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A Comparative Study on Social Responsibility and Corporate Image Relation

Mustafa Akdağ, Ömer Faruk Koçak

1. Introduction

Social responsibility is an area of practice covering a wide institutional range that expands from profit-oriented private organizations to non-profit private organizations, from profit-oriented public institutions to non-profit public institutions. Even though each relevant institutional structure has different purposes of carrying social responsibility awareness, the common ground underlying them is to eliminate deficiencies and disadvantages observed in social and ecological life. In other words, making world more livable place and increasing the life quality of the community are among the main objectives of social responsibility.

Today, creation of differences among their competitors and profit-oriented institutions in a highly competitive environment is among the application purposes of social responsibility at each level. When we consider at rational level, to produce products which are qualified with competitive prices while complying with primary liabilities as obeying the laws and when we consider in the emotional context, to construct positive perspectives among people towards organisation with social responsibility projects are the main purposes. Meanwhile, in non-profit organisations, the awareness of social responsibility tends towards completing any deficiency in parallel with job descriptions of the institution, on the other hand it is based on creating positive image for institution and providing legitimacy in the eyes of society. Social responsibility projects, which are the most apparent component of corporate social responsibility, include activities to eliminate deficiencies where the society feels deficiencies at different areas such as education, health, housing and environment of institution.

The corporate image defined as "mental images formed in the minds of people about various organizations"(Özüpek, 2005, 125) is a structure built carefully by institutions. In fact, each behaviour pattern shown by institution has positive, negative effects on the image. When corporate social responsibility projects are evaluated from this perspective, succesful corporate studies are executed, they are expected to make positive contributions on corporate image. These expectations canalize institutions to implement social responsibility projects in recent years.

From this point of view, in this study, the evaluation of social responsibility activities carried out specific to Turkey by institutions operating on a global basis like Coca Cola and UNICEF (United Nations International Children's Emergency) will be measured in accordance with the perspectives of students. Subjects like at which level social responsibility of UNICEF as a civil society organisation and profit-oriented Coca Cola are comprehended by students, how much social responsibility activities held by them are heard, their proficiency level and how much they are found useful will be addressed by the study. In addition, the aim of this study is to comparatively measure the reflection of social responsibility studies to the image of Coca Cola and UNICEF.

2. Corporate Social Responsibility Concept

Even though corporate social responsibility, which is the important compenent of today's modern management styles, has taken part and been used in institutional structures for a long period of time, it began to become widespread especially after 90's for different reasons. As a concept, it is difficult to give a definition of social responsibility that will be valid for every period of time. Because task, authority and responsibility concepts are considered to be running together with responsibility and it decreases or increases depending on the degree of their

relations. And of course the sense of responsibility can be defined in different ways according to time, society and geographical structure. As concept changes depending on many factors, it is difficult to make an exact definition. However, despite these factors, there are many definitions in the literature (Özüpek, 2005, 8-9).

According to one of these definitions, social responsibility concept can be defined as measuring the types of economic, social and environmental effects created by various types of actions (as product and service production) against social shareholders and implementation of processes that may contribute to the development of institution and society together and mitigate the adverse affects created by them (quoted from Hunt 1979 by Geçikli, 2010, 154). According to Kotler, who made another definition, corporate social responsibility is an obligation taken in order to improve the welfare of the community through the contributions of optional business applications and institutional sources (Kotler & Lee, 2013, 2-3).

Today, social responsibility has come to the forefront in the activities of institutions. It is understood that not only their own internal cohesion is enough for the success of institutions, but also regular harmonious relations are required to be established by the environment of the institution. Institutions are evaluated as social institutions besides economic assets. Institutions have understood that they have some responsibilities against community as well as gaining economic earnings. Therefore, we see that public relation staff learn demands and expectations of community on behalf of institution and take part in making final decision by transmitting these demands and expectations to senior management (Okay & Okay, 2012, 512).

Commercial organisations, which were seen as profit mechanisms in the past, are now perceived as structures with responsibilities against geographies they operate and societies they take part by the community (Akgül, 2010, 102). Dennis et al. describe it as follow: With the increase of effects of business on a society, social expectations change. According to declaration of Economic Development Council in 1971, due to fact that "agreement" terms between society and businesses change, businesses are expected to take wider responsibilities and make contributions for the increase of life quality (Dennis, Neck & Goldsby 1998, 649). Non-governmental organisations are the structures which have been mostly discussed, where many debates have been held and which have shown rapid development recently. Especially in societies that completed their cultural, political and economic development, non-governmental organisations have an important place. Non-governmental organisations, which are the indispensable elements of democracy, may be subject to classification in a wide range and play very important roles within social structures. We can talk about social responsibility as one of these roles. In recent years, it can be seen that non-governmental organisations have an increasing social responsibility awareness and serve sometimes as project manager and sometimes as project shareholder. Considering them as important parts of the society, such efforts shown by non-governmental organisations may provide considerable benefit in terms of society.

3. Image and Corporate Image

Image, which is a popular concept in the recent years and regarded as a phenomenon created mostly by consumption society, makes its presence felt always with the demand of people about determining perception against them (Peltekoğlu, 2007, 49). Image draws attention as a concept that is used carefully by different units in society and where efforts are shown in order to be created in a positive way. In today's world, which is also called as image era, individuals often use image concept with the interaction in their social life. Image is a wide subject that cannot be reduced to narrow molds and today artists, brands, institutions and even countries use image concept in order to get a good place in the minds of people.

A Comparative Study on Social Responsibility and Corporate Image Relation

Image includes a physical appearance, corporate communication and corporate behaviour for an institution and includes a wide range for an individual as appearance, body language, selected words, environment and types of behaviours. In this context, while a hardware, behaviour and types of communication of an institution affect company image; appearance, body language, types of behaviour, physical environment are the facts completing the person's image (Peltekoğlu, 2009, 566).

If we are to address the definition of the concept briefly; we can define the concept in various ways. While image is defined in TLA as "image" word; (www.tdk.gov.tr) its first definition taking part in Longman Dictionary of Contemporary English is "the picture in mind". The word image is defined in Turkish as picture in mind. According to another definition, image is an impression and thoughts of an individual about other individual, group or organization (Okay, 2005, 167).

Corporate image, which has importance in terms of our subject, means mental images formed in the minds of people about various institutions (Çoban, 2003, 215). Corporate image arises as a result of effect of institutional identity on employees of the institution, target groups (customers, partners etc.) and the public. Overlapping of thoughts of the institution about itself with thoughts of the target group will be ideal image (Okay, 2012, 50).

Corporate image consists of the total of corporate appearance, corporate communication and corporate behavior. Important functions it performs are the conclusiveness on internal and external target audience, creation of trust and its maintenance. Image to be established both inside and outside of the institution is needed to be in accordance with the reality of the institution in order to be unique and conclusive (Bakan, 2005, 39).

From this point forth, the comment can be made as images created by the institutions on the minds of people have vital importance in terms of maintaining their existence. Positive creation of these images are affected from all kinds of behaviours shown by institutions to their internal and external target audiences. Social responsibility, one the most important processes of creating positive image, covers the wide range expanding from the product manufactured by the institution to their pricing, from complying with the laws to the adherence to ethical rules and elimination of the deficiencies found at social life. Institutions with social responsibility awareness are the high-image institutions whose legitimacy are not questioned by the community as they are accepted. For this reason, regardless of their sizes, today many institutions try to show that they act with the awareness of social responsibility.

4. Method

4.1. Purpose

The aim of this study is to measure the conception of Coca Cola and UNICEF's (United Nations International Children's Emergency Fund) social responsibility levels, levels of recognition, positive response, adequacy of social responsibility activities conducted and reflection degrees of institution's social responsibility levels against corporate image on comparative basis.

4.2. Research Model

In the research, relational screening model evaluated among screening models has been used. The screening asks many people about their beliefs, opinions, features and past or current behaviours (Neuman, 2014, 395). Relational screening models are defined as research models that aim to determine the covariance existence and/or degree among two or more variables (Karasar, 2014, 81).

4.3. Data Collection Tools

In the survey, there are 4 questions measuring demographic features, 13 for Coca Cola and 10 social responsibility scales for UNICEF measuring the conception of their social responsibility activities, 11 questions measuring the recognition of social responsibility activities of Coca Cola and UNICEF, 11 questions measuring how Coca Cola and UNICEF's social responsibility projects are met positively or negatively, 11 questions measuring whether Coca Cola and UNICEF's social responsibility projects are considered sufficient, and 1 question measuring the extend of Coca Cola and UNICEF's social responsibility projects are reflected to corporate image¹.

4.4. Sample

As a research sample; 195 students studying in the Department of Public Relations and Publicity Department in Erciyes University Faculty of Communication have been selected randomly by sampling method. The main reason for the limitation of this sampling is to measure the perspectives of public relation students to social responsibility applications as the practionners of social responsibility campaigns in the future through profit-oriented and non-governmental organizations.

4.5. Research Questions

Research questions responses sought from the related concepts and survey papers to be formed are as follows:

Research Question 1: Is there any significant difference between perception rates of Coca Cola and UNICEF's social responsibilities?

Research Question 2: What is the recognition level of Coca Cola and UNICEF's social responsibility activities among students?

Research Question 3: Is there any significant difference between the evaluation of students about activities made by Coca Cola and UNICEF?

Research Question 4: Is there any significant difference on student's evaluation about the adequacy level of Coca Cola and UNICEF's social responsibility activities?

Research Question 5: What is the level of evaluation made by students about the relation between Coca Cola and UNICEF's social responsibility activities and corporate image?

4.6. Data Analysis

In data analysis, SPSS 15.0 programme was used. In the normality test of evaluation points, skewness coefficient was used. If the points obtained from a continuous variable remain in ± 1 limits of skewness coefficient used in normal distribution function, it can be commented as points don't show a significant deviation from the normal distribution (Büyüköztürk, 2011, 40). In the test of normality, due to fact it has been detected that perception rate of Coca Cola and UNICEF's social responsibility, evaluation points about their activities have not shown normal distribution, Wilcoxon Signed Rank Tests (non-parametric tests) were used for the comparison

¹ Survey questions from Corporate Image and Social Responsibility work of Ozupek, M. N. (2005) were used while creating the survey questions fort his study.

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of points; due to fact that it is determined that evaluation points of corporate image in the light of adequacy levels of activities and social responsibility activities have shown normal distribution, comparisons were made by Matched t test (parametric test). Recognition levels of responsibility activities by students are presented as frequency and percentage table. Chi-square analysis has been used for the comparison of views about information studies of activities. Significance level was mentioned as 0,05 ($p < 0,05$) in analysis.

4.7. Findings

Table 1. Distribution of Students According to Their Demographic Features (N=195)

Demographic variable	Groups	n	%
Gender	Female	105	53,8
	Male	90	46,2
Age	17-18	10	5,1
	19-20	83	42,6
	21-22	73	37,4
	23 and above	29	14,9
Class	1 st class	47	24,1
	2 nd class	95	48,7
	3 rd class	19	9,7
	4 th class	34	17,4
Type of education	Daytime education	97	49,7
	Evening education	98	50,3

Classifying the students participated in the survey according to their demographical features; it is seen that 105 (53,8%) of 195 students are female, 90 (46,2%) of them are male; 10 (5,1%) of them are between 17-18 ages, 83 (42,6%) of them are 19-20 ages, 73 (37,4%) of them are 21-22 ages, 29 (14,9%) of them are above 23 ages. 47 (24,1%) of them are at 1st class, 95 (48,7%) of them are at 2nd class, 19 (9,7%) of them are at 3rd class, 34 (17,4%) of them are at 4th class; 97 (49,7%) of them have daytime education and 98 (50,3%) of them have evening education.

Table 2. Wilcoxon Signed Ranks Test Results for the Comparison of Coca Cola and UNICEF's Social Responsibility Perceptions

Institution	n	$\bar{x}$	SS	Z	p
Coca Cola	195	3,54	0,92	-10,363	0,000
UNICEF	195	2,18	0,87		

1-Exactly agree, 2-Agree, 3- Indecisive, 4- Don't agree, 5- Exactly don't agree

Significant difference has been found between perception levels of Coca Cola and UNICEF's social responsibility ($Z = -10,318$; $p < 0,05$). While perception points related to UNICEF's social responsibility is at $(2,18 \pm 0,87)$ "Agree" level, perception points related to Coca Cola's social responsibility is at $(3,54 \pm 0,92)$ "Don't agree" level. It has been concluded from the answers given for the questions asked in order to measure the levels of UNICEF and Coca Cola's social responsibility that UNICEF's social responsibility level is above the Coca Cola's social responsibility level. In other words, students see UNICEF at the forefront of Coca Cola on the subject of social responsibility awareness. In the light of this data, research

question 1: Is there any significant difference between the perception rate of Coca Cola and UNICEF's social responsibilities? has been replied.

Table 3. Distribution of Coca Cola's Social Responsibility Activities According to Their Recognition

Activities	n	%	n	%
Harran Gece Sulaması Project	18	9,2	177	90,8
Geleceğin Tarımı Project	23	11,8	172	88,2
Çık Dışarıya Oynayalım Project	36	18,5	159	81,5
3.2.1. Başla! Project	14	7,2	181	92,8
Kız Kardeşim Project	14	7,2	181	92,8

Coca Cola's most well-known social responsibility project is "Çık Dışarıya Oynayalım" project (18,5%). Harran Gece Sulaması project is known at the rate of 9,2%, Geleceğin Tarımı project is known at the rate of 11,8% , "3.2.1.Başla! " project is known at the rate of 7,2% and "Kız Kardeşim" project is known at the rate of 7.2%

Table 4. Distribution of UNICEF's Social Responsibility Activities According to Their Recognition

Activities	n	%	n	%
Haydi Kızlar Okula	175	89,7	20	10,3
Erken Çocuk Gelişimi	53	27,2	142	72,8
Sağlıklı Çocuk Aşılı Çocuk	112	57,4	83	42,6
<i>Çocukların Aileleriyle Tekrar Bir Araya Getirilmesi</i>	31	15,9	164	84,1
Çocuk İşçiliğinin Ortadan Kaldırılması	103	52,8	92	47,2
Çocuk Dostu Şehirler	42	21,5	153	78,5

UNICEF's the most well known social responsibility activity is "Haydi Kızlar Okula" project (89,7%). Erken Çocuk Gelişimi is known at the rate of 27,2%, Sağlıklı Çocuk Aşılı Çocuk project is known at the rate of 57,4%, Çocukların Aileleriyle Tekrar Bir Araya Getirilmesi project is known at the rate of 15,9%, Çocuk İşçiliğinin Ortadan Kaldırılması project is known at the rate of 52,8% and Çocuk Dostu Şehirler project is known at the rate of 21,5%.

Announcement of a social responsibility project is as important as its application. In the results of research, when data related to student's recognition levels about social responsibility activities have been examined, it can be said that there is deficiency in the announcement point of Coca Cola about its social responsibility activities. Examining the data, its the most well-known project (Çık Dışarıya Oynayalım Project) is known by 36 students as 18,5% of total students. On the other hand, examining the UNICEF's data, it can be seen that recognition levels of UNICEF's project are substantially higher according to Coca Cola. Especially "Haydi Kızlar Okula" project is known by 176 students as 89,7% of total students. As a result, it is observed that UNICEF announces its social responsibility projects more effectively than Coca Cola. In the light of these data, research question 2 What is the recognition level of Coca Cola and UNICEF's social responsibility activities at children? has been replied.

Table 5. Wilcoxon Signed Ranked Test Results for the Comparison of Evaluation about Coca Cola and UNICEF's Activities

Institution	n	$\bar{x}$	SS	Z	p
Coca Cola	195	2,77	0,48	-9,847	0,000
UNICEF	195	2,20	0,95		

1-Very positive, 2- Positive, 3- No idea, 4- Negative, 5- Very Negative

Significant difference has been found between the level of positive evaluation of students about social responsibility projects on Coca Cola and UNICEF's activities. ($Z=-9,847$; $p<0,05$.) While evaluation points about UNICEF'S activities is at $(2,20\pm0,95)$ "Positive" level, evaluation points about Coca Cola's activities is at $(2,77\pm0,48)$ "No idea" level. In other words, students have more positive perspective on social responsibility projects carried by UNICEF according to social responsibility projects carried out by Coca Cola. In the light of these data, research question 3 "Is there any significant difference between the evaluation of students about activities made by Coca Cola and UNICEF?" has been replied.

Table 6. T-Test Results for the Comparision of Evaluation about Competence Levels of Coca Cola and UNICEF's Activities

Institution	n	$\bar{x}$	SS	t	p
Coca Cola	195	2,97	0,42	3,129	0,002
UNICEF	195	2,81	0,68		

1- Very Good, 2- Adequate, 3- No Idea, 4- Poor, 5- Very Poor

Significant difference has been found between the evaluation of competence level of Coca Cola and UNICEF's activities ($t=3,129$; $p<0,05$). Evaluation points of competence level of UNICEF's activities are significantly higher than the evaluation points of competence level of Coca Cola's activities $(2,97\pm0,42)$ $(2,81\pm0,95)$. In accordance with these results, it can be said that social responsibility activities carried out by UNICEF are found more adequate than the activities carried out by Coca Cola. In the light of these data, research question 4 "Is there any significant difference on student's evaluation about the adequacy level of Coca Cola and UNICEF's social responsibility activities?" has been replied.

Table 7. T Test Results for Comparison of Coca Cola and UNICEF's Corporate Image Evaluation

Institution	n	$\bar{x}$	SS	t	p
Coca Cola	195	4,49	2,46	-11,104	0,000
UNICEF	195	6,64	2,27		

A positive corporate image is one of the purpose for implementing social responsibility activities and a target at important location in terms of institutions. From this point on, in the light of Cocal Cola and UNICEF's activities, a significant difference between evaluation related to corporate images has been found ($t=-11,104$; $p<0,05$). Evaluation points related to corporate image in the light of UNICEF's activities $(6,64\pm2,27)$ are significantly higher than the evaluation points related to corporate image in the light of Coca Cola's activities $(4,49\pm2,46)$. In accordance with the results obtained from the data; social responsibility activities carried out by UNICEF are reflected to corporate image more positively than Coca Cola.

8. Result

Nowadays, as social responsibility draws attention as a tool in order to create an important corporate image, we see that institutions focus their attention to social responsibility activities. Corporate social responsibility is one of the main indicators in terms of institutions that they think the benefit in which they operate with all their behaviors. Therefore, whether they are profit-oriented or non-profit, institutions take part in corporate social responsibility activities as an indicator of being a good corporate citizen.

In the study, it has been measured that in which form the students as public relation practionners of the future have perceive social responsibility activities carried out by Coca Cola and UNICEF. According to data obtained from 23 questions by which we tried to measure the perspective to what extent UNICEF and Coca Cola are the institutions have social responsibility; the students had reported higher contribution for UNICEF. In other words, according to data obtained from the responses given to scales, students think that UNICEF has social responsibility at higher level than Coca Cola. Another important result in terms of study is the recognition level of Coca Cola and UNICEF's social responsibility levels. According to the obtained data, UNICEF social responsibility projects are more known than Coca Cola projects. According to results, while recognition level of Coca Cola social responsibility activities vary between 7,2% and 18,5%, this ratio varies between 15,9% and 89,7% in UNICEF activities. From this point of view, it can be said that Coca Cola has deficiencies about announcing social responsibility activities it carried out.

In the results related to positive senses for the social responsibility projects carried out by Coca Cola and UNICEF, it was seen that students react more positively for projects carried out by UNICEF than the projects carried out by Coca Cola. Likewise in the measurement related to adequate level of projects carried out by these two institutions, it is seen that UNICEF's projects are found more adequate than Coca Cola's projects. Finally, according to results obtained from statements directed to measure how much corporate social responsibility activities are reflected to corporate image; it has been concluded that UNICEF's image is at a higher level than Coca Cola's image. The study aimed to measure the social responsibility perception of two profit-oriented and non-profit institutions. When we look the data obtained from survey research, it can be seen that social responsibility perception of non-profit institution UNICEF is higher than profit-oriented Coca Cola and students appreciate UNICEF's social responsibility awareness and studies than Coca Cola. Adressing two institutions within the scope of the study constitutes an impediment for results to making reference to general and in the light of results, an assumption as non-profit institutions are liked more than profit making institutions in social responsibility projects can be made in further studies.

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Determination of Communication Skills of Fourth Grade Midwifery Students

Hacer Alan, Numan Duran

1. Introduction

All individuals are inevitably to communicate with others continuously, but sometimes challenges may take place in communication skills of individuals. So, individuals may not be able to perform communication in an effective and healthy way due to these challenges. Effective and healthy communication is only likely through the following: Individuals communicating should understand each other correctly and carry the message with no obstacles between them, should behave each other respectfully and should feel convinced that they and their message have been elicited well (Owen & Bugay, 2014). Communication is not an intrinsic talent, but an acquired skill after birth (Kececi & Tasocak, 2009). As healthcare professionals that have to be in close contact with patients, their relatives and friends or others such as colleagues and perform significant tasks, midwives are in need of being equipped with effective communication skills.

Although we have encountered no studies investigating communication skills of midwives, to the best of our knowledge, it was determined in a study looking into communication skills of nurses that communication skills of those with 20-year professional experience were higher, compared with those with 5- or 10-year professional experience, and the difference between mean scores of both groups was statistically significant ($p < 0.05$). The same study also revealed that while no difference was present in terms of age, educational level and marital status between groups ($p \geq 0.05$), the behavioral subscale scores of communication skills in nurses working in out-patient clinics were found to be higher than those in other departments ($p < 0.05$; Kumcagiz, Yilmaz, Çelik & Avci, 2011). However, in another study performed in trainee nurses, while no statistically significant difference was found between mean scores of high schools where young nurses were graduated, professional status, social activity status and difficulty in communicating with patients ($p \geq 0.05$), a significant difference was observed between nurses' communication skills and experiencing difficulty in social interactions ($p \leq 0.05$; Tutuk, Al & Dogan, 2002).

Like nursing, midwifery is also a profession based on human relations, and the effectiveness and success of midwifery depend on midwives' skills of communication with other individuals. While understanding others' feelings via verbal or non-verbal communication, midwives should be able to describe themselves in a correct and understandable manner and establish an effective communication with others as a caregiver. The fact that communication skills of midwives continuously interacting with patients and other healthy individuals are to be improved is so important, and the number of related studies is limited. Our study is intriguing for investigating communication skills of midwifery students within undergraduation period.

2. Method

2.1. Type of Study

The data of this descriptive study were collected from 68 volunteer students via a questionnaire and face-to-face interviews between 1st and 23rd March 2016. The rate of students accepting to be included is 71.5% (total number of grade-4 students: 95).

2.2. Objective and Setting of Study

The study was performed to measure communication skills of grade-4 midwifery students in Faculty of Health Sciences, Selcuk University in Konya, Turkey.

2.3. Data Collection Tools

In order to collect the data for the study, a questionnaire investigating such features as students' socio-demographic, social interactions and being ready for profession in pre-graduation period, and "Inventory of Communication Skills" were used.

As well as variables aiming at investigating socio-demographic characteristics such as age, longest-lived place, type of family, perceiving economic status, parents' educational background, experiencing difficulty in social relations, experiencing communication problems with patients and relatives in clinical practice, participating in social activities satisfactorily, choosing the profession voluntarily and being ready for professional communication with patients in pre-graduation period were asked in the questionnaire to measure communication skills of candidate midwives.

2.4. Inventory of Communication Skills (ICS)

Inventory of communication skills is a 5-item Likert-type scale developed to investigate individuals' communication skills by Ersanli and Balci. Cranbach alpha coefficient calculated to determine the internal consistency of the inventory is 0.72. The inventory consists of a total of 45 expressions, and while the highest score to be obtained is 225, the lowest is 45. The inventory is composed of three subscales entitled "cognitive, emotional and behavioral". As each subscale can be evaluated separately, the level of individuals' general communication skills can be achieved by looking at the total score. The highest score that can be obtained from each subscale is 75, and the lowest is 15, however. As the score in the inventory increases, the level of communication skills also increases (Kumcagiz et al., 2011; Ersanli & Balci, 1998).

2.5. Analysis of Data

The data obtained in the study were assessed with average, standard deviation ($\pm$ SD), percentage, *t* test in independent groups via Independent-Samples T Test and correlation analyses (Alpar, 2006).

2.6. Ethical Concern About the Study

Prior to the study, oral consents from participants, and by performing institutional procedure, permission from the department were obtained.

3. Findings

Mean age rate of students accepting to participate is 22.62 ± 1.43 . Of all participants, 57% were found to live longest in city centers, 86.8% came from nucleus families, 69% were from middle class families; and mothers of 7% and fathers of 44% were graduated from high schools and over.

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It was detected that 94 percent of the participants had no difficulty in communication for their daily social activities, 13% experienced challenges in communication with patients in clinical settings; and, the most significant problem as a barrier was language with refugees, especially from Syria and Iraq (6%). While 56% of the participants evaluated their rate of social activities as insufficient, 26% reported not to be ready for professional communication with patients in pre-graduation period, and 38% to choose their profession reluctantly.

Table 1. Distribution of mean subscale scores of students' communication skills (n=68)

COMMUNICATION SKILLS	Average score ($\pm$ SD)*
Cognitive	60.45 $\pm$ 5.72
Emotional	50.04 $\pm$ 6.23
Behavioral	59.66 $\pm$ 5.88

*SD: Standard deviation

Mean score participating students received from ICS is 174.52 $\pm$ 14.38. This score demonstrates that the level of students' communication skills is higher, and a significant correlation was found between students' mean score of communication skills (174.52 $\pm$ 14.38) and the settings where students live longest ($p < 0.05$). Mean scores of those living in city centers were observed as higher, compared to others. However, no significant difference was found between students' mean score of communication skills, and age, type of families, economical status, educational level of parents, participating in social activities satisfactorily, choosing the profession voluntarily and being ready for professional communication with patients in pre-graduation period ($p \geq 0.05$).

In our study, we also compared the subscales of students' communication skills, and emotional subscale was determined to be lower than other subscales. Mean cognitive, emotional and behavioral subscale scores of students' communication skills, however, were found to be at satisfactory levels. We could also find no significant difference between each mean subscale score of students, and age, type of families, economical status, educational level of parents, participating in social activities satisfactorily, choosing the profession voluntarily and being ready for professional communication with patients in pre-graduation period ($p \geq 0.05$).

4. Discussion

Communication skills are of vital importance for the undergraduation students getting ready for professional life. It is a must that communication skills make university students acquire and improve during their undergraduation period. Healthcare workers are among the most significant professionals that need effective communication. Provided these workers have effective communication skills, they can share the knowledge and experience to perform effective communication their work is required for collaboration. In the absence of effective communication, patients' care may be in danger, and the staff working in the same institution may experience communication conflicts (Kumcagiz et al., 2011).

As well as changes seen in professional life in contemporary world, novel approaches and novel notions come to the fore, and the expectations from professionals, standards of success and working conditions are affected by these novelties. Such topics as how workers in the same organization communicate with each other, and how communication defects affect their cooperation are becoming more and more important (Eriguc, Durukan & Kose, 2013). University students constitute the most dynamic segment of the socio-cultural formation in

societies. It is accepted that natural resources, capital and human power are the most significant components in the developments of countries; however, these factors are the most neglected issues, especially in underdeveloped third world countries. So, universities being responsible for training qualified human power should strive to give such skills as knowledge, an ideal and good habits to their students (Deniz & Sumer 2010). Among the skills to be given to students, communication skills should be placed in curricula of colleges. In studies investigating universities where communication skills are taught, students' academic performance was demonstrated to be higher, compared with those these skills are not taught (Aebersold, Tschannen & Sculli, 2013; Baum, 2002; Demirel, Tuncel, Demirhan & Demir, 2008; Hannah, Millichamp & Ayers, 2004; Rees & Sheard, 2004).

