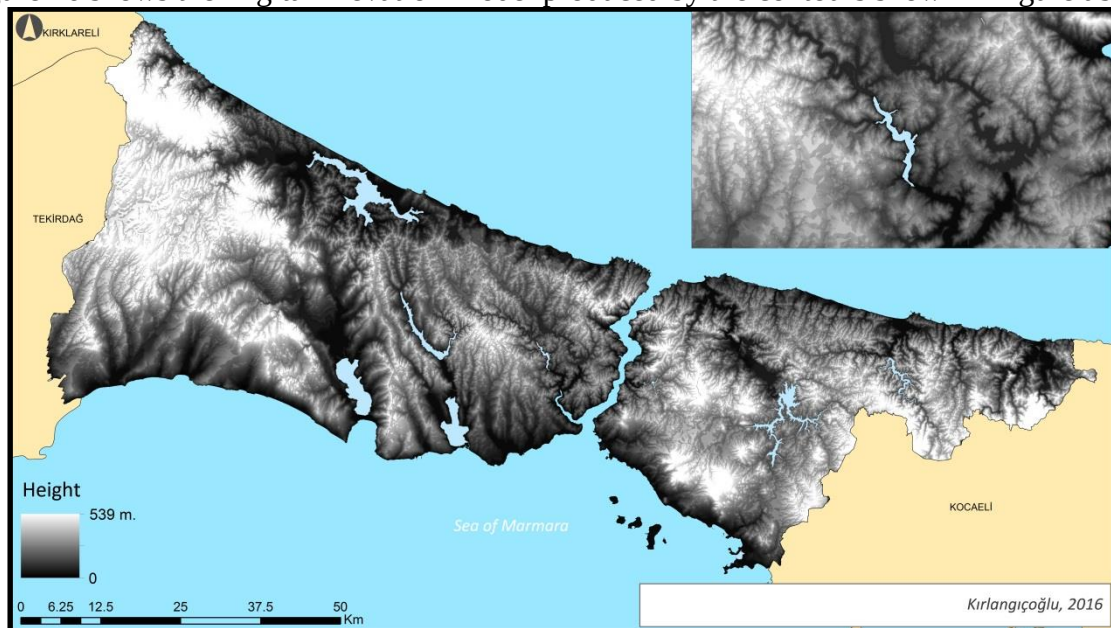


Figure 16. Digital Elevation Model of Istanbul

Figure 17 shows the Slope Map produced from the terrain data. The darkest colors symbolize the non-suitable areas while the light colors indicate more appropriate areas for new railway routes and their stations.

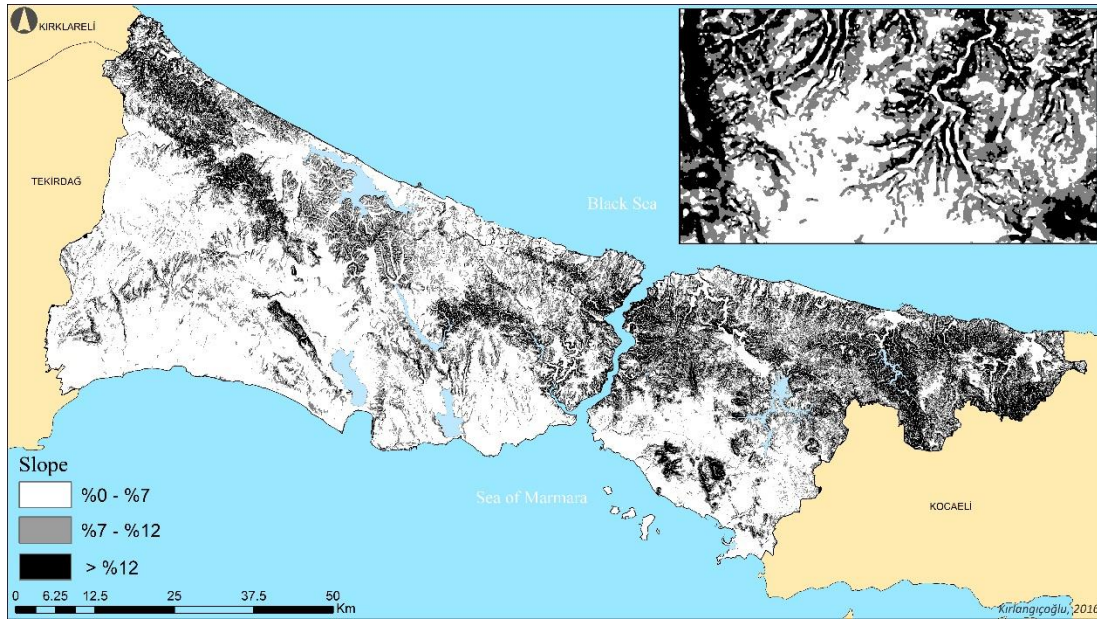


Figure 17. Suitability analysis of topography in case of slope

10. Lithological Structure:

The ground structure must be appropriate for railway systems. Thus, the most solid and durable grounds have the highest scores in design process. Very detailed maps have been prepared for each soil type in Istanbul, Figure 18 is an integration of all those maps showing the most suitable locations in accordance with lithological structure. The red areas are the most dangerous locations while the white areas are the most suitable ones.

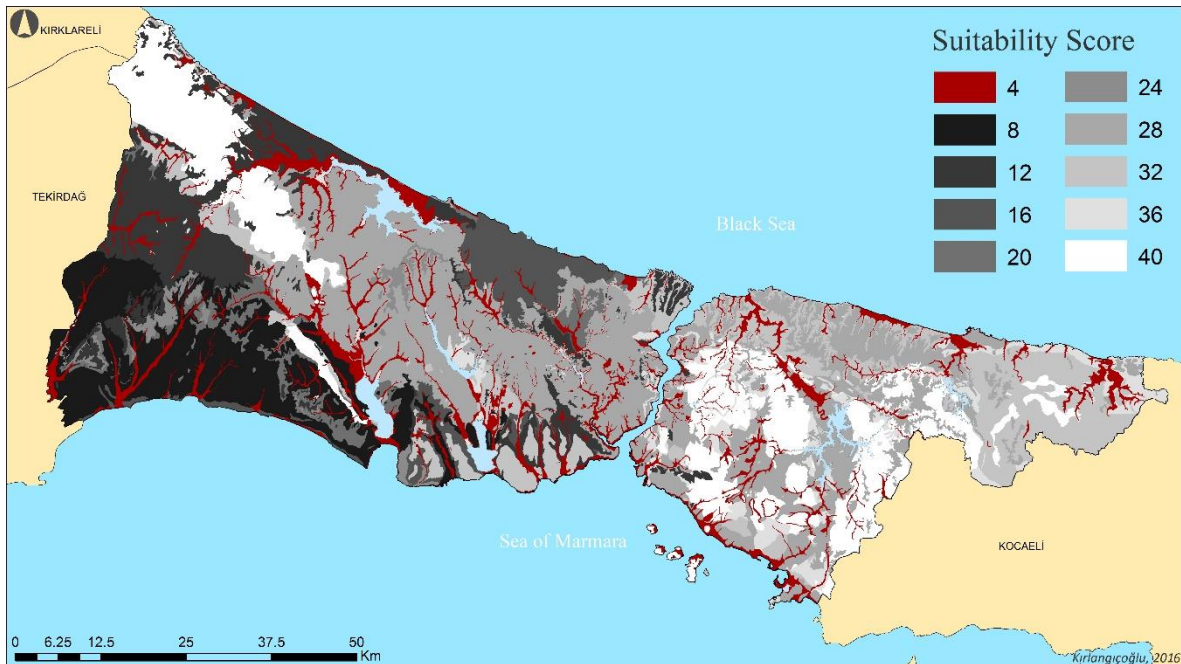


Figure 18. Suitability analysis of lithological structure

11. Distance to Fault Lines:

The railway projects must be far away from the fault lines as much as possible and the designers must avoid designing railway routes parallel to these lines. In Figure 19, the red and orange colors indicate the most dangerous areas while the green and white areas show the most suitable areas.

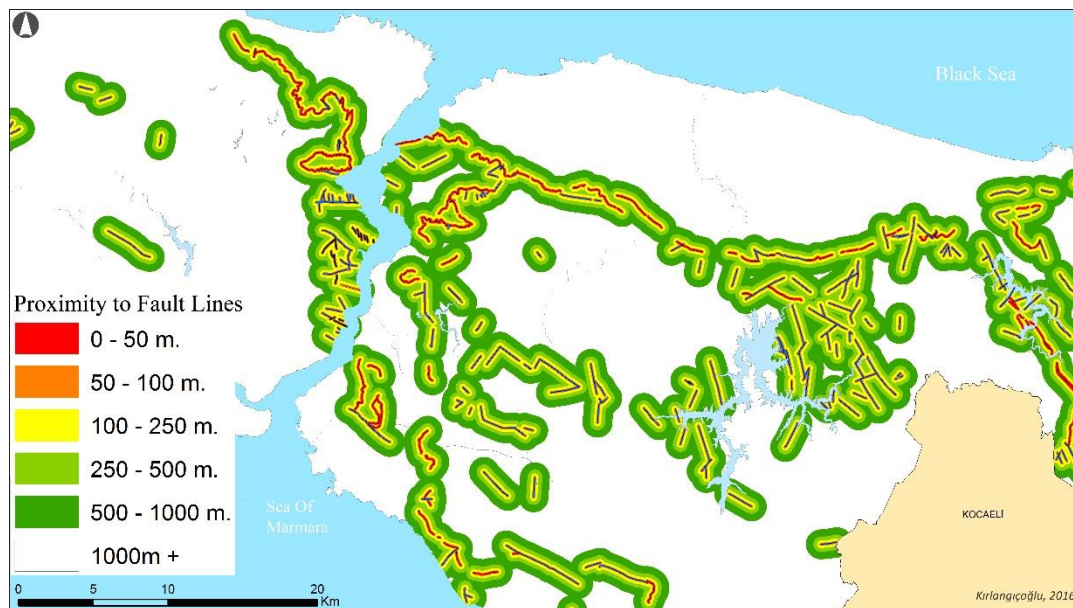


Figure 19. Proximity analysis for fault lines

12. Distance to Water Areas:

Watershed protection limits are important constraints for railway designers who must also care about environment. In addition to the strictly protected areas, there are short, mid-range and long range protection areas.

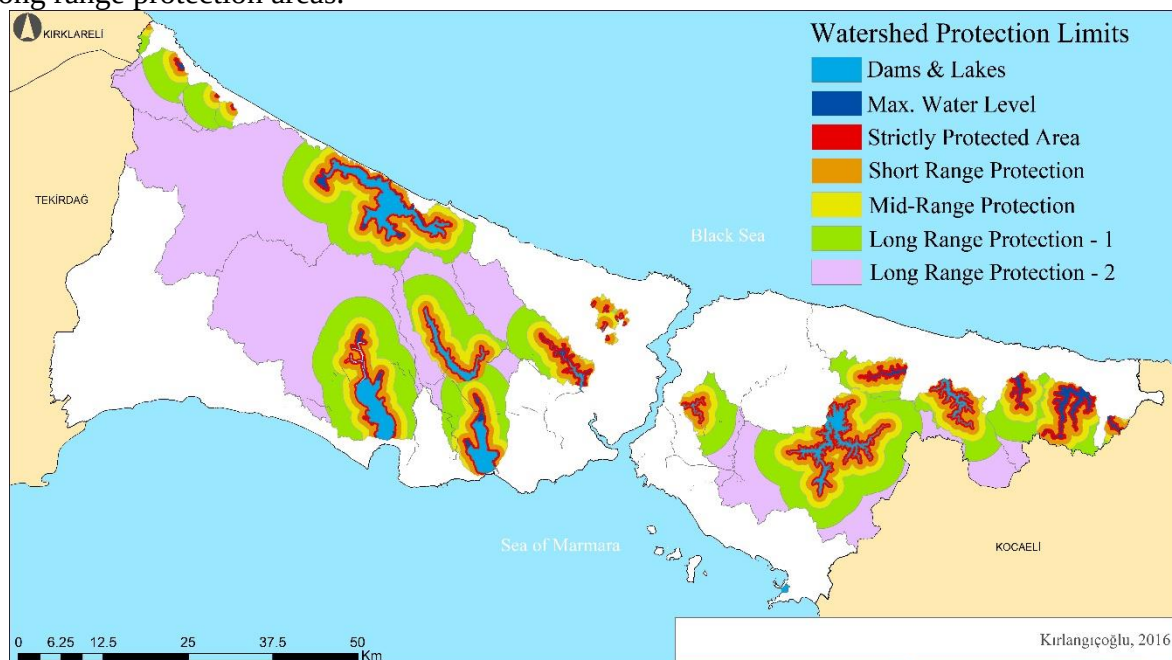


Figure 20. Proximity analysis for watershed areas

3. Results

As a conclusion of this study, result maps of all factors have been combined together and a final score map has been produced. All result maps and their pixels have been superimposed for the same study area in the same coordinate system. In this way, each pixel have had a total value coming from the maps of 12 factors. In Figure 21; dark colors indicate the most suitable areas for new railway routes in Istanbul while the light colors symbolize less suitable areas in accordance with the 12 factors determined in the beginning of this study.

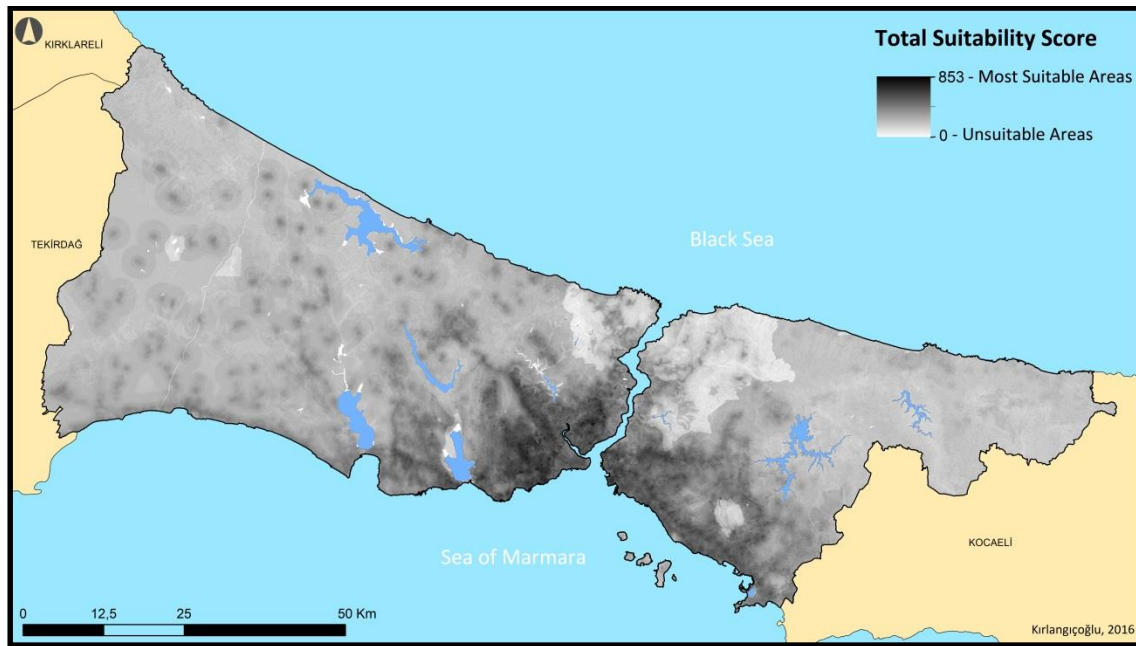


Figure 21. The Most Suitable Areas for New Railway Routes

Figure 22 and 23 show the possible future urban rail transit systems in the European side of Istanbul in accordance with the suitability map given above.

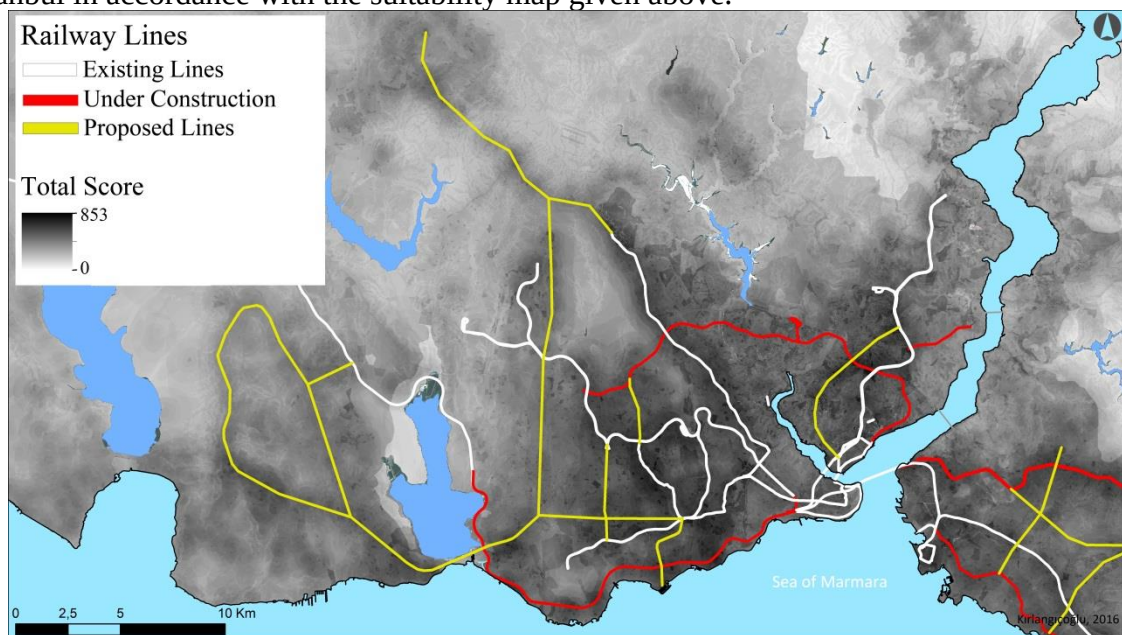


Figure 22. New urban rail transit corridor proposals for European side
The same lines have also been shown on a satellite image of Istanbul.

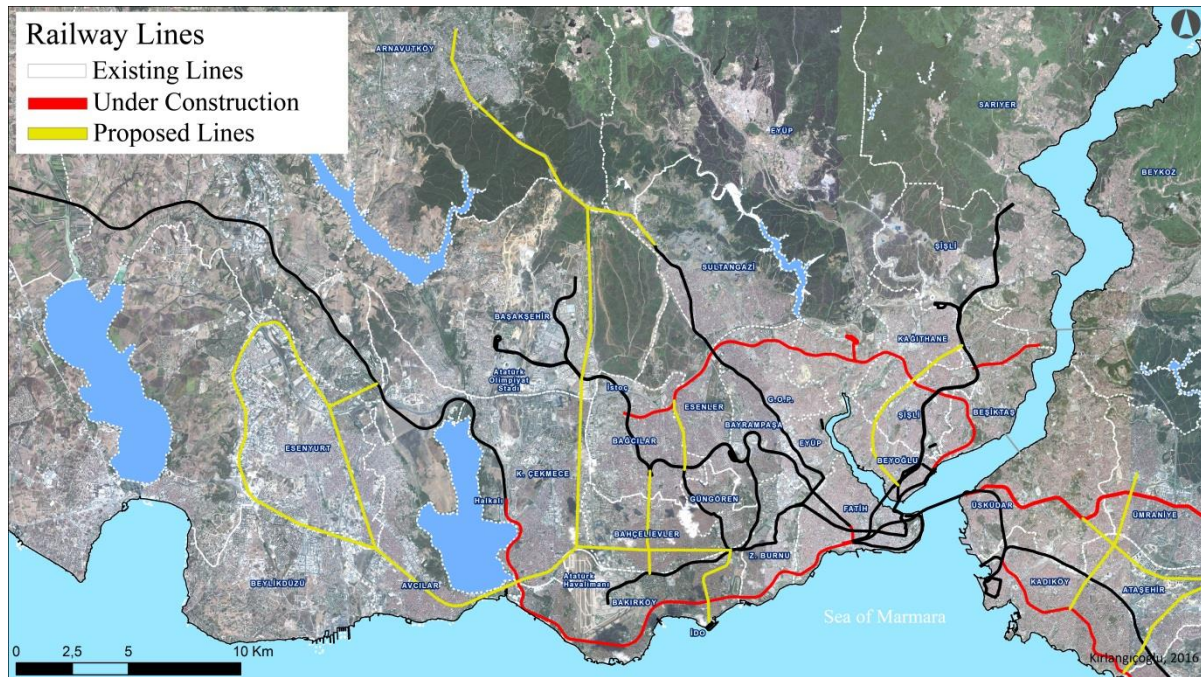


Figure 23. New urban rail transit corridor proposals for European side

Figure 24 and 25 show the possible future urban rail transit systems in the Asian side of Istanbul in accordance with the suitability map given in Figure 21.

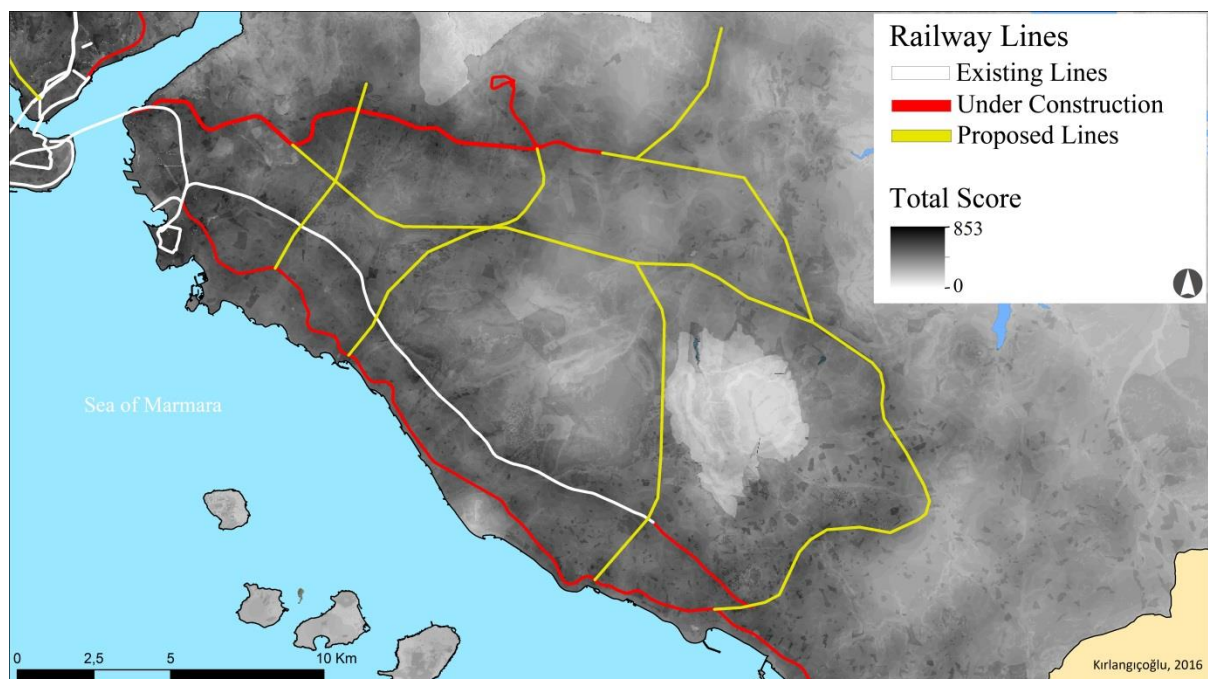


Figure 24. New urban rail transit corridor proposals for Asian side

The same lines have also been shown on a satellite image of Istanbul.

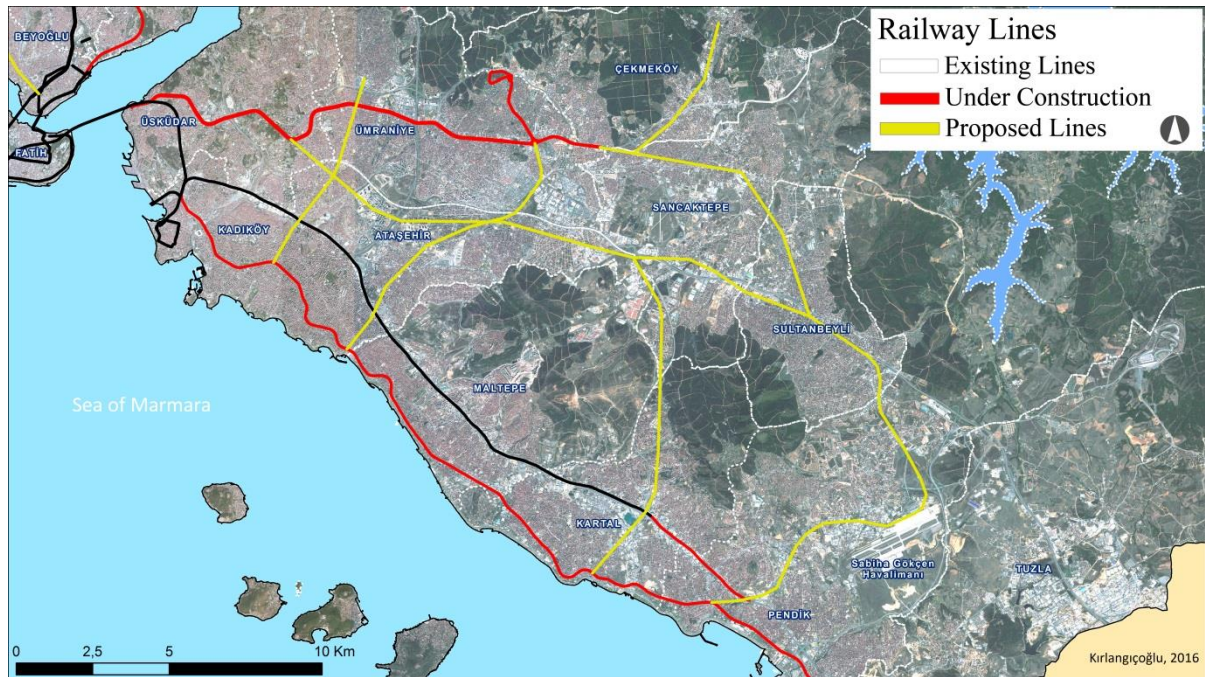


Figure 25. New urban rail transit corridor proposals for Asian side

4. Conclusion

Construction of new urban rail transit systems is vital for Istanbul but the decision makers and route designers have to choose the most appropriate locations for this purpose. The traditional methods and experiences have to be integrated into modern technologies. Each affecting factor must be well evaluated and analyzed as integrated with other factors in a GIS based decision support system.

The theoretical background of the proposed model has been successfully applied to a real world sample, Istanbul. The results have been shared with the professional route designers and some of the decision makers who are really satisfied about the results. The new urban rail transit route design model proposed in this study has an experience based methodology and international validity which will be helpful for all kind of related users.

5. References

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The Relationship Between Tourism Education and Career Intentions in the Industry: A Research Study on Undergraduate Students

Fehmi Volkan Aky n,  ule Aydın T kelt rk, G k e Karako 

1.Introduction

The tourism sector is one of the fastest developing economic sectors around the globe. Its contribution to a country's economy makes it a very important market and source of income. The tourism sector has an important effect on a country's balance of payments and contributes to the economy by increasing foreign currency income. For this reason, both developed and developing countries want to take a big share of this market. To achieve this, it is necessary to adapt rapidly to changes in the industry and to create new services to meet newly-emerging demands in the market. In the light of this situation, it is important to choose the best way to increase competitive advantage with regard to such aspects as: creating customer- focused strategies to keep ahead of the opposition; seeking out opportunities to extend product range and maintaining flexibility and performance (Eleren & Kılı , 2007).

As tourism is part of the service sector, and the person receiving the service and the person offering the service are in regular face to face communication, the education of the workers employed in the industry is crucially important (Pehlivan,2008). The tourism sector involves two types of education formal and informal. Formal education is normally associated with education programs and involves a multiple-staged process, starting with secondary education and continuing with a bachelor's degree, post graduate degree and doctorate. Informal education usually takes the form of short certificate programs which are offered by government agencies and private institutions. Formal or informal, the main goal is to give people the required vocational education and to provide a skilled workforce (Hacıo lu, 1992).

While developed countries benefit from the income effect of the tourism sector, developing or under-developed countries want to share the benefit of the economic and job creation opportunities of this sector (Yıldız, 2011). Employment is a significant problem for developing countries. As tourism is a labor intensive sector, it can alleviate this to a certain extent. Because tourism is a product which is consumed where it is produced and with it, besides others is the least autonomous sector that brings service element into the forefront. In this way, the tourism sector is differs from others. It involves hard working conditions as much as it offers career possibilities. These conditions detract from the appeal of the industry to students and others who otherwise may have a career goal in this sector, and also serves to increase employee turnover rates.

2. Research

2.1. The Purpose and Method of the Research

The purpose of the study is to determine the perspective of undergraduate tourism students with regard to tourism education. The aim is to determine which career direction these students want to progress towards and their ambitions in this sector. As part of the research part that has been created with the theoretical information provided with the information to this part, field work has been included. With this purpose research hypothesis population and sample information is useful in order to explain the forms and scales used in this research.

The population for this study consists of students from several cities in Turkey whose universities offer undergraduate education in tourism. The research sample is made up of a

total of 818 undergraduate students who were chosen from 11 universities using the random sampling method.

The focus group of the study comprises 3rd and 4th grade tourism students, and the research is limited by the answers of this sample group.

The following assumptions are made in carrying out this research:

- Participants are giving true and sincere answers.
- The chosen sample group adequately represents the universe/sample size.
- Generalization can be applied to the universe via the sample.
- The measuring instrument is sufficient to measure the research questions.

A questionnaire form was created using the scales found in the study of Pehlivan (2008) & Çeribaş (2012). A review of the literature has been carried out ...and additional articles were added to cover some important aspects before the questionnaire reached its question form. The first part of the questionnaire consists of questions which collect demographic data such as age, gender, education department, grade, apprenticeship time, entrepreneurship and academic career aims of students. The second part of the questionnaire comprises a Likert - type 37-statement question form.

The entries regarding tourism undergraduate students' career intentions in the sector consist of 37 Likert- type statements which use a method of scoring from 1 to 5, as in "1: Strongly Disagree" and "5: Agree Strongly".

The SPSS 20.0 statistical package program was used for the evaluation and analysis of the data collected from the field research. The frequency and percentage distribution of the answers given to every question in the questionnaire and propositions were calculated, and the benefits of scales such as fair average, standard deviation, mod, median, minimum and maximum values were taken. The data were subjected to factor analysis and sub-dimensions that explain the research have been determined. Research was carried out to see if there were meaningful statistical differences between the obtained sub-dimensions and demographic variables. The results were evaluated with the "Independent Samples T-test", "One Way ANOVA" and "TUKEY" tests. The factor sub-dimensions' relationships with each other and their relationship with the Rank Order data groups (age and experience in years) were subjected to "Spearsman's Rank Order Correlations"

We must know whether or not the scale is giving reliable results for the answers given. For this, a reliability analysis was carried out and Cronbach's Alpha value was calculated. From the analysis results it is evident that the scale is highly reliable (0.775). Alpha value at (0.775) shows the scale is in the reliable category. From this, the answers given to the questions in the scale were found to be consistent and therefore these data could be used. The sample's sufficiency (reliability) in this factor analysis has been scaled with the Kaiser-Meier-Olkin (KMO) and Bartlett tests. Depending on the results of Kaiser-Meier-Olkin (KMO) test, it has been determined that the sample sufficiency of the factor analysis has high reliability (.846).

2.2. Factor Analysis

With regard to the committed factor analysis, the statements are gathered under five factors. In the analysis, the articles were subjected to rotation via the Varimax method and it was ensured that the related articles came together under the same factors. The Varimax method is the most commonly used rotation method. In order to reveal the construct validity of this questionnaire, the articles were first subjected to article total correlation. After the Varimax rotation the articles which were below the .20 load value at the factor analysis were removed from the scale. As a result 5 factors were obtained with eigenvalue higher than 1. These factors, (sub) dimensions and the articles that form the factors, are presented in the chart below. As a

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result, the formed factor groups were named as: working conditions, pay grade, received tourism education, working in alternative sectors and gaining respect.

The variance explanation percentages of the five factors obtained by factor analysis are given in the chart below. From this, the total research explanation percentage of these 5 factors was found to be 54.587%. The first factor, **“Working Conditions”**, explains the variance with a total of 14.670%. It was found that the research explanation percentages of the factors were close to each other. The total variance explanation percentage of the explanation was 54.587%.

Table.1 Factor Analysis

		1	2	3	4	5
WC Working Conditions 14.670%	s28I think the working conditions in the tourism sector are stressful.	.832				
	s29I believe workers in the tourism sector are being loaded with more than they should be.	.798				
	s27 I think the work hours of the tourism sector are long and irregular.	.796				
	s31 I think it's hard to sustain a family life while working in this sector.	.737				
	s30I don't find the days off per week are enough.	.668				
PL Payment Level 11.288%	s25I think I can generate a good amount of income in a short time in the tourism sector.	.858				
	s24The tourism sector offers an opportunity to earn a good income.	.803				
	s26I think I can have a good standard of living by working in the tourism sector.	.718				
	s22I think rising up the ranks is much easier than in other sectors.	.609				
RTE Received Tourism Education 10.779%	s9I think the education I'm getting supports my working life adequately.		.746			
	s5I think the education I'm getting has a good impact on my intention to work in this sector.		.742			
	s11I think the tourism education I'm getting is improving my technical skills, which this sector needs.		.716			
	s4I think the undergraduate tourism education given by the universities is adequate.		.654			
	s16I'm thinking about working as a lecturer at a tourism high school or university.		.475			
WAS Working in Alternative Sector 8.973%	s10I could have improved my skills much more if I had been educated in another area or profession.				.794	
	s23I think it would be better for my career if I had education in another field.				.786	
	s20I don't know what work I will do after I graduate.				.592	
	s7I think the apprenticeship I have done has destroyed my willingness to continue in this sector in this sector.				.496	
GR Gaining Respect %8.877	s17It is one of your goals to become a manager in the tourism sector.					.639
	s37Tourism education is a must in order to become a respected worker.					.636
	s36I believe I will have more respect because of the tourism education I had.					.588
	s35I think working in the tourism sector will have important benefits for my social life.					.570
	s3I think there should be more applied rather than of theoretical courses.					.512

2.3. Correlation Between Factors

The closest relationship between factors is in the case of PL- payment level and GR- gaining respect. It can be seen that there is a medium level of correlation and a positive relationship between these two factors (.435**). In the study, students think that a rise in their payment level will also increase their level of respect in the sector. It is also understood that there is a medium degree of correlation and a positive relationship between RTE- received tourism education and WC- working conditions (.304**). It is believed that an increase in the amount of education taken in the sector will be rewarded with a rise in payment. There were also found to be low level positive relationships between GR and WC, and between WAS and WC.

Different negative- oriented relationships were found as follows: negative and weak between PL-payment level and WAS- Working in Alternative Sector (-.290**), also negative and weak between WAS- Working in Alternative Sector and GR- Gaining Respect (-.250**), negative and very low between AD-apprenticeship duration and WC-working conditions. (-.153**), negative and very weak relationship between RTE- received tourism education and

WAS- working in alternative sectors.(-089*) It was also noted that with a reduction in salary in the sector, interest in other sectors tends to rise.

2.4. Gender Differences of the Students

We investigated whether or not there were any gender differences amongst the participants of the study using the Independent T test. The results show that there is no meaningful difference with the “alternative sectors” factor but there are meaningful differences in other factors ($P < 0.05$). The results obtained for the female students regarding “Working conditions” are placed between agree and strongly-agree (4.15) while male students’ answers are between agree and undecisive (3.93). Both male and female students think working conditions are hard, but female students perceive them to be harder. As for the payment level factor, both male and female students gave answers close to indecisive, but female students’ scores (3.22) are closer to agree than those for male students. (3.08) Again with this factor, it is observed that the female students are much more positive towards payment levels in the sector than male students. With the Received Tourism Education factor, two parallel results were found, showing that female students (3.17) find the education they get is perceived to be much more beneficial towards achievement of their career goals than male students. (3.02) With the Gaining Respect factor, it is observed that the female students (3.67) scored closer to the “agree” line than the male students. (3.52) So female students believe that they will be in a more respected rank in their social life when they work in the tourism sector.