Healthcare providers equipped with communication skills come up with effective solutions and proposals to institutional challenges, and their job satisfaction was found to be higher in a study (McNeill, Shattell, Rossen & Bartlett, 2008). In our study, age, type of families, economical status, parents' educational status, participating in social activities satisfactorily, choosing the profession voluntarily and being ready for communication with patients in pre-graduation period were found not to have significant effects on students' communication skills. Because students constituting our samples face similar or identical life experiences, and all of them are grade-4 students at the same department at the same university, it is considered that abovementioned variables have no effects on students' communication skills. That training sessions related to communication between midwives and patients are included into the curricula of midwifery departments during 4-year education period will increase patients' satisfaction, develop communication in organizations and cause midwives to work with others productively.

5. Conclusions and Recommendations

Communication skills of grade-4 students in the midwifery department were found to be at a good level, and it is glad for candidate midwives to start professional life the following year. Similar studies with larger populations and also other healthcare providers should be performed

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Determination Of Consumer Behavior In Online Shopping In The Framework Of Technology Acceptance Model

İmran Aslan

1.Introduction

Internet, which was started in the 1960s to share information, seems to be in demand as a communication tool in every sector today. It also contributes to the use of time effectively which is one of the most important sources of today. The internet is a savior for the consumer who cannot spend time going shopping during the day or who is unable to find the product that he is looking for in the city or country he lives in. The strong distribution and trade network of the internet as well as its information communication has led the recognition of the companies by customers and sales opportunity has arisen through the internet.

Providing product information via Internet can easily bring a variety of formal and contextual characteristics, application areas, differences from similar products and brands to the target audience. (Tosun, 2010:400). Compared to the other means of communication, the rapid development and adoption of the internet has given the companies opportunity to reach more consumers directly.

With the help of change, agents have disappeared to a large extent; innovation and speed have become more important. The changes experienced socio-culturally too have led to the consumers to see the time as a precious commodity in their lives. Therefore, consumers have taken into account the companies offering them easy and fast service.

Hustle and bustle of everyday life has brought about spending less time on traditional shopping methods. Therefore, online shopping has become more attractive. (Ünal, 2010:156). Shopping sites increase preference capacity by providing innovation, simplicity, trust, product range, ease of payment, product information, product warranty, saving time and prestige of using technology.

1.1.The Internet

It can be said that internet has taken over recently because of its features of accessibility, popularity and offering many means of communication tools together. (Gülner and Balci, 2011:90). The internet is a unified media tool that hosts all types of new media such as radio, newspaper and television. (Atabek, 2005:74). Today, Internet is supposed to have mission far beyond the transfer of information. It has become the focus of many fields such as advertising, security, trade, communication and marketing. However, these areas have renewed themselves and they have also been developed and changed compared through the internet. Since the development of modern marketing, it has also given the companies and brands the opportunity to grow. Competition has increased further through the internet; a brand without a website is called outdated. The extent of the one to one communication with individual customers has expanded, in reaching the customers, accessing by the internet has been preferred to phoning. Thus, the relationship between brand and consumer has become more sincere. Beyond its information communication, the internet's strong distribution and trade network made the companies recognized and sales opportunity has arisen through the internet. Although the issues of the internet are considered negative, online shopping in Turkey is constantly evolving. While it was 4.2% in 2008, this number increased to 18.4% in 2015. When other countries are taken into consideration, we see that we are far behind. While the UK is considered to have the most

internet shopping with 84%, Turkey is among the lowest percent of shopping with 18%. (<http://www.tuik.gov.tr>, 23.04.2016)

1.2. Internet shopping versus traditional shopping

Internet shopping is the purchasing of goods and services in shopping sites using internet technology. Although it is similar to traditional shopping and has different ways, it shows differences in time, place, and the aspects of way of purchasing. Especially the entrance of the internet to our lives through smart phones has attributed a lot to the removal of time and space dependence. In traditional shopping methods, consumers try to look for the products sightseeing the stores one by one and thus spending a lot of time. However, on the internet shopping the products appear on page at a single click and there is opportunity to compare with other products in all respects. Information is available as if you are nearby by examining the video and pictures of the products. A person who will buy a product using the traditional method also does research on the internet before buying largely because they are tired of shopping by visiting the stores, a lot of customers can prefer online shopping to traditional methods. (Enginkaya, 2006:10).

The comment section of the forum pages where the people buying and using the product share their experiences can affect the preference of consumers in purchasing the product or not. There are also support teams for those who need help during internet shopping. Internet shopping can be done not only in the country but also intercontinentally. This gives an opportunity for small businesses to open up to different countries. Another important point is the evaluation of the company's internet website rather than the size of the company. Thus, small businesses may be as lucky as the big ones. (Kırcova, 2002:62). From the perspective of the companies, it is seen that the ones who value internet commerce take an advantage in competition.

Although it is so common, there are still some people who are reluctant to internet shopping. Consumers' hesitation to find cheaper ones somewhere else, the fear that the products arrive home damaged, (Kaya and Özen, 2011:8) considering that the imposition of credit card information on the Internet is not secure, the desire to touch the product, late arrival of the product, the complaint about the length of the product return process, the fear that the items will not come as it appears on the page, the belief that the product is not under warranty, inability to use the computer and internet technology, all have caused people to be suspicious about the internet. Consumers face many advertising messages that make them confused when they go to shopping centers. According to research, people face 10,000 messages when they go to supermarkets, 40 messages when they watch television for an hour and 100 messages when they read the newspaper. (Godin, 2001:25). Nevertheless, when they surf through the shopping sites they are only with the brands and their products.

1.3. Buying Online Behavior

Consumer buying process covers pre-buying, the stage and post-buying of the purchase. This concept is closely related to why the consumer purchases. The process of consumer's purchase decision begins long before the actual purchase and continues long after the purchase. (Tek and Özgül, 2005: 183). Consumer behavior began to change with the entrance of the internet into our lives. Now, consumers are more questioning, investigating and transferring their savings. There are motives that influence people's buying. They are classified in different ways. The first ones are functional (utilitarian) and non-functional (hedonic) motives.

Functional motives are based on maximizing the benefits through the obtainment of the product. Convenience, access to different products, personalized offers and affordable price can

be considered some of them. In the non-functional motives; it is interesting and entertaining to shop through the internet; and it seems to give joy to the people. (Forsythe et al., 2006:57). For example, the increase in the self-confidence by experience and the use of new technology through Internet shopping is one of them.

One of the leading means of promotion is shopping site. Internet sites are important means primarily in terms of the contact information for the consumer. Internet sites provide the company a competitive advantage to find new customers (Koçoğlu and Özcan, 2010:25). Consumers give their personal information when they shop through the internet. In particular, they become a member of the shopping site by entering their e-mail addresses as user name. They can see at what stage the purchase is, delivery time and the stage of shipping at any time via the internet. The option to stop buying before it is shipped, free shipping and the gifts that are given with the product push consumers shop on the internet. In addition, the queues experienced in shopping malls or parking shortages are some others.

1.4. Technology Acceptance Model (TAM)

Theories that examine the ways and causes of individual behavior have mostly been models developed by psychology and used by other disciplines. One of these theories is TAM. The main purpose of TAM, which was developed by Davis (1989), is to determine the factors that affect an individual's intention to shop on the internet. TAM aims to explain the adoption of information technology by individuals, the relationship between the individual's intention, trends, perception, and behavior to use information technology.

TAM is a theory that aims to measure the desire and intention to use technology based on three basic elements. (Türker and Türker: 2013:286): These are perceived usefulness, perceived ease of use, and the intent of the person to conduct. According to the model, the perceived usefulness is a perception that the individual improves the performance using a system and the perceived ease of use is a perception that the use of technology requires very little effort (Çabuk et al., 2014: 400)

2. Materials and Methods

This study aims to reveal how internet shopping is considered in terms of security, convenience and usability within the framework of technology exchange model. It aims to show what factors are effective and how in internet shopping.

The study seeks answers to the following research questions:

1. What do university students pay attention to on internet shopping?
2. What is the purpose of university students to use the internet?
3. How much time do university students spend in shopping sites?
4. Which products do university students buy through the internet?

The study constitutes the students from Selcuk University Faculty of Communication. The survey was applied to 205 people selected through the random survey. 38% of the respondents were female and 68% were male. It has been determined that the monthly income of 55% is between 500-1000 tl, of 26% is less than 500 tl, of 12% is between 1000 to 2000, and of 2% is more than 3,000 tl. The reliability coefficient has been identified as Cronbach alpha, 855.

3. Findings

Table 1. Descriptive Statistics

	N	Minimum	Maximum	Mean
I pay attention to the reliability of shopping site	204	1,00	5,00	4,4412
I find more sorts of products on the internet	203	1,00	5,00	4,3202
How long the arrival of the product from the internet takes is important	202	1,00	5,00	4,3069
I will keep on shopping through the internet	202	1,00	5,00	4,2030
I can compare products in online shopping	203	1,00	5,00	4,0197
I can buy products cheaper through the internet	204	1,00	5,00	3,9461
I can buy easily through the internet	203	1,00	5,00	3,9310
I can buy fast through the internet	203	1,00	5,00	3,9163
Internet shopping saves time	203	1,00	5,00	3,8621
I get more information about the product through the internet	204	1,00	5,00	3,7990
Not adhering to the venue makes me relaxed				
Internet shopping made my life easier	203	1,00	5,00	3,7241
I advise internet shopping to the people around me	202	1,00	5,00	3,7079
	202	1,00	5,00	3,5495
I'm satisfied with the products I bought through the internet				
I feel free when I shop online	202	1,00	5,00	3,5248
Internet shopping is entertaining				
I see myself a person following technology when I shop online	203	1,00	5,00	3,5074
	203	1,00	5,00	3,4729
Internet shopping is safe	204	1,00	5,00	3,2598
I can shop online from any internet site				
I spend more money in online shopping	201	1,00	5,00	2,9950
Internet shopping is boring	201	1,00	5,00	2,7463
Valid N (listwise)	200	1,00	5,00	2,7050
	201	1,00	5,00	2,5075
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According to the table, the participants pay most attention to the reliability of the internet shopping sites. Such concern may occur due to the sales by credit cards through the internet sites and giving information. The reliability of the site is also questioned due to the educated respondents. Reliability is followed by the importance of the shipping time of the product with the idea of finding more sorts on the internet. The participants stated that they didn't find shopping on the internet boring.

Table 2. The Purpose of Using Internet

	Frequency	Percent	Valid Percent	Cumulative Percent
Shopping	32	15,6	15,8	15,8
Social media	103	50,2	51,0	66,8
Getting information	35	17,1	17,3	84,2
Watching videos	7	3,4	3,5	87,6
Others	25	12,2	12,4	100,0
Total	202	98,5	100,0	
Missing System	3	1,5		
Total	205	100,0		

While 50.2% of respondents use the Internet for the purpose of social media, 17.1% use in order to obtain information, 15.6% for shopping, 12% use for other purposes, 3.4% use in order to watch videos. The use of social media is mainly seen in the 18-25 age groups and this is a natural result.

Table 3. The Time They Spend on The Internet

	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 1 hour	20	9,8	9,9	9,9
1-2 hours	41	20,0	20,3	30,2
3-4 hours	76	37,1	37,6	67,8
5-6 hours	23	11,2	11,4	79,2
More than 6 hours	42	20,5	20,8	100,0
Total	202	98,5	100,0	
Missing System	3	1,5		
Total	205	100,0		

In point of the time they spend on the Internet, 37.1% of respondents spend 3-4 hours, 20% 1-2 hours, 11.2% 5-6 hours and 9.8% spend less than 1 hour. With this result, participants spend 3-4 hours daily on the internet.

Table 4. The time they spend on shopping sites

	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 1 hour	144	70,2	71,3	71,3
1-2 hours	45	22,0	22,3	93,6
3-4 hours	7	3,4	3,5	97,0
5-6 hours	6	2,9	3,0	100,0
Total	202	98,5	100,0	
Missing System	3	1,5		
Total	205	100,0		

According to the table, 70.2% of respondents spend less than 1 hour, 22% spend 1-2 hours, 3.4% spend 3-4 hours and 2.9% spend 5-6 hours in shopping centers.

Table 5. The Shopping Site Preference

	Frequency	Percent	Valid Percent	Cumulative Percent
Hepsiburada.com	74	36,1	36,8	36,8
Markafoni.com	17	8,3	8,5	45,3
Trendyol.com	8	3,9	4,0	49,3
1v1y.com	3	1,5	1,5	50,7
Gittigidiyor.com	26	12,7	12,9	63,7
morhipo.com	2	1,0	1,0	64,7
ebay.com	1	,5	,5	65,2
aliexpress.com	3	1,5	1,5	66,7
yemeksepeti.com	18	8,8	9,0	75,6
n11.com	49	23,9	24,4	100,0
Total	201	98,0	100,0	
Missing System	4	2,0		
Total	205	100,0		

When the shopping sites the participants are shopping through are considered, Hepsiburada.com comes for the most with 36.1%. It is followed by n11.com with 23.9%, Gittigidiyor.com with 12.7%, Yemeksepeti.com with %8,8, Trendyol.com with 3.9% , aliexpress.com at 1.5% and Morhipo with 10%.

Table 6. Distribution of the products bought from the Internet

	Frequency	Percent	Valid Percent	Cumulative Percent
Clothing	125	61,0	62,5	62,5
Technology	51	24,9	25,5	88,0
Holiday	2	1,0	1,0	89,0
Food	13	6,3	6,5	95,5
Decoration-Furniture	2	1,0	1,0	96,5
Other	7	3,4	3,5	100,0
Total	200	97,6	100,0	
Missing System	5	2,4		
Total	205	100,0		

On the table that is for which products were bought through the Internet, clothing is mainly seen with 61%. They buy technological products with 24.9% and food with 6.3%. It is followed by holiday decorations with 1%.

4.Conclusion

The entrance of the internet to our lives has changed our shopping habits as well as all areas. Considering how widespread the use of internet among young people is, it seems that internet shopping rates will increase in Turkey with its young population. When the amenities the internet offers, speed and ease meet at a shopping site based on trust, traditional shopping methods stay behind. For these reasons, it also seems that internet shopping will continue gradually in the future.

With the help of emerging findings of this study, here safety seems to be the point that should be considered. While Shopping sites are focusing on the visual integrity and favor, they should inform the consumers more about security. Another important point is the shipping process of product and product variety which is one of the conveniences that internet offers to our lives. Convenience and usefulness, which technology acceptance model is also perceived to include, seems to be an issue that of young people pay attention to. Shopping behavior intention, which is the other content of the model, is consistent with the indication of young people that they will shop on the internet in the future.

There is a large young target consumer audience for the companies that destroy the traditional shopping methods thanks to internet with the development and expansion of technology. As seen in the study, even though the intention of these consumers to enter the internet is social media, they also shop online. Studies for young consumers should be performed for the development of shopping through social media or other sites. Ease of payment should be brought, because the majority of this young generation is student.

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Presentation of Sponsorship Activities on the Web Sites of Airline Companies: Turkish Airlines Case

Ömer Bakan, Nilüfer Canöz

1. Introduction

When public relations literature is analyzed, sponsorship is seen as one of the important studying areas. Sponsorship is a mutual advantage work agreement to realize the specific targets for both sides. Sponsorship can be used in the areas such as sports, culture, art, education, health, environment, adventure, travel, science and etc. It is applied during a certain period and bounded by a contract. Sponsor can offer in cash and kind.

According to Barry Ball sponsorship is a support of a corporation or government to a person, organization, event or activity in cash and kind to gain commercial favors which are accepted mutually (Okay, 1994, p. 285).

The aims of sponsorship are to support corporate and brand image, reinforce corporate identity, announce corporate's and brand's name, announce the products whose advertisement are restricted, increase sales, motivate corporate employees and enhance internal relationships, support dealers, draw interest of media, to gain goodwill of society, announce the changes of marketing policies, introduce and support products, announce new products, gain advantage in international marketing, and be hospitality.

In Turkey, many corporations and companies have conducted sponsorship activities. One of them is Turkish Airlines. Turkish Airlines has made many sponsorship activities. In this study, the sponsorship activities of Turkish Airlines which take place in its web site were analyzed.

2. Literature Review

It can be stated that many factors affect the developing of sponsorship. These factors are increasing of media and other promotion costs, being advertising ban and restrictions for some products and services, attaining specific target audiences of sponsorship, removing the language and cultural obstacles for global brands' markets easily, serving hospitality aims of corporations. Thanks to sponsorship corporates/brands can have concrete success to maintain their awarenesses and images. Sponsorship is also an attractive subject in academic manner. Especially beginning from 1990s many articles have been published about sponsorship in all around the world. Among the subjects of these articles are the structures of sponsorship, management of sponsorship, measuring the effects of sponsorship, strategic usage of sponsorship, legal and ethics dimensions of sponsorship (Yılmaz, 2007, p. 588).

Sponsorship is been in the areas of sports, culture-art, social, environment, adventure-travel and science. Sports is the most supported area by sponsorship. Especially large companies are seen as a sponsorship of global football organizations and Olympiads. But to obtain sponsorships of these organizations is difficult. Large budgets are required to obtain sponsorships of these organizations (Çoban, 2003, p. 219).

To reach the target audiences easily and have wide media coverage of sports events are among the reasons of choosing sports sponsorships (Karadeniz, 2009, p. 68).

Sponsorship is a very important communication effort to provide visibility for brands and corporations in the areas of sports, culture-art, music, broadcasting, health, and environment. If the sponsorship investments with the millions of dollars are planned well, sponsorship will be able to very important commercial investment. Especially sponsorship has an important force to reach the specific target audiences. If we evaluate the sponsorship

activities in Turkey, these have been continued for years and known with different types of activities, but some of the supported activities are not related with the sector of Corporation (Yılmaz, 2007, p. 603).

There are few academic studies about the presentation of sponsorship on the web pages. But there are some studies about the presentation of social responsibility on the web pages (Esrock and Leichty, 1998; Chapple and Moon, 2005) and sponsorship is seen as a sub-category of social responsibility. A study was carried out about the presentation of sponsorship messages on the web pages of industrial corporations in Turkey. The analyzed 200 organization web sites were chosen from the list including first 500 industrial organizations of Istanbul Chamber of Industry in 2005. As a result of study, it was seen that 139 out of those 200 (% 69.5) organizations did not give any messages about sponsorship on their corporate web sites at all. This situation did not mean that they didn't make any sponsorship activities. Some organizations don't announce any information on their corporate web sites in spite of their significant sponsorship activities. On just one of 200 industrial organizations' web sites, there was a link with the name "sponsorship" on their home page. One of the most important findings of this study was that industrial organizations in Turkey gave messages mostly in the areas of science, education, sports, community relations and environmental sponsorships on their web sites (Bakan and Kalender, 2007, p. 146-147).

Mather et al. (2006) examined the web sites of some sports clubs' web sites in New Zealand and determined that web sites of 79 out of 107 (73.8%) had information about sponsorship.

It is seen that there are messages about sponsorship activities on the web sites of the some airline companies. There are some statements to announce and introduce their sponsorships on the web sites of Qatar Airways and Emirates Airways.

Turkish Airlines started its services in 1933 with five airplanes. Today it is a member of Star Alliance and it has a four stars fleet with 256 planes. It has been among the most important airline brands in the world with 257 different destinations. Turkish Airlines has been chosen "Best Airline in Europe", "Best Airline in Southern Europe" and awarded "World's Best Business Class Airline Lounge", and "World's Best Business Class Lounge Dining" in 2015 Skytrax World Airline Awards (<http://www.turkishairlines.com>).

Turkish Airlines has been accepted as one of the best airline brands with its flight network and quality. In accordance with its global vision Turkish Airlines contributes sporters, teams and organizations both in Turkey and the World and development of sports (<http://wingsofsports.com/about>).

In recent years Turkish Airlines has drawn attention with its sponsorship activities in the World. Especially its sponsorship activities include the names such as Barcelona and Manchester United Sports Clubs, Lionel Messi and Kobe Bryant, Euroleague. These sponsorships have affected Turkish Airlines positively to be a global brand. Thanks to these sponsorship activities Turkish Airlines has taken a good opportunity to form impression as a leader and reliable airline company in the World.

In the past Turkish Airlines supported Barcelona Sports Club in cash and also was a travel sponsor. Due to the preference of Turkish Airlines by Barcelona, this situation is the proof of reliability of Turkish Airlines. For this reason it was stated that Turkish Airlines has an opportunity to transport more passengers all over the World (İnan, 2011, p. 2).

One of the sponsorships of Turkish Airlines in culture-and art area is the official airline sponsorship of İstanbul Culture and Art Foundation for a three years period from the year of 2011 (<http://iksv.org/tr/arsiv/p/1/333>). Another official sponsorship is 52nd International Antalya Film Festival in 2015. This festival is known as the oldest and the most important cinema organization of Turkey.

From past to present, it is known that Turkish Airlines has sponsored in many areas such as sports, culture-art and in other areas. In this study the sponsorship activities of Turkish Airlines are revealed by analyzing the web sites of the company.

3. Method

In this study content analysis method was used. The corporate web sites of Turkish Airlines, which are <http://www.turkishairlines.com/tr-tr> and <http://wingsofsports.com>, have been examined and all sponsorship activities of the company in the web sites after the year of 2015 have been analyzed. The sponsorship activities of Turkish Airlines which presented in the documents before 2015 were excluded. By the way of this study the number of the sponsorship activities, areas and qualities and in which links they are presented on the web sites of Turkish Airlines have been tried to determine. While determining the number of sponsorships, the same sponsorship activities which are placed under different links were accepted as only one activity. In this study the sponsorship activities of Turkish Airlines which are presented only on web sites of the company were analyzed. The sponsorship activities of Turkish Airlines which are presented on social media were excluded from the study. Besides only the written documents about sponsorship activities were analyzed but photographs and video formats were excluded from the study. The magazine of Turkish Airlines named as “Skylife” and web site of this magazine were not included in the study.

4. Findings

In this section, as a result of content analyzing of the web sites of Turkish Airlines the findings and the discussions related with the findings have been presented

It was determined that the sponsorship activities of Turkish Airlines was presented under three different links in the corporate web site called <http://www.turkishairlines.com/tr>. One of them is the link titled “Sponsorships” on main page. Second one is “Press Room” on main page. The third one is the sub-link titled “Annual Reports” under the link “Investor Relations”.

It was determined that the sponsorship activities of Turkish Airlines are also presented under three different links on the another web site called as <http://www.wingsofsports.com>. One of them is the link titled “Main page”. The second link is titled as “Sponsorships”. The third link is titled as “Events”.

4.1. The Sponsorship Activities on the web sites of Turkish Airlines under the Link of “Sponsorships”

Turkish Airlines has a link titled as “Sponsorships” under corporate title on main page of its corporate web site. Under this link the sponsorship activities of Turkish Airlines are presented with 9 categories. These categories are golf, tennis, football, basketball, rugby, windsurfing, diving, other sponsorship activities, and equestrianism. Under these categories 26 sponsorship activities have been presented.

The golf sponsorship activities of the company are named as Turkish Airlines Open, Turkish Airlines Ladies Open, Turkish Airlines World Golf Cup and Turkish Airlines Challenge. All of these sponsorship activities are international.

There is only one tennis sponsorship activity which is named as Porsche Tennis Grand Prix.

Football sponsorship activities of Turkish Airlines are Turkey National Football A Team, UEFA EURO 2016, Fenerbahçe Sports Club, Beşiktaş Sports Club, Galatasaray Sports Club, Bursaspor, Olympique de Marseille, Borussia Dortmund, Trabzonspor, FK Sarajevo. It is seen that there are totally 10 sponsorship activities in football category. 8 of them are club, one of them is national team, and the other one is an organizational sponsorship. This organization is the world's second biggest sporting event and the biggest in Europe. It will be held in France with the participation of 24 teams, including the Turkey National Football A Team. The clubs which have been sponsored by Turkish airlines are the successful clubs which became champion in their own countries.

Basketball sponsorships of Turkish Airlines are Turkey National Basketball A Team, Turkish Airlines Japan Professional Basketball League, Turkish Airlines Euroleague. Euroleague has been running since 2000 and is the highest level tier in European club basketball.

Rugby sponsorship of Turkish Airlines is named as European Professional Club Rugby and includes the European Rugby Champions Cup and the European Rugby Challenge Cup.

Windsurfing sponsorships of Turkish Airlines are personal sporter sponsorships. The names of the windsurfers are Lena Aylin Erdil and Enes Yılmaz.

In diving sponsorship, Turkish Airlines supports Şahika Ercümen, who has broken numerous World records.

There are Presidential Cycling Tour of Turkey and Istanbul Marathon in the category of "Other sponsorship activities" of Turkish Airlines.

Turkish Airlines have been sponsors of Chio Aachen which is one of the most famous equestrian festivals in the world since 2014.

4.2. The Sponsorship Activities on the web sites of Turkish Airlines under the Link of "Press Room"

Some of the sponsorship activities of Turkish Airlines are presented in the sub-link "Press Releases" which is under the link titled "Press Room". In this study all the press releases belonging to 2015 and 2016 are analyzed.

11 out of 23 sponsorship activities which were presented in the press releases of the year 2015 are the same activities which were presented under other links. It is seen that 12 sponsorship activities are differentiated. The differentiating sponsorships are Turkish Airlines Istanbul Promotional Video, Exhibition about architect Mimar Sinan, World's Tallest Sandcastle, Macedonia National Basketball Team; the sponsorship activities in the past: Barcelona, Manchester United, Aston Villa, Hannover 96 football clubs sponsorships; famous sporters sponsorships like Lionel Messi, Kobe Bryant, Didier Drogba and Caroline Wozniacki (<http://www.turkishairlines.com/tr-tr>).

There are two press releases in 2016 which include sponsorship activities. One of them is about the sponsorship of EURO 2016 European Football Championships. The other sponsorship activity is Batman versus Superman: Dawn of Justice (<http://www.turkishairlines.com/tr-tr>).

4.3. The Sponsorship Activities on the web sites of Turkish Airlines under the Link of "Annual Reports"

Turkish Airlines presents some sponsorship activities in annual report of 2015. The sports sponsorship activities of Turkish Airlines take place in this report. But all of these sports sponsorship activities in this annual report are same sponsorship activities presented within the other links.

It is seen that there are also some different sponsorship activities which was not presented under the other links. In the annual report. These are the sponsorships in the area of culture-art. In 2015, culture and art area Turkish Airlines supported many activities such as the movie of Ertuğrul, Antalya Film Festival, Boğaziçi Film Festival, Antalya Piano Festival, Montreal Jazz Festival, Mozart Foundation Partnership, Europalia Partnership, Frankfurt Book Fair, Milano Turkey Pavillion and Oslo World Music Festival (<http://investor.turkishairlines.com>).

Turkish Airlines supported ten books as printing and publishing sponsor in 2015. These books are Mindware, The Business of Influence, Disciplined Entrepreneurship, The Second Machine Age, Leading Digital, The Culture Map, Küresel Pazarları Kazanmak, Big Data @ Work, Contagious ve The Manager (<http://investor.turkishairlines.com>).

4.4. Wings of Sports

Wings of Sports which means the large wings of Turkish Airlines is a platform of sports and sponsorship uniting all branches and sportsmen under one roof, which are all supported by Turkish Airlines. It started to the communications in December 2013, it gives a place to all sport branches supported by Turkish Airlines (<http://wingsofsports.com>).

When the web site of wingsofsports were analyzed it was seen that many sport sponsorship activities have been presented by this web site. Most of these sponsorship activities are the same activities which are presented from the web site <http://www.turkishairlines.com>. It is seen that there are 17 differentiating sponsorship activities on this web site.

It was determined that there are 6 different sponsorship activities which are presented under the link of “Main page” in the web site of Wings of Sports. These are The Colour Run Marsilia, TEB BNP Paribas İstanbul Tennis Organization, FIS Snowboard World Cup İstanbul, 2014 Archery World Championships, Turkish Basketball Federation Sponsorship, Turkish Airlines Footgolf Tournament.