2.5. Payment Level

According to the “Independent T-test” which was carried out to understand if there is a statistically meaningful difference based on participants’ grades, no meaningful difference is indicated between the “Working in Alternative Sectors” and “working conditions” factors, but there is a meaningful difference for other factors ($P < 0.05$).

It can be seen that the analysis results for “payment level” show 3rd grade students (3.29) and 4th grade students (3.08) lie between agree- indecisive, but 4th grade students scored closer to indecisive. Therefore, 3rd grade students perceive the payment level in this sector more positively than 4th grade students.

Similar results were obtained for the Received Tourism Education factor and it is evident that 3rd grade students (3.22) find their tourism education more beneficial towards their career goals in the sector than 4th grade students (3.02).

For the Gaining Respect factor, 3rd grade students (3.69) scored closer to the “agree” line than 4th grade students. (3.54). So 3rd grade students are more confident that they will gain respect in this sector.

2.6. Ambition or Inclination to be an Entrepreneur in a Different Sector

Our factors were analyzed with the Independent T-Test to detect if there were any meaningful differences with regard to the students’ ambitions to be entrepreneurs in other sectors. When we examine the chart showing group values, the averages of the students who are keen about being entrepreneurs in other sectors have given answers closer to “indecisive” for the “Payment Level” factor (3.06) than the other students (3.26). From this, it is confirmed that the students who think the payment level is adequate, and that the tourism sector provides the opportunity to earn a good income, do not choose to have a career plan to be entrepreneurs in other sectors.

At the same time there are differences with regard to the “alternative sectors” factor ($p < 0.05$). When we look at the averages the averages with regard to awareness of opportunities in alternative sectors the students who believe they can use their skills in other sectors (3.25) show that they can be entrepreneurs in other sectors as a career plan after graduating. There are no statistically meaningful differences between averages for the other factors.

2.7. Undergoing Education Department Variable

When the reliability of the analysis is tested and the homogeneity of the variances are inspected using the Levene Test, it is found that all the factor variables are homogeneous and reliable ($p > 0.05$). The average difference between departments is statistically meaningful ($p < 0.05$). The average differences between departments are only found to be meaningful for the Payment Level factor. The average of the departments for “Working Conditions” (4.03) is close to the agree option. All departments chose the “agree” option for this factor. In other words, all students studying in all departments find the working conditions in the tourism sector hard.

The average of the departments (3.15) between the indecisive-agree options is close to indecisive. The Tourism Guide department’s average answer to the payment level factor is closer to agree (3.61), while that of the accommodation department (3.08) is closer to indecisive. From this, it is understood that the tourism guide students see the tourism sector as an opportunity for a good income while the accommodation department students are more indecisive on this issue. In general, the students think they will have a good income when they work in this sector. When the Anova chart is examined, it is evident that there is a meaningful difference between departments only for the payment level factor. ($p = .015$)

Based on the TUKEY test chart which reveals the differences between departments, it can be seen that the accommodation, travel and other departments reveal lower averages than the tourism guide department, and this difference is meaningful. The other average differences between departments are not found to be meaningful.

The average for the Received Tourism Education factor is (3.09), which is close to indecisive. When we look at the alternative sectors factor, the average (3.09) is also close to the indecisive option. In general, it appears that all students have an indecisive attitude. When we look at the gaining respect factor, the average (3.59) is between the indecisive-disagree options. All departments have similar averages for this factor, confirming that students believe they will gain respect in the tourism sector.

2.8. Effective Reasons in Students’ Choice of Tourism Department

From the Levene test results it is evident that all factors ANOVA results are reliable ($p > 0.05$). Based on the ANOVA test results, the differences between the groups for the Payment Level, Alternative Sectors and Gaining Respect factors are statistically meaningful. ($p < 0.05$)

The group average for the Payment Grade factor (3.15) is between agree and indecisive but they are closer to the indecisive option. The “My university grade was enough” and “other” groups’ averages are meaningfully lower than “I wanted this department” and “career possibilities”. For the tourism department, the averages of the students’ “I wanted this department” and “career possibilities” groups are meaningfully closer to the agree option than the

“My University grade was enough” and “other” groups. This indicates that, in other words, they think they can make a good profit in the tourism sector.

The group average for Working in an Alternative Sector (3.08) is very close to the indecisive option. The lowest average was given to the “I wanted this department” option (2.66) and between indecisive-disagree, while the highest average was given to “My University grade

was enough” (3.29). So the students who willingly chose this department are not thinking about working in alternative sectors. According to the ANOVA test result there are meaningful differences in the group averages.

From the Tukey test, the averages given to the “I wanted this department” option are significantly lower than those for “My University grade was enough”. The students who preferred the “I wanted this department” option gave averages which were closer to the “disagree” option than the students who chose the “My University grade was enough” and the “other” options. When the Tukey chart is examined, the average given to “career possibilities” is closer to the “disagree” option than that for “My University grade was enough”. Again, the “I wanted this department” option is Significantly lower than the “It’s a popular department” option. The analysis results show that the “My University grade was enough” and “career possibilities” options are getting significantly closer to the “agree” option.

The group average given to the gaining respect factor (3.60) is between ‘agree’ and ‘indecisive’ and is closer to the ‘agree’ option. It can be seen from the ANOVA test that the differences between the groups are Significant. The averages given to the “I wanted this department” and “career possibilities” options are Significantly higher than those for the “My University grade was enough”, “close friends” and “other” options. So the students who willingly choose the department, and who think that the career possibilities are considerable in this sector, also believe that this sector will gain them respect. It is seen that the working conditions factor (4.04) is very close to the agree option. The group average for the “Gained Tourism Education” factor (3.10) lies between agree and indecisive, and is closer to the indecisive option.

2.9. The Target Working Area in the Tourism Sector

The Levene Test results verified that the variance analysis is reliable ($p > 0.05$). Based on the ANOVA analysis results, it was found that the students do not differentiate between working areas on the basis of the level of tourism education factor ($p > 0.05$). It is understood that other factors’ averages differentiate according to the students chosen work area ($p < 0.05$).

It was found that the group average for the working conditions factor (4.03) is very close to the agree option. The lowest is the accommodation option (3.88) and the highest is the food and beverage working area (4.18). It can be deduced from this that the students who want to work in the accommodation area find its working conditions easier than the students who want to work in the food and beverage area, but in general it is believed that every area in the tourism sector has hard working conditions. The average of the students who want to work in the accommodation area is higher. The differences between the averages of other work area are statistically meaningless with regard to the payment level factor, the highest group average (3.13) is found in the case of the accommodation area, and the lowest average (2.93) in the other area. The students who participated in this questionnaire think that the accommodation area workers have a better payment level. For the payment level factor, the averages of the students who want to work in other areas are significantly lower than for those who want to work in the accommodation area.

The average found for the received tourism education factor is (3.08). Students who want to work in the accommodation area think that the education provided is better than that provided to students who want to work in other areas. In general, there is a disparity in the levels of education offered. According to the ANOVA test results there is no meaningful difference between the groups.

There was found to be an average of (3.09) for the alternative sectors factor. The lowest average is for the accommodation area (2.94) and the highest average is for the other areas. So the students who want to work in the accommodation area tend to make a permanent career

plan, unlike those students who want to work in other areas and who have lower inclination to work in alternative sectors. In general the tendency to lean towards alternative sectors for the students who will work in the tourism sector is high. For the alternative sectors factor, the averages of the students who want to work in the food and beverage and accommodation areas are significantly lower than those for students who want to work in other areas.

With regard to the gaining respect factor, the average was found to be (3.58), The highest average (3.67) is found for the accommodation area and the lowest average is (3.40) for the other areas. In general, most of the students who want to work in the tourism industry believe that they will gain respect from working in the sector.

Finally, for the gaining respect factor, the averages of the students who want to work in other areas are significantly lower than those for the students who want to work in the accommodation area.

3. Results Obtained and Proposal

In this study, five factors are selected for investigation with regard to students' attitudes towards the tourism sector. These are: working conditions, payment level, received tourism education, alternative sectors and gaining respect. From this, using results obtained by correlation analysis, the strongest relationship found between the factors is between payment level and gaining respect. Therefore the students believe that, as their payment level rises, so too will their professional and social respect.

In this study, the students do not show confidence in the quality of the received tourism education, and they do not think the education is sufficient. From this it is understood that there are some concerns with the tourism education given by the universities. Also the will of passing on to alternative sectors of the students who chose the tourism education willingly is getting lower. But it is seen that generally the students chose their departments just because their university grade was good enough. The students who consider the tourism sector as an opportunity for a good payment level do not plan to make an entrepreneurial career in other sectors. From this data, it is evident that students' thoughts about the payment level are inconsistent but closer to positive, and this is combined with a strong belief that good payment levels will bring respect and social status.

Our study indicates that both male and female students find working conditions in the tourism sector hard for their career goals, but female students find this harder than male students. When inspected generally, as the work conditions get harder, the inclination to transfer to alternative sectors increases. It was found that female students care more about the payment level in tourism sector than male students and they are also more likely than male students to think the tourism education they are receiving is satisfactory and in line with their career goals. When the data is analyzed for the attitudes of different grades, it is found that both 3rd and 4th grade students find the working conditions in the tourism sector hard, but the former group finds it harder than the latter. 3rd grade students are more likely to think the tourism education they are receiving is satisfactory in terms of their career goals than 4th grade students. These findings indicate that, in order to achieve the goals set for the tourism sector, there must be an urgent focus on solving the key problems of the sector. Meeting the needs of the new qualified labor force taking their place in the sector is one of these key problems.

The tourism sector faces a number of issues which need to be resolved. For example: the general perception that jobs in the sector are low-paid and low status; tourism-educated staff working side-by-side with unqualified workers under the same conditions; insufficient guarantees of job security and the low priority generally assigned to education in the sector. Tourism is a predominantly private sector industry based on service. There is a tendency for organizations in this sector to favor low payment levels over the education levels of their staff.

The effect of this is that well-educated, highly-capable people who enter the industry become easily frustrated when they encounter such attitudes and are pushed away from the sector.

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Higher Education Administrators' Decision Making Styles

Ezgi Göl, Hasan Arslan

Introduction

In recent years there are important changes and transformations in the administration styles of higher education. These changes and transformations bring important responsibilities to the educational administrators of higher education institutions. In order to discharge these responsibilities, administrators should use the processes of administration effectively and play an active role in the decision process which is accepted as the heart of administration. For the higher education administrators, decision making process must consist of the long-term perspective about where and how the university goes, and the decisions must be not only the answer to the unforeseen situations but also the part of the university's future. Higher education administrators must use their best tools and resources to make efficient decisions when they face current and future problems. The tools and skills that can be used are; organizational knowledge, procedures and rules, informal solidarity of colleagues, formal administration processes, leadership and administration practices, organizational culture, the past experiences about decision making, organizational learning, insight and intuition...etc. In addition to these, the approaches of administrators in decision making are differentiated and these differences are considered as personal decision making styles. These different styles affect the quality of the decisions, administration processes, education services and university's current and future situations. Considering this frame, the aim of this study is stating the higher education administrators' personal decision making styles by clarifying the Rowe & Boulgarides's Decision Making Style (DMS) model.

Literature Review

Our decisions shape our lives. Made consciously or unconsciously, with good or bad consequences, decisions are a fundamental tool we use in facing the opportunities, the challenges, and the uncertainties of life. Our success in all the roles we play reflects upon the decisions we make (Hammond, 1999; Alqarni, 2003). Lunenberg and Ornstein (2004,182; Jamian,2013) define decision making as the process of choosing from among alternatives. This is significant to an understanding of educational administration because choice processes play an important role in motivation, leadership, communication and organizational change.

Most of scholars in management emphasize that decision making is a process. This process includes a group of procedures or steps; begins with a definition of problem or opportunity and ends with the achievement of objectives (Al Shra'ah, 2015). Decisions always involve choices from among available alternatives. Managers make choices differently because of differences in their ability to perceive and process information. Some managers have impeccable integrity, whereas others do not. Some individuals can think quickly, and others are slow in thinking, or methodical and thorough. Some are creative thinkers. Some prefer doing things rather than thinking about them. Collectively, these attributes are known as decision style. Decision style may be used to identify these different types of decision makers. Identifying these differences and knowing about an individual's decision style helps us to know how the individual thinks about various situations, processes information, and makes decisions. Once we know the decision style we may be able to predict outcomes in terms of decision behavior (Rowe & Boulgarides, 1992). It reflects the reactions to the situations and the way of thinking of administrators in organizations.

Although there are many factors exist that are essential for organizations to alive, the crucial effect of managers should not be omitted. Decision making and management styles are main sources to create this effect. Undoubtedly, excluding the independent variables such as the size of organizations and the sector where they operate, also personality traits of the managers who implement these sources have considerable influence. Decision making is a function according to Weiss (1983) that includes one's personal interests, information and ideology. Rowe and Mason (1987) put decision making process in an order as; 1) stimuli; 2) the response; 3) the reflection; 4) the implementation; and 5) the evaluation (Ülgen et al.,2016).

The decision making process depends on the differences amongst managers' values, attitudes, education, organisation, managerial level. This difference in DM amongst managers is also made because of the difference in experience, analytical ability, in forming perception and processing of information, scope of consultation, degree of freedom of choice, availability of resources and trust and rapport between the managers and the managed (Ehrgott, 2011; Al Shra'ah, 2015). According to Mintzberg (1975), making decisions was generally the manager's job; however, Tolbert and Hall (2009) believe that decision-making is not confined to any particular group or any level within an organisation. Inevitably, the decisions made would significantly affect the organisation. Therefore, it is important to identify the type of decision-making styles (DMS) a person is inclined to demonstrate (Senik, 2012).

Decision making involves, knowing the existence of a problem, then investigating different ways of solution for the problem and evaluating the outcomes to find out the most important solution among the data. It is known that managers' approach to the decision making behavior is different. Displaying their different and unique ideas is one of the most important determinants of the decision-making process. Although they do not have equal efficiency there are different styles to make one (Yıldız, 2012).

Rowe and Boulgarides's The Decision Making Style Model (DMS)

The different models or theories have been acknowledged for years and one prominent decision making perspective is proposed by Rowe and Boulgarides (1983). Rowe and Boulgarides (1983) state that knowing an individual's decision style pattern, we can predict how he or she will react to various situations. Rowe and Mason (1987) developed the Cognitive to Complexity Model and classified decision styles. These four basic styles are 1) directive, 2) analytical, 3) conceptual and 4) behavioral (Rowe and Davis, 1996; Boulgarides and Cohen, 2001; Connor and Becker; 2003; Ülgen et al.,2016). The model is based on two perspectives, values and cognitive complexity, and four styles as shown in Figure 1.

Higher Education Administrators' Decision Making Styles

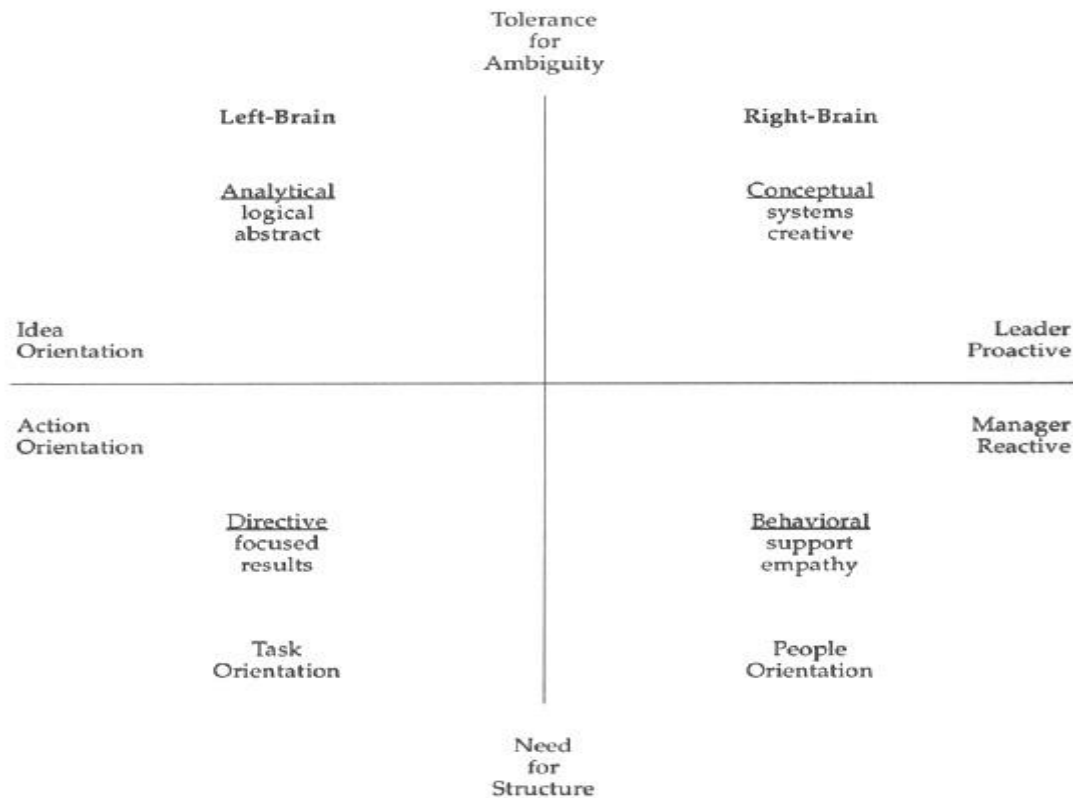


Figure 1. Decision-Making Style Model (Rowe & Boulgarides,1983, Rowe & Mason,1987; Mech,1993).

Figure 1 shows the decision style model. The vertical axis represents cognitive complexity and the horizontal axis represents environmental concerns or values. The less cognitively complex individual tends to perceive the environment in terms of few or rigid rules of information processing and has a high need for structure, whereas the individual possessing a high degree of cognitive complexity is able to integrate diverse cues and has a greater tolerance for ambiguity. The horizontal dimension of the model addresses the environment in which a person finds herself and her response to it. A more focused individual will generally prefer technical or task-oriented environments. On the other hand, an individual with more divergent interests will tend to prefer the more social or people-oriented environment. According to the model, the technically oriented individual is left-brain dominant; i.e., a logical or analytical person. The right half of the model corresponds with those individuals who reason inductively and who think in broad or spatial terms and are gregarious, right-brain dominant (Rowe & Boulgarides,1983).

The Decision Making Styles

These are the four styles of decision making proposed by Rowe and Boulgarides (1983);

1. *Directive Style*- This style is characterized by autocratic and internal orientation. Individuals with this style have low tolerance for ambiguity and low cognitive complexity. The focus is on technical decisions which involve a need for speed, efficiency and limited alternatives. They prefer specific information to be given verbally and like to dominate others. They are also results-driven yet constantly search for security and status, focused, structured, aggressive and rigid managers. Their orientation towards the internal organization is always short range with

tight controls). Directives emphasize speed and action and thus use limited information and few alternatives. They tend to be aggressive and authoritarian, and focus internally on the organization with short-range and tight controls. While they may be effective at achieving results, directives have a great need for power and prefer tangible rewards over intrinsic rewards. Directive individuals do well in structured, goal-oriented bureaucracies or other places where power and authority are important. These individuals are criticized for being too rigid, impersonal, simplistic, and autocratic.

2. *Analytical Style* – This style is characterized by an autocratic bent. Individuals with this style have a much greater tolerance for ambiguity and more cognitive complex personality. They always need more information and consideration for alternatives since they focus on technical decisions. They are typified by the ability to cope with new situations, enjoy more problem solving and always strive to achieve the maximum. Position and ego seem to be important characteristics and they often reach top posts in a company or start their own company since they need more control. However, they are not rapid in decision making but enjoy variety and prefer written reports. They also welcome and enjoy challenges and examine every detail in a situation. The analytical style has a high tolerance for ambiguity and is also oriented toward task and technical concerns. Analytics use considerable information and are very careful in the examination of alternatives. They tend to optimize problem solutions and enjoy challenges. They often reach top positions and are innovative in their solutions to problems. They prefer written reports and look for variety in their work. Analytic individuals do well in impersonal situations, like planning or solving complex problems. Frequently these people are perceived to be dogmatic, overcontrolling, impersonal, careful, abstract, and sometimes too slow in performing tasks.

3. *Conceptual Style* – This style is characterized by high cognitive complexity and people orientation. Typically, individuals under this category are thinkers rather than doers. Hence, there is trust and openness in relations. They share goals with subordinates, tend to be idealists, and emphasize more on ethics and values. They are also creative and can readily understand complex relationships. They tend to use data from numerous sources and consider many alternatives. They focus on long range with high organizational commitment. They are achievement-oriented, value praise, recognition and independence. They prefer loose control to power and exhibit participation. The conceptual style has a high tolerance for ambiguity (considerable complexity) and is interested in people and social concerns. Conceptuals are generally broad and future-oriented thinkers who take a system's perspective. They value quality, prefer openness, and share goals with subordinates. They are very creative and have a deep organizational commitment. They are high achievers who need praise and recognition. They tend to be very independent and refuse to be pressured; they prefer loose control to power and enjoy interacting with others. Conceptual individuals do well in loose, decentralized, or open organizations. These individuals are criticized for being dilettantes, too idealistic, indecisive, imaginative, slow, and difficult to control.

4. *Behavioural Style* – This style is characterized by supportive and friendly orientation (concerned with subordinates' wellbeing and are people-oriented). Individuals with this style have a low cognitive complexity scale but they have deep social concern for organizations and development of people. They normally provide counselling, are receptive to suggestions, communicate easily, portray warmth, empathetic, persuasive, compromising and accept loose control. They focus on short term range and uses meetings for communicating. They tend to avoid conflict, seek acceptance but sometimes are insecure (Rowe and Boulgarides, 1992). The behavioral style has a low tolerance for ambiguity and is oriented toward people and social

concerns. Behaviorals are supportive, good listeners, receptive to suggestions, and communicate easily. They exhibit warmth and will accept loose control. They prefer meetings to reports, and do not use much data in making decisions. Their focus tends to be social with short-range goals. The behavioral and conceptual style people are less logical in their approach than the directive and analytical. Behavioral individuals do well in well-designed, people-oriented, and collegial settings. These people are perceived to be sensitive and perhaps too concerned about others; they tend to have difficulty in making hard decisions and saying no (Rowe&Boulgarides,1983, 1987; Mech, 1993).

Decision-Making In Higher Education Institutions

Several factors play an important role in the success of educational administration such as talent, skill, experience, qualification, being energetic and doing right things at the right time. The administrators' decision styles are also vital among these factors. Individual differences in thinking styles and information processing styles cause them to make their decisions differently. What one administrator considers right or a golden opportunity might be considered wrong or a threat by someone else (Jabeen and Akhtar,2013).

In the context of Higher Education Institution (HEIs), like in any other organization, the execution of decision is normally done by the top management level of HEIs. Therefore, the management must have skill in term of making and taking the decisions. They have to understand "the core of decision question". This question is formulating in 4W (what, who, why and when) - 1H (how). WHAT must to do? This refers to definition of the decision to be made or what is the issue, problem, or choice, and finally assess the impact of the decision on organisation and on people, WHO will implement the decision (the person, who will responsible to make decision). WHY it must be carried out, or why a decision is necessary (this question deals with the reason of a decision to be made - the answer to this question can be found through define, identify and classify of the problem with more quantifiable reason). The question, WHEN does the decision need to be made has to do with timing (Bovay 2002) and HOW will lead to the strategy taken in making decision (Which strategy will be use?). Apart from the skills of decision maker, the fundamental aspect of an already taken decision is the implementation of the decision itself. In the organisational theory, the hierarchy of decision's responsibility lays on the decision maker, usually in topmanagement- levels while for the implementation of the decision is on the staff or decision takers or people who have to execute the decisions. For this reason, management needs specific skill and approach. The management is expected to use participatory approach and should not be done using force or violence (both physical and non-physical) in a decision making process (Haris,2012).

Higher education's (HE) key mission is to develop human potential with beneficial effects for social and economic development. Higher education institutions (HEIs) have been evaluated through the performance in triple mission: teaching, research, serving to society (outreach). Until the end of the 19th century, universities were mostly focused on teaching along with conservation and dissemination of knowledge. At the end of the 19th century, universities directed their mission to teaching and research. Adding the so-called third mission, which refers to the contribution to the society, economy as well as personal development happened at the end of the 20th century. Since then it has had a remarkable influence on the development of the universities and HE in general. The way in which HEI meets its mission is becoming a first-class research problem (Cortés-Aldana et al. 2009). HE as a system, along with HEIs, must be innovative and strategically managed to be able to fulfil its mission. Therefore, the decision making (DM) accompanied by evaluation of its implementation in higher education is an issue of the highest priority (Divjak and Begicevic Redep, 2015).

Conclusion

Decision making is a peculiar and vital activity in all organizations. Stylistic differences have been proved to be existing in the field of decision making (Driver et al., 1993) so it is significant to know the stylistic differences of decision making among educational administrators (Jabeen & Akhtar, 2013). Many studies have focused on the decision-making styles (DMS) of administrators, but very few have studied the DMS among higher education administrators. This study investigated the decision making styles model (DMS) by Rowe and Boulgarides and its reflections in higher education. It is significant to explore the decision making styles model and the differences among the style and to extend generalizability in educational decision-making. The study explained that the different decision making styles effect the administration of an organization and being aware of one's decision style helps to achieve the organization objectives, deal with the problems and their solutions and interacting with others.

Moreover, this research showed that there are differences in decision making styles among administrators whether they are task - people oriented or idea - action oriented. Also, the dominant hemisphere of the brain is significant in choosing and implementing the suitable decision making style. While there are chosen decision styles and a predominant orientation among administrators, these styles and orientations may not be the most effective and appropriate in all situations or institutions. To improve their efficiency, administrators need to develop and take advantage of the other decision making styles. Being aware of their own decision making styles, administrators can balance the strengths and weaknesses of their own and the other styles.

As a suggestion for future research; there is a need to study the following areas: the relationship between decision making styles and the impact of these on organizational elements such as effectiveness, culture, change...etc. and viceversa.

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Beliefs in Miraculous Healing and Religiosity among Medical Students and Physicians

By:

Hasan Kaplan, Melike Nazlı Kaplan

1. Introduction

Before the modern era, health and religion were intertwined for a long time. With the modernity a sharp scientific line has been drawn between health profession and religion. Even though, modern paradigm have been trying to keep away from it, the relationship between health and religion cannot be ignored. In fact, it seems this avant-garde modernistic paradigm is being challenged today on multiple grounds. In terms of religion, research and theory indicate that relation between health and religion is quite complicated. Some research findings indicate that Religion can boost physical and mental health (King DE & Bushwick B, 1994; Koenig, HG, 1998; Mansfield et al., 2002; Koenig H.G., et al., 2001). On the other hand, one line of research indicate that religion may induce pathology in initially healthy people (Pargament et al., 1998; Walls and Williams, 2004). Out of these confusion, new line of research has emerged. It appears that with this alternative research findings scientists now offer much healthier conclusions. Easing the ongoing tension among researchers whether religion is good for health, these studies found that certain forms of religiosity are associated with health, while other forms are associated with pathology (Levin, 1994; Levin, & Schiller, 1987; Thoresen, Harris, & Oman, 2001; Village 2005). Finally, there is another line of research which their findings show how people with health related disturbances become religious as a coping mechanism (Johnson & Hayes 2003; Meredith et al., 2001; Potts, 1996)). Some of these coping centered research include a controversial issue called miraculous healing.

Miracle and Miraculous Healing

Miracle is defined as an extremely outstanding or unusual event, thing or accomplishment (Merriam Webster). More specifically, in religious term, miracle is an event manifesting divine intervention. Manifestation of magic and miracles, especially miraculous healings, have been present in human culture since its origins. Whenever they are observed or narrated, these outstanding and unusual events naturally fascinate people and attract almost everyone's attention. Surprisingly, research indicate that significant number of people in modern Western societies, where science and rationality are prevalent much more than any other society in the world, share a belief in miracles or tend to hold miracle like beliefs, i.e. mythical thinking, belief in a just world, and alternative medicine (Learner, 1980; Levin, & Schiller, 1987; Pawlikowski, 2007; Koenig, McCullough, & Larson, 2001; McMinn, & Phillips, 2001; Seybold, & Hill, 2001). For instance, a new study conducted by Pew shows that young adults, the so-called millennial generation, though they don't attend church services regularly, are less inclined to express religious preference or affiliation than their elders, they profess widespread belief in the afterlife, in heaven and hell and in miracles. Nearly 80 percent of all Americans, in fact, say they believe in miracles.

One of the most popular and enduring form of miracle is faith healing. 'Faith healing' involves miraculous recoveries through prayer, a visit to a religious shrine, and belief in a supreme being, divine intervention or the ministrations of an individual healer (Hollenweger, 1989; Atkinson, 1993; Levin, 1994; Byrd, 1988; Village, 2005). These forms of cure illness has been popular throughout history (Barret 2009). Believers assert that healing of a person can brought about by religious faith through prayers and/or rituals that stimulate a divine presence and power toward correcting disease and disability (Ateeq et al., 2014).

As Ateeq (2014) and his colleague state, miraculous faith healing is best known in connection with Christianity. Some people interpret the Bible, especially the New Testament, as teaching belief in, and practice of, faith healing. In this particular Christian context, there have been claims that faith can cure blindness, deafness, as well as cancer, AIDS, developmental disorders, anemia, arthritis, corns, defective speech, multiple sclerosis, skin rashes, paralysis and various injuries.

Who believes in Miraculous Faith Healings?

The belief in miracle is common among all religious tradition. Most religious people tend to believe that supernatural forces are responsible for at least some of the events that we experience, this usually called divine intervention. Unfortunately, there has been little empirical study exploring who believes in miracle, divine intervention and miraculous healings, and how this belief is related to personal and demographic variables. Existing limited studies in the field indicate that belief in miraculous healing is stronger among women, Evangelical Protestants, African-Americans, the poorer, sicker, and less educated (Furnham, 1994; Johnson et al. 2005; Mansfield et al., 2002; Village, 2005). For example, in one of the earliest research in America, Gallup and Castelli (1989) report that 82% of Americans believe that God continues to perform miracles, 69% believe that God has guided them in making some decision, and 36% believe that God has spoken directly to them. A related research found that African Americans have exhibited a stronger belief in divine control than non-Hispanic Whites (Schieman et al., 2006), and compared to non-Hispanic Whites, they seem to be more likely to consider God as a miracle maker, and redeemer (McAuley, 2000).

There is a cross-cultural pattern of belief in miracle or divine intervention among health seeking patients. Both in the past and today people tend to search nonscientific supernatural means (religious, superstitious, magical etc.) for their physical illness and several forms of disabilities. People seek magic, talismans, and visit shrines to be healed from physical disease. However, in spite of various stories of miraculous healings, there has been no consistent and convincing scientific proof that faith healings are effective (Galton, 1872; Harrington, 2008; King and Bushwick 1994; Benson, 2006). Additionally, existing research findings has not been able to determine whether faith healers affect patients psychologically or physiologically, and what factors may make them effective. Nevertheless, some studies suggest that most patients are interested in faith healing. For example, more than 3/4 of surveyed patients want physicians to integrate their religious issues in their medical care, approximately half of them want physicians to discuss their religious faith with them, and nearly 50 percent would like physicians to pray with them (MacLean et al. 2003; Monroe et al. 2003; Daaleman and Nease 1994; King and Bushwick 1994; King, Hueston, and Rudy 1994; Matthews et al. 1998). Therefore, believing in divine intervention, miracle and miraculous faith healing is quite controversial and sensitive matter in medical community. *Do physicians or health professionals believe in divine intervention, miracle and miraculous faith healing?*

Miraculous Faith Healing and Medicine

First of all, miraculous faith healing constitutes an acute example for ongoing science-religion incompatibility argument. There is a continuing conflict between science-based medical care and miraculous faith healing. Therefore, believing in miracle is much more provocative and complex issue in the medical community than among in ordinary people. Understandably, mainstream medical community rejects the claims of miraculous healings. For instance, The American Cancer (2009) states “available scientific evidence does not support claims that faith healing can actually cure physical ailments.” “Death, disability, and other unwanted outcomes have occurred when faith healing was elected instead of medical care for serious illnesses or injuries”.

Moreover, most physicians consider faith healings as intrusion to science-based medical realm. For instance, Bruce L. Flamm (2004) argues that ‘faith healers and their disciples continue to make incursions into the domain of science. The conflict they create has nothing to do with the saving or existence of souls, notions for which medical science makes no claim. Rather, they foster conflict over the treatment of human disease—material issues residing in the realm of science and medicine.’ According to Flamm (2004), ‘Religious healers cross the border that separates supernatural beliefs from the natural world. They were once called witch doctors but now prefer to be called faith healers or prayer warriors.’

On the other hand, some recent research indicate that not all physicians rejects miraculous healing. For instance, a research conducted by McKee & Chappel (1992) indicates that some physicians (23 percent) believe that faith healers can heal patients. More recent research conducted in Poland by Pawlikowski and his colleagues shows that the majority of Polish physicians and medical students (approximately 70%) believe in miracles defined as supernatural phenomena caused by God and miraculous healing (Pawlikowski et al., 2006). Another study also found an interesting result; majority of respondents understand that miraculous healings (God’s intervention) happen through the hands of the physicians (Mansfield et al., 2002).

Beyond the conflict between science and religion paradigm, physicians’ attitude toward religion, religious belief, prayer, divine intervention and faith healings, is an ethical issue and may practically influence the course of patients’ treatment. It appears that there are some physicians in medical community theoretically seem to agree that belief in God, divine intervention and miraculous healing are important components of health and that it should be addressed with patients, but this does not mean they do so in their practice (MacLean et al. 2003; Monroe et al. 2003).

Do physicians and health care professionals believe in miraculous healings?

There is little empirical research on professionals’, especially physicians’ perception of miraculous healings. The purpose of this study was to understand what physicians, medical students think about miraculous event, including what they believe about divine intervention, miraculous healings the circumstances under which someone may receive a miracle, and how miraculous healings have changed their outlook on life.

2. Purpose of the Present Study

This exploratory study was designed to find out health professionals’ (Medical students and physicians) conception of miraculous healing. We wanted to assess whether doctors and medical students believe in divine intervention, miracle and especially miraculous faith healings. Do they ever witness miraculous healings in their professional career? Does religiosity play a role in respondents’ believe in miraculous healings?

3. Method

Participants

The sample comprised 398 participants. Medical students from Çanakkale Onsekiz Mart University constituted 70% (N=280) of total participants. Physicians from medical school and hospitals located in central Çanakkale constituted 30% (N=118) of total sample. The overall sex ratio was fairly balanced; 51% male (N=202), 49 % female (N=196).

Materials and Procedure

A unified 19-item attitude scale and a check sheet covering demographic variables and self – rated single item measure of religiosity were administrated in the regular class setting (for medical students). Questionnaires for doctors were handed in their offices. Questions were related to general beliefs, belief in miracles/miraculous healings, and witnessing miraculous healings. Some of these questions were taken from AARP survey conducted in August 2008. The participants were instructed to respond to and indicate the degree to which they agreed or disagreed with each of a series of statements.

4. Results

General Beliefs

As seen in Table 1, most participants (87%) believe in God or in a higher power. More than half of the respondents (61 %) believe in spirits, angels and devils. And, also more than half of the participants (56 %) believe that illnesses or injuries can be healed by divine intervention. Almost half of the participants (49%) agree either strongly or somewhat with the statement ‘I believe that miracles still occur today as in ancient times.’