When Wings of Sports web site was analyzed it was seen that there is also a link titled “Sponsorships”. Under this link personal sponsorships, club sponsorships and other sponsorships are presented seperately. Under the link of “Sponsorships” 36 sponsorship activities of Turkish Airlines are presented. 11 of them are differentiating from the others. These are Antoine Albeau, Dar es Salaam Yacht Club, IFK Helsinki Ice Hockey Club, Team Rwanda, Gothia Cup Youth Football Tournament, Stena Match Cup Sweden 15, World Archery Federation Sponsorship, Sarajevo Grand Prix Cycling Tour, Ağrı International Tennis Tournament, BMW Golf Cup International, Eurobasket 2013.

In this platform there are also various sponsorship activities under the link of “Events”. But all of these sponsorship activities are the same as the sponsorship activities which are presented under other links.

4.5. The Numbers, Areas and Qualities of the Sponsorship Activities on the Web Sites of Turkish Airlines

It was determined that the sponsorship activities of Turkish Airlines which presented on its web sites are in the areas of sports, culture and art.

Table 1: The Numbers and Areas of the Sponsorship Activities on the Web Sites of Turkish Airlines

	www.turkishairlines.com/tr-tr	wingsofsports.com	Total
Sports	35	17	52
Culture-arts	24	-	24
Total	59	17	76

Turkish Airlines has presented totally 59 sponsorship activities in the web site of www.turkishairlines.com/tr-tr. In another web site named wingsofsports.com 17 sponsorship activities are different from the sponsorship activities which are presented on the web site www.turkishairlines.com/tr-tr. It was determined that there are totally 76 sponsorship activities which are presented on the web sites of Turkish Airlines. 52 of these sponsorship activities are in the area of sports, and 24 of them are in the area of culture and arts.

Table 2: The Qualities of the Sponsorship Activities on the Web Sites of Turkish Airlines

	www.turkishairlines.com/tr-tr	wingsofsports.com	Total
National	14	-	14
International	45	17	62
Total	59	17	76

When Table 2 was analyzed it is seen that 62 sponsorship activities are international, and 14 sponsorship activities are national on both of the web sites of Turkish Airlines.

5. Conclusion and Discussion

It can be stated that Turkish Airlines gives sponsorships importance as an important communication method. The company is sponsor to lots of sponsorship activities in many areas. These sponsorship activities are presented on both of the web sites of Turkish Airlines.

Turkish Airlines has presented its own sponsorship activities under three links in the web site of turkishairlines.com/tr-tr. One of the links is “Sponsorships” on main page, the second one is “Press Room” link on main page, and the third one is the sub-link titled “Annual Reports” under the link of “Investor Relations”

Under the link of “Sponsorships” only sports sponsorship activities of the company has been presented. 12 of 13 sports sponsorship activities are remarkable for their international structure. It is also important that 10 team sponsored by Turkish Airlines have won championships in their own countries’ professional football leagues.

When the press releases belong to 2015 and 2016 were analyzed under the link of “Press room”, it is seen that 13 sponsorship activities which are not presented under other links.

The sports sponsorship activities which are presented in annual report belongs to 2015 under the link “Investor relations” are the same activities which are presented under the link “Sponsorships”. In annual report the culture and arts sponsorship activities have also been presented. It was determined that totally 20 sponsorship activities have been presented. It was remarkable that there are international culture-art sponsorship activities and also publishing sponsorships of important books among these sponsorships.

It is seen that Turkish Airlines have an effort to announce its sponsorship activities and to inform sports fans about these sponsorships on the web site of www.wingsofsports.com. It was determined that there are 17 different sponsorship activities on this web site which are not presented on www.turkishairlines.com/tr. This platform can be considered as a useful platform to announce the sponsorships in the area of sports of Turkish Airlines.

Presentation of Sponsorship Activities on the Web Sites of Airline Companies

Turkish Airlines gives great importance to present information about its own sponsorship activities. But it can be said that the company gives more importance to announce its sports sponsorship activities on the web sites. Because it is understood that only the sports sponsorship activities have been presented under the link titled “Sponsorships”. Besides, the web site of Wings of Sports is a platform that is used to only announce the sport sponsorship activities of Turkish Airlines. It can be stated that Turkish Airlines is one of the most important supporter of sports in the world.

It can be said that the announcing effort of sponsorship activities for Turkish Airlines on its web sites provide important benefits to the company. These benefits are to increase the familiarity level and brand value, enhance corporate image, and perceive as a global prestigious brand.

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The Role of Celebrity Spokesperson in Advertising Effectiveness: An Empirical Study Based on Match-Up Hypothesis and Self-Image Congruity Theory

Vesile Çakır, Vedat Çakır

1. Introduction

In communication language, source or sender is the person who forwards message to the target group (Gelb, Hong & Zinkhan, 1985, p. 76). According to Friedman and Friedman (1979) there are three types of sources used in advertisements: (1) celebrity, (2) professional (or known) expert, (3) typical consumer. In ads of financial performance and/or physically risk-bearing products experts should be chosen, while in ads of less risky products ordinary consumers should be preferred. On the other hand, in ads of expensive products which involve social and psychological risks, celebrities should be selected (p. 63-71). Advertisers mostly choose celebrities as spokesperson in ads due to the fact that they have the idea “beauty is good”. Among others physically attractive ones are selected (Kamins, 1990, p. 4). For McCracken (1989) “celebrity is known by public, besides they support her and celebrity appears in ad as any one” (p.310). Reliability, attractiveness, specialization, persuasiveness features of this celebrity is significant and some combinations of all of these is important in providing the ad with communication effect. Cogency of communication results from such features of source and combination of these (Gelb et al., 1985, p. 76; Homer & Kahle, 1990, p. 30).

Match-up Hypothesis and Self Image Congruity Theory are very practical in explaining efficiency of an ad. While Self Image Congruity Theory focuses on target/product congruence, Match-up Hypothesis focuses on spokesperson/ product congruence. Both theories are theoretically the basis of this paper. Since aim of the study is to investigate role of congruence between perceived self- image of spokesperson and perceptions of audience’s self-image of her/him (congruence of audience/spokesperson image) on efficiency of ad.

Contrary to the many studies based on Match-up Hypothesis or Self Image Congruity Theory, this paper focuses on congruence between spokesperson/ audience image instead of spokesperson/ product image or target/ product image. The paper firstly tries to find whether congruence between celebrity spokesperson image and audience’s self-image, in private congruence between what type of celebrity spokesperson (expert, attractive, funny celebrity) image and audience’s self-image has impact on efficiency of ad. Theoretic basis of this half quasi- experimental study in advertisement literature are both in Match-up Theory and Self Image Congruence Theory. Thus, the paper can be considered as an effort to combine these two theories.

1.1. The Match-Up Hypothesis

Match-up Hypothesis is significant explanatory of advertisement activity. Various studies explaining that purchase intent of Match-up hypothesis has meaningful effects on (e.g., Kahle & Homer, 1985), brand attitude (e.g., Kahle & Homer, 1985; Misra & Beatty, 1990), ad attitude (e.g., Kamins 1990; Stafford, Stafford & Day, 2002), recall of brand name and ad (Friedman & Friedman, 1979).

Visual images in an advertisement give more information than open verbal arguments (Rossiter & Percy, 1980). For Kamins (1990) “celebrity’s image itself is message” (p. 5). In an effective advertisement image of celebrity should be relevant to image of the product. This congruence can make the advertisement effective. Main argument of Match-up Hypothesis is exactly this. According to Match-up Hypothesis, congruence between images of product /celebrity spokesperson makes the advertisement efficient. Expertise, attractiveness, persuasiveness of

message source have great role to create this congruence (Ohanian, 1991; Friedman & Friedman, 1979).

In his study, Kamins (1990) tested congruity hypothesis by matching up celebrities and brands. Thus use of Tom Selleck as an attractive celebrity spokesperson for advertisement of a luxury car is more effective than using for home computer. According to findings of Kamins, use of attractive celebrity for of unattractive products is not efficient. Similarly, in the findings of Kahle & Homer (1985, p. 954) it was pointed that advertiments presented by an attractive celebrity creates more positive attitude and purchase intent than the one which was an unattractive celebrity was presented. Kahle & Homer (1985) state that physical attractiveness match up with attractiveness potential of advertised product (an actress and a beauty product, this congruence will have a positive effect both for product and advertisement. When there is incongruence between attractiveness of the product and celebrity (an actress and a kitchen product) evaluations of the target group will not be affected. An attractive model is a source of information for a product about attractiveness (e.g. face cream). Advertisement make the audience think that using this product will increase her physical attractiveness like the model in the ad. It is a kind of adaptive information. A new source is searched when spokesperson of the advertisement cannot ease adaptation. If a perfume helps increasing physical attractiveness advertisement of this product must be presented by an attractive person. Image of an attractive, sexy model in perfume ad reveals much more information about features and benefits of the product.

Ang and Dubelaar (2006) believe that using an attractive model is not helpful for all products; attractive models are more effective for beauty products. In other words, features of product should match up with the image of it. Till and Busler (2000) found that in advertisement of an energy bar use of athlete as a source of message has more positive effects on brand attitudes and purchase intents. According to findings of Till and Busler (2000, p. 12) the factor efficient on congruence for this kind of product is not physical attractiveness of the source but expertise factor.

Kamins and Gupta (1994) tested the hypothesis in terms of not only for celebrity spokesperson/ product image congruence but also noncelebrity spokesperson/ product image congruence. For the findings of the study when spokesperson in the advertiments presents a product congruent to his/her image, it is found more attractive and persuasive, and attractiveness and persuasiveness affect attitude towards brand positively. On the other side, it is not valid for celebrity endorsements. In terms of advertisement effects, when it comes to noncelebrity spokespersons Spokesperson/product congruence is not important.

To sum up, efficiency of congruence depends on good congruity between expertise, persuasiveness and attractiveness features of source. Celebrity spokesperson in advertisement can be a famous model, actor, sportsman, showman or even a well-known doctor. Some of them will be effective because of their physical attractiveness, some of them for persuasiveness and the others for expertness. Endorsement of a beautiful, handsome, attractive celebrity doesn't ensure success of the ad. Attractive celebrities for some products or experts for some products can make the advertisement effective. Audience perceptions about celebrities should be analysed carefully and congruity of celebrity image between products to be advertised should be given importance.

1.2. The Self Image Congruity Theory

Consumers purchase products either for their functional benefits or their images and they use them to express their own egos. Products with these images play a role of communication tool. The Self Image Congruity Theory emerges from this idea. Accordingly, the theory has been started to be used in explaining consumer attitudes and advertiments effects as well.

Advertisements that describe the product or service as being congruent with the audience's self-concept are hypothesized to be superior to advertisements for a similar product or service which are incongruent with audience members' self-concept (Zinkhan, Haytko & Ward, 1996, p. 5). The Self Image Congruity Theory is based on self-concept in psychology. It seems many scientists agreed on the meaning that self-concept is "total of an individual's thoughts and feelings related with him/ her (Sirgy, 1982, p. 287). Zinkhan and Hong (1991) define self-concept as "information about himself activating his other behaviours" or "an individual's subjective ideas and images they created for themselves" (p. 348). Sirgy (1982) put forward self-image concept as a measurable structure starting from self-esteem concept. Self-image is a four dimensional structure (Johar & Sirgy, 1991, p. 24): Actual self-image, ideal self-image, social self-image and ideal social self-image. Actual self-image (or self-image belief) is "individual's perceptions about who in fact he is". Ideal self-image (ideal self, idealized self or desired self) "depicts an individual's self- image as the person he ideally likes to be. Social self-image (looking-glass self or presenting self) is image "what he believes others see him as". Ideal social self-image (desired social self) is, "what he ideally likes to be seen by others". Individual can experience at these four self-image level congruity or incongruity between product/brand/ store and self-image. That is, four types of self-image congruities actual self-image congruity, ideal self-image congruity, social self-image congruity and ideal social self-image congruity.

According to Sirgy et al., (1997) "consumer behaviour is identified by congruence (self-image congruity) emerges from a psychosocial comparison including the product user- image and the consumer' self- concept (actual self-image, ideal self-image, social self-image)" (p. 230). According to Sirgy et al., (2008), "self-image congruence refers to the match between consumers' self-concept (actual self, ideal self, etc.) and the user image of a given product, store, sponsorship event, etc." (p. 1091). Individuals always compare their own self- image beliefs and product- image perceptions. Self- image/ product image congruity or incongruity results from this comparison.

Sirgy and Danes (1982) claimed self- image perceptions and consumer's self-image perceptions interact at four different conditions:

(1) A positively valued self-image is matched with a positively valued product image and "positive self- congruity" occurs, (2) a negatively valued self-image is compared with a corresponding positive product-image, then "positive self- incongruity" occurs, (3) "negative self- incongruity" can appear when a negative product-image is matched against a negative self-image, (4) "negative self-incongruity" can come out if a negative product-image and a positive self-image. These interactions affect purchase motivation. "Positive self- congruity" creates the strongest purchase motivation, and others follow it subsequently (p. 557) .

Consumer would like to protect and maintain positive self-image thus motivates himself to buy positive products (positive self-image congruity). Consumer is motivated to buy products which can bring him to ideal self-image (positive self-image incongruity). Consumer avoids buying products which degrade or humiliate him/ her (negative self- image congruity and incongruity). Consumers will be motivated to buy products whose images interact with his/ her self-image. Consumer looks for congruity between his behaviours and self- image and avoids incongruity. This trend is result of self-esteem needs and self-consistency needs (Sirgy, 1982).

1.3. Research Questions

The paper investigates the role of congruity between advertisement spokesperson and audience on expected advertisement effects by taking into consideration basic assumptions of Match-up Hypothesis and Self Image Congruity. Research questions detailing this basic principle are as follows:

RQ1: Does actual self-image congruity change according to celebrity spokesperson type?

RQ2: Does ideal self-image congruity change according to celebrity spokesperson type?

RQ3: Does advertisement attitude change according to celebrity spokesperson type?

RQ4: Does brand attitude change according to celebrity spokesperson type?

RQ5: Does purchase intent change according to celebrity spokesperson type?

2. Materials and Method

10 advertiments aired on TV in which attractive, expert and funny celebrities starred were selected to show subjects within the scope of the study. Since recall potential of subjects was low firstly these ads were showed then questionnaire were given to them to determine congruity between image of spokesperson and audience self-image and advertisement effects. For this reason it is quasi experimental study. Necessity of showing advertiments makes it compulsory to study with students. Sample group of the study comprised of 200 subjects from various faculties and departments at Uşak University was selected by simple random selecting method. Analyses were made from the data obtained from 192 questionnaires. 52% of subjects was female, 48% is male. Mean age is 20 and their monthly expense is 587 TL.

10 advertiments in which celebrities starred were selected for advertiments sample. The advertiments and celebrities are: Clear Man (Burak Özçivit), Elidor (Serenay Sarıkaya), Nescafe (Sarp Apak, Öner Erkan), Alfa Romeo Giulietta (Uma Thurman), Citroen Elysee (Sebastien Loeb), Patos (Ezgi Mola), TEB (Olgun Şimşek), Odeabank (Hüyla Avşar), Opet (Arda Turan), Papia Tuvalet Kağıdı (Burcu Çetinkaya). Burak Özçivit, Serenay Sarıkaya, Uma Thurman, Hülya Avşar were selected as “attractive celebrity”; Sebastian Loeb, Arda Turan, Burcu Çetinkaya as “expert celebrity”; Sarp Apak ve Öner Erkan, Ezgi Mola, Olgun Şimşek as “funny celebrity”. Advertiments in which main character is woman were shown to female subjects; the others in which main character is man were shown to male subjects. Then congruity datum between funny, expert, attractive celebrity and self- image were collected and they were compared with advertisement effects such as advertisement attitude, brand attitude and purchase intent.

To determine celebrity spokesperson/ audience self- image congruity (actual and ideal) a 27 item semantic differential adjective list was used. Before preparing the list, mostly used adjectives in these kinds of studies in literature was detected. By considering the characteristics of the players in the advertiments to be shown to subjects was updated and a new draft of adjective list was prepared. And then a group of 60 people representing student sample group was presented the new list, they were asked to give score these adjectives on 5 point Likert Scale, add adjectives which are meaningful for them at the end of list and score them as well. Finally 27 adjectives above average score were decided to be used. Those 27 adjectives with their antonyms (cheerful x melancholic) were used as 7 point semantic differential scale in the study. Compound of adjectives were used to analyse actual self- image, ideal self- image and celebrity spokesperson image.

In determining self-image congruity scores (actual and ideal) Sirgy's (1982) traditional method was used. Accordingly, self- image congruity scores are calculated after finding differential score between scale scores. In literature different mathematic formulas are used in identifying score difference. In this study, absolute difference method was used. Factor of actual self-image congruity is calculated by mean of absolute difference between actual self-scores of the subject and advertiments spokesperson image score, ideal self-image factor by mean absolute difference between self-image scores and celebrity spokesperson image scores.

In calculating advertiments attitude and brand attitude scores 5 point Likert Scale (1 “I totally disagree”, 5 “I totally agree”) which has a 4 item advertisement and brand attitude scales were

used. In measuring advertisement and brand attitude, Advertisement attitude scale of Holbrook and Batra (1987) whose Cronbach's Alpha coefficient is .83, brand attitude scale whose Cronbach's Alpha coefficient is .91. Purchase intent was calculated by 5 point Likert Scale in which expression (1 "I totally disagree", 5 "I totally agree") exists with only one item of "I would like to buy this brand".

3. Findings

3.1. Self-Image Congruity According to Celebrity Spokesperson Type

Result of Kruskal Wallis H-test conducted to answer the question "Is there significant difference in actual self-image according to celebrity spokesperson?" is given in Table 1.

Table 1. According to Celebrity Spokesperson Type Actual Self Image Congruity Kruskal-Wallis Test

Celebrity Type	n	Mean Rank	sd	X^2	p	Significant Difference
Attractive	88	96,24				Funny- Expert
Funny	58	113,11	2	11,426	,003	Attractive-expert
Expert	46	76,04				

Results of analysis show that there is significant difference between advertisement spokesperson and self-image congruity scores of the subjects according to celebrity spokesperson type [$X^2 (2) = 11,426, p < .05$]. Celebrity spokesperson type in advertisement has various effects on increasing actual image congruity. Considering mean rank of the groups the highest actual image congruity occurs with funny advertisements attractive and expert celebrities follow them. Mann Whitney U-test was applied to find out which advertisement celebrity spokesperson that significant difference in actual self-image congruity depends on. Mann Whitney U-test indicates that congruity between funny and attractive celebrity spokespersons and actual self-image is higher than the congruity between expert celebrity spokespersons and actual self- image.

Result of Kruskal Wallis H-test conducted to answer the question "Is there significant difference in ideal self-image according to celebrity spokesperson?" is given in Table 2.

Table 2. According to Celebrity Spokesperson Type Ideal Self Image Congruity Kruskal-Wallis Test

Celebrity Type	n	Mean Rank	sd	X^2	p	Significant Difference
Attractive	88	83,41				Funny - Attractive
Funny	58	135,26	2	12,948	,000	Funny -Expert
Expert	46	72,66				

Results of analysis show that there is significant difference between advertisement spokesperson and ideal self-image congruity scores of the subjects according to celebrity spokesperson type in advertisement [$X^2 (2) = 12,948, p < .01$]. Celebrity spokesperson type in advertisement has different effects on increasing ideal image congruity. Considering mean rank of the groups the highest ideal image congruity occurs with funny celebrity spokesperson advertisements, attractive and expert celebrities follow them. Mann Whitney U-test was applied to find out which advertisement celebrity spokesperson that significant difference in ideal self-image congruity depends on. Mann Whitney U-test reveals that congruity between funny

celebrity spokespersons and ideal self-image is higher than the congruity between expert and attractive celebrity spokespersons and ideal self- image.

3.2. Advertisement Effects According to Celebrity Spokesperson Type

Results of Kruskal Wallis H-test conducted to answer the question “Is there significant difference in Advertisement Attitude according to celebrity spokesperson?” are given in Table 3.

Table 3. According to Celebrity Spokesperson Type Advertisement Attitude Kruskal-Wallis Test

Celebrity Type	n	Mean Rank	sd	X^2	p	Significant Difference
Attractive	88	100,88				Funny-Expert
Funny	58	112,99	2	18,573	,000	Attractive-Expert
Expert	46	67,33				

Results of analysis show that there is significant difference between advertisement attitude scores of the subjects according to celebrity spokesperson type in advertisement [X^2 (2)= 41,576, $p < .05$]. Celebrity spokesperson type in advertisement has different effects on increasing advertisement attitude. Regarding mean rank of the groups it is noticed that the highest advertisement attitude score belongs to funny celebrity spokesperson advertisements attractive and expert celebrities follow them. Mann Whitney U-test was applied in order to learn which significant difference between advertisement celebrity spokespersons that significant difference in advertisement attitude depends on. Mann Whitney U-test infers that meaningful difference between funny celebrity spokesperson advertisements and attractive celebrity spokesperson advertisements is higher than the ones in which expert celebrity spokespersons play.

Result of Kruskal Wallis H-test conducted to answer the question “Is there significant difference in Brand Attitude according to celebrity spokesperson?” is given in Table 4.

Table 4. According to Celebrity Spokesperson Type Brand Attitude Kruskal-Wallis Test

Celebrity Type	n	Mean Rank	sd	X^2	p
Attractive	88	101,54			
Funny	58	100,33	2	4,198	,123
Expert	46	82,03			

Results of analysis indicate that there is no significant difference between advertisement attitude scores of the subjects according to celebrity spokesperson type in advertisement [X^2 (2) = 2,039, $p > .05$]. Celebrity spokesperson type in advertisement has got similar effects on increasing brand attitude. Mean rank of the groups is nearly same.

Result of Kruskal Wallis H-test conducted to answer the question “Is there significant difference in Purchase Intent according to celebrity spokesperson?” is given in Table 5.

Table 5. According to Celebrity Spokesperson Type Purchase Intent Kruskal Wallis Test

Celebrity Type	n	Mean Rank	sd	X^2	p
Attractive	88	93,86			
Funny	58	99,57	2	,420	,810
Expert	46	97,67			

Results of analysis point that there is no significant difference between purchase intent scores of the subjects according to celebrity spokesperson type in advertisement [$X^2(2) = 420$, $p > .05$]. Since means of the groups are similar celebrity spokesperson type has similar effects in increasing purchase intent.

3. Conclusion and Discussion

Match-up Hypothesis widely accepted in literature defends that qualitative congruence between advertisement spokespersons and product increases effects of advertisement. Self-Image Congruity Theory claims that congruence between product, brand, and point of purchase etc. typical consumer image and self- image affect customer behaviours. This quasi-experimental research based on two theories specifies that self- image congruity between celebrity advertisement spokespersons with different characters and audience takes notable role in effects of advertisement attitude, brand attitude and purchase intent.

Statistical analyses to approve this basic argument bring out that there is difference between the audience's images related to funny, attractive and expert celebrities and their self- images. Ohanian (1990) states "that expert celebrities in their field are accepted as persuasive, professional and reliable people. Attractive celebrity is stylish and sexy celebrity that consumer knows, likes, likens to himself/herself. An advertisement's features of familiarity, likability, similarity, stylishness, sexuality make it 'an attractive source' "(p. 41). Previous studies generally dealt with attractiveness and expertness as Match-up factors, but they didn't test funniness of celebrities. In fact, according to results of this paper, audiences show actual self-congruity highly with advertisement celebrities. Attractive celebrities come after. Audiences indicate actual self-congruity at least with expert celebrities. When it comes to objective and realistic evaluation of one's himself/herself (actual self- image) audiences find funny celebrities friendlier than attractive and expert celebrities. In this study, advertisement spokespersons in expert celebrity category are gifted, successful footballers and car racers.

On the other hand, there is a self that individual "likes to be" inside him/her. Evaluation of this is difficult for person; however it doesn't mean that he is cruel to himself. Hence it is expected that congruity between audience's self-image and model, TV series actor. While results of the analysis stresses that as it is the same thing in actual self-image, audience find funny advertisement spokesperson closer to the person they like to be. Mean age of the subject can explain this situation. This age group likes enjoying and pretending to be comic person. Probably, they believe funny people are more popular. In short, it is very normal that audience likes the advertisements in which a comic person starring.

Approval of an advertisement is the most important effective criterion. Celebrity spokespersons in advertisement which young subjects were shown that the study includes have various roles. Audiences like advertisements in which funny and attractive celebrities take part, while they like the advertisements where professionals take part. The most significant factor that advertisements are approved is attractiveness of celebrity not his ability, expertness, reliability. This finding relatively agrees with the findings of Ohanian (1990), Kahle and Homer (1985). Kahle and Homer (1985, p. 954) believe advertisements presented by attractive celebrity creates more positive attitude and purchase intent towards the product than unattractive ones. Ohanian (1990), Till and Busler (2000) stress expertness is one of the factors when congruity between celebrity spokesperson and product is seen. Nevertheless the paper states that expertness is not as important as other factors in congruity between both self- image and advertisement effects. Attractiveness, funniness or expertness of celebrity spokesperson has not greater impact on approval and purchase intent of the product.

Although sample group of the study makes it difficult to generalize the results; the most vital outcome of the paper is that it is suitable approach when advertisement applicants endorse ads with funny celebrities nearly in all advertisement of products especially for the youth. Attractive celebrities also play but expert ones do not appeal to this demographic group. Future studies should be carried out for different advertisement forms with greater and various sample groups.

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Sponsorship Activities of Oil Companies as a Communication Tool in Turkey

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1. Introduction

The enterprises communicate with their target markets by means of many instruments and methods such as newspapers, magazines, television, billboards, advertisements, fairs, meetings and public relations. The specific and extensive one among them is public relations.

Public relation is an application that is based on two-way communication from enterprise to target market and vice versa. This two-way communication is carried out through the applications described as “applications of public relations” such as media relations, corporate identity / corporate image, internal public relations, crisis management, lobbying, corporate advertising, social responsibility and sponsorship (Canöz, 2010, p. 20).

Today, sponsorship is one of the most popular communication instruments which are used by every kind of small or big enterprises to introduce themselves to the target markets and meet them and also to create a friendly atmosphere (Bakan, 2005, p. 130). The target markets have an advantage to reduce or set off the cost (Aktaş, 2011, p. 221); and the enterprises have a chance to socialize and introduce themselves to the society, to increase their recognition and to fulfil communication targets (Büyükbaykal, 1999, p. 427).

Sponsorship can be described as supporting the individuals, groups, teams and organizations in terms of money, materials or service to achieve corporate objectives in the fields of sport, art, culture and social activities (Ball, 1993, p. 19) ; it can also be described as planning, organizing, performing and controlling all these activities. It is approached under three categories as Public Relations, Advertisement and Marketing (Okay and Okay, 2005, p. 441-443).

Objectives of public relations; strengthening corporate identity and corporate image, advertising the name of the enterprise for target groups, winning the target market’s approval, attracting the media attention, improving in-house relationships and providing opportunity for entertainment.

Objectives of the advertisement: advertising the products banned in the media, supporting the products and making use of other advertisement opportunities.

Objectives of marketing; making a product attain a place in the market, making a change in marketing policy, introducing a new product, encouraging the use of a product, encouraging the sellers, availing international marketing works.

Sponsorship contains a wide range of themes such as art, science, education, sports and award ceremony (Erdem, 2009, p. 49) and has also types like sport, culture-art, environment, education, health (Erciş, 2012, p. 117-118), program, adventure, travel and activity. It has also two types as major and sub-sponsorship in terms of the support for the activity and the position of the corporation in the activity (Brückner and Schorman, 1996, p. 55-64).

Sponsorship forms a three-way relationship containing consumer, product and the sponsor (Erciş, 2012, p. 123). For this reason, according to the size of their support, the enterprises that sponsor want their own corporate identity factors such as insigne, logo and tradename to be seen in the media, billboards open to public, advertisements and in the clothes of the authorities and contestants who make press release (Brückner and Schorman, 1996, p. 8). In this way, they aim to make a positive contact with the target market by showing their support for the benefits of society. A well planned and organized sponsorship activity makes a good impression on the consumers, so it creates a high awareness for both enterprise and the product (Erciş, 2012, p. 123).