Table 1

Statement	Strongly or Somewhat Disagree	Don't Know/ Refused	Strongly or Somewhat Agree
I Believe in God or higher power	9 %	4%	87 %
I believe in spirits, angels, and devil	41 %	27 %	32 %
I believe that miracles still occur today as in ancient times	45%	8 %	47 %
I believe that illnesses or injuries can be divinely healed.	37 %	14 %	48 %
Religious faith may improve patient's health and recovery from an illness	13%	33%	54%
Patient should trust only modern medical treatment methods.	10%	3%	87%

Belief in Miraculous Healings and Demographic Variables

We only looked at two demographic variables: gender and the level of education (Table 2). Compared to men, women participants are more likely to believe in miracles and miraculous healings (87% vs. 73%). In terms of education, medical students in first two years in school are more likely believe in miracle and miraculous healings compared to students in their 3rd, 4th, 5th and 6th years in medical schools (71%, 46%, 41%). In fact, the more the advanced in their studies, the less they believe in miraculous healing (71% vs. 41%). Doctors seem to be less likely believe in miracle and miraculous healings among respondents. On the other hand, when it comes to statement ‘Religious faith may improve patients’ health and recovery from an illness’, compared to ‘miraculous healings’, the percentage of those who ‘agree somewhat or strongly’ increased significantly in all demographic variables. Similarly, almost two third of all

Beliefs in Miraculous Healing and Religiosity among Medical Students and Physicians

respondents 'agreed strongly or somewhat' with the statement: 'patient should trust only modern medical treatment methods'

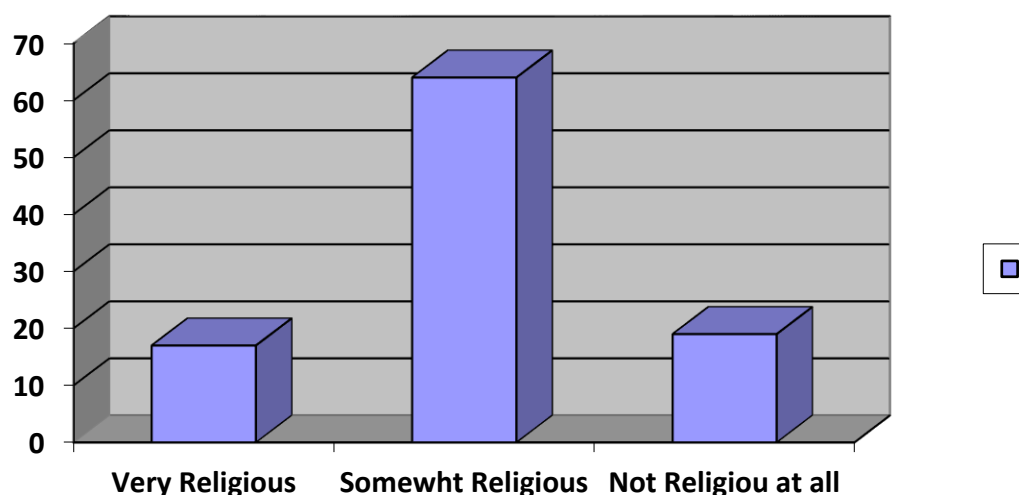
Table 2.

	I believe that miracles still occur today as in ancient times (agree strongly or somewhat)	I believe that illnesses or injuries can be divinely healed. (agree strongly or somewhat)	Religious faith may improve patient's health and recovery from an illness (agree strongly or somewhat)	Patient should trust only modern medical treatment methods. (agree strongly or somewhat)
Total	47%	48%	64%	87%
<i>Male</i>	73%	69%	77%	90%
<i>Female</i>	87%	89%	92%	67%
Education				
<i>Medical School First 2 years (1-2)</i>	67%	71%	78%	83%
<i>Medical School Middle Years (2-4)</i>	48%	46%	68%	89%
<i>Medical School Last two years (4-6)</i>	39%	41%	60%	93%
<i>Doctors</i>	31%	25%	47%	96%

Religiosity

In order to assess religiosity of participants, we used single item self-rating measure: 'To what extent consider yourself religious?' More than half of the respondents (64%) considered themselves somewhat religious, Seventeen percent of respondents (17%) considered themselves 'very religious' and nineteen percent of participants (19%) considered themselves 'not religious at all' (Table 3)

Table 3



Religiosity and Believe in Miraculous Healings

With the present study we tried to understand whether religiosity play a role in respondents' believe in miraculous healings. We expected religious respondents would be more likely to believe in miracle and miraculous healings. Not surprisingly, compared to less or non-religious respondents, religious respondents are more likely to believe in miracle. However, when we compare two separate statements (table 3), we notice an interesting detail: medical students and doctors seem less agree with statements about miraculous healings than they agree with miracle itself (65% goes down to 41%; 43% go down to 33%). Also, our findings indicate that regardless of religiosity, respondents (medical students and physicians) tend to more likely agree with moderate statement that 'Religious faith may improve patients' health and recovery from an illness' than statement about miraculous healings (I believe that illness or injuries can be divinely healed). However, religiosity seems to moderate the respondents' attitude toward statement related to the commitment to medical science. Very religious respondents were less agree with the statement : 'Patient should trust only modern medical treatment methods' (52%), while ninety four percent of the respondents identified themselves as 'not religious at all' agreed strongly or somewhat with the same statement.

Table 3

	I believe that miracles still occur today as in ancient times (agree strongly or somewhat)	I believe that illnesses or injuries can be divinely healed. (agree strongly or somewhat)	Religious faith may improve patient's health and recovery from an illness (agree strongly or somewhat)	Patient should trust only modern medical treatment methods. (agree strongly or somewhat)
Religiosity				
<i>Very Religious</i>	65%	41%	78%	52%
<i>Somewhat Religious</i>	43%	33%	70%	63%
<i>Not Religious at all</i>	12%	9%	21%	94%

Witnessing a Miraculous Healing

We read or hear many stories of miraculous healings in the media or from people around us. It is important to verify these outstanding claims through medical professionals. Beyond believing in it, do physicians ever witness such miraculous healing? Only a smaller percentage of respondents (11%) indicated they witnessed a divine healing of an illness or injury. There are no significant difference in gender, level of education and religiosity among those who say they have witnessed a miraculous healing.

5. Discussion and Conclusion

Religion and health are related on multiple dimensions. One of these dimensions is miraculous healing. In this exploratory study we attempt to understand to what extent health care professionals' (medical students and physicians) believe in miraculous faith healing. We tried to answer four research questions:

1. *Do medical students and physicians believe in God or a transcendental Supreme Being?*

Large number of respondents (87%) participated in our study believe in God or a Supreme Being. However, this high rate of belief significantly goes down when it comes to believe in angels, spirits, devils etc., only one third of the respondents (37%) hold such beliefs. Compared general public belief in Turkey, percentage of doctors belief in God seem to normal. But, low rate of belief in spirits, angels, devils etc. is significant. This result indicates that medical students and doctors hold a very specific and sophisticated and somewhat personalized belief in God. This can be explained with their scientific medical education.

2. *To what extent medical students and doctors perceive themselves religious?*

Little more than half of respondents perceive themselves 'somewhat religious'; one out of ten respondents perceived themselves 'very religious' and about one third of all participant perceived themselves 'not religious at all'. This result seems to be compatible general attitude of medical community all around the world. However this one item self-rated measure is quite limited to contemplate on this finding.

Present study is an initial research to obtain a general idea in this particular medical community niche. Therefore, further studies need to explore the nature and quality of these religiousness.

3. *Do medical students and physicians believe in miraculous faith healing?*

Main objective of this research was to determining whether health professionals (medical students and doctors) believe in miraculous healings. Although almost ninety percent of them believe in God and nearly two third of them perceive themselves highly or somewhat religious, only less than half of them believe in miraculous healings. This finding reveals that although religiosity or belief in God make some difference, these are not correlate necessarily with belief in miraculous healings. In other words, belief in God does not mean belief in miraculous healings. Levels of education seem to be much better factor determining belief in miraculous healing. Our findings show that percentage of belief in miraculous healing significantly goes down as student advanced in their studies and in their professional careers. Then one may ask what does belief in God means for this people? How religiosity functions in their professional attitude? It seems that they are more comfortable with another dimensional link between religion and health. Surprisingly, most respondents, especially religious ones, think that religious faith may improve patient's health and recovery from an illness. This significant finding is compatible with studies conducted by Koenig and Pargament and many others...

To some up, most medical students and doctors believe in God, they consider themselves somewhat religious. However less than half of them believe in divine healings. Nevertheless, they tend to accept that religion may improve patient's health. This initial exploratory study is limited to be a conclusive. Therefore, in order to have a better picture, further quantitative and especially qualitative studies needed.

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A Critic on the Neoconservatism in Turkish Education System

Aslı Yurttaş, Gizem Hatipoğlu

1. Introduction

The phrase “*All animals are equal but some animals are more equal than others.*” is the most well-known motto of the novel “Animal Farm” by Orwell, narrating how the struggle for freedom won by pigs living in a farm have transformed into a power struggle. The motto of the book flings up in our face that a life for all humans under equal conditions and in freedom is possible only “when pigs fly”.

So, what are the desires of administrations of our day? They are not different from what they used to be in the past. The political ideology shaping the world is pointing at a new social order with the leadership of writers who are proponents of the ideology called the new right. The new social order has been placed upon principles and values such as free market and competition, limited state, substantive democracy, apolitical pluralism, self-sufficiency and personal responsibility. The new right ideology, along with the trend of neo-liberalism, has become a common ideology both in a national and an international scale through economical discourses such as “the globalization of economy and capital”, “the new world order” and “privatization”; and, on the other hand, through conservative political discourses such as “retreat of state and political field” or “the dissolution of the nation-state”, “globalization”, “global market” and “civil societism” or “returning back to local communities” (Sallan Gül, 2000). At the main point of this article, the relationship between neoconservatism and education will be elaborated on, which is one of the concepts of neoliberalism and neoconservatism associated with each other in the new right ideology.

Bénéton (2011) describes conservatism as a political movement emerging right after the French Revolution. A defiance of modernity, conservatism completely denies the principles introduced by the French Revolution, for them being contradictory to social morality and nature of people. Moving on from this point, he stands against enlightenment, human rights, and, in a more general sense, modern politics project. In addition to acquisitions of the French Revolution, values such as tradition, religion, nation, state, authority, etc. also find themselves a place as conservative values (Erler, 2007). Is the prefix “neo” put in front of the name of a movement that is against novelty to this degree not contradictory in itself?

The action making neoconservatism “new” is the defense of these “old” values for securing the liberal society to a great extent. According to Bora (2003), the aim of protecting/creating the authenticity of culture has transformed conservatism into the shadow element of liberalism. Although liberalism and conservatism seem to have a contrast fundamentally (while concepts such as strong state, disciplined society, authority, hierarchy, compliance, nation, solidarity, traditions and religion are at the forefront in conservatism; individual, freedom, free market discipline and a laissez-faire approach is dominant in liberalism), they conjoin at certain points such as seamless operation of the market, ensuring social justice, preservation of traditional values and voluntary activities of non-governmental organizations (Arslan, 2010). Voids created by neoliberalism in new right ideology in a sense according to public are filled with the traditionalist and oppressive structure of neoconservatism. These structures completing each other establish the “new right” ideology.

2. Transition In Educational Policies

Education is a system organized and utilized for altering behaviour of individuals in the desired way (Sönmez, 2007). The “desired” behaviour aforementioned is the emphasis on the

acquisition of social behaviours by citizens, which are aimed at by the state. We may think of these social behaviours as spending/saving money as the state desires, to act/to remain passive, to be liberated/to be restricted. Shaping societies, education is therefore the perfect garden for the state to spread its own ideology. The seeds of this garden are young people, and their fertilizers are ideologies. These ideologies are new right politics today. A prominent author in the field of educational policies, Apple (2004) is quite uncomfortable with the new fertilizer of our garden. He pinpoints that educational institutions' having characteristics such as high drop-out rates, loss of quality and discipline, failure in teaching genuine knowledge and economically significant skills is being held against us through conducts of international evaluations. International examinations such as TIMSS, PISA and PIRLS bring about the need for reform by presenting the performances of countries in the field of education. Literature converges on the matter that main goal of this perception of reform is to implement regulations in educational systems in order to create an even more competitive economy in global market (Bouhali, 2015; Çelebi, Güner, Taşçı Kaya, Korumaz, 2014; Uljens, 2007). The message given to the public by published reports is plain clear: "The state was supposed to change its fertilizer... The new right ideology and returning back to "Common culture" through neoliberal and neoconservative policies will transform schools into ones that are more efficient and more responsive towards private sector."

With its commercial capacity and high level of profit volume, education sector is at the top of the list of privatization implementations of the neoliberal economy (Yıldız, 2008). Also an important factor for spreading the ideologies of countries, education has been turning into the perfect field for states to put their ideologies on the desired track. The garden has many suitors! IMF and World Bank has found an opportunity, especially after 1980's, to enforce economical policies they have designed through education in many developing countries. At the essence of these enforced policies lies the reduction of the developmental role of new right ideology and nation state in economy. Discourse of development for developing countries has been replaced by harmonisation with global market (Soyak, 2003). Acknowledging this situation, McClure (2013) emphasizes fundamental education projects which World Bank labeled as "neoliberal governmentality" and how much long term fundings of these projects increase investments of Turkey in education. Indeed, it is difficult to obstruct this trend, while the world is being shaped around a single ideology. But, why Turkey does not create its own harmonized educational policies, instead of those enforced upon itself? We can find the clues of the answer in the research of Özdemir and Beltekin (2012), in which they examine letters of goodwill of IMF-World Bank. IMF policies limit educational spendings in Turkey and in other countries through various methods, and does so either directly or indirectly, by imposing harsh limitations on all spendings. At the same time, when IMF-sanctioned projects are examined, it is observed that projects mediate the efforts to raise people with knowledge and skills required by the new right ideology.

"Neoliberalism" "education" and "neoconservatism" "education" keyword groups have been examined in Scopus database, and the distribution of researches examining reflections of these policies in the field of education have been investigated. On Figure 1 and Figure 2, it is seen that researches in these fields have increased from 2000's up until our day, but also that neoconservatism, underlying the new right ideology, has not inspired as much interest as neoliberalism did in the whole world. I think concepts included in neoconservatism; such as, "common culture", "control" and "silencing opponents" disturb only so few scientists for now.

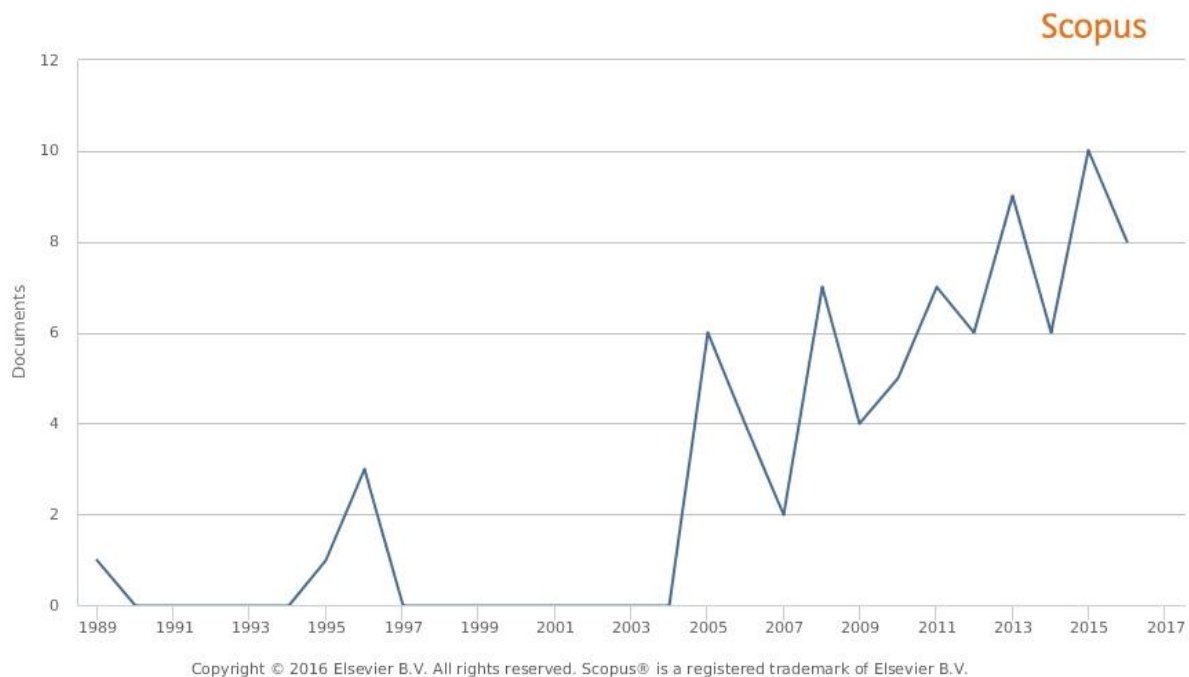


Figure 1. Distribution of researches including keywords of neoconservatism and education in years according to Scopus database

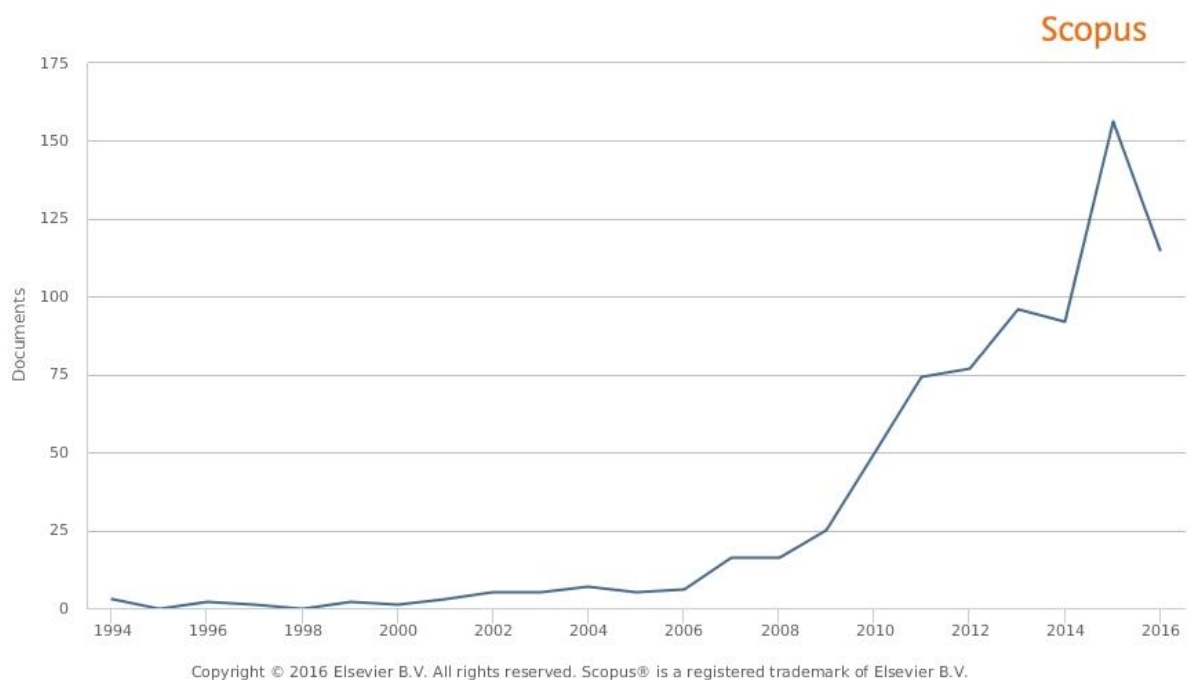


Figure 2. Distribution of researches including keywords of neoliberalism and education in years according to Scopus database

3. Education Within The Scope of Neoconservatism

Although neoconservatism discourse combined with a “radical”, “reformist” and “revolutionary” understanding is being employed instead of conservatism today, conservatism embodies an explicit status quo advocacy. On the other hand, “the matter of state” lies at the intersection of conservatism and neoconservatism concepts. Conservative discourses support the withdrawal of the state from its social tasks, and its concentration on the endeavor of

maintaining its own essence (Bora, 2003). For the state to maintain its own essence in the field of education and its segregation from investments in the social field could be thought of as the necessity of transition into the common culture, which is genuine/essential.

Hill, Lewis, Maisuria, Yarker, Carr, Pavlidis and Tell (2015) have classified the reflections of neoconservatism in the field of education under four main topics:

1. *Inspecting the Curriculum*: Removal of dangerous contents within curriculums of schools and universities.
2. *Inspecting the Education*: Regulation of relationships between teachers and students, review of implemented teaching methods.
3. *Inspecting the Student*: Hindering future plans of students through concerns of unemployment or indebtedness
4. *Inspecting Teachers and Academics*: Punishing opponents and union protestors, shutting down schools and discharges, shutting down university departments, surveillance activities.

A similar classification was carried out again by Hill (2010). This classification has topics of observing actions of students, teachers and academics; curriculum programs, seminars, limiting time use in classrooms and for homeworks; surveillance activities towards teachers and students for silencing opposing voices, and defaming opponents by using the media. Classifications show us that neoconservatism is the effort of getting rid of all opposing voices and forcing the new generation into the desired social order for preserving the essence of the state.

In Turkey, it is possible to encounter many examples of neoconservative policies in the field of education. In the article of Kemal İnal (2006; 7-8) titled “What Purpose Do ‘Educational Campaigns’ Serve For, What Do They Hide?”, the withdrawal of the state from education sector was tried to be explained with listed projects. “A Hundred Percent Support for Education Project” conducted by the Prime Minister’s Office; “If Life Begins Again” project started by a group of students and academics of Van Yüzüncü Yıl University; “Snowdrops” project conducted jointly by ÇYDD and Turkcell; “Modern Boarding High School Girls Project” by ÇYDD and Schneider Electric; “I Have a Daughter in Anatolia, She Will Become a Teacher” project by ÇYDD, international logistics company Sertrans, Ege Chemicals and Turkish Education; “Each Girl of Ours Is A Star” project by ÇYDD and Mercedes-Benz; “Girls of Information Society” by ÇYDD and Ericsson; “Village of Love” project of Antalya Governorate, and “Employment and Including In Production of Modern High School Graduate Girls” project by multiple partners and “They Were Children Once” project; and along with these projects, “Dad, Send Me To The School” project of Milliyet Newspaper; “Come On Girls, To The School” project of the Ministry of National Education; “Classroom of Stars” project by TEGV and Kanal D; “Unity of Hearts in Education” project by Arçelik; “Long Live Our School” and “Support for Education With Computers Campaign 24” projects by the Ministry of National Education and “We Grow As We Read” project of Tatvan Dumlupınar Elementary School point out that the state has decreased the budget allocated for education, and left the future of the country to the mercy of benefactors (Akt., Yıldız, 2008). So, can we say for those in Turkey with no money or facility that there is no alternative other than waiting for a magical wand to touch their lives?

4. Review of the Discourse In The Field of Education In Development Plans

Planning on a national scale is essentially founded upon the idea that sociological change can be constructed and directed. From this angle, national planning can be regarded as the technology of social change or a society engineering model (Soyak, 2003). Do development plans as the plan of transforming the society include steps towards transitioning Turkish citizens into new conservative policies? In fact, the main point of this article is here.

The last three development plans including the period of AKP rule, which has been selected as the ruling party single-handedly from 2002 to present, are investigated within the scope of the study. The last three development plans published by the Ministry of Development are:

- 8th Five-Year Development Plan 2001-2005
- 9th Development Plan 2007-2013
- 10th Development Plan 2014-2018, respectively.

These plans present a list of steps to be taken for how Turkey is to put its vision for the future into practice in between aforementioned periods. Above, the position of neoconservatism concept, an integral part of the new right, in the world system has been discussed, and it has been investigated how they have affected economical, social and especially educational policies in neighbouring countries by the financial instruments they utilize. By examining 8th, 9th and 10th development plans (2001-2018), it has been strived to present reflections of policies implemented in Turkey. The study is limited to neoconservatist policies and contents of “education” theme included in development plans. For it is desired to analyze neoconservatist discourses in 8th, 9th and 10th development plans in Turkey, qualitative analysis method and document review technique, both of which allow it, have been employed. In document review, keywords (Law and order, Morals, National identity, strengthening the Family, Opposition towards multiculturalism and multilingualism, Neoliberal policies, Natural Inequality (Heywood, 2013).) encircling the concept of neoconservatism have been examined with respect to their appearance in development plans.

The findings acquired at the end of the study have been found out by using “document review method”. It is described as the review of current records and documents related to document analysis by collecting and then coding them according to a specific norm or a system (Çepni, 2010). Development plans that have been examined in the study were retrieved from the web site of the Ministry of Development of Turkish Republic (<http://www.kalkinma.gov.tr/Pages/KalkinmaPlanlari.aspx>).

Finding 1: Taking a look at modern education systems, it is possible to feel the interventions that are based on political ideologies of those in power (Sungur, 2014). When developmental plans are examined, a structure matching up with the ideology of the political power.

Finding 2: *Emphasis on Privatization:* Specifically in the 8th development plan, statements “Increasing the share of private educational institutions on all education levels retains its importance.” “the law on private educational institutions will be prepared again by arranging endorsement opportunities.” are included. Similarly, in the 9th development plan, it is said that “To extend the field of education; contributions of local administrations, volunteering institutions and private sector, along with central government, will be increased.”

The main problem emphasized in the 8th development plan is “to identify problems related to the development of an educational program suitable for the necessities of business life and its implementation”. Therefore, the aim of developing human resources is “to train human resources equipped with skills and knowledge required by the information society” and “to increase the education level of labor power in order to increase international competition power”. The 8th development plan often refers to the development of human capital and to the competitive nature of labor power market through privatization. Privatization in education will be spread on each level, and public investments will be directed to the departments which are needed the most. Perhaps, neoliberal policies are the most common reminders of Turkey’s desire to become a recognized global competitor.

Finding 3: *Emphasis on the poor quality of education:* This emphasis has been included in all development plans. Although there are information indicating that an increase in digital

data has been acquired, education quality has been regarded to be inadequate in every period, and efforts has been inadequate. This situation is perceived as a reference to the emphasis on privatization. In addition, views of institutions harboring global new left economy; such as World Bank, IMF and OECD have found place in 8th and 10th development plans.

Finding 4: In all development plans, global discourses related to transitions in the field of education; such as, “information society, information economy, information technologies, reform in education, governance, performance criteria, life long learning, learning society, e-learning” are included. In the background of these discourses lie “neoliberal” economy policies that are being implemented for approximately 25 years (Sayılan, 2008).

Finding 5: National identity emphasis: Cooperation with Turkish republics and related communities has been included in the 8th development plan.

Finding 6: National standards: An emphasis on “determining a standard” has been included in the 8th and 9th development plans. Apple (2004) states that national curriculum, national tests, “returning back” to high standards, resurrection of “western tradition” and patriotism are among policies suggested under ideological positions. However, Apple indicated that this policy of determining standards and standardization is not a call for “returning back”, but rather a fear from “the other”.

Finding 7: Morals and national identity emphasis: It has been described in the 8th development plan as “Establishment of programs for providing education that is tied to national and moral values in preschool education will be endorsed”.

Finding 8: Unlike discourses of new right policies, an emphasis on “equality of opportunities” has been placed in all development plans.

5. Results and Conclusion

Starting with the signing of partnership agreement of with European Economic Community in 1963, and continued with being recognized as a candidate by EU members in 1999, Turkey has been developing relations with the European Union from 2005 to present. The aim of becoming a global economical power, which we have heard of even louder during AKP period, has compelled Turkey to make many key decisions to adapt Turkey to the world, and it continues to do so. In the respect that education brings about a sociological change, decisions for the transformation of the educational system consist of these key decisions.

Turkey come closer to Europe and other countries, as a result this countries’ ideologies have been [increasingly](#) adopted by Turkey. From a policy perspective, this research leads to important insights. Inherent in the neoconservatism framework behind this paper’s hypothesis is the already debated warning concerning the effects of privatisation and inequality, which result in the commodification of education. As a result of the analysis of development plans, themes defining neoconservatism are as follows; *ideology of the political power, Emphasis on Privatization, Emphasis on the poor quality of education, global discourses related to transitions in the field of education, National identity emphasis, National standards and Morals and national identity*. In contrast to neo-conservative approach, the development plans emphasis on equality, bu this emphasis is in conflict with other themes. Inequality, inclusion, participation and critical thinking in the development plans are either insufficiently realised or subordinated to productivity and competition within the global market. Neoconservative movements are aggressively altering Turkish educational system. Consequently, in setting its development vision, Turkey appears becoming more neoconservastist country. In this researh neoconservative discourse on development plans has been investigated. In addition that education programmes and regulations can be examined.

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Adaptation of Research Self-efficacy Scale into Turkish: Reliability and Validity

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1. Introduction

Self-efficacy, which is suggested to be one of the most effective factors in determination of behavioural outcomes, is theoretically based on Bandura's leading studies (1977, 1982, 1986, 1991, 1995) and Bandura et al. (Bandura, Adams & Beyer, 1977; Bandura, Adams, Hardy & Howells, 1980; Bandura & Cervone, 1983; Wood & Bandura, 1989). In these leading studies, self-efficacy is discussed based on socio-cognitive theory and defined as inner belief regarding the capacity to enact individuals' motivations, cognitive units and their learning in response to their expectations. According to Bandura (1977), self-efficacy and their expectations regarding their self-efficacy are the most powerful determinant and predictor of behavioural changes in shaping the starting phase. According to self-efficacy conceptualisation, when individuals believe that they can successfully accomplish certain behaviour or a field of behaviour, the chance of this behaviour being exhibited or adapted increases (Phillips & Russell, 1994).

Before Zimmerman (2000) defined self-efficacy as the key concept of socio-cognitive theory, he studied the effects of motivation on expected behavioural outcomes. In the light of the findings of these studies, Bandura concluded that self-efficacy was more effective than motivation on achieving expected behaviours and preventing possible negative consequences. According to this, individuals' beliefs and determinations regarding their performances in any situation play an important role when their power to predict the expected behavioural outcomes is considered. This is justified by linking individuals' self-efficacy levels with their expectations regarding their self-efficacy. After Bandura suggested the concept of self-efficacy, different views have also emerged in the relevant literature. According to Pajares (2002), self-efficacy is not concerned with individuals' real talents, rather, with what an individual can achieve. Self-efficacy is defined as a factor encouraging individuals to be successful. Grawith (1995) suggests that individuals lacking self-confidence cannot accomplish a task assigned and criticises the term of self-efficacy claimed by Bandura (cited in Ekici, 2009).

In spite of such criticism, the term "self-efficacy", which is considered to have a high capacity in determining, explaining and predicting behavioural outcomes and the changes in these outcomes, has been subject to many studies in many fields. Self-efficacy and its relationship with career and career expectations (Betz, 2007; Mullikin, Bakken & Betz, 2007; Taylor & Betz, 1983), the relationship between self-efficacy and vocational performance (Stajkovic & Luthans, 1988), self-motivation, self-esteem, self-evaluation, self-regulation, self-concept and problem solving (Bandura & Cervone, 1983; Bong & Skaalvik, 2003; Judge & Bono, 2001; Pajares & Miller, 1994; Schunk & Ertmer, 2000; Zimmerman, Bandura & Martinez-Pons, 1992) have been subject to plentiful studies so far in the literature. This study found a significant and strong relationship between self-efficacy and other features.

Bandura (1986) points out the difficulties and significance in the observation of interpersonal differences in self-efficacy and therefore recommends the use of task-based assessment tools. Moreover, Bandura (2006) also prepared a manual for researchers to assist them develop self-efficacy scales. Accordingly, many assessment instruments have been developed to measure self-efficacy. One of the first examples of these scales is Generalized Self-Efficacy, which was developed by Schwarzer and Jerusalem (1995) in 1979 in German. This instrument was transformed into a publication in 1995 although it was first developed in 1979. Another example is the "self-efficacy scale" developed by Sherer, Maddux, Mercandante, Prentice-Dunn, Jacobs and Rogers (1982) to measure individuals' self-efficacy and social self-efficacy levels. This assessment tool is one of the most commonly-used tools in measuring self-efficacy, and is

known as the General Self-Efficacy Scale. Chen, Gully and Eden (2001) considered that this assessment tool is problematic with regard to its validity and multi-dimensionality and developed a New General Self-Efficacy Scale. Another leading scale is the Career Decision-Making Self-Efficacy Scale, which was developed by Taylor and Betz (1983) to measure the self-efficacy levels of individuals in their decision-making processes regarding their careers. This scale was improved by Betz and Luzzo (1996) and renamed as Career Assessment and the Career Decision-Making Self-Efficacy Scale in the relevant literature. In addition to these examples, there are also some other scales developed for special and vocational groups such as the “Teacher Self-efficacy scale” developed by Tschannen-Moran and Hoy (2001), the “Self-efficacy scale for teenagers” developed by Muris (2001), the Parental Self-Efficacy Instrument for Children with Disabilities developed by Guimond, Moore, Aier, Maxon, and Diken (2005), and the “Academic Self-efficacy scale” developed by Jerusalem and Schwarzer (1981).

It is known that defining psychological characteristics and measuring these characteristics is difficult (Cohen, Swerdlik, & Phillips, 1996; Guilford, 1954; Thorndike & Hagen, 1969). The fact that the number of studies on self-efficacy is common both in Turkey and in the world reveals that the difficulties regarding measurement of self-efficacy have been partly overcome. A lot of studies are available in the literature regarding self-efficacy in Turkey, which were carried out mostly in the 2000s. These studies significantly focus on observation of the self-efficacies of students, parents, teachers, prospective teachers, academicians and other professions, and also focus on the investigation of their demographic features such as gender, age, and seniority. (Baltaoğlu, Sucuoğlu & Yurdabakan, 2015; Ekici, 2008; Kart & Gelbal, 2014; Telef & Karaca, 2011; Uysal, 2013; Uysal & Kösemen, 2013; Yeşilyurt, 2013). Most of these studies suggest that self-efficacy levels significantly vary depending on variables such as gender, age, department, and class level.

The number of instruments developed for measuring self-efficacy in Turkey is very limited. As in the studies carried out by Kart and Gelbal (2014), Akkoyunlu and Kurbanoglu (2003), and Telef and Karaca (2011), there are some self-efficacy scales developed for use with limited groups. On the other hand, some of the scales presented above as the leading scales in the field, and some other scales, were adapted into Turkish. The Generalised Self-efficacy scale, which was developed in 1979 but published in 1995 by Schwarzer and Jerusalem, was adapted into Turkish by Alpay (2010). The “Biology Self-efficacy Scale” developed by Woo (1999) in Chinese was adapted into Turkish by Ekici (2009). Besides these, “The Scale of Academic Self-Efficacy” developed by Jerusalem and Schwarzer in 1981 was adapted into Turkish by Gürçay and Ekici (2007). “The Scale of Teacher Self-efficacy” developed by Tschannen-Moran and Hoy in 2001 was adapted into Turkish by Çapa, Çakıroğlu and Sarıkaya (2005). Similarly, the scale of “Parental Self-Efficacy Instrument for Children with Disabilities” developed by Guimond et al. in 2005 was adapted into Turkish by Diken (2007), and its validity and reliability were tested by Cavkatyar, Aksoy and Ardıç (2014). There are other adapted or developed scales in Turkey which can be used in measuring self-efficacy levels that are considered to have functional and effective characteristics in predicting expected behaviours within the scope mentioned above. There are also other fields of self-efficacy which need measuring, and “research self-efficacy” is one of these fields.

Bieschke et al. (1993) conceptualised research self-efficacy, claiming that career expectations and expected outcomes are closely related. According to this, research self-efficacy has instrumental stages: (1) finding an idea, (2) conducting the research, and (3) presenting the findings. Depending on this conceptual infrastructure, Bieschke et al. (1993) developed a Research Self-Efficacy Scale (RSES). This scale structures research self-efficacy into four dimensions: (1) conceptualisation of the research, (2) implementing the research, (3) early stages, and (4) presenting the results. It is claimed that this instrument is especially helpful

when implemented on students who are at the stage of decision-making for their future careers. This instrument has not been adapted into Turkish yet.

The biggest contribution to the development of countries obviously comes from science and research. Technology is one of the most important indicators of a society, and scientific research contributes to the development of this technology. In this regard, conducting studies in society and improving science is an important issue for both economic and technological advancement. Therefore, they are considered as significant contributors to development.

Conducting research is closely related to individuals' skills, and they need to receive good education in it. Qualified research education is one of the criteria for modernisation, as it is significant in the social infrastructure to achieve development (Büyüköztürk, 1996). According to Karasar (2012), research education needs to be given to the young generation as early as possible and should be based on gaining for every individual in society a general research culture, the relevant skills regarding conducting small-scale research and benefitting from the results obtained from those studies, and conducting research single-handedly from the very beginning. It is obvious that individuals, especially those with a career expectation in the future and those receiving post-graduate degrees, to possess higher self-efficacy levels. In this regard, the aim of this study is to adapt the scale of "Research Self-efficacy" into Turkish, as developed by Bieschke, Bishop and Garcia (1993) and to investigate its psychometric features.

2. Method

This is a study of scale adaptation. In this section, the study group, data collection instrument and process of adapting the scale into Turkish and relevant analysis are reported.

2.1. Study Group

The data of the study were collected in two phases from 163 postgraduate students studying at 4 universities (Hacettepe, Ankara, Trakya, Çanakkale Onsekiz Mart) in the 2015-2016 education year. In the first stage of the data collection, 15 students studying for a doctorate or post-graduate degree in the English Language Teaching departments were used in order to test the language validity of the scale. Six of the students in this group (40%) had received their post-graduate degrees and 9 of them (60%) had received their doctorate degrees.