Fuel companies, which have important shares in national economies, are among sectors receiving widespread media attention about their sponsorship. However, there are not sufficient scientific researches that give the data such as the number of the sponsorship of the companies in terms of what fields these sponsorship activities, performed by the national and international fuel companies in our country, focus on and how big they are, how long they last, whether they appear on websites or not and their ownership structure. In this study, the sponsorship activities of the fuel companies were approached on the basis of necessity. The data related to sponsorship and obtained from the web sites and search engines were analysed.

2. Literature Review

When looking into the literature that studies the sponsorship activities of the fuel companies, we come across two studies about this field. The first of them is the study carried out collectively by Karademir, Devecioğlu and Özmaden; and the second one is Ayhan Erdem's study.

Karademir, Devecioğlu and Özmaden (2010, p. 80) found out in their study called "A Review on Sports Sponsorship within Sector Concepts" that among the enterprises which operate in various sectors the one with the highest knowledge level of sponsorship concept is fuel sector. In other words, they found out that the most well-informed sector about sponsorship is the fuel sector.

The study of Ayhan Erdem (2009, p. 42-64) named "The Importance of Consumer Behaviours to Determine the Strategies of Integrated Marketing Communication" that consists of the data obtained by means of questionnaire technique in 10 different cities of Turkey with 1001 drivers older than 18 is one of the researches that give data about the sponsorships of the fuel company. In Erdem's study, (2009) it turned out that the sponsorship activities of fuel companies were effective in marketing communication along with advertisement, customer relationship management, direct marketing, sales development, personel selling, point of purchase communication and public relations. In other words, it is understood that fuel companies makes use of sponsorship activities to communicate with their target markets. The fact that fuel companies provide financial support with cultural activities like music, festival and fine arts and sponsor various activities of universities and conferences attract attention in the effectiveness of sponsorship for communication.

3. Methodology of the Study

This study, which aims to reveal to what extent the fuel companies in Turkey benefit from the sponsorship activities as a communication instrument, contains the sponsorship activities of the distributor companies between 2012-2015 with %2.0 and more share in the market according to January-December 2015 Oil Market Report of Energy Market Regulatory Authority. In this regard, the data of 8 companies were studied. Four of these are local and the other four are global companies in terms of their ownership structure.

A coding table was created using the information that was obtained by scanning books and articles about sponsorship. The web sites of the companies and sponsorship activities to be reached in search engines were evaluated using this coding table. In the study where content analysis method was carried out, the standard template measured what companies the attained sponsorship activities to get standard data belonged to, ownership structure of the sponsor company, whether there was a sponsor link in the website, the year of the sponsorship, geographic magnitude of the sponsored activity, whether the sponsorship was going on or not, the category of the sponsorship, the size of the sponsorship services, quality of the sponsorship,

support form and the period of sponsorship. The data obtained from the measurements were evaluated by SPSS 15.0 statistic packet program.

Frequency analysis was used to determine the percentage distributions of the data obtained in the study; and chi-square analysis was used to reveal the relationships between the data.

Basic questions of the study:

Question 1.) What kinds of sponsorship do the fuel companies prefer most?

Question 2.) Do the national companies or international companies carry out the sponsorship activities most?

Question 3.) What or who do the fuel companies sponsor most?

4. Findings

This study, which aims to reveal to what extent the fuel companies often reported in the news about sponsorship benefit from sponsorship to communicate with their target markets, contains the results of the sponsorship studies performed by the 8 fuel companies between 2012 and 2015. Considering this fact, it is aimed to draw a conclusion about fuel companies' usage level of sponsorship in Turkey.

The descriptive statistics of the findings obtained from the study are listed below:

4.1. Fuel Companies in Turkey

According to the January-December 2015 Oil Market Report of Energy Market Regulatory Authority, there are 65 big and small distributor companies in fuel sector in Turkey (Energy Market Regulatory Authority). These companies are classified into 8 categories in total when they are listed from big to small in terms of their shares within the sector, the ones with the least 2.0% share also included. In the fuel sector in Turkey, OMV Petrol Ofisi INC. get the greatest share with 24.36% share. Then, respectively Opet Petrol INC. get 16.77%, Shell&Turcas Petrol INC. 15.95%, BP Petrol INC 8.52%, TOTAL OIL Turkey INC. 5.56%, TP Petrol INC. 4.39%, Lukoil INC. 2.57% and Aytemiz INC. get 2.16%. This situation shows that the company to get the greatest share is OMV Petrol Ofisi INC. in the fuel sector of Turkey.

Table 1: The companies with % 2.0 and more share in the fuel sector in Turkey

	Total Sale Amount (ton)	General Market Share Percent (%)
OMV Petrol Ofisi A.Ş.	5.546.818	24,36
Opet Petrolcülük A.Ş.	3.818.312	16,77
Shell&Turcas Petrol A.Ş.	3.631.847	15,95
BP Petrolleri A.Ş.	1.939.629	8,52
TOTAL OIL Türkiye A.Ş.	1.265.502	5,56
TP Petrol A.Ş.	999.796	4,39
Lukoil A.Ş.	585.235	2,57
Aytemiz A.Ş.	492.138	2,16

4.2. Distribution Ratio of Sponsorship According to the Companies

When looking into the distributions of the total sponsorship activities, in terms of individual companies, performed by the companies that operate in fuel sector and that are included in the sample, it is seen that the most sponsorship activities are carried out by Opet with %28.4; and then respectively we see 17.0% OMV Petrol Ofisi Corporation, 14.8% BP, 12.5%

Shell&Turcas, 9.1% TOTAL, 9.1% Lukoil, %5.7 TP Petrol and with 3.4 Aytemiz. The data show that Opet sponsors most in terms of individual companies.

Table 2: The shares of the companies in total sponsorship activities

	Frequency	Percent	Valid Percent
Opet	25	28,4	28,4
OMV Petrol Ofisi	15	17,0	17,0
BP	13	14,8	14,8
Shell&Turcas	11	12,5	12,5
TOTAL	8	9,1	9,1
Lukoil	8	9,1	9,1
TP Petrol	5	5,7	5,7
Aytemiz	3	3,4	3,4
Total	88	100,0	100,0

4.3. Ownership Structure and Sponsorship Activities of Fuel Companies

When looking into the companies with 2.0% and more share in the fuel sector in Turkey, totally 8 companies are seen to fall into this category. The distribution of them in terms of ownership structure consists of 50.0% national scale companies and 50.0% global scale companies.

Table 3: Ownership structure of sponsor companies

	Frequency	Percent	Valid Percent
National	4	50,0	50,0
Global	4	50,0	50,0
Total	8	100,0	100,0

The fuel companies in Turkey have carried out totally 88 various types of sponsorship activities for the last 4 years including 2012-2015 years. When we look into the distribution of the activities in terms of the ownership structure of the companies it is seen that global companies perform 52.3% and national companies perform 47.7% of them (see Table 4). These values show that most of the sponsorship activities of fuel sector are carried out by global scale companies.

Table 4: Distribution of total sponsorship activities in terms of the ownership structure of the companies

	Frequency	Percent	Valid Percent
Global	46	52,3	52,3
National	42	47,7	47,7
Total	88	100,0	100,0

4.4. Sponsorship Information in the Websites of the Fuel Companies

Nowadays internet based websites are from important instruments used by the enterprises to give information to the target market and create a positive image about themselves. For this reason, when we check if there is a sponsorship link in the websites of the companies giving data to the study, it is seen that only BP and TOTAL have a sponsorship link, but the others do not. The rational distribution of this situation can be considered that 25.0% of them have a sponsorship link and 75.0% of them do not. In accordance with this data, it can be said that majority of the fuel companies in Turkey do not have a sponsorship link.

Table 5: Whether there is a sponsorship link in the website of the companies or not.

	Frequency	Percent	Valid Percent
There is	2	25,0	25,0
There is not	6	75,0	75,0
Total	8	100,0	100,0

4.5. The Distribution of the Sponsorship Support of the Fuel Companies By Years

When we check if the sponsorship activities of the fuel companies operating in Turkey show an alteration according to the years, it is seen that within last 4 years they have performed 20.5 % of their sponsorship activities in 2012, 23.9 % in 2013, 25.0 % in 2014 and 30.7 % of them in 2015. This situation shows that the companies focus on sponsorship activities more from past to present and they also carry out more sponsorship activities.

Table 6: The distribution of sponsorship by years

	Frequency	Percent	Valid Percent
2012	18	20,5	20,5
2013	21	23,9	23,9
2014	22	25,0	25,0
2015	27	30,7	30,7
Total	88	100,0	100,0

4.6. The Topography of the Sponsored Activities

When looking into the data related to either the activities performed by the fuel companies are global or local (see table 7), it is seen that 62.5 % of the sponsorships are local scale and 37.5 % of the sponsorships are global scale activities. According to these results, it can be said that the fuel companies in Turkey generally sponsor the local level activities.

Table 7: The topography of the sponsored activity

	Frequency	Percent	Valid Percent
National	55	62,5	62,5
Global	33	37,5	37,5
Total	88	100,0	100,0

When we check if these sponsorships are going on, it is seen that 76.1 % of them are over and 23.9 % of them are still going on (See Table 8).

Table 8: Whether the sponsorship is going on or not

	Frekans	Percent	Valid Percent
Over	67	76,1	76,1
Going on	21	23,9	23,9
Total	88	100,0	100,0

There is a significant relationship between the ownership structure of the fuel companies and the topography of the activity that they prefer to sponsor ($X^2=6,425$; $p<,05$). Accordingly, local companies sponsor local organizations at the rate of 76.2 % and global organizations at the rate of 23.8 %; global companies sponsor local organizations at the rate of 50.0 % and global organizations 50.0 %. From this point of view, it can be said that local companies prefer to sponsor local organizations to a large extent.

Table 9: The relationship between the ownership structure of the companies and the topography of the sponsored activity

Ownership structure of the sponsorship company	The topography of the sponsored activity			Total
	Local	Local	Global	
		32	10	42
		76,2%	23,8%	100,0%
		58,2%	30,3%	47,7%
		36,4%	11,4%	47,7%
	Global	23	23	46
		50,0%	50,0%	100,0%
		41,8%	69,7%	52,3%
		26,1%	26,1%	52,3%
Total	Count	55	33	88
		62,5%	37,5%	100,0%
		100,0%	100,0%	100,0%
	% of Total	62,5%	37,5%	100,0%

$X^2 = 6,425$; $df=1$; $p= ,001$

4.7. The Sponsorship Categories Preferred to Be Sponsored by the Fuel Companies in Turkey and the Magnitude of the Sponsorship

When looking into the findings to determine in what categories the sponsorship activities are most preferred by the fuel companies, it is seen that sports activities are in the first place (33.0%), culture-art is in the second place (28.4%), occasion is in the third (19.3%), social is in the fourth (9.1%), environment is in the fifth (8.0%), adventure-travel in the sixth (1.1%), and finally program sponsorship is in the last place (1.1%). According to these findings, it can be said that fuel companies prefer to sponsor sports and culture-art activities most.

Table 10: Sponsorship categories that the companies prefer to sponsor

	Frequency	Percent	Valid Percent
Sports	29	33,0	33,0
Culture-Art	25	28,4	28,4
Occasion	17	19,3	19,3
Social	8	9,1	9,1
Environment	7	8,0	8,0
Adventure-Travel	1	1,1	1,1
Program	1	1,1	1,1
Total	88	100,0	100,0

There is again a significant relationship between the sponsorship categories that are preferred by the fuel companies and whether there is a link in their website or not ($X^2 = 17,191$; $p < ,05$). This significance draws attention especially in the column that contains the data about social sponsorship and it is seen that many of the companies that prefer social sponsorship have a sponsorship link in their websites. Accordingly, there is a sponsorship link in the websites of 75.0 % of the companies that prefer social sponsorship while 25.0 % of them do not have.

Table 11: The relationship between the link in the website and the sponsorship category

Sponsorship link in the website	Sponsorship category								Total
		Sports	Culture -Art	Environment	Social	Adventure-Travel	Program	Occasion	
There is		9	4	1	6	0	0	1	21
		42,9%	19,0%	4,8%	28,6%	,0%	,0%	4,8%	100,0%
		31,0%	16,0%	14,3%	75,0%	,0%	,0%	5,9%	23,9%
		10,2%	4,5%	1,1%	6,8%	,0%	,0%	1,1%	23,9%
		20	21	6	2	1	1	16	67
		29,9%	31,3%	9,0%	3,0%	1,5%	1,5%	23,9%	100,0%
		69,0%	84,0%	85,7%	25,0%	100,0%	100,0%	94,1%	76,1%
		22,7%	23,9%	6,8%	2,3%	1,1%	1,1%	18,2%	76,1%
Total	Count	29	25	7	8	1	1	17	88
		33,0%	28,4%	8,0%	9,1%	1,1%	1,1%	19,3%	100,0%
		100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%
	% of Total	33,0%	28,4%	8,0%	9,1%	1,1%	1,1%	19,3%	100,0%

$X^2=17,191$; $df=6$; $p=,009$

When we look what magnitude of sponsorship is most preferred by the fuel companies, it is seen that they prefer main sponsorship with 84.1 % and sub-sponsorship with 15.9 %. According to these results, it can be said that fuel companies prefer to be main sponsor to a great extent.

Table 12: The magnitude of sponsorship support

	Frequency	Percent	Valid Percent
Main sponsor	74	84,1	84,1
Sub Sponsor	14	15,9	15,9
Total	88	100,0	100,0

4.8. The Types of Sponsorship Support of the Fuel Companies in Turkey and the Structures That They Sponsor

When looking into the types of sponsorship support of the fuel companies, it is seen that Monetary Sponsorship is in the first place (79.5%), Material Sponsorship is in the second place (13.6%) and Service Sponsorship is in the third place (6.8%). In the light of this data, we can say that most of the sponsorship supports of the fuel companies operating in Turkey are performed in the form of cash/money support.

Table 13: Types of sponsorship support

	Frequency	Percent	Valid Percent
Monetary Sponsorship	70	79,5	79,5
Material Sponsorship	12	13,6	13,6
Service Sponsorship	6	6,8	6,8
Total	88	100,0	100,0

When looking into the structures that are preferred by the fuel companies we can see that Occasion takes the first place (67.0%), Team is in the second place (15.9%), Group is in the third place (8.0%). The mass is in the fourth place (5.7%), and finally Individuals are in the

fifth and last place (3.4%). According to these results, It is seen that fuel companies in Turkey mostly prefer to sponsor Occasion.

Table 14: Structures to be sponsor

	Frequency	Percent	Valid Percent
Occasion	59	67,0	67,0
Team	14	15,9	15,9
Group	7	8,0	8,0
Mass	5	5,7	5,7
Individual	3	3,4	3,4
Total	88	100,0	100,0

4.9. Sponsorship Periods of the Fuel Companies

When looking into the findings about the sponsorship periods of the fuel companies, it is seen that they prefer to sponsor 1 year and less (68.2%) in the first place, and then 2-3 years (15.9%), 4-5 years (12.5%), and finally in the fourth place 6 years and more (3.4%). According to these findings, it can be said that most of the fuel companies in Turkey prefer sponsorship activities that contain the periods of 1 year or less. Long-termed sponsorship activities are the least preferred ones.

Table 15: The periods of sponsorships

	Frequency	Percent	Valid Percent
1 Year and less	60	68,2	68,2
2-3 Years	14	15,9	15,9
4-5 Years	11	12,5	12,5
6 Years and more	3	3,4	3,4
Total	88	100,0	100,0

5. Conclusions

This study aims to show, by means of websites analysis, at what level the fuel companies carry out the sponsorship that is performed in different levels, in different ways and categories to contact with the target market, to create a positive image and to support marketing works; it can be concluded from the study:

- In the fuel sector in Turkey OMV Petrol Ofisi INC. is the biggest company with the biggest share.
- In the fuel sector maximum sponsorship activities are performed by OPET.
- Half of the biggest companies operating in the fuel sector in Turkey are local (national) scale companies and the other half are global (international) scale companies.
- Global (international) scale companies carry out more sponsorship activities at national and international level.
- A great majority of the fuel companies do not have a sponsorship link in their websites. Only BP and TOTAL have a sponsorship link in their websites.
- The number of sponsorship activities of the companies increases from past to present.
- Fuel companies generally prefer to sponsor local (national) activities.
- Fuel companies generally prefer short-term sponsorships (1 year and less).
- Local (national) scale fuel companies prefer to sponsor local organizations more.
- Fuel companies mostly prefer to sponsor "sports" and "culture-art" activities.
- A great majority of the companies that prefer "social sponsorship" have a sponsorship link in their websites.
- Fuel companies prefer to be main sponsor to a large extent.

-Fuel companies perform a great majority of their sponsorship activities in the form of cash/money support.

-Fuel companies in Turkey mostly prefer to be sponsor for the ‘‘occasion’’.

As a result; fuel companies, especially global ones, have started to head towards sponsorship activities day by day to communicate with the target market and to create a positive image. They generally sponsor sports and culture-art activities and they perform main sponsorship by sustaining cash support. However, they can’t use their websites sufficiently to present their studies and to give people information about their activities through today’s new communication instruments like internet and social media.

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The Annexation Of Bosnia And Herzegovina And Representation Of Austrian Boycott On Humor Press During Ii. Constitutionalist Period

Ebru Davulcu, Mustafa Temel

1.Introduction

The oppressive and expansionist policies implemented by European states and Russia on Ottoman Empire during the disintegration have been particularly effective in the Balkans. Nationalist movements spreading from France and Balkan rebellions emerged with them left Ottoman Empire defenseless against Europe. Bosnia and Herzegovina problem can also be considered in the context of displacement desire of power relations between Europe and the Ottoman Empire, which was seen in the periods when the rebellions started in 1875, the Ottoman-Russian War of 1877-1878, San Stefano treaty on March 3, 1878 and Berlin Treaty on July 13, 1878, annexation of Bosnia and Herzegovina coming with Second Constitutionalist Period in 1908, and finally giving Bosnia and Herzegovina to Austro-Hungarian Empire in 1909.²

The Ottoman Empire could not respond militarily to the annexation of Bosnia and Herzegovina by the Austro-Hungarian Empire perceiving Second Constitutional Period as a threat in 1908. However, community has been informed through newspapers and magazines of that time. Newspapers and magazines concentrated on annexation of Bosnia and Herzegovina, Bulgarian declaration of its independence and the implementation of the boycott against the Austro-Hungarian goods in that process.

This issue has also appeared in the agenda of humor press. . the announcement of the Second Constitutional Period, humor press, enjoying liberation for a short time-about 9 months-, was published without censorship. During this period, many humor magazines started their publishing life, and these magazines were followed by intellectuals in particular (Öngören, 1998, p.60), social, political, economic and cultural criticism made by humorist were followed with interest.

Humor magazines published in the Second Constitutional period are divided into four groups by Çeviker. One of these groups is the Western-modern humor magazines and newspapers. These magazines include *Kalem*, *Cem*, *Boşboğaz ile Güllabi*, *Dalkavuk*, *Laklak*, *Kara Sinan*, *Karikatür*, *Hande*, *Diken* (Çeviker, 1988, pp. 17-22). Between these magazines started publishing in 1908 and publishing cartoons about the annexation of Bosnia and Herzegovina were *Boşboğaz ile Güllabi*, *Dalkavuk*, *Kalem*, *Davul*. For this reason, *Boşboğaz ile Güllabi*, *Dalkavuk*, *Kalem*, and *Davul* magazines will be examined in this study. The issues of magazines published are reached through Hakkı Tarık Us Collection and Atatürk library of Metropolitan Municipality of Istanbul. The dates used to display the magazines as sources are given in their original form, Rumi or Gregorian.

2.Method

The study is a qualitative historical research. This study was limited to *Boşboğaz ile Güllabi*, *Dalkavuk*, *Kalem*, and *Davul* magazines, and the cartoons on Bosnia and Herzegovina annexation, Bulgaria declaration of independence which is dealt historically together with the annexation and the Austrian boycott between September 1908 and March 1909 were selected.

² Bosnia and Herzegovina's location between two Slavic countries such as Serbia and Montenegro, and Austria, Austro-Hungarian Empire emerging in an important position to break the power of the Ottoman Empire in the Balkans and break the Ottoman dependent countries; and, the expansion of Russia with the San Stefano treaty in the Ottoman Empire perceived as a threat to the European states are important to understand these power relations.

The annexation of Bosnia and Herzegovina in October 1908, and giving it in February with an agreement with Austria-Hungary in 1909 are the reasons for selecting this date. 11 of 30 pcs cartoon set on the subject were used in the study. This corresponds to a 36 percent representation. Purposive sampling method was used in the selection of the cartoons. Selected cartoons were subjected to semiotic analysis.

3.Humor Press in II. Constitutional Period and *Kalem, Boşboğaz ile Güllabi, Dalkavuk, Davul* Magazines

3.1.Boşboğaz ile Güllabi Magazine

Was published between July 24 1324 and December 1, 1324 in 36 issues. The Owner was Hüseyin Rahmi, publisher was Tüccarzade Ibrahim Hilmi. In the first four issues, editor-in-chief was Hüseyin Rahmi and Ahmet Rasim and only Hüseyin Rahmi was seen after the fifth issue. The magazine was published twice a week on Mondays and Thursdays, and the sentences in the epigraph "This is a humor newspaper with photos to serve defending the law and homeland and nation with jokes" may provide information about the editorial policy. It says that humorous entertainment publication would be made and it would serve the country and nation in accordance with the law. "First Statement" , published in the first issue of magazine, referred to the boom in the field of press with the announcement of the Constitutional Period and *Boşboğaz ile Güllabi* also became wholly absorbed in the unruly flood of the press. The Magazine will deal with mankind's troubles with acting together with freedom advocates and shout out at the top of its lungs among people who got carried away with the love of the motherland. Taking the words that people could benefit from other newspapers, the magazine will deliver them to the public in a humorous manner, and also will endeavor for the journalists to laugh and get some rest and have fun. Reported that noone will be disparaged, the magazine also warned that sharp statements could be used from time to time because of loyalty to the truth. Specifically explaining that it will face the realities that were attempted to hide from the public, the magazine also announced that it would publish serious articles from time to time (*Boşboğaz ile Güllabi*, July 24, 1324, p.2).

3.2.Dalkavuk Magazine

Was published in 25 issues from 30th of August 1324 to 21st of February 1325. The director was Mahmut Kenan. The first 13 issues were published on Saturdays, on Thursdays from 14 issue to 25, and 25. issue was published on Saturday, and it was announced in the heading of the magazine that it will be published weekly because it refrained from harassing his Excellency and the nobles. The paper also included in the first issue; "Alem-i-matbuata suret-i Kabul (the issue for acceptance to publishing circles)" informed about editorial policy. In this paper, *Dalkavuk* questioned the ideas of other newspapers about its entrance to the press world; and *Mizan* magazine, huddled in a chair, said pay attention to every word that comes from the mouth because they would be questioned and *Metin* magazine informed about facing up to everything (*Dalkavuk*, August the 30th, 1908, p.2). This paper indicates that *Dalkavuk's* papers and cartoons will have lots of criticism.

3.3.Kalem Magazine

Was published in 130 issues from September 3rd, 1908 to June 29th, 1911. Publishers were shown as Salah Cimcoz and Celal Esat Arseven for the first 4 issues, and only Salah Cimcoz

after 4th issue. Responsible manager was Reşid bin Ayad with the 88 issue. "İfade-i Mahsusa (Special Statement)" is an important article to get information about the magazine's publishing life, which was published on Thursdays. It was reported in the article that the magazine was published with freedom and liberty emerged after Ottoman Basic Law. It was announced that because of boring publications of the newspapers published before the announcement of Freedom, -*Sabah* and *İkdam* newspapers- and the concern about the idea of freedom will not be applied and understood well in the Ottoman Empire *Kalem* magazine was published (Kalem, 3rd of September, 1908, p.2). Çeviker showed the reason for the magazine's closing as not enduring against the rule for a long time (Çeviker, 1988, p.145).

3.4.Davul Magazine

Was published in 24 issues between 14th of October 1324 and May 14th, 1325. The publisher and manager was Hasan Vasıf and Hamdullah Suphi was the editor-in-chief. The article published in the first issue of the weekly magazine on the cover informed about the purpose for publishing it. In this paper, it was expressed that the authors who are distant from their homeland for decades face the community with drums and the sound of the drums may rile some, their intents are pure and noble (Davul, October the 14th, 1908, cover page). Also in the article published under "Explanation little" title in the first issue, the magazine was announced as a refined intellectual humor. It was also expressed that some articles of *Fantasy* magazine published in France and some strange actions of the government would be published in the magazine, and it was also stated that articles praising only Europe and being an opponent of the Ottoman pureness (Davul, October the 14th, 1908, p. 2).

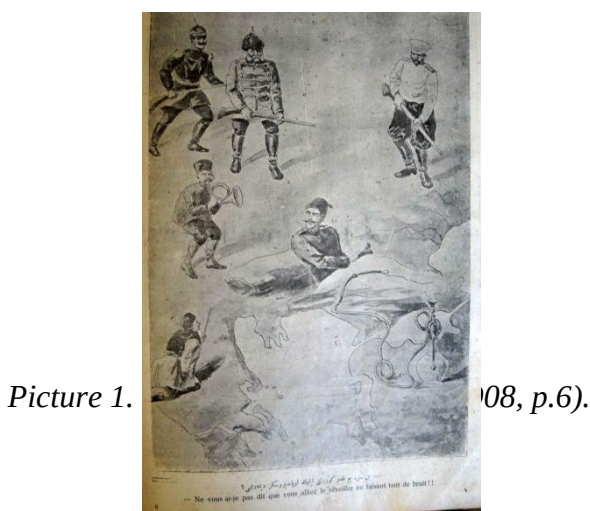
4.Representation of the annexation of Bosnia and Herzegovina in Kalem, Boşboğaz ile Güllabi, Dalkavuk, Davul magazines

European states made some political movements in order to be able have an influence in the Balkans territory of the Ottoman Empire which was weakened. Benefiting from the impact of nationalist movements emerged in France, European states started inciting the Christian population living in the Balkans against the Ottoman Empire, and they tried to support them to establish their own sovereignty. In this context, Herzegovina rebellion that broke out in June 1875 in Bosnia and Herzegovina which was connected to the Ottoman Empire, had a negative economic and social impact on Bosnia and Herzegovina. Although the Ottoman Empire began shipping troops to Russia and Serbia borders, Bulgaria and Serbia's supports in line with their ambitions and increase of foreign intervention made it difficult for the Ottoman Empire to suppress the rebellion. Rebellion returned to a Muslim-Serb conflict in time, and Austro-Hungarian Empire's involvement led the events to grow in this process. The insurgency grew and became an international issue with the involvement of European states (Yılmazata 2012, p.47-48). Russia, one of the states making policies on the Ottoman Empire, declared war on the Ottomans to realize its policies on taking advantage of the tension in the Ottoman Balkans.

In 1877-1878 war between Russia and Ottomans as a result of the Russia's attempt to provoke Balkan nation against Ottoman Empire in order to dominate Balkans and promote the Panislavist policy, the Ottoman Empire fought both in the Caucasus and Danube Fronts against Russia, Romania, Serbia, Montenegro and the Bulgarian volunteers. After Russians coming closer to Yeşilköy, the Treaty of San Stefano was signed on March the 3rd, 1878. Russians coming down to hot seas via Bulgaria, hindering India politics of Britain and Austrian annexation in Bosnia-Herzegovina and contradiction of this case with Germany's expansionist policies attracted the attention of European countries (Menekşe, 2013, p.1).

Upon the Treaty of San Stefano being against the European and the Austro-Hungarian Empire's insistence on European States, a new Congress convened in Berlin, and Treaty of Berlin was signed between the Ottoman Empire, Britain, Germany, Italy, France and Austria-Hungary on July the 13th, 1878. This agreement is a result of losing a large part of the Balkan lands and Ottoman Empire agreed Serbia, Bulgaria, Romania and Montenegro to become a principality of their own, which were subject to her once. Eastern Rumelia state was established and this province had various privileges connected to the Ottoman Empire.