In the second stage of the study, construct validity and reliability analysis were conducted regarding the adapted Turkish version of the scale. As 51 students of this data were extreme values, they were excluded from the study. Sixty-three of the data which constituted the second stage of the study were male (42.9%) and 85 of them were female (57.4%), total 148. The study group consisted of postgraduate students studying at 29 different departments. The ages of the students in the study group changed between 22 and 48, and the average age was found to be 28.4.

2.2. Instrument for Data Collection

The data collection instrument of this study is the Scale of Research Self-efficacy. The original version of the scale was developed by Bieschke et al. (1993). This scale was designed to measure the self-efficacy belief of an individual who could successfully accomplish various behaviours regarding how to conduct research. The research self-efficacy scale consisted of four main dimensions: (1) conceptualization, (2) early stages, (3) presenting the results, and (4) implementation. The conceptualization dimension is about formulating the basis of the research, and determining the concepts and events which are considered to be important and

worth studying in the literature. There are 16 items in this dimension. The second dimension of the data collection instrument is the early stages part. This contains the least items in the scale compared to other parts. This sub-dimension has 5 items in total. This sub-dimension is about finding an idea to research in the light of basic research ethics and reviewing the relevant literature. The third sub-dimension of the data collection instrument is about presenting the results. This sub-dimension has items regarding how to prepare a research project and how to present the findings. There are 8 items in this sub-dimension. The last sub-dimension is implementation. There are 20 items in this sub-dimension. These items are about the stages necessary to complete a project and research. The items in this sub-dimension are about using a computer and data collection, etc.

2.3. Process

As the first step in adapting the scale from the original language into Turkish, the scale was translated into Turkish from English. Then, both the English and Turkish versions of the scale were administered to some postgraduate students who had good command of both Turkish and English, leaving a 20-day gap between the two implementations. The data obtained through these implementations and the Pearson product-moment correlation coefficients at each sub-dimension level were examined to find the relationship between the Turkish and English versions. Then, confirmatory factor analysis was carried out to test the construct validity of the scale. Finally, composite reliability and Cronbach alpha internal consistency reliability were calculated to test the reliability of the scale.

All contribution must be delivered in English. The submission file is in Microsoft Word. Articles should range between 8 and 10 pages (reference list included). The text is single-spaced; uses a 12-point font with Times New Roman. The article should use the most recent version of APA style guide (American Psychological Association).

3. Findings

This part of the study presents the language validity, construct validity and reliability of the scale adapted into Turkish.

3.1. Language Validity

Three academics who were experts in the field of English translated the scale from the original language into Turkish. The items in both the original version and the Turkish version were examined by 3 academics from the field of assessment and evaluation and 1 academic from the field of Turkish language and were finalized after the relevant revisions. The Turkish version and English version of the scale were administered to students who were studying for their postgraduate degrees in English Language Teaching, leaving a 20-day gap between the two implementations. Correlation coefficients of the scores obtained from both implementations were examined with the help of Pearson product-moment correlation coefficient. The obtained correlation coefficients are given below:

Table 1. Correlation between scores obtained from Turkish and English Versions.

Sub scores of the scales - English Dimension	Sub scores of the scales - Turkish Dimension				
	Conceptualization	Implementation	Early stages	Presenting the Result	Scale Total score
Conceptualization	0.88				
Implementation		0.88			
Early stages			0.72		
Presenting the Results				0.40	
Scale total score					0.83

When the relationships between the scores from the Turkish version of the scale and the original version and the total scores of the scales were examined, it was found that the scores were above average except for the “presenting the result” sub-dimension, and sub-dimensions of the scales measured similarly.

3.2. Construct Validity

Confirmatory factor analysis (CFA) was conducted to test if the adapted scale had similar characteristics to the original version. The obtained CFA findings suggest that the fit indices were as follows; GFI = 0.74, AGFI = 0.70, CFI = 0.92, NNFI = 0.91, IFI = 0.93, RMSEA = 0.039 and SRMR = 0.05. Besides, the χ^2/sd proportion was calculated as 1.23. The analysis carried out to test the reliability of the scale gave the following scores; 0.93 for the sub-dimension of Conceptualisation, 0.92 for the dimension of Implementation, 0.45 for the sub-dimension of Results, and 0.78 for the sub-dimension of Introduction. As suggested by Jöreskog and Sörbom (2006), all modifications have been made regarding the model, and the path model was obtained, as seen in Figure 1.

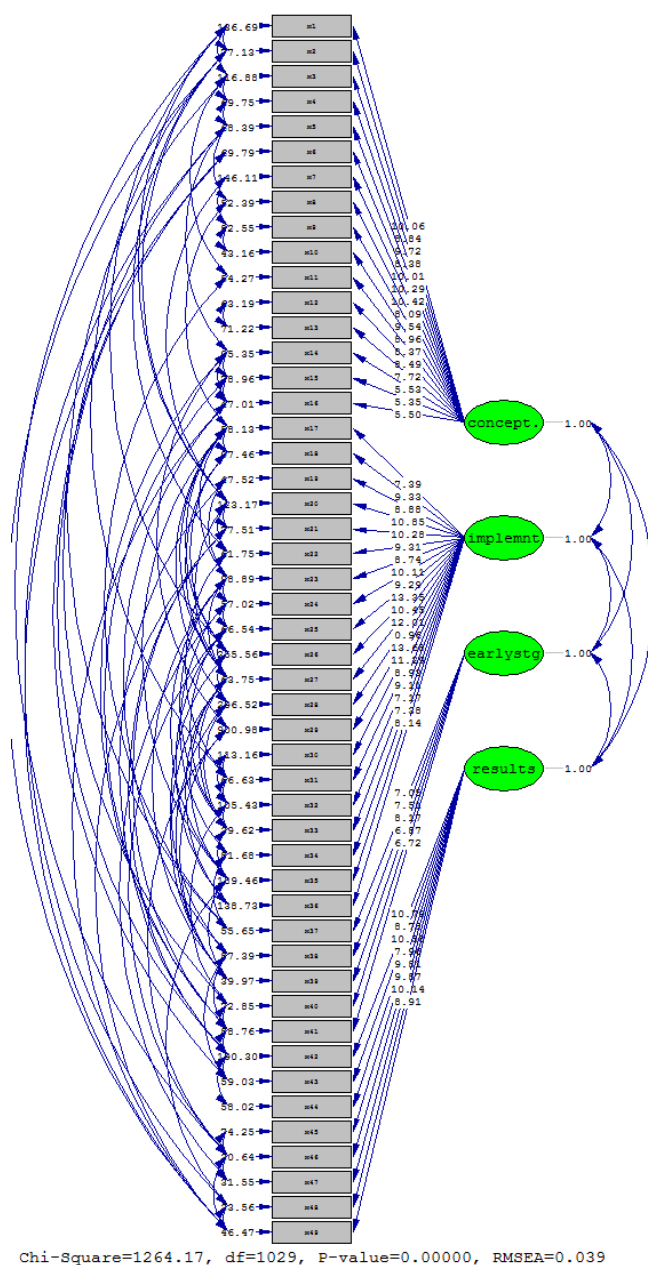


Figure 1. Path model regarding Turkish version of scale.

The acceptable and perfect fit scales regarding the indices investigated to find out whether the tested model had similar characteristics to the original model and the fit indices obtained from CFACFA are given in Table XX (Bentler, 1980; Schermelleh-Engel & Moosbrugger, 2003; Hu & Bentler, 1999; Kline, 2011).

Table 2. Perfect and Acceptable Fit Values and Fit Index Values obtained from CFA.

Examined Values	fit	Perfect Fit	Acceptable Fit	Fit obtained from CFA	Result
χ^2/sd		$0 \leq \chi^2/sd \leq 2$	$2 \leq \chi^2/sd \leq 3$	1.23	Perfect fit
CFI		$.95 \leq CFI \leq 1.00$	$.90 \leq CFI \leq .95$	0.92	Acceptable fit
GFI		$.95 \leq GFI \leq 1.00$	$.90 \leq GFI \leq .95$	0.74	Not acceptable
AGFI		$.90 \leq AGFI \leq 1.00$	$.85 \leq AGFI \leq .90$	0.70	Not acceptable
IFI		$.95 \leq IFI \leq 1.00$	$.90 \leq IFI \leq .95$	0.93	Acceptable fit
NNFI		$.95 \leq NNFI \leq 1.00$	$.90 \leq NNFI \leq .95$	0.91	Acceptable fit
RMSEA		$0 \leq RMSEA \leq .05$	$.05 \leq RMSEA \leq .10$	0.039	Perfect fit
SRMR		$0 \leq SRMR \leq .05$	$.05 \leq SRMR \leq .10$	0.05	Perfect fit

When the CFA fit index values given in Table 2 were considered, most of them were found to have a perfect fit and acceptable fit values, but GFI and AGFI values were found to be relatively low. However, when it is considered that not only the results obtained from CFA analysis but also many other index values should be evaluated together (Hu & Bentler, 1999; Kline, 2011), the model can be suggested to fit well and the adapted scale exhibited similar reactions to Turkish, as does the original one. In this regard, it can be suggested that the original factor structure of the scale is confirmed for Turkish prospective teachers.

The t-values calculated for each item in CFA and the scores obtained from the Turkish version of the scale are presented in Table XX. According to the findings in Table XX, t-values were found to range between 5.98 and 13.23. Moreover, the fact that all t-values are significant reveals that no items should be removed from the model based on the CFA results (Byrne, 2010).

Table 3. T-test values obtained from the CFA.

Item No	t	Item No	T	Item No	t	Item No	t
M1	8.87	M15	6.60	M29	11.39	M43	10.70
M2	9.92	M16	8.38	M30	11.39	M44	11.81
M3	9.06	M17	9.55	M31	11.92	M45	9.15
M4	9.69	M18	9.36	M32	8.91	M46	13.23
M5	11.07	M19	11.47	M33	12.10	M47	13.17
M6	11.24	M20	9.70	M34	8.36	M48	13.17
M7	8.76	M21	10.95	M35	5.98	M49	11.56
M8	10.45	M22	10.93	M36	7.39		
M9	10.00	M23	8.86	M37	9.32		
M10	11.69	M24	11.71	M38	8.16		
M11	10.61	M25	10.58	M39	11.10		
M12	10.13	M26	8.63	M40	8.15		
M13	9.11	M27	11.45	M41	7.37		
M14	6.29	M28	7.45	M42	8.26		

3.3. Reliability

The reliability analysis of the research self-efficacy scale adapted into Turkish was calculated using the composite reliability and Cronbach alpha internal consistency method. The composite reliability coefficient, which was calculated considering the factor load and error variance obtained from CFA, was calculated separately for each sub-dimension. Accordingly, it was calculated as 0.94 for the conceptualisation sub-dimension, 0.92 for implementation sub-dimension, 0.79 for introduction sub-dimension and finally, 0.91 for the results sub-dimension. As Cronbach alpha internal consistency can easily be influenced by the number of items

(Urbina, 2004), and as the number of items in the sub-scales decrease, it can be lower. Therefore, when Cronbach alpha internal consistency coefficient is higher than 0.5, it is considered to be sufficient (Raines-Eudy, 2000). Within the scope of this study, Cronbach alpha coefficients regarding the sub-dimensions of the scale are as follows: 0.93 for the sub-dimension of conceptualisation, 0.92 for the sub-dimension of implementation, 0.50 for the sub-dimension of results, and 0.78 for the sub-dimension of introduction. It is suggested that having a reliability score above 0.70 is adequate following the relevant analysis (Anastasi, 1982). However, as having fewer items leads to lower reliability scores, having a reliability coefficient score up to 0.20 is considered to be acceptable (Briggs & Cheek, 1986). In this regard, the reliability findings obtained from the data of Turkish form confirms the reliability of the scale.

3.4. Evaluation of the Scores obtained from the Scale

There are 49 items in the research self-efficacy scale. The scale items ranged between 0 (no trust) and 100 (strong trust). The scale consists of four dimensions to measure individuals' self-efficacies. These are conceptualisation (16 items), implementation (20 items), introduction (5 items) and results (8 items). As there is no negative statement in the scale, there is also no item which might be reverse-coded.

4. Discussion

In this study, the psychometric features of the adapted version of the research self-efficacy scale of Bieschke et al. (1993) into Turkish were investigated. Firstly, language validity of the scale was investigated. To do this, the original scale was translated into Turkish. The Turkish version and English version were examined by experts. Then, the relationships between each sub-dimension were examined following the administration of both English and Turkish versions to the same student group twice, and thus the fit levels were investigated between the two versions. In the first stage, the findings revealed that there was a good relationship between the two versions of the scale.

When the CFA analysis results carried out to test the construct validity are considered, it was found that the four-dimensional structure in the original version seemed to fit with the structure in the Turkish version. Therefore, it can be suggested that the scale has construct validity as the structure of the original version of the scale matches the Turkish version. Cronbach Alpha coefficients were calculated to find the reliability of the scale, composite reliability and internal consistency reliability. Both composite reliability and Cronbach alpha coefficients were separately calculated for each sub-dimension. When it is considered that this is due to the fact that the number of items in this sub-dimension was fewer than other sub-dimensions, it was concluded that the reliability coefficient of the scale was above 0.70 and therefore it is reliable.

In brief, according to the results regarding the reliability and validity analysis of the research self-efficacy scale carried out in Turkish, it can be suggested that it could be used in Turkish and that the use of an appropriate assessment tool with relevant psychometric characteristics is favourable in measuring research self-efficacy at postgraduate level. It was also concluded that the adapted research self-efficacy scale of this study can be used in Turkish literature.

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Conceptual View on the Relationship Between Social Well-Being and Health Status

Saffet Ocak, Ömer Gider

1. Introduction

The aim of this study is to find an answer to the question whether health status reflects social well-being or social well-being reflects health status.

The last 150 years of history have witnessed a global change of human health which resulted in human beings' leading healthier, longer and more productive lives. On one hand this situation resulted in a tremendous change in size and structure of population, on the other hand it brought about an increase in economic development all over the world. Between the 16th and 19th centuries the average life span was fluctuating between 40 and below. Naturally that trend did not continue. Beginning from the second half of the 19th century the average life span started to increase slowly. Firstly in Europe and later in other countries in the rest of the world a significant increase in life span was observed in the 20th century. Economic historians and demographers are still discussing the starting point of this change. The reason of the increase in the income is that because of improvements such as having healthy and efficient nutrition, sanitation etc. mortality started to decrease and people's contribution to production increased. Some claimed that technical developments were a reason for the increase of life span in the 20th century. These developments are the discovery of germ theory especially on diseases, awareness of importance of hygiene and development of vaccines and antibiotics (Bloom, Canning, Jamison, 2004).

Examining particularly health statistics of the last century, the fact that the frequency of emergence of infectious diseases and fatality have decreased independently from developments in medicine means environmental factors and life styles are responsible for newly appearing diseases (Hayran, 1997). It is possible to state that the increase in the social welfare is effective on the positive change in environmental factors and lifestyles here.

For instance Chile is an important example of how mortality decreased. The average life span of a woman who was born in 1910 was 33 years. Today the life span in Chile is over 78. While the possibility fatality of children under the age of 5 was 1/3 in 1910, this ratio is 1/50 today. Mortality of middle aged people is lower. According to Bloom et al. this positive change in the number of mortality depends on the change in welfare and quality of life in this country (Bloom, Canning, Jamison, 2004).

2. Social welfare

The term welfare is defined as well-being and happiness. In other words it stands for well-being and happiness of members of a society as group (Akalin, 1986). Well-being is provided, influenced or sometimes destroyed by some exterior factors. In this respect positive improvements in the person's state or their state of being well which are caused by exterior conditions is defined as welfare (Mutlu, Işık, 2005).

On the other hand welfare can be dealt with in two different levels one of which is individual level and the other is social level.

1. Individual Level: Welfare is the equivalent of satisfaction and to afford. An increase in a person's welfare means that his state has improved. The person provides the increase in their own welfare (Akalin, 1986). According to Culyer individual welfare is a function of consuming goods and services (Culyer, 1991).

2. Social Level (Social welfare): a transition from individual welfare to social welfare certainly requires value judgements. Improvement means everybody has a better state than their

previous state. At that point it is important that resources are distributed optimally through economic analysis social action principles. There are economists who define social welfare as something obtained through sum of individuals' welfare and individual's welfare is a sum of the satisfaction they obtained. The function of social welfare is a function which aims at maximisation of sum of individual utilities. It is formulated as follows (Akalin, 1986).

$$3. W=U^1 +U^2 +U^3.....U^n \quad (U^1 =1. \text{ Welfare of Individual})$$

Hypotheses that social welfare approach are based on are as follows (Akalin, 1986):

1. The welfare of all the individuals that constitute a whole society form the function of social welfare. $W=W(U, U, \dots, U^n)$ Here W ; stands for Social welfare, U, U, U indicates welfare level of 'n' number of individuals.
2. An individual is the best judge of their own welfare. (and judgement is subjective)
3. If any improvement on the distribution of resources increases welfare of at least one individual without changing welfare status of other individuals, this change increases social welfare.
4. If distribution of public resources is activated and a fair share is ensured, social welfare increases.

Welfare levels of groups of people from different classes are different from each other. Notwithstanding essentially they all have something common which are vital needs, components that these needs include and conditions that compose the notion of well-being. These conditions in question are the ones which are necessary for welfare of all human beings. Even though vital minimum needs are the point in common, there is not an upper bound for it as it is difficult to determine (Mutlu, Işık 2005).

3. Health Status

It is necessary to state that it is difficult to make a clear distinction between the notions of healthy and unhealthy. According to the definition of World Health Organisation health means being neither ill nor disabled and having a state of complete well-being both mentally and physically. According to this definition there are a lot of difficulties in measuring health status because a person whose body functions properly can be healthier than another person whose body functions in the same way as theirs.

Among criteria of health status mortality rate, morbidity rate, infant mortality rate, perinatal mortality rate, maternal mortality rate, natural population growth rate, the prevalence rate of infectious diseases, etc. are the main ones. Some of other significant criteria are life expectancy at birth, the most common diseases, most common causes of death, quality years of life, healthy years of life, personal evaluation of health and awareness of health risks (Tabak, 2000).

On the other hand as these criteria are insufficient some indexes have been developed in order to measure health status. Health status index SF-36 questionnaire is an example to these indexes (Kısa, 1999).

4. The relation between social well-being and health status

It is an indisputably accepted fact that health care serves for both individual and social well-being. In this case it might be possible to measure the increase in welfare with the help of objective and subjective features of health. As general criteria are in question in terms of objectiveness they are applicable on everyone. For instance it is possible to measure that when a sick person is treated they spend will more time on work or the like and work more productively. When their wages per hour for the time they work or when they are off is known

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this measurement will be rather easy. However the subjective increase in welfare which differs according to individuals might again differ from one individual to another (Mutlu, Işık; 2005).

The question of how to provide equality in health in order to determine the relationship between equity and efficiency in health is constantly on the agenda in extant literature on health economics (Williams, 1997). So as to improve level and distribution of welfare social welfare function has been developed (SWF). While SWF is conceptualized as individual utility function in the literature on welfare economics, in the literature on health economics it is defined as individual health function which is related to social objective function (Wagstaff, 1991) and it was later dealt with the approach of health related social welfare function- HRSWF (Dolan, 1998). On the other hand according to some researchers HRSWF approach is extra-welfarist (Culyer, 1989). However most researchers who make use of HRSWF in order to specify the relationship between equity and efficiency also make use of character traditional welfare economy (Abasolo, Tsuchiya, 2004).

Characteristics of SWF

- Individualism: social welfare depends on health of each individual member of the society.
- Comparability: determining differences among requests of individuals for their level of health.
- Cardinal measurability: studies on equity and efficiency in the field of health which indicates the representation of level of individual health at cardinal measures.
- Additivity: it's the sum of health levels of all individuals.
- Anonymity: a change in health level of any group of an individual does not end up a change in the level of social welfare.
- Strict concavity: distribution of health considering political and social equality which is restrictedly preferred according to distribution of political and social equality.
- Homotheticity: the fact that a homogenous distribution of health affects social welfare.
- Monotonicity: any increase in individual health ends up an increase in social welfare.

Individual health is assumed to be the indicator of the sum of individual well-beings in the calculation of social welfare. At this point an individual can stand for a society, a population or a sub group of those two. The important point here is that factors of these separate populations or societies are assumed non-existent. Being affected by them is unthinkable. This means a group might be affected by health of another group or by how they feel themselves only by seeing them. Existence of such a situation cannot be accepted. Similarly, opportunities that a group own might transfer to another group. Again at this point problems in terms of distribution might cause efficiency problems as well. The main type of inequality is in the distribution of health which are issues of equality in utility, use and attainability (Abasolo, Tsuchiya, 2004).

Above mentioned explanations are the restrictions of health status function related to social welfare.

Some researchers and writers come up either with critics on health related social welfare function or functions that they themselves have developed. In this paper we will refer to health related social welfare function (HRSWF) which was developed by Abasolo and Tsuchiya based on the most widely accepted function developed by Bergson in 1938.

It is possible to formalise the approaches to HRSWF as follows (Abasolo, Tsuchiya, 2004):

1. Social welfare is the function of various distributions in individual health.

$$W = W(H_i, H_j), \quad H_i, H_j \geq 0.$$

This function requires measurable ordinary scales to measure individual health. However it is not necessary for comparisons among groups or individuals. HRSWF is individualistic and unbiased.

2. Social welfare is a simple sum of individual health.

$$W = H_i + H_j \quad H_i, H_j \geq 0$$

According to this function individual health can be measured, compared; nevertheless, social welfare is individualistic and unbiased; it increases monotonously and it is homogeneous. Everything is the total level of health and it does not deal with its distribution.

3. As a change in the health of anybody is not a result of improvement of welfare the healthcare given at the lowest level is social welfare.

$$W = \min.(H_i, H_j), \quad H_i, H_j \geq 0.$$

No matter at what level or in what way it is provided healthcare contributes to social welfare.

4. Social welfare assumes that there is an unhappiness coefficient of each individual which stands for inequality in healthcare and it is formulated as follows:

$$W = (H_i^{-r} + H_j^{-r})^{-1/r} \quad H_i, H_j \geq 0, \quad r \geq -1, r \neq 0$$

If powerfulness is enough for inequality in health the increase which is a culmination of improvement in total health might stem from previous efforts. An increase in total health might mean an increase in inequality as well. Minimum inequality will have a positive influence on social welfare.

5. The process of health distribution is social welfare or it is the differences among levels of health of individuals.

$$W = c |H_i - H_j| \quad H_i, H_j \geq 0; c < 0$$

6. Social welfare is the function of decrease in the differences that exist among individuals.

$$W = \min.(H_i, H_j) / \max(H_i, H_j), \quad H_i, H_j \geq 0$$

That is to say social welfare is one diminishing function of two ratios. HRSWF maximises when health of two individuals or two groups is equal.

If other things remain the same when there is an increase in health, there will be a decrease in social welfare. Even though it is extraordinary

HRSWF= health related social welfare function

W= social welfare

H_i = any population, society or individual

H_j =another any population, society or individual

c= education

r= level of unhappiness in inequality

α = maximum value of unhappiness in inequality

β = minimum value of unhappiness in inequality

$$c = (H_i + H_j)^\alpha / |H_i - H_j|$$

-Table 1. SUMMARY OF FEATURES OF HRSWF

FEATURES OF HRSWF	Individualism	Comparability	Additivity	Monotonicity	Convex to variation	Homotheticity	Differentiability
1 $W = W(H_i, H_j), H_i, H_j \geq 0$	X	X					
2 $W = H_i + H_j, H_i, H_j \geq 0$	X	X	X	X		X	X
3 $W = \min(H_i, H_j), H_i, H_j \geq 0$	X	X		X	X		
4 $W = (H_i^{-r} + H_j^{-r})^{-1/r}, H_i, H_j \geq 0, r \geq -1, r \neq 0$	X	X	X	X	X	X	X
5 $W = c H_i - H_j , H_i, H_j \geq 0; c < 0$	X	X					
6 $W = \min(H_i, H_j) / \max(H_i, H_j), H_i, H_j \geq 0$	X	X			X	X	
7 $W = \min(H_i, H_j) - c H_i - H_j , H_i, H_j \geq 0; c > -1/2$	X	X			X		
8 $W = (H_i + H_j)^\alpha - c H_i - H_j ^\beta, H_i, H_j \geq 0, \alpha > 0, \beta/\alpha \geq 1, c \geq 0$	X	X	X	X	X	X	X

Reference: I., Abasolo, A. Tsuchiya, 2004, Journal of Health Economics 23, 313-329

5. Conclusion

In health, consumption of one person or group is not an indicator of wellness. Most importantly, the ones who are in need and the general public should be able to utilize this service equally. To achieve this is significant for social welfare. Even though there are applied and methodological advances in inequality in health, a general definition of inequality in health does not exist (Bommier, Stecklov, 2002).

If healthcare is given with criteria that are appropriate to the principle of equity and efficiency there will be an increase in the health status of the society as a result of which social welfare will increase. It is possible to say that in societies where social welfare is at a high level health status level is high as well. Both of these indicators are influenced by one another and complete each other. In other words good health indicators are a sign of a good social welfare.

By contributing to production healthy individuals play a role in development of their country. Welfare of people of developed countries is also high. In such countries, shares allocated to social services and health is at a desired level. Therefore there is an increase in their welfare level. Namely it is possible to say that health status of a society is the most potential and motivating element of their level of welfare.

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Evaluation of Candida English Teachers' Perception of Professional Self Efficacy With Respect to Variables

Ufuk Saridede, Malik Dogan

1. Introduction

Self-perception and self-judgment are processes through which all people undergo. The perception of self-efficacy, being a significant factor in one's coping with the problems he/she faces throughout the life, also causes differing of people with regard to solving problems. In consideration of this, it has found a coverage both in psychology as well as educational researches.

The concept was first referred to by Albert Bandura in 1986 within "Social Learning Theory" as "Perceived Self-Efficacy". He defined the concept as "Self-Efficacy is the judgment of people on their organization of necessary activities for the purposes of carrying out performances in certain fields and his/her own capacity / sufficiency for such performance". In other words, the perception of self-efficacy is the personal perception or belief of a person as to whether or not he / she will be successfully overcome problems.

Many researches were carried out either in Turkey or abroad, and many findings were acquired with regard to self-efficacy perceptions of candidate teachers (Saracaloğlu, Yenice and Özden, 2013; Altunçekiç, Yaman and Koray, 2005; Çevik, 2011; Demirtaş, Cömert and Özer, 2011; Ekici, 2008; Henson, 2002; Posnanski, 2002).

While the individuals with positive self-efficacy perception could cope with problems better, the ones with a negative self-efficacy could fail (Yılmaz and Bökeoğlu, 2008). Also the ones with high self-efficacy perception give more effort and the time allocated by them to problem solution is higher (Girgin, 2015).

The most important element in the education system is the guidance provided by teachers to students. Also, teachers' having positive self-efficacy perception would contribute realization of such function in a more qualified manner. The teacher with a high self-efficacy perception is open to renovations, more tolerant towards students, prone to apply new methods and techniques and invulnerable to problems with an understanding that focuses on students (A. S. Saracaloğlu, N. Yenice, B. Özden, 2013). On the other hand, the teachers with a low perception of self-efficacy have an understanding which focuses on the subject rather than the student, with a class management emphasizing on discipline, disregarding student motivation (Tschannen-Moran and Hoy 2001: 783- 784; Henson 2001: 5).

1.1. Purpose of the Research

The purpose of the research is to determine as to whether or not there is a significant difference between self-efficacy belief levels of candidate teachers with regard to different variables. Accordingly, the following sub-goals have been formed:

1. Is there a significant difference between candidate English teachers with regard to self-efficacy according to sex?
2. Is there a significant difference between candidate English teachers with regard to self-efficacy according to classes?
3. Is there a significant difference between candidate English teachers with regard to self-efficacy according to high schools they graduated?
4. Is there a significant difference between candidate English teachers with regard to self-efficacy according to their preference of the profession?

Method

2.1. Research Model

The research is a descriptive work based on scanning model. The research was carried out in 2015-2016 academic period on 287 candidate teachers attending to Kocaeli University, Education Faculty, English Teaching Program at different grades. As the data collection tool, the research used the Reliability Study developed by Tschannen-Moran and Hoy (2001) as a data collection tool, valid for Turkish and the “teacher self-efficacy scale” created by Çapa, Çakıroğlu and Sarıkaya (2005).

2.2. Population and Sampling

The population is formed by English teaching program students consisting of four classes in Kocaeli University Education Faculty Foreign Languages Teaching Program. The program contains 90 first grade, 65 second grade, 72 third grade and 60 fourth grade students, totaling to 287.

2.3. Data and Collection of Data

The research data have been collected using the “Teacher Self-Efficacy Scale” developed by Tschannen-Moran and Woolfolk Hoy (2001) and transcribed to Turkish by Çapa, Çakıroğlu and Sarıkaya (2005). The Teacher Self-Efficacy Scale consists of 24 articles and 3 sub-dimensions. First sub-dimension so called “Encouraging Student Participation”, consists of articles related to as to what extent the teachers could persuade students for performing the school activities well. The second sub-dimension so-called “Class Management” is related to the extent the teachers could control unwanted behaviors in the class. The third sub-dimension, so-called as “Teaching Strategies” consists of the articles as to what extent teachers could utilize different teaching and evaluation strategies.

3. Results

In this section we tried to interpret the findings obtained from the student group attending to the study

Table 1. t-Test results of the Self-Efficacy Scores of the Survey participants with regard to sex

	Duty	N	Mean	S.S.	Sd	T	p
Provision of Student Attendance	Girls	203	,80	0,67	285	3,369	,000
	Boys	84	3,48	0,71			
Classroom Management	Girls	203	2,55	1,10	285	0,03	0,98
	Boys	84	2,55	1,14			
Teaching Strategies	Girls	203	3,51	1,23	285	2,991	,000
	Boys	84	2,99	1,29			

The Self-Efficacy Scale of participants of the survey show significant difference in two dimensions. With regard to providing student participation, girl students ($\bar{X}=3.80$) stated more positive opinion than boys ($\bar{X}=3.48$) [$t(285)=3,369, p<.05$]. With regard to teaching strategies,

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girls ($\bar{X} = 3.51$) informed more positive opinion than boys ($\bar{X} = 2.99$) [$t(285) = 2.991$, $p < .05$]. The Self-Efficacy Scale scores of the participants of the Survey did not show any significant difference in the other dimension with regard to sex.

Table 2. ANOVA Results with regard to Classes of the Participants' Self-Efficacy Scores

		Sum of Squares	Sd	Average of Squares	F	p	Significant Difference
Providing Student Participation	Among Groups	1,25	4	0,31	3,19	0,02	1 st grade / 3 rd grade 1 st grade / 4 th grade
	Within Groups	6,87	119	0,10			
	Total	8,12	123				
Classroom management	Among Groups	1,19	4	0,30	1,34	0,26	
	Within Groups	15,46	119	0,22			
	Total	16,65	123				
Teaching Strategies	Among Groups	1,91	4	0,48	3,48	0,01	1 st grade / 4 th grade
	Within Groups	9,60	119	0,14			
	Total	11,50	123				

The analysis results show that there was a significant difference between the opinions of the candidate teachers in relation with the Student Participation as to the grades of survey participants [$F(4-119) = 3.19$, $p < .05$]. In other words, the Student Participation Encouragement answers given by the candidate teachers participating in the survey differ considerably depending on the grade. As per the results of the Scheffe test performed to find as to which groups differ on the opinions, the opinions of the 1st grade students ($\bar{X} = 4.555$) were more negative from those of 3rd grades ($\bar{X} = 4.900$) and from those of 4th grades ($\bar{X} = 4.922$).

The analysis results describe that there was a significant difference with regard to the grades of the survey participants in the opinions of candidate teachers participating to the survey as to the Teaching Strategy [$F(4-119) = 3.48$, $p < .05$]. In other words, Teaching Strategy answers of the candidate teachers participating in the survey differ significantly with regard to their grades. According to the outcomes of Scheffe test performed to find out the groups which differ in opinion, the opinions of the 1st grade students ($\bar{X} = 4.302$) was found to be more negative than 4th grade students ($\bar{X} = 4.780$).

Table 3. ANOVA Results of the Survey Participants' Self-Efficacy Scores according to their School of Graduation

		Sum of Squares	Sd	Average Squares	F	p	Significant Difference
Encouraging Student Participation	Among Groups	2,44	4	0,61	1,38	0,25	
	Within Groups	31,08	119	0,44			
	Total	33,53	123				
Classroom Management	Among Groups	5,95	4	1,49	0,81	0,52	
	Within Groups	128,80	119	1,84			
	Total	134,75	123				
Teaching Strategies	Among Groups	3,72	4	0,93	1,69	0,16	
	Within Groups	38,40	119	0,55			
	Total	42,11	123				

Analysis results revealed no significant difference in the Self-Efficacy Scale scores of participating candidate English teachers with regard to dimensions based on the high school of graduation.

Table 4. ANOVA Results of the Survey Participants' Self-Efficacy Scale Scores with regard to their Preference

		Sum of Squares	Sd	Average Squares	F	p	Significant Difference
Encouraging Student Participation	Among Groups	2,59	4	0,65	F	0,03	1-5 th preference / 11 th preference and over
	Within Groups	41,16	119	0,59			
	Total	43,75	123				
Classroom Management	Among Groups	0,40	4	0,10	0,34	0,85	
	Within Groups	20,98	119	0,30			
	Total	21,38	123				
Teaching Strategies	Among Groups	1,21	4	0,30	1,41	0,24	
	Within Groups	15,07	119	0,22			
	Total	16,28	123				

The analysis results show that there is a significant difference in relation with the preference of the participants considering Provision of Student Participation [$F_{(4-119)}=1,10$, $p<.05$]. In other words, answers of the candidate teachers in Encouraging the Student Participation differ significantly depending on the preference. The results of the Scheffe test carried out for the purposes of finding out as to which groups differ with regard to opinions, the opinions of the participants who had 11 or higher preference level ($\bar{X}=3.458$) were more negative than the opinions of the participants who had 1 to 5 preference level ($\bar{X}=3.000$).

4. Discussion and Conclusion

The Self-Efficacy Scale scores of the survey participants based on the findings of the analysis show a significant difference with regard to sex in two dimensions. As for candidate English teachers' encouraging student participation and teaching strategies, girl students advised more positive opinions. Considering the related literature, there are findings that candidate teachers' self-efficacy perceptions do not differ with regard to sex, while their self-efficacy perceptions show significant difference with regard to the sex as variable (Morgil, Secken, and Yucel, 2004; Çevik, 2011; Demirtaş, Comert and Özer, 2011)

According to the findings, candidate English teachers stated more positive opinions in upper grades with regard to teaching strategies. In other words, the higher is the grade of candidate teacher, the higher is their perceptions of self-efficacy. This could be explained with their increased professional knowledge and skills. The relevant literature has findings that with the increasing grade, the candidate teachers' self-efficacy perceptions increase, in line with the findings of the research (Çevik, 2011; Altunçekiç, Yaman, and Koray, 2005)

No significant difference was observed with regard to analysis results in the Self-Efficacy Scale scores as well as their school of graduation. In the study carried out by Saracoglu, Yenice and Ozden (2013) on the self-efficacy perceptions of Science, Social Science and Form Teachers, similar results were achieved.

As for the answers given on the basis of the preferences, the analysis results show that there was a significant difference in the encouragement of student participation in the opinions of the participant candidate teachers. The opinions of the ones preferring the profession in first

five were more positive than those with lower preferences. A similar result was also obtained in the study carried out by Akkoyunlu and Orhan (2003) on the candidate computer teachers where the self-efficacy beliefs of candidate teachers having preference of teaching profession in the top was higher than the lower preference candidates.

As a result, in the study, differences were observed in the self-efficacy perceptions of candidate teachers with regard to sex, grade and preference of profession. Improving self-efficacy perceptions of teachers would have positive contribution in the process from planning to evaluation of the teaching activities. For these purposes, knowing and improving self-efficacy perceptions is important in the process of teacher education. To serve this purpose, applications which support self-efficacy perceptions of teachers must be included. In addition to theoretical information on the courses, applications must also be emphasized so that such perception is supported. The other variables affecting the perception of self-efficacy and using the findings would be contributive. Also, we recommend studying of the self-efficacy perceptions of teachers also in other fields.

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