Some items in the Treaty of Berlin are concerned Bosnia-Herzegovina in particular. According to this agreement, Bosnia and Herzegovina was adopted by the Austro-Hungarian Empire, and with The Treaty on Yenipazar sanjak on April the 21st, 1879 between Austria and Ottoman Empire the form of occupation and governing of Bosnia-Herzegovina were discussed



and agreed between the two states. Thus, Bosnia and Herzegovina was de facto out of the control of the Ottoman Empire and the state's activity and sovereignty influence over the province was weakened. Bosnians who lived under the rule of the Ottoman Empire for centuries and adopted the Turkish-Islamic culture, were forced to leave their land after they refusal to live under the administration of Austria (Çakmak, 2003, p. 19). -

The Ottoman Empire has declared Second Constitutional Monarchy on July the 24th, 1908. A cartoon on the expectations of European states on the Balkans with Constitutional period's announcement was published in *Kalem* magazine. In the cartoon, a soldier of the Ottoman Empire was drawn in a new awakened state on the Balkan lands. The soldier waking up in the cartoon refers to a shake with the declaration of the Constitution and a change for the Balkan policy of the Ottoman Empire. The water pipe in the cartoon represents the arbitrary approach of the administration. While the Constitutional Monarchy recovers the Ottoman Empire from an arbitrary management style, European states are disturbed by this situation.

Indeed, with the declaration of Second Constitutional Period, Austria-Hungary Empire was also nervous. Because Bosnia and Herzegovina is legally bound to the Ottoman Empire, they will be able to choose deputies for Ottoman parliament from here. So, the ties with the Ottoman Empire can also be strengthened further in Bosnia and Herzegovina. For this reason, the Austro-Hungarian Empire annexed Bosnia and Herzegovina with the approval of Germany on October the 5th, 1908 (Aydın, 2015, p.54-55). Another remarkable event in this process is the declaration of independence of Bulgaria. The excuse for the declaration of independence of Bulgaria was inviting all foreign embassies in a ceremony held in Istanbul by the Ottoman Empire but not the Bulgarian representatives. Thereupon, Bulgarian representative resigned from Istanbul and Bulgaria nationalized Turkish railways in the country. Made by Turkish but used by a company of Austro-Hungarian Empire, the support for nationalizing the railways coming from Austria-Hungary was important. The main factor in provision of this support was

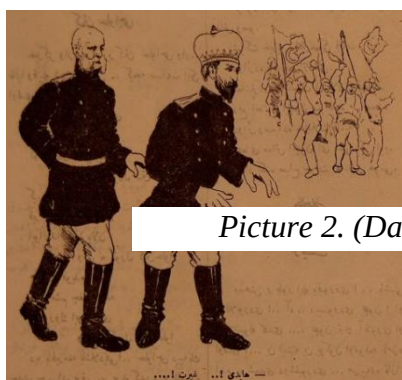
The Annexation Of Bosnia And Herzegovina And Representation Of Austrian Boycott

the waking of diplomatic crisis which will result in the declaration of independence of Bulgaria. The declaration of independence was also important for Bulgaria. Thus, the expected conditions were waited to occur. . The announcement of Second Constitutional Monarchy prepared the conditions expected and the Ottoman Empire focused on internal problems. In this case, taking the advantage, Bulgaria has declared its independence just before the annexation of Bosnia and Herzegovina.

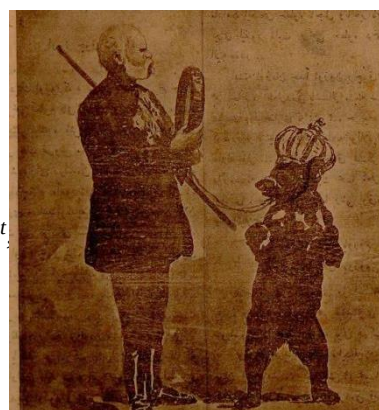
Humor magazines focused more on the declaration of the independence of Bulgaria than the annexation of Bosnia and Herzegovina in this process. The cartoons published were focused on two issues. The first of these was Bulgarian declaration of independence, and the other was on European countries' response against these.



In a cartoon published in *Davul* sent from New York by Enver pictured Mr. Ferdinand, holding a trumpet in his hands progressing to enter among other European countries and say that he is there as the king of Bulgaria. "European Orchestra and the new maestro" is written in Ottoman Turkish in the cartoon. What is noteworthy in the cartoon that Ferdinand is drawn funny and smaller than the kings of other countries and the only country that has a positive approach against Ferdinand is Austria. While Austria is smiling to Ferdinand, other countries are depicted wondering.



Picture 2. (*Davul*, October 21st).



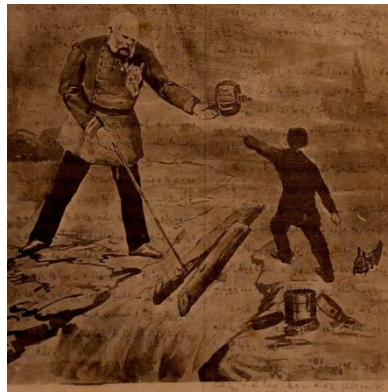
Picture 4. (*Dalkavuk*, January 22nd, 1324, p. 5). Picture 3. (*Dalkavuk*, October 25th, 1324, Cover Page).

The second focus in the cartoons on declaration of the independence of Bulgaria was on the relationship between Austro-Hungarian Empire and Bulgaria. This relationship is represented by Franz Joseph and Ferdinand's affair. Ferdinand was drawn as waiting for help from Franz Joseph for the independence in the cartoons. A cartoon on the subject was published

in *Dalkavuk* magazine. In the cartoon, Franz Joseph is pushing Ferdinand and saying "Come on! .. Strive! ". At the point he is pushing, Ottoman citizens are seen delighted with Turkish flags in their hands with the promulgation of the Second Constitutional. Franz Joseph is motivating Bulgaria for independence, benefiting from the announcement of the Constitutional period.

In another cartoon published in *Dalkavuk* magazine, Ferdinand is drawn in bear costume, playing with the tambourine played by Franz Joseph. While Franz Joseph is playing tambourine, he says "Wash your face at the Crane / listen your ancestors words / set his heart on the czarism/ Let me see if you can my boy / plays well my boy".

Austro-Hungarian Emperor Franz Joseph making Ferdinand play indicates pushing Bulgaria to declare its independence as soon as possible. They succeeded in this issue as a result, and Bulgaria reported its independence earlier than the annexation of Bosnia and Herzegovina and the responsibility of the deterioration of the Treaty of Berlin remained in Bulgaria.



Picture 5. (*Dalkavuk*, October 11th, 1324, Cover Page).

In a cartoon published in *Dalkavuk* magazine, Franz Joseph is passing a crown to a young child saying "Hushh, you can take it .. two logs fell to me from the flood ... ". Here, Bulgaria is represented as a child, the flood is the land lost by Ottoman Empire in the Balkans and Bosnia and Herzegovina are the two logs. The cartoon shows the open support to Bulgaria given by Franz Joseph.



Picture 6. (*Kalem*, December 18th, 1324, p. 8).

Another issue discussed in humor magazines related to Bulgaria's declaration of independence was whether the Ottoman Empire would recognize the independence of Bulgaria or not. A cartoon published in this regard in *Kalem* shows Ferdinand and his chamberlain speaking. Ferdinand says he does not know how to sign a letter for congratulation to Ottoman deputy -whether as Ferdinand the First or the czar of Bulgarians- and the chamberlain proposes

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signing as former Rumeli-i Sark governor. As an excuse to his explanation, he said that the Ottoman Empire would not recognize him in another way.

To be recognized by the Ottoman Empire, Bulgaria is required to pay compensation for the railway network to the Ottoman Empire. However, Bulgaria has paid only a portion of the compensation required in this regard. Humor magazines also criticized Bulgaria through the cartoons they published.

In a cartoon published in *Dalkavuk*, Ferdinand turns his pockets upside down and referring to his crown, says "Oh that heavy load on my head emptied my pockets." A woman listening to him says "Oh my boy is studying hi lessons," emphasizing on the justification of Ottoman Empire's request for compensation from the Bulgaria, and expressed satisfaction with the policy implemented (*Dalkavuk*, 15th of November 1324, p.5).



Picture 7. (*Kalem*, October 16th 1324, p. 9).

In a cartoon published in *Kalem* on the subject, Ferdinand is depicted in a worried position, sitting on his seat with a huge crown on his head. Ferdinand got his head between his two hands and "How heavy!" he said.

The Ottoman Empire decided to protest against the proclamation of Bulgaria's independence, and the annexation of Bosnia and Herzegovina and reported that the Empire protests Bulgaria and Austria governments on behalf of Ottomanism and humanity to the European press by telegraph (Çetinkaya 2014, p.104), then began to boycott Austria that will inflict a great damage (Elmacı, 1997, p.155). The boycott began as a random, unplanned act, but within a short span of two months, it became a planned movement that was organized at large (Yılmazata 2012, p.196).

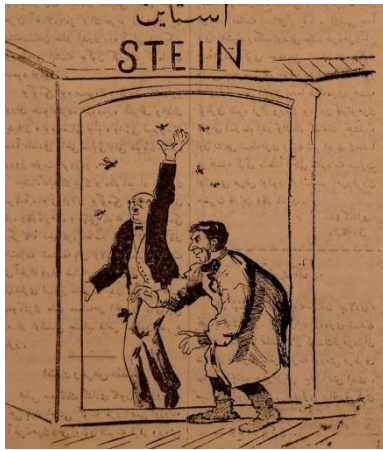
The boycott concerned Austria more, when compared to Bulgaria. Because Austria's economic presence in the Ottoman Empire was too large when compared to Bulgaria. Because the boycott movement aimed at mobilizing the public as the consumer, Austrian economic entity is more visible in the public sphere as compared to Bulgaria and it is a concrete target (Çetinkaya 2014, p. 99).

The main aim was to boycott the Austrian and Bulgarian goods to damage these countries' economy and to get the governments under pressure. Boycott was supported in public with the impact of constitutionalism and became a social movement that includes various social and political actors (Yılmazata 2012, p.186). Political organizations such as the İttihat ve Terakki (Committee of Union and Progress); civil organizations and various social circles; social classes like Muslim traders and workers; civil servants, teachers, doctors, lawyers and other professional groups and the Muslim people in general played an important role in this movement. As a social movement, boycott benefited from modern technology and collected individual agendas and interests of the different sectors of society in its site. Primary social actors such as artisans, merchants, workers class, government bureaucracy, professionals and

local notables played important roles in the boycott movement. At the same time, commercial activities of foreign traders and countries such as Austria-Hungary, together with Bulgaria, Italy, Greece and the United States in the Ottoman Empire were adversely affected by the boycott (Çetinkaya, 2015, pp. 27-28).

This situation was also represented in humor magazines. Cartoon on the left, published in *Dalkavuk* magazine depicted the owner of Stein stores having no customers. The reason behind the empty store was the boycott. The cartoon depicted two employees chasing flies in the store. The text says " - It is not onset of the season but ... ".

A cartoon was published in connection with not buying the fez imported from Austria to Ottoman Empire in *Kalem* magazine. Signed by Cemil Cem, the cartoon depicted Franz Joseph wearing a fez during greeting. Under the cartoon, "To defense fez factories, the emperor adopted fez as an official headgear for himself and Austrian army." is written. The caricature makes fun of Franz Joseph with wearing Fez and informing that when the Ottoman society moves in unity and solidarity, they have the power that can degrade the Austrian emperor in a ridiculous situation.



Picture 8. (*Dalkavuk*, December 4th, 1324, Cover Page).



Picture 9. (*Kalem*, December 4th, 1324, Cover Page).

In a cartoon published in *Boşboğaz ile Güllabi* magazine, port workers struggling not to unload Austrian goods from the ships under the boycott and exclude them are depicted. As text on the cartoon "Boycott: - However hard you try, we will not accept your goods that's it! ..." is used.



Picture 10. (*Boşboğaz ile Güllabi*, October 13th, 1324, Page 4)

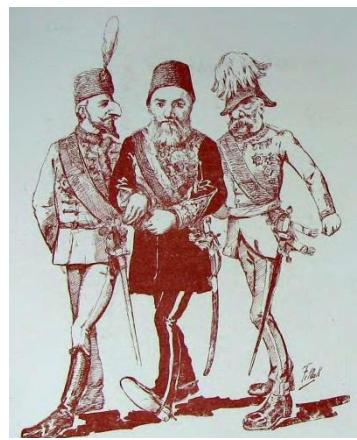
As the boycott begin to produce results, Peste Chamber of Commerce requested Austrian Foreign Affairs minister to do the necessary for Hungary industry that suffered from great losses. Similarly, Austrian traders began to pressure their states for the losses they suffered due to the boycott

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(Çetinkaya 2014, p.107-108). In addition, an Austrian merchant who came to Istanbul during the boycott, stated that a revolution can be seen in Vienna unless the boycott application is finished (Yılmazata 2012, p. 204).



Picture 11. (*Kalem*, December 18th, 1324, Cover Page).



Picture 12. (*Davul*, December 21st, 1324).

Austro-Hungarian Emperor was also willing to end the boycott as soon as possible. Therefore, pressure was applied on Kamil Pasha. This subject was also depicted in humor press. In Cemil Cem's cartoon called "Doomsday thuggery" published in *Kalem*, Franz Joseph, getting his hooks into Kamil Pasha, says "Either you take my goods, or I will show you!" .

In a cartoon published in *Davul* magazine, Franz Joseph and Ferdinand are depicted taking Kamil Pasha's arms trying to convince for a conference. The objective to hold the conference is to agree with Ottoman Empire on the annexation of Bosnia and Herzegovina and abolish the boycott application. The text "to the conference!" is used in the picture.

The Ottoman Empire reacted strongly to the decision on annexation of Bosnia and Herzegovina; but when realized she was alone against the attitude of the European states, and could not risk war, Bosnia and Herzegovina was given to Austria-Hungary on February 26th, 1909 (Aydin, 2015, p.54-55).



Picture 13. (*Kalem*, September 11th, 1324, Cover Page).

In a cartoon published in *Kalem* in this regard, an old man, "history" is written on his arm, recalls the past to Kamil Pasha, working at his desk, the Ottoman-Russian War of 1877, and say "Son, peace... peace Remember 1293 ". . Here the history reminded of Treaty of San Stefano that had to be signed after the Ottoman-Russian war and then Berlin Agreement. A new entry into the war by the Ottoman Empire because of the annexation of Bosnia and Herzegovina will cause history to repeat itself.

5. Conclusion

Bulgaria declared its independence in 1908 with the proclamation of the constitutional monarchy, and the Austro-Hungarian annexed Bosnia and Herzegovina. Both Bulgaria's declaration of independence and annexation of Bosnia-Herzegovina evoked echoes in the Ottoman press and those two important issues are also considered in humor press. Humor press, as well as informing society in this period, also supported the boycott launched against the Austro-Hungarian Empire.

The issues of magazines examined in this study *Boşboğaz ile Güllabi*, *Dalkavuk*, *Kalem*, *Davul* published between September 1908 and March 1909 showed that Austria-Hungary supported Bulgaria to declare its independence; but also used Emperor Franz Joseph in making Bulgarian Tsar Ferdinand to be the first to violate Berlin Treaty. Cartoons also depicted Bulgarian tsar Ferdinand who was required to pay the compensation to be recognized by the Ottoman Empire but could not, and emphasized that the task was too heavy for tsar Ferdinand.

Another noteworthy thing in the cartoons is Austria boycott issue. The cartoons on these issues focused more on Austria that fell into a difficult financial situation due to the boycott. Also, the pressure on Grand Vizier Kamil Pasha to abolish the boycott is among other issues.

Finally, magazines showed that Ottoman Empire cannot take the risk for the war against the annexation, and peace was emphasized as the correct way. 1877-78 Ottoman-Russian War that led to sign the Treaty of San Stefano, was shown as the reason for this and so the Ottoman Empire gave Bosnia and Herzegovina to Austria-Hungary via an agreement on February the 26th, 1909.

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Dalkavuk, 30 Ağustos 1324-29 Kânûn-ı Sâni 1324 .

Kalem, 3 Eylül 1324-5 Mart 1325.

Davul, 14 Teşrin-i Evvel 1908-11 Mart 1325.

An Evaluation on Right to Information and Turkey

Melike Erdogan

1. Introduction

Developments in information and communication technologies have effected public administrations. The traditional public administration understanding where confidentiality, closeness and bureaucracy are dominant have started to be criticized. Consequently, a transition towards a more participative and transparent understanding of public administration have begun. In order for this transition to be effective, regulations regarding right to information have been added to the agenda.

Right to information is significant for participative and democratic administration. It is a right that is complementary to freedom of expression and thought which are the basic rights of individuals. Because of this characteristic, information right appear together with the freedom of expression and thought in both national and international regulations. In international studies such as UN Universal Declaration of Human Rights (Article 19), European Convention on Human Rights (Article 10), UN Covenant on Civil and Political Rights (Article 19), right to information is approached along with the freedom of thought (Canöz, 2008).

Constitutional and legal regulations have been made in democratic countries regarding right to information. More than 100 countries in the world have legitimized the right to information legally. This legitimization process have been through different processes according the political and cultural structure of each country. In Turkey, legal regulation regarding right to information was made in 2003 with the Right to Information Act No. 4982. This act is important in regulating the scope and limits of information rights.

In Turkey, right to information could gain a constitutional status only in 2010. It has been added to the right to petition in the 74th Article of the 1982 Turkish Republic Constitution. Right to petition and information are the rights to legal remedies operating effectively that are important requirements of a constitutional law. For this reason, it is correct to approach relevant matter together with two rights. Additionally, right to information's having a constitutional status can be evaluated as positive regulation in respect of the efficiency of freedom of thought and opinion in the 25th Article of 1982 Turkish Republic Constitution.

In our study, the scope of right to information in Turkey and its efficiency within the date will be evaluated. First and foremost, the relationship between transparent administration and right to information will be clarified.

2. From Confidentiality to Transparency in Administration

The public administration was organized on the basis of confidentiality and closeness traditionally. The most important of confidentiality in administration was that governors wanted to protect themselves against criticisms of public and public opinion.(Eryılmaz, 2014). Confidentiality is the non-disclosure of a document, file or other data in the administration. Closeness is state institutions and organizations' being indifferent to any external influence, invisibility from outside of many transaction and activities and non-disclosure of the reasons of the decisions taken. Closeness is a policy regarding the indifference of the administration towards the public that it serves, whereas confidentiality is a policy followed against both public and employees within the institutions (Eken, 1993).

Openness means lifting the curtains, visibility of what is behind them, publicity and knowledge of what is hidden. In public administration, open administration is also expressed

as administration at day light, transparency in administration and administrative openness (Kaya, 2005). The benefits of openness are as follows;

- 1) Openness reduces the suspicions towards the government and brings out the agreeable understanding of state.
- 2) It is a means of limiting and braking the power of the state.
- 3) It enables objectivity, efficiency, taking the right decision, participation and success.
- 4) Directs the investments of people who carries business in economical areas.

Openness in administration means that all of the administrative institutions' not keeping any information and documents related to themselves (Uzun, 231). Openness principle must be provided at every stage and activity. There are two main tools of application of openness: Information assignment and right to information. Information assignment means the liability that administration must follow. Right to information is obtaining the decision, activity, operations of the administration by the citizens (Kaya, 2005).

We can define right to information as the individual's obtaining the necessary information about government's decisions, operations and activities and receiving information. This right is a basic human right and constitutes the third phase of the principle development of human rights. Right to information came out after the second half of 20th century, following the 2nd World War. For the occurrence of right to information, corruption and abusiveness in administration increase in the interference of the government to social and cultural areas, education level and improvement in information and communication technologies can be identified as triggering factors (Hız & Yılmaz, 2004).

Right to information puts emphasis on the versatility of the information. Right to information is not the one way disclosure of information by the government, but it is the individual's attaining the document and information they want whenever they want independently from the public information services. Right to information contributes also to the openness in the society. Because openness in administration is maintained through everybody's and especially the related people's seeing, knowing and learning about the activities of the administration. It came out as a consequence of the need for information. Only the individual who has correct and enough information can act freely (Bacak & Koc).

Openness in the administration is a significant concept in showing the sensitivity level of the public against the administration, being the reflecting dimension of democracy on the administration. Sweden is the first country in history to apply openness as administrative policy. Swedish Press Freedom Act which became effective in 1766 is the first legal regulation regarding access to information. This act has given the right to access official documents to Swedish people. In Finland, the USA, Norway and Denmark, Austria, Holland, Argentina, Belarus, Belgium, Bulgaria, Czech Republic, Estonia, Philippines, Republic of South Africa, Croatia, Spain, Lithuania, Hungary, Macedonia, Moldova, Romania, Slovakia, Slovenia, Thailand, France, Germany, Russia, Italy and England, right to information has been legitimized as a legal right. In total of 100 countries in the world have regulated right to information (The Review Board of Access to Information, 2015; Bulduklu & Türkmenoğlu, 2015).

For the right to information becoming spread, its contribution to the transparency of the administration cannot be undermined. Right to information provides many advantages. It contributes in vertical equality between the state and the citizens which is an important principle of a constitutional state. It enables a closer administration to the individuals and openness of the administration to inspections, and it also increases the trust the public has in state. It enables the effectiveness of the public inspection and contributes to the legality of the administrative decisions. As a result of these benefits, right to information has a function that makes the participatory democratic administration formed.

3. Right to Information in Turkey

During the process of adaptation to European Union, Right to Information Act No. 4982 has been adopted in Turkey in 9/10/2003. It has been explained in the 1st Article of the Act that its aim is to regulate the basis and procedures regarding individual's using their right to information in accordance with the equality, objectivity and openness principles which are the requirements of a democratic and transparent administration. The law is applied in public institutions and organizations and professional organizations in the nature of public institution.

Right to information is a constitutional right in Turkey. In the 74th Article of the 1982 Constitution, right to petition and information are regulated. According to this article; "citizens and foreigners who reside in Turkey regarding the reciprocity principle, have the right to apply the related authorities and Turkish Grand National Assembly in writing about their wishes and complaints related to either themselves or the public. Results of the applications regarding themselves are notified in writing to the petition owners without any delay. Everybody has the right to information and apply to public auditors."

Right to information has been granted to Turkish citizens and foreigner residing in Turkey within the scope of reciprocity principle. This regulation can be assessed as a positive progress. Right to information gained the status of constitutional right in 2010. It has been enabled that it reaches to both constitutional and legal foundation as per the efficiency of right to information.

In order to make it easier for enforcing the law, Regulations on Procedures and Principles Regarding the Enforcement of Right to Information Act has been introduced. Enforcement of the right to information in public institutions and organizations and professional organization in the nature of public institution have been decreed. Keeping the institutions which are not subject to special law within the right to information can be assessed as a deficiency. Additionally, with this regulation, villages within local administration have been kept in the scope of right to information. This regulation is suitable in domination of the face to face relationships in villages and simplicity of reaching the administrator.

In the 3rd Article of this Act, any kind of data in this Act in the registers of the institutions and organization are defined as information. Also, copied file, document, book, magazine, leaflet, research, program, directive, drawing, film, photograph, tape and video tape, map, any information recorded in electronic environment, news and data carriers are defined as document.

In the 6th Article of the Regulation, there is a provision which states that organization and institutions are obliged to provide any kind of information or document other than the exceptions stated in the law to the use of the applicants and take the necessary administrative and technical cautions that is required to conclude the application of information efficiently, fast and accurately. Organizations and institutions in the Law classifies all the information or document in their possession and that may be related to the information application in a way that it makes the use of the right to information easier. With this, the necessity of the administrative and technical cautions that the organization and institutions must take that is necessary for the document recording, filing and archive order. Additionally, organizing the web pages regarding easier use of the right to information has been emphasized. In this context, it should make the audit and activity reports available to public.

In the 8th article of the Regulation, there is a provision stating that in the departments assigned with press and public relations in institutions and organization, there are information departments in order to use the right to information effectively and access the information or documents in a timely manner. These provisions increase the efficiency by making the use of the right to information easier.

For right to information, natural and legal persons can apply through petition in electronic environment. With the Prime Ministry Circle issued on 20 January 2006, Prime Ministry Communication Center (BİMER) and phone line with the short number of 150 used around Turkey have been created. With BİMER and phone line No.150, right to information can be applied. When phone line No. 150 is called, application is made through reaching the public relations department of the governorship of the concerned city. Direction is made by the officer to the institution which is concerned by the application made.

The institution is required to give negative or positive response to the application of information in 15 days. When negative response is given, applications to administrative justice can be made for the efficiency of the right to information. Also, upon the complaints to be made about the information application, The Review Board of Access to Information has been created in order to review the decisions, and making decisions regarding the use of the right to information for the institutions and organizations.

The Review Board of Access to Information is consisted of 9 members educated in law and assigned by Council of Ministers. Within 15 days after the notification of the decision of use of the right to information to the owner of the application, application in writing can be made to this board. The Board gives its decision in 30 days. Also, when taking decision, it is obligatory to give the documents required by the institution and organizations. The Board can take advices of the experts on the matter and civil society organizations if necessary (bedk.gov.tr). This regulation is positive in enabling the decisions to be taken properly regarding the public administration by making use of expert's human capital. Additionally, the decisions of the Board are binding for organizations and institutions.

3.1. Limitations of the Right to Information

In information, it is not possible to provide each demanded information and document. In obtaining information, the competing benefits of both public welfare and private law persons are at stake. In this regard, defining the scope and limitations of the right to information comes out as a necessity (Çolak, 2005). In this context, the limitations of right to information has been regulated in the 4th part of the Right to Information Act No. 4982. These are, operations out of the judicial control, information or documents regarding the state secret, information or documents regarding the national interests, information or documents regarding administrative investigation, information or documents regarding judicial investigation and prosecution, right of privacy, privacy of communication, trade secrets, literary and artistic works, in-house regulations, in-house view, annotation and advices.

Of the administrative actions outside of judicial control, those which are in nature of affecting the person's working life and professional pride, are included in the scope of Right to Information Act (Article 15). Of the information and documents related to intelligence, those which are in nature of affecting the person's working life and professional pride, are included in the scope of Right to Information Act. When deemed necessary for the welfare of the public, personal information and document can be revealed by the institution and organization on the condition of obtaining consent of the related person in writing by informing at least seven days earlier. In-house view, annotation and advices are in the scope of right to information unless determined by the organizations and institutions. If the information and documents whose confidentiality is lifted is not included in the limitations, they become exposed to the applications for right to information.

In regards to the efficiency of right to information, the limitations in the Law as stated above are applicable. However, there is no clear explanatory definition regarding the secret of the state and trade secrets neither in the act nor in the regulation. In the case where it is stated national defense and national security and is classified in its nature are evaluated within the

scope of information and document regarding the state secret (Article 16). However, this statement is open to the subjective interpretation of the administrators. It can be evaluated as a regulation that may affect the efficiency of the right to information negatively. In order to eliminate this negativity, State Secrets Draft Law has been prepared, but not enacted yet.

In the 23rd article of the Act, the trade secret is explained as information or document qualified as trade secret in the law and commercial and financial information provided by the natural and legal person on the condition of keeping it confidential. However, this regulation is also not clear, and open to interpretation. In order to eliminate the uncertainty in the concept of trade secret, Trade Secrets Draft Law has been prepared, but not enacted yet.

3.2. Evaluation of the Data Regarding the Right to Information in Turkey.

According to the 30th article of the Right to Information Act, organizations and institutions prepares reports showing the number of the application of information, positive, rejected, and complained applications that are made to themselves belonging to the previous year. These reports are sent to the Right to Information Assessing Authority at the end of February every year. The Authority send the general report to the Turkish Grand National Assembly until the end of April every year along with the related reports of organizations and institutions. These reports are announced to the public by Turkish Grand National Assembly Speakership. This provision is positive in forming open administration that the right to information aims for.

In this part of the study, the report data prepared across Turkey and the efficiency of the right to information will be assessed.

Table 1. Distribution of the application of information made to public institutions and organizations according to the years.

Years	Total Number of Application	Responded Positively	Responded Partially Positively	Responded Negatively
2005	626.789	542.364	21.172	54.234
2006	864.616	746.999	38.092	69.199
2007	939.920	751.089	108.530	70.378
2008	1.099.133	947.428	51.730	81.466
2009	1.091.589	947.637	53.300	84.723
2010	1.353.620	1.098.870	75.925	89.749
2011	1.423.636	1.244.995	86.907	87.500
2012	2.092.463	1.924.603	79.014	82.814
2013	2.784.444	2.583.506	101.814	94.298
2014	3.298.465	3.118.864	71.964	99.166

Reference: tbmm.gov.tr

When we assess Table 1, there is an increase in the total number applications between 2005 and 2014 as per years. There is also increase in the number of positively responded applications. It is seen that, those responded negatively decrease when compared to the total number of applications. Within these results, it is possible to say that use of the right to information in Turkey become widespread year by year.

Table 2. Number of applications made to BİMER according to years.

Years	Number of Applications
2006	129.297
2007	137.716
2008	217.859
2009	384.852
2010	649.115
2011	822.287
2012	866.885
2013	1.168.853
2014	1.124.005
2015	1.267.665

Reference: bimer.gov.tr

When we assess Table 2, there has been a gradual increase in the applications made to BİMER since 2006. This result shows that the right to information is interiorized by the individuals and BİMER has become an efficient institution.

Table 3. Legal Remedies to Apply In the Case of Rejected Applications

Years	Applications to The Review Board of Access to Information	Applications to Administrative Justice
2005	1120	311
2006	1164	539
2007	1119	554
2008	1305	424
2009	1229	745
2010	1731	716
2011	1569	720
2012	1860	840
2013	2047	603
2014	2690	742

Reference: tbmm.gov.tr

Table 3 shows which legal remedies are applied when the application of information is rejected. When we assess the data, it is seen that there has been increase through years in the objections made to Right to Information. There is decrease in the number of applications made to administrative justice. In the objections to right to information, it is possible to say that Right to Information Authority has increased its efficiency.

4. Conclusion

The right to information is within the active status rights in the classification of basic rights and freedom. It enables the individuals' participating in administration and the administration's having democratic structure. Also, it has the quality of completing other rights such as freedom of expression and thought. Due to these qualifications, right to information has been regulated legally and constitutionally in many countries in the world.

Right to Information has been regulated with the Act No. 4982. It loads the information liability to the public institutions and organizations and professional institutions in the nature of public institution. However, private institutions should also be included in this law. With the Act, electronic application regarding the right to information makes a positive contribution in ensuring the efficiency. It is positive to publish the application of information date made to institution and organizations as report. It contributes in regards to the definition of the efficiency of the right and control of the administration by public.

What creates an issue in applying the right to information is the limitation of the right. Especially state secrets and trade secrets are not defined clearly in the law. And this bring along the subjective assessment of the administrators along. In order to prevent this, the State and Trade Secrets Draft Law should be enacted. Turkey must signature the Convention on Access to Information, Public Participation in Decision- Making Access to Justice in Environmental Matters that was adopted by The United Nations Economic Commission for Europe (UNECE) in Aarhus 1998. The Aarhus Convention is important for evironmental information and has signed 46 country and, European Union. (unece.org). After adopted Right to Information Act No.4982, With the amendment made in Environmental Law No. 2872 in 2006, right to information has been amended in the 30th article. "Any person harmed by an activity polluting or disrupting the environment or aware of such, may apply to the related authority and demand for necessary precautions related to the activity to be taken or the activity to stop." However, in the article the right to information is limited by the activities. The article has not preventive provision about activities that will be made. We can say that this is an important deficiency for right to environmental information.

In the second paragraph of 30th article of the Law, it states that; "anybody has the right to information regarding environment under Right to Information Act No. 4982, dated 9/10/2003. These amendments is not enough to right to environmental information, the people should have right to justice in environmental matters. And finally, it should not be forgotten that in democratic state structuring, the right should not only be granted, but the environment to use this right should be formed. Also, the right of information is not only dependent on the internalization of the right by the individuals but also the by the administrators.

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The Effects of The Internet on Reinforcing And Mobilizing Political Activism: A General Evaluation

Fatma Gecikli, Abdullah Yildirmaz, Kamil Alacali

1.Introduction

Translated as “eylemcilik” (activism or actualism) from English into Turkish, the concept of activism may be described as actions performed to form social or political changes deliberately. Such actions may be in the form of supporting or opposing one of the sides in arguments.

Activism has been described as “action process of activists leauging together in order to change the policies and applications of organizations, to change conditions and to apply pressure on organizations” (Smith, 2005). An activist group is composed of at least two and more individuals organized to affect another community or communities via training, conciliation, persuasion, pressure techniques or use of force. When the resources related to activism are investigated, whether to be called as pressure group, special interest group, base action, social oppression or agenda setting group, many different notions related to such groups are encountered. Despite the slight differences, the fact that these groups are formed by individuals organized to apply pressure on another body to perform a certain goal constitutes a common ground for the studies conducted in the field (Grunig, 2005).

To Jones & Chase (1979), groups are mainly formed over an agenda. Activists want to make changes in the functioning of target organizations for their interests. So, by using mass media instruments, they would create a sense if reforms were needed in public, and also develop methods at national and international levels to publicize their opinions. On condition that target organizations exhibit unethical or dangerous social actions, activist groups form a basis for their arguments. These groups prepare opportunities for target organizations to perform symmetrical communication to redress a balance between target organizations and different public segments. However, target organizations are mostly stronger than their public, and so performing symmetrical communication methods exhibits an idealistic spectrum when unbalanced conditions for power between two sides are taken into account (Hung, 2003).

As parallel to widespread use of the Internet in recent years, amount of political information has also increased. Given use of the Internet in political area, users from news agencies, non-governmental organizations (NGOs) to individual blogs are seen to devote themselves to such interests as political campaigns. Although some studies in the field suggest that the Internet’s becoming so widespread will cause people to be isolated from their social environments, others assert that electronical media instruments have a potential to strengthen social contacts and humans’ understanding of democracy, and increase political participation. The main question here is focusing on in what way and how the Internet has affected and will affect individuals and society (Kenski & Stroud, 2006).

2.Method

Today, the actions of activism have started to develop in many different forms. Organizations working in many areas face with different activities. One of these areas is also policy. Especially in democratic countries, both political parties and top-management individuals benefit the Internet technology to strengthen people’s political participation and to manipulate citizens for their interests. Considering literature related to political activism, many concepts from civil participation to political participation are encountered. As well as other definitions of these concepts, the concept of political activism is defined as activities citizens perform to affect

elections or governmental activities. In this context, how and in what ways individuals are involved in these activities has gained different dimensions with the developments in the Internet technologies.

Along with widespread use of the Internet and social media platforms in recent years, individuals have started to contact with those sharing or not sharing the same political views at a higher level. The Internet and social media platforms are intensively being used for individuals to publicize their own political views and find proponents or at every stage of political campaigns. Therefore, communication devices through the Internet have significant contributions in increasing political participation and keeping on campaigns successfully. The objective of our study is to investigate the association between political participation and political events via use of the Internet, and the effects of the Internet on users in light of the theories for strengthening and encouraging the Internet users. So, several studies about whether use of the Internet has contributed to political participation and its effects on strengthening and encouraging political activism were evaluated, and a general overview related to previous studies was performed in Conclusions section.

3.Literature review: Association between the Internet, political participation and political activism

3.1.Ways of political participation and transition to on-line political participation

Political participation is described as performing an action or supporting actions to affect the decisions related to public policies (Shulman & Levine, 2012). Classical descriptions of participation are generally conceptualized in four categories. These are voting, taking part in campaigns or activities, contacting with related staff and collective activities, but these conventional descriptions are not sufficient to evaluate the direct or indirect effects of novel media instruments about political issues on individuals (Gil de Zúñiga et al., 2014).

Additionally, understanding of political participation alters from a society or culture to another. In Western countries, political participation is the total of behaviours aiming at shaping government policies to affect instrumental political actions (voting, sending letters or participating in protests or demonstrations) and elections or other voters' ideas, as well as participating in political organizations interested in lobby activities (political parties or interest groups). In this context, the actions listed in the following can be evaluated as different types of political participation (Xie & Jaeger, 2008).

- ✓ Voting in local and national elections,
- ✓ Working for political parties or candidates,
- ✓ Participating in political meetings,
- ✓ Donating for political parties or candidates,
- ✓ Being a member of political parties or organizations,
- ✓ Cooperate with other individuals for solving local challenges,
- ✓ Being a member for social organizations,
- ✓ Contacting with governmental bodies at local or national level,

Until the late 1960s, political participation was accepted as citizens' discharging their civic duties in the frame of described organizational structure in Western democracies and western-centered political understanding. In studies performed after the 1960s, educational status came to the fore as one of the most significant characteristics in citizens' participation. As educational level increases, political confidence also increases, and this increase leads

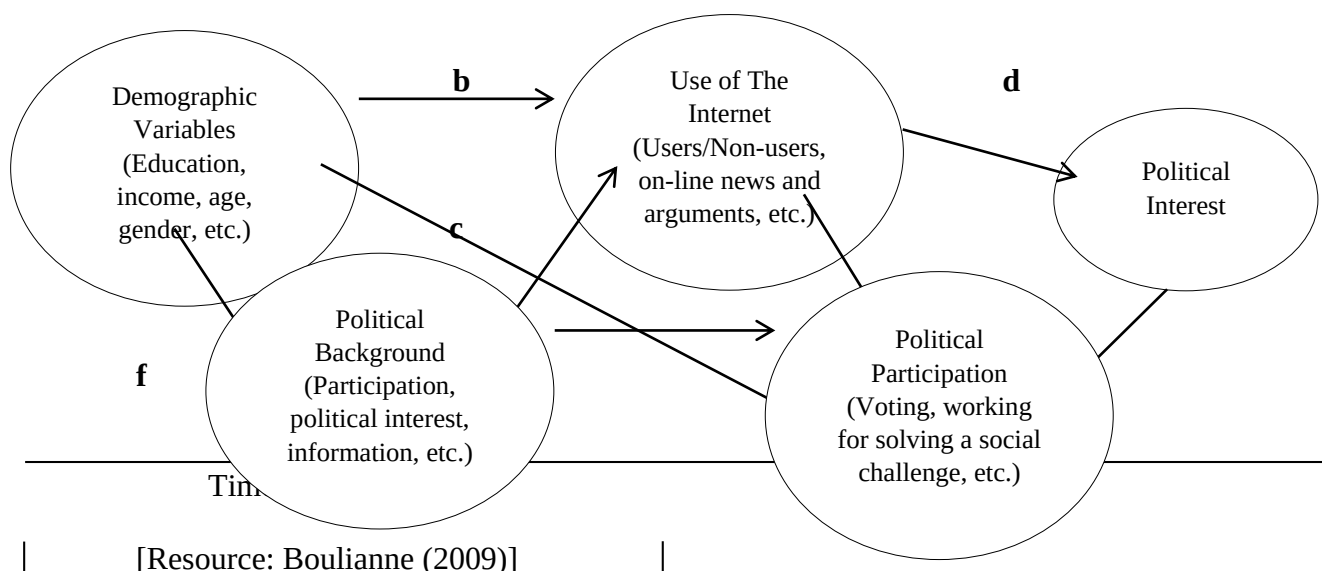
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political participation to become increased. As seen in studies performed in following years, more than only voting is hoped from citizens via political participation (Erdogan, 2015).

Studies investigating the effects of other information and communication technologies related to the Internet on citizens' participation can be categorized into two theories defending different hypotheses. One of them is the strengthening hypothesis. This hypothesis is specific to supporting the present situation of political power, because effective individuals and organizations already have the abilities of using, designing and publicizing novel technologies to make their interests support in political process. Even so, the second, hypothesis of mobilizing and encouraging, will lead to new opportunities for citizens to participate by decreasing costs of novel communication technologies, communication and access to information despite all negative efforts by elite classes. Therefore, new bodies will emerge and become strengthened, and new opportunities for political participation will also be obtained. As a result, it may be said that permeative effect of policy on voters via conventional instruments will also become difficult (Stanley & Weare, 2004).

The outcomes of studies investigating the effects of the Internet on political participation have been different. One of the authors working in the field and trying to reveal whether the Internet has affected political participation, Putnam (1995, 2000) advocates that the Internet has negative impacts on political participation. Due to the Internet, citizens are busy with social activities at a lesser degree. On the other hand, other researchers in the field suggest that the Internet is of a positive effect on political participation. For example, Bimber (1999) emphasizes that the Internet will serve citizens prone to or interested in policy to become more active in political affairs. Because of decreasing the cost of access to political information, the Internet presents an appropriate way for being into political affairs, and these opportunities attract citizens in order to join political process (Figure 1, arrow c), because there are similarities between the determinants of the Internet use and participation (Figure 1, arrows a and b).

Figure 1: Use of The Internet and positive association of political participation



As seen in Figure 1, many factors could be proposed to affect citizens' use of the Internet, and so their participation in policy through the Internet. There are many studies in literature investigating the association between political participation and use of the Internet, and in one of those studies suggesting that communication methods via the Internet is more appropriate for youngsters to participate on-line in political events, and the elderly are seen to use other communication techniques rather than technological ones (Nam, 2012). Likewise,

such variables as age, gender and educational status also affect individuals' on-line political participation because those factors have influences on use of the Internet. Interest shown by citizens in policy is also another determining factor on political participation.

3.2. Political Activism and Role of The Internet in Political Acts

Political actions are performed with the aim of affecting or manipulating governments. Mostly, the outcomes of those actions show effects on government decisions. These actions can be in the form of either directly affecting public policies or indirectly affecting citizens' voting and choosing on governmental policies (Nam, 2012).

Historical alterations occurring in communication technologies in the 1960s and 1970s demonstrate that the role of media instruments has deeply started in political area. Especially before the 1960s, political parties had a significant role in sharing information between politicians and public. Such sharings were generally in the form of face-to-face interviews during party meetings and congresses. However, political reforms during the 1960s, especially those in USA, started to take the control on presidential elections out of the hands of party leaders, and media became one of the mainstays of links between candidates and voters. Especially along with the increase seen in the number of owners of TV channels, voters started to get more detailed information about candidates (Tolbert & McNeal, 2003).

Since the 1990s, when the Internet became widespread worldwide, studies on the production and consumption of political information related to the political effects of media instruments have also become widespread. To reply how individuals respond to on-line political affairs, two different approaches may be asserted. Of these, the first is instrumental approach. Researchers looking at events through this perspective anticipate a direct association takes place between changes in the cost and variety of present information, and political participation. As in Downs' behaviour model of voters (1957), this approach is based on the hypothesis claiming an association between present information and political participation. On the other end, the psychological approach broadens theoretical content by emphasizing the effects of the Internet in detail. This approach focuses on technology and characteristics of its users. So, while the instrumental approach concentrates on the Internet's capacity to decrease the cost of spreading information, the psychological approach also focuses on the components of medium, as well as giving importance to equality as with the instrumental approach (Xenos & Moy, 2007). To the psychological approach, different instruments of communication cause media users to benefit different ways of communication. Although similarities are seen in the functions of other media settings, the Internet presents the widest opportunities to meet different needs. In other words, individuals can reach opportunities obtained by newspaper, TV and radio by using the Internet.

The Internet technologies contribute to activism on a large scale by opening new areas in the development of activism and strengthening activists' ways of activity. Additionally, the Internet provides activists with an appropriate communication platform by associating public activists with different challenges. Obtaining rapid flow of the news and an alternative ideal setting for activists, these on-line communication platforms encourage activist organizations to become organized and act together (Postmes & Brunsting, 2002).

The Internet constitutes important changes in the field of political activism. People or organizations have to adapt themselves to the social networks which have gained significance and usage in recent years (Tarhan and Bal, 2015). Especially social media is intensively used today to make individuals act politically. The fact that social media platforms have a skill to reshape power relations in society and a component of balancing the power encourages individuals to use these platforms. Such a condition presents voters with new opportunities to participate in political affairs (Micó & Casero-Ripollés, 2013).

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The role of social media platforms in turning of upheavels in Tunisia and Egypt in the early 2011 into social acts called “Arab Spring” is important for demonstrating the strength of social media. It is likely to see the same effect of social media in the Gezi Park Protests of Taksim in Istanbul, Turkey in 2013. In terms of spreading information rapidly and activists’ acting swiftly during such social events, social media platforms are used in an intense manner.

Some studies looking into the effects of social media indicate that the Internet constitutes novelties in the fields of social events and political activism. First studies in literature emphasize that the Internet eases collective acts in terms of mobilizing, organizing and transnationalizing. So, the Internet has a function of strengthening present conditions, rather than constituting new settings. In studies performed in later periods, it is suggested that the Internet has formed new methods for collective actions. Especially social media platforms are seen as suitable instruments to lead to new forms for actions. In the context of these approaches, the Internet may be said to have four functions: Information, organization, mobilization and transnationalization (Micó & Casero-Ripollés, 2013):

1. **Information:** The Internet increases opportunities for access to information. These opportunities also increases the interest in citizens’ political participation by obtainin information. The Internet gives an opportunity to reach different argumentative platforms by obtaining pluriformity with spreading of different thoughts freely.
2. **Organization:** The Internet technologies give oportunities for individuals to connect with each other via social media platforms, and create a sense of collective identity for agenda setting.
3. **Mobilization:** The Internet can also be used as an instrument for mobilizing individuals acting independently or inactive. Compared with other instruments, the Internet has become more attractive due to being cheaper and swifter, and decreasing costs. However, it should be kept in mind that the Internet does not guarantee citizens’ political participation.
4. **Transnationalization:** Instruments benefitted through the Internet technologies are effective for local protests to become worldwide. These instruments also cause local agenda items to contact with international protests.

There are three main social media instruments used by political activists through the Internet technologies. These are Facebook, Twitter and Youtube. Uses of these three tools are different, and when these tools are categorized as the most widely used settings, Facebook as “social network site”, Twitter as “micro-blog site” and Youtube as “video sharing site” can be evaluated. These platforms are also intensively being used by political activist (Newnham & Bell, 2012). For instance, Twitter has two important potential sides as a political participation instrument. The first side is that Twitter directly affects the relations between politicians and citizens as a communication channel. The second, however, is that Twitter is an alternative tool in mobilizing individuals and political communication (Kim & Park, 2012).

Although studies related to social media and political relations emphasize the advantages of use of social media instruments for political aims, on-line political actions have various restrictions in themselves. These restrictions can be classified as the Internet penetration, anonymity, difficulties in converting on-line commitments into real actions and inspection of social media platforms (Newnham & Bell, 2012).

1. The Internet Penetration: Though the rate of access to the Internet in Western countries, this is not the case in some other countries in the northern parts of Africa, a part of South-eastern Asia and the Middle East. Therefore, the power of the Internet to affect individuals is restricted in those regions. Despite this restriction, it is likely to see the effect of social media tools on revolutions in some countries where mobilizing effect of the Internet is lower (e.g. revolutions in Tunisia and Egypt).
2. Anonymity: Anonymity is seen as a problem in political activism. For example, social media users' accounts opened with fake or nicknames may decrease motivation for making actions come true.
3. Difficulties in converting on-line commitments into real actions: One of the most important challenges of social media-based political actions is disconnections experienced in converting on-line actions into real events, although political actions can be keenly supported in real situations.
4. Inspection of social media platforms: Political activists' not knowing how social media instruments are used satisfactorily and existence of several abuses are seen as a menace by governments and managements. In the context of policy, many strategies and techniques can be used in the inspection of social media. One of these strategies may be defined as "management" and the other as "observance". While observance focuses on the abuse of trust to have the whip hand of management and governments by permitting access to a service (e.g. use of social media as intelligence gathering activity, or constituting disinformation by leaking into activist groups with fake accounts), management focuses on inspection by preventing access to services in different ways (e.g. censoring some Twitter and Facebook accounts, preventing access to some websites or restricting access to the Internet).

Despite all these restrictions, use of social media platforms for political objectives are becoming common. Scientific studies show that as with other social media instruments, other communication technologies based on the Internet also cause such activities to enlarge their tactics by forming new settings.

4. Conclusion

Today, governments and governmental bodies benefit the Internet technology increasingly to contact with political issues and agendas. The Internet technologies provide a field for the communication of the masses while mediating marginal groups to be activated.

The ways of political participation may alter according to time, location and conditions. In this context, the ways of participation are supposed to be different between developed and developing countries as to some features. Development of the Internet-based technologies has formed some changes in the field. Especially social media platforms play a critical role at times when access to other tools is restricted. In addition, because social media is a cost-effective communication instrument, it may be seen as an advantage for supporting political participation. Considering the association between the Internet and political participation, two different approaches come to the fore. According to one of these two approaches, the Internet performs the task of keeping on power relations existing in society. To another, however, the Internet-based technologies present new opportunities for citizens to participate in policy by easing the extension of and decreasing the cost of access to information.

Events of activism performed via the Internet are also becoming more widespread. The Internet helps activists be organized and increase their strength. Prior to the Internet, such events were to be confined to local actions. Any negative action experienced in a setting used to be hidden from other individuals. Such an intervention has now become too difficult due to widespread access to the Internet. From now on, people have had an opportunity to form a connection between a negative local situation and a national or even international event via the Internet. On-line communication instruments encourage activists to be mobilized by providing an alternative point of view and spreading the news swiftly. When studies related to the fields are looked at, although some studies assert that the Internet will isolate individuals from society and is a barrier for individuals to be socialized, others claim that the Internet has a potential to strengthen social relationships and is an advantage to balance power relations in society. However, in recent studies, it is seen that individuals are swiftly organized due to especially social media platforms, and these platforms also focus on the functions of reinforcing and encouraging individuals.

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Modelling of Sultan Mehmet the Conqueror's Strategies Used during the Conquest of Istanbul by Using Game Theory

Seda Goktepe Korpeoglu, Erman Korpeoglu

1. Introduction

Game theory is a branch of applied mathematics which analyzes events including a competition by using mathematical methods (Guseinov, Akyar & Düzce, 2012). In other words, it can be said that it is a part of mathematics which is related to making decisions. Decision making problem is the one in which we determine what to choose among alternative move options. Decision making problems within the scope of game theory do not have a simple structure because the solution of the problems is not only related to which one is chosen among alternative moves but also it is related to your opponent's choices about moves (Rapoport, 1966). The book which is called as Theory of Games and Economic Behaviour and written by J. Von Neumann and O. Morgenstern is known as the first book about this topic. Game theory is a theory which was appeared during the Second World War as a result of implementing mathematical methods to analyze events including a competition (Guseinov, Akyar & Düzce, 2012).

There are various fields which we can implement game theory including physics, economy, biology, politics, international affairs and computer sciences (Bekmez & Çalış, 2011; Doğan, Yavuz, Küçükdemirci & Eren, 2015; Güner, 2003; Özer & Özçelik, 2010). However, while there are hundreds of studies analyzing the conquest of Istanbul by Sultan Mehmet the Conqueror from a historical perspective (Başar & Ak, 2010; Bayrak, 2003; Emecan, 2015; Engin, Afyoncu, Şahin & Mazak, 2013; Egemen & Çakın, 1979; Bilmen, 2003), there are not any studies discussing its mathematical modelling. Besides, this study is an extended form of a student project.

On these days which we commemorate the 563rd anniversary of the conquest, our resources enable us to follow this great victory day by day, which was dreamed by most of the kings in history but accomplished by only Sultan Mehmet the Conqueror as a result of 54-day intense siege. The conquest of Istanbul should not be evaluated as a suddenly developed independent political and military event apart from various factors. Sultan Mehmet the Conqueror proved even in his first ruling period that he could be realized big projects. He used all the opportunities of his era and he marked his era with inventions made as a result of his extra-ordinary intelligence.

When the conquest which lasted 54 days is analyzed, we are lost in amazement by seeing the cannon which changed the destiny of its era and called as Şahi, moving towers, ships which were climbed over the hills and ditches and galleries. The purpose of our study is to be able to answer the following question under the light of this interesting and important information obtained in our study: 'Can strategies used by Sultan Mehmet the Conqueror during the conquest of Istanbul be modelled by using game theory with a different perspective?' To find the answer which we are looking for, two-person matrix games will be discussed and the Mathematical model of these games which are characterized through a matrix will be created by finding strategies that will be used in these games. Later on, concepts in two-person matrix games such as optimum strategies of the players, mixed strategies, the value of the game, and solution of the game will be defined and methods will be provided to find out them.

The purpose of this study in which the conquest of Istanbul was discussed is to create a model for conquest occasion by using game theory. During this process, Ottoman and Byzantine Empires are in competition as decision makers to realize their own objectives (Ottoman Empire to conquer Istanbul and Byzantine Empire to defend its fortresses). In

addition to this, there are strategies used by both sides as decision makers against each other to get the highest gain for themselves and the answer of the following question was tried to be searched: “Could they have conquered Istanbul by using these strategies stated in this study in a shorter time with less casualties, more actively and again successfully?”

2. Method

2.1. The correlation of Game Theory with the Conquest of Istanbul

The conquest of Istanbul has been analyzed by scanning literature from various books. Within the scope of this framework, events developing in this process were discussed by using both Ottoman and Byzantine sources and it was tried to reach a consensus. A time line was created by analyzing the siege lasted 54 days chronologically. When we analyzed information provided by historians, who are experts in their own fields, in details, we came across with very interesting details.

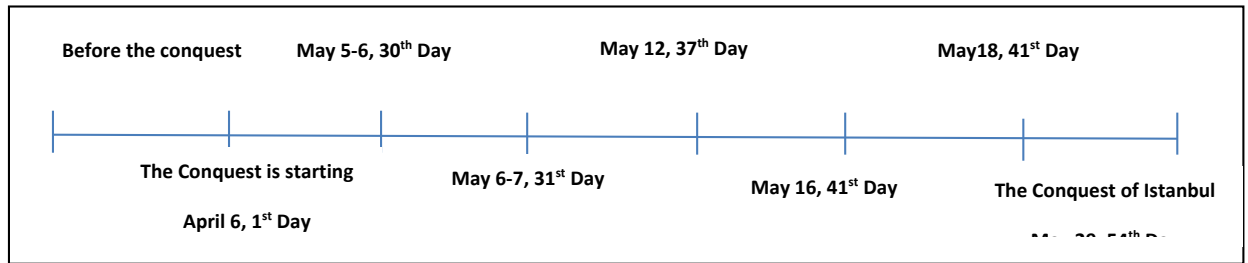


Figure 1. The pattern of conquest in daily basis

9 important points in the time line attract our attention within this period. When we look at these points;

- 1) Instead of constructing Rumeli Fortress just opposite the Anatolian Fortress in the Bosphorus, the area where Galata Genoese were living can be seized,
- 2) Instead of having artillery master called as Urban (Byzantine origin) mould Ottoman cannons, Byzantine Empire will be able to use this master to mould their own cannons by giving him more importance that he deserves,
- 3) Instead of having Master Urban mould the cannons busying Sultan Mehmet's mind, there can be similar results when Sultan Mehmet get a different master to mould his cannons,
- 4) As a result of having good relations with Roman Catholic Church, Byzantine Empire can have the support of Crusaders earlier.

5) May 5-6 =30th Day

A big breach was made near Topkapı as a result of artillery shootings. The fact that this breach was realized by Ottomans a day later,

6) May 6-7 =31st Day

When the first attack was made to Topkapı fortress with 30.000 soldiers, the ships which were launched into Haliç (Golden Horn) did not attack and they did not commit any attack until the last moment of the conquest,

7) May 12=37th Day

50.000 soldiers were positioned between Tekfur Palace and Edirnekapı and heavy artillery and Ottoman attacks here caused Byzantine troops changed their positions. It was stated that there were 300 soldiers in Topkapı-Edirnekapı line on Byzantine side,

8) May 16 =41st May

On May 14, when Ottoman artilleries changed their positions on Galata Hills, Byzantine ships felt relieved and they sent some of the troops in the navy to defend the city. As soon as Sultan

Mehmet heard this situation, he forced the chains located in Golden Horn from outside. However, the ships in Haliç did not react at all,

9) May 18 = 43rd Day

A moving tower was built in Topkapı region. We see that all night, Byzantines filled the ditches until the morning and were managed to burn the tower by using Grejuva fire (Greek fire).

2.2. Data collection tools

We set to find an answer for the following question with our friend in consideration to information that we obtained; 'Could Sultan Mehmet the Conqueror complete the conquest in a shorter time by using a better strategy?' As a result of our interviews with the history teachers, we encountered remarkable situations stated above in different points of the conquest lasted 54 days, and we consulted historians who are famous and knowledgeable about the conquest of Istanbul in our country such as Prof. Dr. Erhan AFYONCU and Prof. Dr. Feridun EMECEN to confirm correctness of our information. We received the approval of experts about the correctness of information that we learnt. The statement 'sometimes the best decision requires using a mix of strategies rather than using a specific strategy' which we heard in mathematics classes from our teachers helped us to create different ideas about the topic. When we brought up this topic to our Mathematics teacher, he said that the solution of the problem could be analyzed mathematically by using game theory. We analyzed the games and strategies involved in game theory. We transformed those 9 questions stated above into a scale. We used this scale to take the opinions of historians who are experts in their own fields. We obtained our data which will be use by calculating the arithmetic mean of the numerical equivalents of information which we got from each expert historian.

2.3. Data Analysis

It was assumed that there were two sides competing in the game used in our study and both sides have finite number of strategies which means game is a two-person and finite game. The mathematical model of such games can be characterized by a matrix if the game is a zero-sum game. Therefore, two person and finite events are called as matrix games if the game is a zero-sum game (Guseinov, Akyar & Düzce, 2010).

Our first problem is to create a mathematical model for the game discussed (that is the event which includes a competition). This mathematical model can involve different mathematical structures like a matrix, a tree-like structure or transformation. When the model of a game is given, the sides competing in the game, code of conduct and purposes of the players in other words their strategies and gain functions are also provided. The second problem is to determine good behaviours that is, to define the meaning of optimum strategy. The third problem is to search whether there is an optimum strategy. The third problem is to develop different methods to find optimum strategies (Guseinov, Akyar & Düzce, 2010).

The solution process of the game is carried out over gain matrix. The solution process starts with the selection of from which player the game will be evaluated. If the solution will be performed for the player who represents the rows of the gain matrix, maximin method (minimums of the maximums), but if the solution will be performed for the player who represents the columns, minimax (minimums of the maximums) method is employed. At the end of the game, if maximin and minimax values are equal, the game is a pure strategy game.

In Maximin method, first of all, the minimum element of each row is chosen in the payoffs matrix. Later on, the maximum among these values are determined. The obtained value is the one which is expected for the player who represents the rows in the payments matrix. This is because of the fact that the player knows when the maximum value in the rows is

selected by him/her; the other player will not prefer that value, and he/she will leave the game. The maximum of the minimum values for this player will be a logical result. In other words, the valid strategy for this player can be summarized as being the best of a bad bunch.

When it is analyzed in terms of the player representing the columns, this time the correct logic will be the worst of a good bunch. This is because of the fact that the player representing columns knows the maximin strategy of the other player and plays the game with a minimax strategy. The player representing columns reviews his/her elements and selects the maximum value of each column. The result of the game for this player is the minimum of these values (Taha, 1997).

2.4. Games with Mixed Strategies and Solution Methods

A player in mixed strategies needs to select multiple strategies at the same time. Players use strategies in a certain extent. In practice, games which can provide a complete strategy are rare. Generally, mixed strategies are used in the solutions of the games (Doğan, Yavuz, Küçükdemirci & Eren, 2015). The significant feature of a mixed-strategy game is having equal maximin and minimax values in payments matrix. This means that the result of the game is not a single strategy pair. Graphic method and Linear Programming Approach can be used for mixed-strategy games. The Graphic method which can be used in games with mixed-strategies is explained below.

2.5. Graphic Method

If payoffs matrix has one of the dimension qualifications ($m \times 2$) for player B and ($2 \times n$) for player A, or payoffs matrix can be reduced to these dimension through matrix operations, game can be solved by using Graphic method. In other words, one of the players representing rows or columns should not have strategies more than 2. Here, graphic method is explained according to the case in which the player representing rows (Player A) has two strategies B.

The horizontal axis of the coordinate system shows the probability of realizing (x_1) the first strategy of the player who has 2 strategies. The probability value in question will naturally be in $0 \leq x_1 \leq 1$ range. In this case, the probability value of the player's second strategy will be $x_2 = 1 - x_1$.

Later on, expected values ($E_j(A)$) of Player A against the strategies of Player B (y_j) are calculated. The expected value $[x_i, 1 - x_i]$ is equal to multiplication of row vector and column vector corresponding to Player B's related strategies in payoffs matrix. In other words, if payoffs matrix regarding Player A is as in the following,

$$G = \begin{bmatrix} a_{11} & a_{12} & \cdots & a_{1n} \\ a_{21} & a_{22} & \cdots & a_{2n} \end{bmatrix}$$

expected value can be calculated by using (1) formula.

$$E_j(A) = (a_{1j} - a_{2j})x_1 + a_{2j} \quad (1)$$

As it can be seen above, expected values are in linear equation format. Linear equations obtained later are processed on the graphic axis. The vertical axis of the coordinate system shows expected values. Coordinate system has two vertical axes for $x_1 = 0$ and $x_1 = 1$.

The probable solution points on a coordinate system occur at points where lines are intersected. When it is considered that Player A acts according to maximin method, the optimum one among probable points is the one which occurs at maximums of minimums.

2.6. The Definition of the Activities

Problem:

Can the strategies used by Sultan Mehmet the Conqueror during the conquest of Istanbul be modelled through using game theory by using a different perspective?

Sub-problems:

Can the conquest of Istanbul be modelled with matrix structure within the scope of game theory?

Can the best behavior in other words optimum strategy be defined in this game?

Is there an optimum strategy?

Which methods can be used to determine the optimum strategy?

3. Findings

The Current Situations of the Ottoman and Byzantine Empires

The probable strategies of the Ottoman Empire (O) were created as in the following:

O1: A huge breach was opened near Topkapı as a result of the artillery shootings. If this breach had been attacked by using 10.000- 20.000 soldiers, could the war have ended that day?

O2: When the first attack was made to Topkapı fortress with 30.000 soldiers, if the ships which were positioned in Haliç on April, 23 had attacked from the sea and the power of Byzantine Empire had been broken, could the war have been ended that day?

O3: 50.000 soldiers were positioned between Tekfur Palace and Edirnekapı and intensive artillery and Ottoman attacks caused some of the troops of Byzantine Empire changed their positions. If 20.000 soldiers had been positioned into that place instead of 50.000 soldiers and 30.000 soldiers had been waiting in Topkapı-Edirnekapı line, could the city have been conquered earlier?

O4: On May 14, when Ottoman artillery changed their positions on Galata hills, Byzantine ships felt relieved and they sent some of the troops in the navy to defend the city. It is understood that Sultan Mehmet had heard this situation and forced the chains located in Golden Horn from outside. However, the ships in Haliç did not react at all. If the ships and some cannons in Haliç had fought in the sea that day, the coastal defence of the Byzantine Empire could have been broken and could the city have been conquered earlier?

O5: A moving tower was built in Topkapı region. If the same tower as that one had been built in Mevlana Gate, Edirnekapı, Eğri gate and Yaldızlıkapı at the same time and 10.000 soldiers had been put into each tower, could the city been conquered earlier?

O6: Instead of constructing Rumeli Fortress just opposite the Anatolian Fortress in the Bosphorus, if the area where Galata Genoese were living had been seized, there would not have been a chain and sea line would have been convenient. Could this situation have made the conquest of Istanbul easier?

O7: If Sultan Mehmet had moulded the cannons busying his mind by using a different master instead of having Master Urban, would they have been as effective as they were and could Istanbul have been conquered?

The probable solutions of Byzantine Empire were created as in the following:

B1: If Byzantine Empire had given importance to Master Urban and had this master mould its cannons instead of moulding Ottoman cannons, could Istanbul have been conquered?

B2: If the Byzantine Empire had had good relations with Roman Catholic Church, could Byzantine Empire have been supported by crusader earlier? In this case, could Istanbul have been conquered?

The following results have been obtained as a result of calculating the arithmetic mean of the answers provided by expert historians:

O1: %40, **O2:** %50, **O3:** %50, **O4:** %60, **O5:** %55, **O6:** %50, **O7:** %35 and
B1: %60, **B2:** %40

If we put these data onto a 2x7 matrix;

Table 1. Ottoman-Byzantine Gain Matrix Table's empty form is obtained.

	O1=%4	O2=%5	O3=%5	O4=%6	O5=%5	O6=%5	O7=%3
	0	0	0	0	5	0	5
B1=%6							
0							
B2=%4							
0							

When gain matrix was formed, the probability calculation used in this study was stated as in the following:

p: The percentage for Ottoman Empire to conquer Istanbul,

1-p: The percentage for Ottoman Empire not to conquer Istanbul,

q: The percentage for Ottoman Empire to conquer Istanbul in terms of Byzantine Empire,

1-q: The percentage for Ottoman Empire not to conquer Istanbul in terms of Byzantine Empire.

Since the independent events are discussed here;

$$p * (1-q) + q * (1-p) = \text{We found the gain of Ottomans.}$$

If we did the same calculation with (B_1, O_1) pair,

$$\frac{40}{100} \cdot \frac{40}{100} + \frac{60}{100} \cdot \frac{60}{100} = \frac{16}{100} + \frac{36}{100} = 52\% \text{ is obtained.}$$

Similarly, if we apply this calculation for all the values of rows and columns;

$$(B_2, O_1) = \%48, (B_1, O_2) = \%50, (B_2, O_2) = \%50, (B_1, O_3) = \%50$$

$$(B_2, O_3) = \%50, (B_1, O_4) = \%48, (B_2, O_4) = \%52, (B_1, O_5) = \%49$$

$$(B_2, O_5) = \%51, (B_1, O_6) = \%50, (B_2, O_6) = \%50, (B_1, O_7) = \%53$$

$$(B_2, O_7) = \%47$$

We get the values stated above. If these values are put in their places in the matrix;

Table 2. Ottoman-Byzantine Gain Matrix Table is obtained.

	O1=%4	O2=%5	O3=%5	O4=%6	O5=%5	O6=%5	O7=%3
	0	0	0	0	5	0	5
B1=%6	%52	%50	%50	%48	%49	%50	%53
0							
B2=%4	%48	%50	%50	%52	%51	%50	%47
0							

If the minimum value of row matrix is equal to maximum value of the column matrix, mixed strategies comes into play. In this game, while the player of **O** has 7 strategies, player **B** has 2 strategies. If we say x_1 for the possibility of playing B1 strategy for Player B, then the possibility of B2 strategy becomes $(1 - x_1)$. The expected values of Player **B** was calculated as stated below from (1) formula against the strategies of Player **O**.

$$E_1(B) = (52 - 48) \cdot x_1 + 48 = 4x_1 + 48$$

$$E_2(B) = 50$$

$$E_3(B) = 50$$

$$E_4(B) = -4x_1 + 52$$

$$E_5(B) = -2x_1 + 51$$

$$E_6(B) = 50$$

$$E_7(B) = 6x_1 + 47$$

Equations like written above were created. Since the purpose of Player B is to maximize his/her own gains, s/he tries to choose x_1 option which will maximize the value of the game as much as possible. Let's show the value of the game with v . As we have two different decision variables like x_1 and v , we can solve the problem by using graphic method. v is showed at vertical axis, x_1 is showed at horizontal axis. According to Graphic solution method, let's have x_1 and v values. The points where these lines intersects with the vertical axis on the coordinate system,

It was calculated for $E_1(B)$ $x_1 = 0 \Rightarrow E_1(B) = 48$ and $x_1 = 1 \Rightarrow E_1(B) = 52$

for $E_2(B)$ $x_1 = 0 \Rightarrow E_2(B) = 50$ and $x_1 = 1 \Rightarrow E_2(B) = 50$

for $E_3(B)$ $x_1 = 0 \Rightarrow E_3(B) = 50$ and $x_1 = 1 \Rightarrow E_3(B) = 50$

for $E_4(B)$ $x_1 = 0 \Rightarrow E_4(B) = 52$ and $x_1 = 1 \Rightarrow E_4(B) = 48$

for $E_5(B)$ $x_1 = 0 \Rightarrow E_5(B) = 51$ and $x_1 = 1 \Rightarrow E_5(B) = 49$

for $E_6(B)$ $x_1 = 0 \Rightarrow E_6(B) = 50$ and $x_1 = 1 \Rightarrow E_6(B) = 50$

for $E_7(B)$ $x_1 = 0 \Rightarrow E_7(B) = 47$ and $x_1 = 1 \Rightarrow E_7(B) = 53$

The lines in question were shown in the following image:

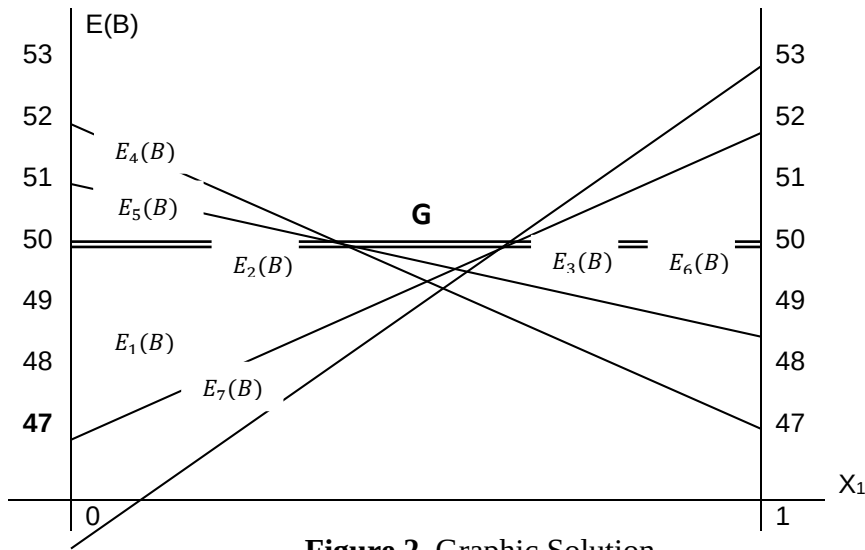


Figure 2. Graphic Solution

As it can be seen from the figure, expected value lines are intersected on a single point and this point constitutes the possible solution. As Player **B** acts according to maximin method, the maximum of the minimums is the area which is composed of $E_4(B)$ and $E_7(B)$ lines' intersection. If the following calculations are made in order to find x_1 optimum value which will give the maximum gain in the possible solution area, it can be found as in the following.

$$\begin{aligned}
E_7(B) &= E_4(B) \\
6x_1 + 47 &= -4x_1 + 52 \\
10x_1 &= 5 \\
x_1 &= \frac{1}{2} \quad \text{and} \quad x_2 = 1 - \frac{1}{2} \Rightarrow x_2 = \frac{1}{2}
\end{aligned}$$

In this way, the value of the game can be found as $v = 6x_1 + 47 = 6 \cdot \frac{1}{2} + 47 = 50$ with the help of $E_4(B)$ or $E_7(B)$ lines.

So, the value of the game is $v = 50$, and x_1 in optimum value is $x_1^* = \frac{1}{2}$. Player **B**'s optimum strategy vector becomes $B^* = (\frac{1}{2}, 50)$. This means that the optimum strategy of the player **O** will be using either the mixture of O4 and O7 strategies and O1 and O5 or only one of the strategies from O2, O3, and O6.

So when O4 and O7 strategies are used, it will be found as $y_1 = y_2 = y_3 = y_5 = y_6 = 0$

So when O1 and O5 strategies are used, it will be found as $y_2 = y_3 = y_4 = y_6 = y_7 = 0$.

If Player **B** plays B1 strategy, the expected gain for **B** is;

$$52y_1 + 50y_2 + 50y_3 + 48y_4 + 49y_5 + 50y_6 + 53y_7$$

If Player **B** plays B2 strategy, the expected gain for **B** is;

$$48y_1 + 50y_2 + 50y_3 + 52y_4 + 51y_5 + 50y_6 + 47y_7$$

At the same time, these equations should be equal to the value of the game. Therefore,

$$52y_1 + 50y_2 + 50y_3 + 48y_4 + 49y_5 + 50y_6 + 53y_7 = v$$

$$48y_1 + 50y_2 + 50y_3 + 52y_4 + 51y_5 + 50y_6 + 47y_7 = v$$

and

It is found as

$$\begin{array}{ll}
48y_4 + 53y_7 = 50 & \text{or} \quad 52y_1 + 49y_5 = 50 \\
52y_4 + 47y_7 = 50 & 48y_1 + 51y_5 = 50
\end{array}$$

For O4 and O7 strategies $y_1 = y_2 = y_3 = y_5 = y_6 = 0$,

For O1 and O5 strategies $y_2 = y_3 = y_4 = y_6 = y_7 = 0$

The solution of these equation systems will give us;

$$y_4 = \frac{3}{5}, y_7 = \frac{2}{5} \quad \text{veya} \quad y_1 = \frac{1}{3}, y_5 = \frac{2}{3}$$

At the same time, these values becomes the optimum strategy vector of Player **O**. According to this, the optimum strategy vector of Player **O** is,

$$O^* = (0, 0, 0, \frac{3}{5}, 0, 0, \frac{2}{5}) \quad \text{or} \quad O^* = (\frac{1}{3}, 0, 0, 0, \frac{2}{3}, 0, 0)$$

4. Discussion and Conclusion

In this study, modelling Sultan Mehmet's conquest of Istanbul with game theory was conducted by discussing new strategies which can be realized through using Sahi cannon used during the 54-day siege, walking towers, ships climbing over hills, ditches and galleries in various ways. Two-sided game which was composed of Byzantine and Ottoman Empires were discussed and a model of this game which was characterized with a matrix was created. The optimum strategies of the players, mixed strategies, the value of the game, and the solution of the game were found and graphic method was used to find them.

The gain matrix of the game was found as in the following;

	O1=%4 0	O2=%5 0	O3=%5 0	O4=%6 0	O5=%5 5	O6=%5 0	O7=%3 5
B1=%6 0	%52	%50	%50	%48	%49	%50	%53
B2=%4 0	%48	%50	%50	%52	%51	%50	%47

The value of the game is $v = \%50$ dir. The optimum strategy vector of Player **B** is $B^* = (\frac{1}{2}, 50)$.

This means that the optimum strategy of the Player **O** in other words Ottoman Empire will be using either the mixture of O4 and O7 and O1 and O5 strategies or only one of the strategies from O2, O3, O6.

At the same time, if O4 and O7 strategies are chosen, optimum strategy vector of Player **O** in other words Ottoman Empire will be $O^* = (0,0,0,\frac{3}{5}, 0,0,\frac{2}{5})$. And if O1 and O5 strategies are chosen, it will be $O^* = (\frac{1}{3},0,0,0,\frac{2}{3},0,0)$.

This study can be implemented for all the wars occurred in human history (The First World War, The Second World War, etc.). Representations by using different modelling methods other than modelling used in this study can be conducted. Mathematical correlations can be created between these modelling methods.

The leading countries which have carried out most studies about game theory are Russian Federation, United States of America and Israel. Being powerful for a country means that this country has not only military, economic and politic power but it also has the ability to calculate every possibility and to be able to find methods to get the maximum gain with minimum cost. We never want to have wars, but we should learn to use all our existing capabilities in the best way against all the possible attacks which can be made to our country.

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Examination of the Jet Crisis Between Turkey and Russia on the Foreign Press

Makbule Evrim Gulsunler

1. Introduction

Certain events that have occurred in the society are newsworthy for the media. Newspapers and television stations transfer hundreds of events or cases to readers/viewers in news format every day. These tools, rather than giving any development in a simple way, turn "the event", which is in a raw form, into "the news". While performing this conversion, they also decide what's newsworthy.

The content analysis aims to examine the publications in written, visual and auditory fields. It is quite extensively used in the field of communication. Content analysis is a research technique which can make renewed and meaningful conclusions from the data in a message and which is expected to give reliable results. Content analysis, which is a scientific approach that allows verbal, written and other materials to be analyzed in an objective and systematic manner, helps us understand the message between the lines of these materials.

Discourse analysis is the study of the language with the most simple explanation. However, this study is not a simple examination of the expressed linguistic elements, but requires going beyond the syntactic and semantic boundaries of the expressions/utterances, and reviewing the meaning and content underlying it (Barker and Galasins, 2001).

This study, based especially on the news and ideologies, investigates how the jet crisis, occurring between Turkey and Russia, is assessed by the foreign press. For this purpose; three papers, published in Germany, the US and the UK and available online, will be considered as examples, and content analysis and discourse analysis will be applied to the news collected.

1.1. Mass Media

Mass media tools can communicate any information to a wide audience in a short time, and so keep a very effective and important place in everyday life. These tools, rather than giving any development in a simple way, turn "the event", which is in a raw form, into "the news". While performing this conversion, they also decide what's newsworthy. Readers, listeners or viewers cannot see the truth in the first place. The event is being created by the mass media, and people are made aware of it (Girgin, 2003). The fact that the information society has eliminated the industrial society and has transformed into a much bigger force than the industry in the field of the economy not only reveals the importance of the information, but also brings together the control of information on the agenda. Knowledge is now a commodity, so the "false consciousness" that will be created by the information whose production and distribution is taken under control is inevitable. Just as the primary purpose for marketing any commodity is for the manufacturer to make a profit, what's more important than the incompetence, abundance, accuracy, inexactness of the commoditized information is its saleability. Now that the information is passed through written or visual channels and is under the control of some capitalist classes, the portion of the distribution, in other words, how much of it will be distributed is under the control of these classes.

1.2. News

According to the view arguing that news is more believable, formal and prestigious than the other informatics products of media organizations; the properties of reality and having persuasive content lies behind the case. Referring to definite signs such as making direct

representations related to the ongoing events, referring to the statements of the eye-witnesses, using numbers for people, events and other situations, including views of experts and professionals, making direct reports from the sources are strategies used to make the content of the news credible, persuasive and understandable (Rigel, 2000).

The news on the mass media inform individuals about the developments in social, political and economic life on a personal, local, regional, national or international level. News informs, educates, entertains, grieves, cheers individuals, and leads them to action or out of action (Gönenç, 2004). The fact that news is assumed to be related to the truth or the fact itself makes it the most effective media content. Unlike the other media contents, the news is a content that each individual definitely needs and the individual meets in some way, and that has a very high movement of consumption (Girgin, 2003). The information about the truth is not the reality itself but represents the truth. The news is a reconstruction of the reality which will improve and transform the knowledge and the interest of the society in accordance with the structure, technology and ideology of the media organization that will publish the reality in a fictional way (Rigel, 2000).

It has been put forward by mainstream researchers that the media creates an agenda for the audience, determines the issues they should think about. This model, called agenda setting, means that the media brings some issues to the attention of the audience by making a selection among them and that it ignores some of them. The media determine what would be the weight of the issues to be included in its messages, and the ones not to be included.

Studies have revealed that individuals determine the most important social and political problems of the country in parallel to the place given to them in the news. Each mass media subjects the news obtained from the agencies, their reporters, and other mass media in accordance with "degree of their importance". In this elimination, it is determined which news will find more space in news compared with others, which will take the first place, which will take a larger place and which ones will not be included at all.

1.3. Newspaper

Being a social institution that has a variety of functions in the community, the newspaper was treated as a guide to cure the ailments of the reader until the 1960s. The two world wars of the 20th century affected journalism in various ways. The emergence of radio after World War I, magazines of news and current events after 1929 economic crisis and TV following World War II required the newspapers to preen. The fact that radio and television have tended to do journalism has caused newspapers' feature of being the only institution involved in journalism in society (Tokgöz, 2006).

The target audience believes what they hear or see more than those they read. This is an important advantage for radio and television. However, the newspaper can also make the information more noticeable, meaningful and memorable with repetitions and usual symbols (Bullock & Cubert, 2002). Newspapers have the opportunity to go into particulars, to act impartially, to publish in accordance with the people's aspirations and expectations in their articles, especially in news stories. This is an important phenomenon for newspapers. In addition, newspapers offer archiving as they are written publications. Thus, they also carry out such an important task shedding light on the history and creating documents.

1.4. Summary of the Event

This is the incident of the shooting of aircraft belonging to Russian Federation by the Turkish Air Force due to its violation of border on 24 November 2015. At the same time, for the first time since the Cold War era of the 1950s a Russian aircraft has been shot by a NATO member. According to the statement of Turkish Armed Forces General Staff, the aircraft violating Turkish airspace was shot by two Turkish F-16 fighters in accordance with the rules of engagement upon continuing its airspace violation in spite of being warned ten times in five minutes. The aircraft fell to Bayırbucak region under the control of the Syria Turkmen Army. Although the two pilots on the aircraft parachute jump with parachutes, one of the pilots was caught dead. The other was delivered to the Russian base alive. A helicopter was shot during the search for the pilots by opponents and, a Russian marine was shot. The Russian Defense Ministry has made allegations that the aircraft did not violate Turkish airspace. (<https://tr.wikipedia.org>)

2. Method

2.1. Method Applied

In this study, between the dates of November 24, 2015 and November 30, 2015, newspapers published in Germany, the UK and the US, one from each, with high circulation and accessible on a line were discussed, and the news taking place on 24 November related to the aircraft crisis between Turkey and Russia was examined.

Content analysis aims to examine the publications in written, visual and auditory fields. It is quite extensively used in the field of communication. Content analysis is a research technique which can make renewed and meaningful conclusions from the data in a message and which is expected to give reliable results. The content to be analyzed; can be in various forms such as newspapers, magazines, posters, web pages, advertisements, radio or television programs, movies and photos. Content analysis, which is a scientific approach that allows verbal, written and other materials to be analyzed in an objective and systematic manner, helps us understand the message between the lines of these materials (Karaçor, 2000)

Van Dijk's discourse analysis model consists of two parts as "macro" and "micro" construction. Macrostructure is studied under two headings; Thematic analysis and Schematic analysis. News, just like stories or arguments, follows a hierarchical scheme. News production is performed thousands of times every day under the limitations of professional routines, time, trained humans, which put a heavy pressure on it. This is organized by a schema. Headline news in these schemes summarizes introduction together (Özer, 2011). The main event, participations and date are located in the introduction, and the introduction shows the upper level of the scheme with the summary. The text is also included in the scheme, and the theme of news can be learned from the news introduction. In the macro-structural analysis are discussed the elements such as headlines, news entries (spots if any), the main event, news sources, background and context information, the evaluation of the facts of the event by the parties of the event (review) (Van Dijk, 1988). In addition, photos can also be considered among the thematic structure elements. In the microstructural analysis, Van Dijk overlooks the sentence structures, which is called syntactic analysis. That is, he considers the active-passive or simple-complex sentence structures. Regional cohesion, word choices and rhetoric News are among the other arguments forming the microstructure.

According to Van Dijk, discourse analysis represents a theoretical and methodological approach to the language and the use of language. In this sense; discourses forming the subject of the analysis; are determined by the text, messages, speeches, dialogues and communications

(Van Dijk,1988). Van Dijk's discourse analysis method, including the analysis of macro and micro structure of the news, is considered as a complete approach in terms of revealing the structure of the news (Ülkü, 2004).

2.2. The Universe and Sample of the Study

This study, based especially on the news and ideologies, investigates how the jet crisis, occurring between Turkey and Russia, is assessed by the foreign press. For this purpose; three papers, published in Germany, the US and the UK and available online, will be considered as examples, and content analysis and discourse analysis will be applied to the news collected. Bild from Germany, The New York Times from the USA and The Guardian from the UK were examined.

3. Findings

We searched the three newspapers and made them discourse analysis and has these results:

Table 1. Distribution of the News about the Jet Crash

Newspaper	Number of the Pieces of News
The Guardian	7
The New York Times	8
Bild	6
Total	21

3.1. The Discourse Analysis of News Published on the Guardian

The first news about the event was published on the on-line page of The Guardian newspaper instantly on November 24, 2015. The news was featured with the headline "Russian Jet Fighter Shot Down on Turkey-Syria Border". The news stated that the Russian Jet Fighter was warned by the Turkish Jet Fighters due to airspace violation, and then shot it down and that the two pilots on the plane jumped off the aircraft.

In other news published the same day, the headline read "Putin condemns Turkey to shoot down their jet fighter on the Syrian border. On the subheading of the news were the statements "Russian President calls Turkey as " terrorist collaborators" and "Putin said that the jet fighter clearly did not pose a threat to Turkey". The News continued with the statements of Russian President Putin, and the moment of the event was explained by emphasizing the leading figures from both sides and their statements were given place. The report also included the images of the fall of the aircraft.

The Guardian newspaper featured two pieces of news about the event on November 25, 2015. The first of these was given by the subheading "Ankara and Moscow Be Cool", which expresses the newspaper's view on the event. In the main heading of the news were the expressions "Shooting of Russian Jet Fighter by Turkey, Fragility of the Coalition with the Islamic State of Syria underlying this". The News then proceeds with the strategic locations of both countries and its importance. Another article published was published with the headline "Turkey Publishes Radio Records" and the news continued with the statement "Turkey warned Russian Jet Fighter for 17 seconds".

The news dated 26 November 2015, the thematic headline "Russia to impose sanctions on Turkey over the Jet Fighter Shot", and the main heading "Russian Prime Minister said that they will take punitive steps such as customs duties, cessation of joint economic projects, limiting the financial transactions" were included in the news. The article continued with the

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contributions of Russia to the Turkish economy and emphasized that such an application would cause losses in Turkish economy."

In 28 November 2015, the news about the event was given with the subheading "Turkey warns citizens about traveling to Russia", and the news that Turkey advises its citizens to cancel their non-emergency trips to Russia." was also featured.

The news dated 30 November 2015 took place with the title "Turkey not to apologize to Russia". The statements of Turkish PM Ahmet Davutoglu made in the NATO meeting were given place to in the content of the news and Ahmet Davutoglu's image in the NATO meeting was used within the news. When examining the news in microstructure, we see that two approaches to Turkey's self-defense took place in the news more emotionally.

3.2. Macrostructure Analysis Study

The Guardian newspaper generally forms the headlines it uses in plain and simple phrases. But it was determined that it cares to use phrases not only simple but also intriguing. And, we see that the newspaper's attempts to convey its own ideology to the reader by making their own interpretation on the news headlines.

When examined the news of the Guardian newspaper on the topic, the newspaper seems to approach to both of the countries impartially. In particular, the statement "Turkey shoots down Russian Jet Fighter" in the content of the most of the news somewhat disrupts this impartiality. It seems that the Guardian newspaper remained neutral to the event and acted more politically. It was determined that the newspaper did not include any analysis or figures that resulted from a study and whose reliability could be tested in any news text. This case undermines the plausibility and credibility of the news texts the newspaper produced, and suggests that it makes people get informed in a biased way.

3.3. Microstructure Analysis Study

When examining the news published by The Guardian on the shooting down of the Russian jet fighter, it is seen that the newspaper frequently used rhetoric quotations, except for the figures, to provide and boost credibility. It was determined that the paper mostly made direct citations, secondly indirect citations and a few implicit citations.

It is observed that the newspaper chose to use long and complex sentences. It is thought that the explanations were intended to inform the reader while reporting the news occurring outside the UK by using complex sentences. It is seen that the active sentence structure is used in the newspaper for different purposes. The active subject undertaking the action was sometimes shown at a strong position and sometimes weakened and passivated.

3.4. Discourse Analysis of the News Published on the New York Times

The event was featured on the paper with the headline "We extract the statements of Turkey and Russia Related to What Happened in the air" on November 24, 2015. Above the headline was located a world map as a visual material, and Turkey and Syria borders, and the region where the event took place were shown. In the introduction of the news, the events resulting from Turkey's shooting down of a Russian Jet Fighter were presented in detail, and it continued that the two countries were still unable to have a consensus on the issue of a border violation. The New York Times newspaper continued to show rhetorically the airspace of the two countries, where the jet was flying before shooting down, and Turkey and Russia's statement were also included in the news. Then, the research done on the topic by the newspaper in micro

aspects took place in the news. The statement of "Russia always violates airspace", in particular, can be seen as an emotional statement shifting from objectivity to subjectivity.

The headline "Russia raising tension after Turkey's shooting Down Jet Fighter" was included in other news posted the next day. It can be seen especially that the newspaper included the statements of NATO Secretary General, and it continued to reflect its attitude towards the realization of the event. The phrases used in the news are lengthy and complicated and when examined for syntactic structure, it was determined that ambiguities existed.

Although the news with the headline "The Convergence of a Jet is enough for a Wide-Ranging Conflict" posted on November 25, was an editorial, it presents the attitude of the newspaper toward the topic to us in a syntactic way. Along with the views of the newspaper on the topic, the statement "Turkey has a right to defend itself, but it could have chosen to escort the Russian jet out of its airspace rather than firing on it" reveal the opinions of the editor and the basic approach of the newspaper towards the topic. It is seen that, while posting the news about the issue, the newspaper used news resources which were highly reliable and able to be confirmed and diversified its sources rather than adhering to a single source.

Although the statement "Russian Jet Navigator: We were not warned" was included on the issue of the newspaper dated November 26, 2015, it continued with the statements about the U.S. attitude towards the topic. The news with the headline "Kremlin Terminates the Economic Relations with Turkey" was posted with images on November 26 on the newspaper, and emphasis was made on Russia's economic sanctions and Turkey's not stepping back.

The news with the headline "Turkey Seeks Ways to Alleviate Airplane crisis with Russia" was posted on The New York Times newspaper on 28 November, the statements of Recep Tayyip Erdogan, Turkey's President, Vladimir Putin the Russian President, and Hollande the President of France, were included in the news respectively. In particular, the views of the USA on the topic were dealt with from Putin's point of view and, the views of the USA were attempted to be reflected in the statements. In this way, the newspaper tried to show what's more important to them in terms of the event.

The news published in 29 November said "Russia Implementing Sanctions on Turkey". While no image was used in the news, it is seen that passive sentence structures were used in the news for Russia.

In another editorial on the same day was the headline "Discord between Turkey and Russia Is Fueled by Leaders'. Although this headline states that the newspaper tries to treat the two countries equally, the statement in the subtitle "Recep Tayyip Erdoğan: Russia's new number one public enemy" provides a provocative dimension. The news was provided with images. In the news, the relationships of the two countries were also addressed.

3.5. Macrostructure Analysis Study

It was determined that most of the news resources used by the New York Times consisted of people with power and reliability in the community, few of them consist of resources with low reliability and unable to be confirmed. The newspaper, known for its proximity to the current American government, acted in accordance with the choice of headlines and words.

3.6. Microstructure Analysis Study

The New York Times newspaper often preferred to use direct quotations, presented as examples above, in the news text. It is seen that The New York Times gave a big place to direct quotations in order to reach readers from all walks of life and for its messages to be understood easily. We see that the newspaper did not adhere to a single source while making direct quotations, and

tried to report the news without making comments on it by making direct quotations from all the parties of the news.

3.7. The Discourse Analysis of News Published on Bild

The event was reported with the subtitle "IM GRENZGEBIET ZU SYRIEN Türkei schießt Russen-Kampfjet ab", "Turkey Shoots down Russian Fighter Jet on Syria Border" on November 24, 2015. And it continued with the information that one pilot was killed and the other was captured by Turkmen troops. An active structure was used in the headline and the phrase "Syria border, but not Turkey border, show the ideological aspect of the news. The moment of the shooting down was rhetorically presented with an image. Since the information was included in the news text, the background and context information existed. The views of both countries and NATO were also included in the news. Use of such sentences as "Turkey had threatened before" puts the readers in a passive position.

In other news published the same day, the headline read "NATO back Turkey after shooting down the Russian jet fighter on the Syrian border". In the text part of the news, passive sentence structures were used and developments were reported in thematic terms.

The article of Bild newspaper dated November 26, 2015 featured the shooting down of the jet with the title "Turkey on Syria Border", and the news continued with the subtitle "Russian Pilot Threatens to Taking Revenge". The title was attempted to be emphasized with the images used. In the following part of the news, the attitudes of both countries towards the issue were reported.

On the newspaper with the same date, another title on the news was "How Will Putin Take Revenge from Turkey". The news was given with a canalizing and interesting way. The sentences in the news text were of active structure. It is noticeable that no images were used in the news.

In the news dated November 28, on the Turkey-Russia Jet Crisis, developments were given with the subtitle "Erdogan Regretful after Putin's Attitude". Especially in the following part of the news, we see that the word "regretful" shows the active structure of the headline. In the main body of the news, Erdogan's statements were given place to, however, this was interpreted in a partial way with the phrase "Turkey is regretful". This phrase was written without basing on any resources or documents.

The news headline "Putin Implementing Sanctions towards Turkey after The Shooting Down of The Jet Fighter." was posted on newspaper dated November 29 2015. The subtitles "Restriction on Import of Turkish Goods" and "Tourist not to go to Turkey" took place in the following part of the news. In the main body of the news, the sanctions to be implemented on Turkey were explained. Active sentences and thematic subtitles were used in the news, and it was supported with images rhetorically.

3.8. Macrostructure Analysis Study

Bild newspaper is the highest-circulating newspaper in Europe and the third highest-circulating in the world. The presentation of the main event is closely related to the introduction and news headlines. The main event is first seen in the news headlines and then in the news introduction. It is also seen that Bild newspaper reported the events to the reader in the headline and introduction part. It is seen that the main event was expressed in the headline in a way to arouse readers' interest, and the same event was presented in a clearer manner in the introduction part, but that detailed information was not provided.

3.9. Microstructure Analysis Study

It was determined that the newspaper did not include any analysis or figures that resulted from a study and whose reliability could be tested in any news text. This case undermines the plausibility and credibility of the news texts the newspaper produced and suggests that it makes people get informed in a biased way. It was determined that the low number of passive sentences used in the news weakened and passivated the subject, and that it was presented in a negative way.

In the quotations of the newspaper to provide credibility, it preferred direct quotations, and it provided a clearer understanding of the text with the statements supporting its own argument.

4. Result and Evaluation

Studies on the news discourse aim to reveal how the social understandings prevailing on the news text are formed, how the information was produced and to expose the subject position of this information. Addressing and analyzing the news as a discourse means studying it without separating it from the social processes and the power/government formed in the social structure.

The proposition "The way that the newspapers addressing to different societies create agenda and address the news are realized inspiring from their ideologies." were confirmed by the discussion made.

The sample of the study consists of the news stories of The Guardian from the UK, The New York Times from the USA and Bild from Germany, published between the defined dates.

According to the critical discourse analysis method, developed by Van Dijk and aiming at the news, the news on the Jet Crisis posted in The Guardian, The New York Times and Bild newspapers during the defined period were studied, and the following results have been reached.

According to the quantitative data of the news posted on The Guardian, The New York Times and Bild newspapers during the defined period, The New York times featured the highest number of pieces of news, while the lowest number of news were featured on Bild. A total of 21 pieces of news were published during this period. The high amount of news indicates the importance given to the event.

According to the thematic analysis results of the three newspapers studied, it was determined that the headlines were written to evoke interest, to give the information most generally, and that more information was given in the introduction and body parts of the news. Of the newspapers studied, it was seen that especially The Guardian included sensational and emotional expression in the headlines; while the others did not prefer to use sensational and emotional expressions in the headlines, but to use headlines that explain the event more clearly.

As images, it was observed that the image of the moment of the falling down of the jet was used mostly by the newspaper, which was followed by the images of Russian President Putin and Turkish President Recep Tayyip Erdogan. It was seen that the newspapers made a connection between the news and the images by giving explanations under the images about the event.

To the thematic analysis results of the three newspapers studied, it was determined that the headlines were written to evoke interest, to give the information most generally, and that more information was given in the introduction and body parts of the news.

The pieces of information about the event, which were supported by the newspaper, were given along with positive discourses, while, for those not supported, a method of not including them in the news and presenting them in a frame that would keep it away from the public attention was adopted by the newspapers. The common result obtained from the

newspapers is that media makes a reproduction of the news determined by the prevailing powers in the society rather than reflect the reality. On the other hand; the media, which protect the cultural boundaries in the society, reflect its own ideological views on its news language.

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The Usage Of The Game Theory In The Context Of Public Diplomacy: Russia - Turkey Plane Crisis

Hanife Güz, Hülya Demir Yalaze

1. Introduction

There has been change and conversion between countries through globalization and power arguments has started. Military force and skills within the process of informing, persuading and supporting replaced by public diplomacy which is more influential. In order to shape the public ideas in crisis cases, it has become obligatory.

Crisis is defined in Demir and Acar's the Dictionary of Social Sciences (2002) as depression, a dramatic change in case of an unexpected social, economic or psychological development, a despair that comes from unsatisfied solutions, a tension within such a despair (p.80,81).

Crisis is not only a threat for brands and institutions but also a threat for countries as unexpected cases. Crisis is a situation that has time limit for a decision. The most difficult thing is this time limit and pressure (Transfer from Rosenthal & A.Kouzman, Ayhan; 2011, p.10) . It has such a quality that goes towards good or bad all of a sudden, it destroys the routine and it has to be managed strategically. Such a strategically managed process takes precautions, provides quick and clear information and requires the usage of public diplomacy as a soft power.

As it is known, international relations are not between diplomats or governments. Throughout the history, not only ambassadors, soldiers and officers but also many other people have played active roles in international relations. Recently, it has been named and defined, new techniques and ways have been developed. The emergence of public diplomacy or new public diplomacy systemized the existing works (Demir,2012, p.36) .

In a globalizing world, the process to convert a crisis to an opportunity, public diplomacy has the mission of correcting the misunderstandings and directing the target audience through the approach of wars are not gained with lost public opinions (Yalçinkaya, 2013, p.138). The public diplomacy is important as a soft power that establishes trust relations within a crisis which is unwanted and unexpected sudden change; it influences the actors of this process and informs them strategically. It shapes the thoughts of these actors through "Rational Selection Approach" and behaves both in a rational and strategic manner; develop new tactics focused on strategic influence make Game theory very significant in public diplomacy.

Game theory is an approach that analyzes the policies which are about two or more rational side's decisions for their own benefits those aims at optimizing even if it is harmful for the rivals (Özkan, 2011, p.224). Game theory analyzes decisions for contrasting aims that find intelligent responses (Taha, 2000, p.544). All the players are making rational choices for their own benefits by specifying the best one. But while the players are specifying the beneficial policy, they keep in their mind that the other players are also making the same choice. They choose the best policy for themselves.

"Rational choice theory" is an approach that assumes the political actors at the basis and making their analysis according to this. It can be said that when the state is chosen as unit of analysis and assumed that the nations are rational, the paradigm of the study is rational (Özdamar, 2007, p.34). Therefore, crisis management of the countries can be evaluated within this theory.

In this context, this article's main scope is about how game theory is used in international crisis cases as in the case of Russia and Turkey Plane crisis. In order to defend the benefits of a country and create public opinion within this way, public diplomacy makes

mandatory to use rational methods and strategic steps. These methods and strategies have been analyzed in the case of Russia and Turkey plane crisis in this article. The news that are taken from Hurriyet's website contain the first seven days of the crisis and analyzed in the light of rational choice approach through game theory by giving specific examples about how the game was played.

2. Crisis and Public Diplomacy

2.1 Public Diplomacy Process and Dimensions in Crisis

After the cold war with the changes occurred in the structure of the international system, improvements in communication technologies and the rise of democratic management causes public opinion to gain importance according to past, competition in public diplomacy and the improvement of the tools and the methods of the public diplomacy with the adaptation to changes (Sağlam& Hatipoğlu, 2013, p 30). These situation forces the governments which are the main actor of the system and traditional practitioner of the public diplomacy, to a competition and collaboration to other actors according to their benefits.

Different applications can be seen like the direction, scope and the transparency of the communication, interaction between the used soft power and the hard power in public diplomacy. Szondi points out a general assessment by saying "the dimensions of public diplomacy" to these applications. Szondi says that public diplomacy has four dimensions. These dimensions are state, scope of the communication, power and time. The first dimension of the public diplomacy "state" is either war or peace situation based on the condition communication occurred. The scope of the communication characterized as developing two way communications to build one way relation or persuasion. According to Szondi two way communications and public diplomacy characterized symmetrically to establish common agreement. Both public diplomacy practitioner and applied has same chance to influence each other. With the third dimension "power" expected output can be taken. Szondi emphasize that soft power and public diplomacy associated often but the relation between two of them is uncertain and contradictive. Finally fourth dimension "time" explains the period of public diplomacy which can be short term, middle term or long term (Sancar, 2012, p.145-147).

2.2 Reactive Public Diplomacy

One of the main factors to consider using public diplomacy affectively is to discriminate proactive and reactive public diplomacy (Sancar, 2012, s.147). While communication performed in short term, especially instant communication in crisis considered as reactive public diplomacy, activities for building long term relations, strategical communication on topics that can cause trouble even a crisis in the future considered as proactive public diplomacy.

Scope of reactive public diplomacy is to give response, dilute or debate the events, news or crisis occurred beyond the government initiative.

Reactive public diplomacy seen on crisis time often but better solution is performing proactive public diplomacy for prudential governments.

2.3 Categories of Public Diplomacy Used in Crisis Process

Public diplomacy categorized differently by practitioners and researchers. Zharna categorized public diplomacy as giving information and establishing relationship in terms of actual scope.

The Usage Of The Game Theory In The Context Of Public Diplomacy

According to Zhama giving information is based on sending message using mass communication devices in accordance with the objectives of foreign policy and establishing relationship is based on interaction and communication between communities and sustainable coordination. Cull made categorization based on public diplomacy applications and classify as audience monitoring, defending foreign policy, cultural diplomacy, change diplomacy and international press, also accept psychological operation as alternate application (Transfer from Zaharna ve Cull, Sağlam; 2013, p.36).

Another categorization of public diplomacy is “Soft” and “Hard” by Potter using Joseph Nye’s power concept. In Potters categorization short and middle term applications contains propaganda refers to hard public diplomacy while long term applications through cultural relations refers to soft public diplomacy. (Sancar, 2012, p.163).

2.4 Public Diplomacy Techniques in Crisis

Organizing soft power factors within coordination, determining strategical targets and perform works or studies in accordance with these strategies are important for a public diplomacy application which is scope oriented, effective and capable of creating expected strategical impact. Monitoring, Defence, public opinion research, cultural diplomacy, exchange diplomacy, international press, and psychological warfare are the techniques used to make these make or studies successful and create targeted impact (Transfer from Cull Demir, V; 2012, p.71).

With the help of long term relations built using these techniques, crisis periods can be passed with less damage and overcame easily.

3. Turkey – Russia Plane Crisis Dynamics in Terms of Game Theory

Crisis management forces to take decision against unexpected situations. Game theory is a tool used for decision making. Usage of game theory in crisis management is important taking “Rational choices” and creating expected strategical impact.

3.1 Game Theory in Crisis Management

Crisis management has features similar to games. There are players and strategical moves in games. Player’s purposes are to maximize their gains and to minimize their loss. Crisis also has sides. These sides’ purposes are to pass the crisis with less damage even convert loss to gain. These purposes are same in the Turkey – Russia plane crisis.

It is important to take the best strategy that provides maximum gain. This is same in crisis management strategy. Considering Coombs five communication strategies, choosing just one of these strategies creates pure strategy and choosing a mix of these strategies creates complex strategy.

Applying these strategies means making “moves”. In crisis players make reciprocate moves.

3.2 Game Types in Crisis Management

There are several game types. Organizations can make agreements with stakeholders or notable persons in audience to find a solution to crisis, minimize the loss or convert crisis to gain. In some crisis organizations can appropriate entirely deny strategy and refuse to make an

agreement. Under these circumstances games can be categorized as cooperative and uncooperative games.

Games can be categorized as zero sum and non-zero sum based on gain types. In crisis management games are generally type of non-zero sum games. In crisis management the gain or loss of the organization cannot be equal to the gain or loss of stakeholders or audience. Considering crisis as a game, in the end both participants can lose or gain.

Games can be categorized as perfect information games and imperfect information games based on knowledge level. In crisis management participants cannot know the impact of the move or other participants move in response. This makes crisis management imperfect information games.

Games should have 2 or more participants but at least 2 participants. In crisis participant count is unconstrained. There can be 2 or more participants.

In crisis management, movements are generally made sequentially. Crisis arises and stakeholders start the game by making a move that is a reaction to the crisis. Organization makes a move using existing information against stakeholders move and begins to wait for stakeholder's reaction to its move or each side can make move simultaneously. In the Turkey – Russia Plane crisis each side made move simultaneously or sequentially.

Coombs designed a model for crisis communication strategies. These models are (Otay Demir, 2008-2009, p.11-12) ;

Deny crisis response strategy is being in a struggle for removing the crisis by Denying current situation and being aggressive and scaring the weak. There is a denial by using “No Crisis” expression. Explanations made to show “why there is no crisis”.

Distanced response strategy is being in a struggle for weakening the relation between the crisis and the organization. In this strategy information about crisis is given and organization is willing to be forgiven and be proven innocent. With these given information organization is targeting to minimize its responsibility. This strategy includes refuting the intention and finding a scapegoat for the crisis.

Flattered response strategy focuses on preserving organizations current image, and providing to move to a better position using crisis, taking credit by making attempts to gain others approval.

Gangrene response strategy is being in a struggle for forgiveness and creating acceptance. This strategy contains paying compensation to the victims, willing for forgiveness with regret and the improvements in the mechanism for preventing the crisis.

Tormenting response strategy aims to show the organization as a victim and to gain sympathy of the audience. In this strategy organization plays the victim role. Turkey – Russia Plane crisis will be considered based on Coombs's crisis communication strategies and other strategies.

4. An Analyse of Game Theory Usage in Crisis: Turkey – Russia Plane Crisis

Game:

The Plane Crash Crisis which was caused by border violation of Russia resulted in Turkey's making of plane crash.

Players:

The main players of the game are Turkey, Russia and the target audience that will be influenced by this crisis potentially.

Strategies:

The players have used various strategies in crisis management. They will be explained below. The news published on Hürriyet newspaper website on crisis first seven days is used for determining these strategies.³

4.1 The Strategies Used by Russian Government

- **Strategy of Denial (simple denial- denial that calumniates someone)**
 “We did not violate your borders”
 Russia Ministry of Defense: “The plane did not violate Turkish air border.”
 Russia Ministry of Defense: “We did not shot helping convoy”
- **Accusation Strategy**
 “Putin; Turkey had stabbed us from behind. They behave as if we made their plane crash”
 “Vladimir Putin: Turkey was certainly aware of the Russian plane”
 “Putin, “We haven’t got the answers we expect from Turkey after we are stabbed from behind”.
- **Threatening Strategy**
 “Kosaçev said, he was thinking that it would be better to cancel international meetings with Turkey for a time”
 “Russia: Russia will shot any kind of threat without questioning in Russian space as a precaution”
 “Russian Ministry of Defense explained the suspension of military works with Turkey’s commanders”
- **Image Restoration Strategy**
 “Lavrov warned citizens that there is risk of terror in Turkey, avoid from visiting Turkey”
 “Kosaçev said ‘trust and partnership that have been within the years, vanished. Distrust and hostility came back”
- **Unification Strategy**
 “Russia, the speaker of government Dimitri Peskov ‘Putin did not direct military threat to Turkey”
 “Lavrov, Turkish Minister of Foreign Affairs Mevlüt Cavusoglu has just called me and condoled for the pilot. He tried to explained Turkish war planes movement”
- **Superiority and Legitimacy Strategy**
 “Russian Prime Minister Medvedev ordered to stop the projects”
 “Putin’s assistant said that Putin Rejected Erdoğan due to the fact that Erdoğan rejected to apologize for the crash”
 “We will brush upon our relations with Turkey”
- **Economic Threat Strategy**
 “Russian people are stopping their tours”
 “Russia creates trouble for Turks in customs”
 “Russia forbid buying fruit and vegetables from Turkey”

³ In this analysis, every strategy explained by maximum three examples due to page limitation. All these news has been accessed from www.hurriyet.com.tr website on march 27th.

4.2 The Strategies used by Russian Government

- **Deny crisis response strategy**
It is the denial of the strategy. It is not seen and messages are sent within that way.
“If Russians will not come, others come” (tourism)
- **Distanced Response Strategy**
Through the crisis the correlation between the sides are weakened. Information about the crisis is given and responsibility is decreased. Others are accused for the crisis.
“Erdogan, nobody can say anything because we do not permit violation of our sovereignty”
- **Flattered Response Strategy**
A strategy for keeping up the appearances and contribute to images.
President Erdoğan: “They say Turkey did not warn. We warned for 10 times within 5 minutes.”
- **Gangrene Response Strategy**
A strategy for forgiving and acceptance. It contains corrections in order not to have similar crisis one more time.
“The presidency of general staff: radar footprint analyse of air border is shared by military sources.”
Erdoğan: “We cannot be silent about defending our rights and laws”
Erdoğan: “We declared our engagement rules in 2012 after the air crash and ruled it.”
- **Tormenting Response Strategy**
It aims at showing the actor as victim and gainin sympathy in the public eye. Thus, the actor shows itself as victim.
“Turkey: his advice about not visiting Turkey has shocked tourism sector”
“Textile – Economy: we were expecting recovery after the crisis”
“Russia is the first in building and architecture”
Turkey has used the strategies below apart from the Coombs’ strategies above:
- **Threatening Style Strategy**
This strategy contains messages statin that Turkey has not influenced by the crisis and the reasons of the crisis will be punished.
Russian officer who came in October 15 are informed that the engagement rules will be applied in a harsh way from now on.
- **Unification Strategy**
Positive messages are given about unity and solidarity
“To Russia: come and let’s talk without including anybody”
“We are cooperating with Russia. It is not a reason for tension. We should agree of course and go on our ways together”
- **The Image of We Are Powerful Strategy**
This strategy shows that the government is powerful and able to use this power
Davutoğlu “We are not in suspicion and we will not”
- **Agreement Strategy**
In order to find an agreement between the two sides such messages are sent in this strategy.
Davutoglu, “We give importance to our relations with Russia. Russia is our partner and neighbor.”
President Erdogan, “We are sorry about it, we did not want such a result.”
Erdogan, “I called Putin after the incident but he did not answer. If the plane had known as Russian, Warnings would have been different”

- **Legitimacy and Superiority Strategies**

“Erdoğan: If one side should apologise than I think it is not us. It is who violate our air borders.”

“Erdoğan give response to Putin who said “We are stabbed” based on the plane taken down in Syria: This nation has never stabbed anybody from behind until now. “

President Advisor and the deputy of AKP Burhan Kuzu said in Twitter: “Russia blames Turkey in vain. You are the intruder not Turkey. ”

- **Refuting and Blaming strategy (Blame focused strategy)**

Turkey: Davutoğlu the terrorists aim is to destroy the positive attitudes towards refugees and different beliefs.

- **Threat Focused Strategy**

It is very dangerous to kill humanitarian aid Lorries in an irresponsible way. Russia should avoid such dangerous activities.

- **Good Intention Focused Strategy**

Turkey: the presidency of general staff explained that dead pilot was sent back to Moscow.

Davutoğlu: The Russian pilot’s dead body is submitted to Turkey

Prime Minister, Turkey is ready for discussion; we do not want to exaggerate the situation.

5. Conclusion

In Game Theory, it is assumed that players make rational moves and analysis are made based on this assumption. Players select and apply the most rational strategy available in the game. Russia and Turkey used different kind of strategies in Turkey – Russia plane crisis. Russia’s strategies are mainly based on ‘Denial Strategy’ which denies the air border violation in the context of public diplomacy. Russia blame Turkey using this strategy. With using ‘Accusation strategy’ Russia tried to corroborate the idea of Turkey is guilty. After than Russia threatened Turkey in different ways. These ways are economic, political, military, diplomatic and other threats. Russia pointed out that the relation between Turkey and Russia wouldn’t be the same and would be changed in negative ways using “Image Restoration Strategy”. “Superiority and Legitimacy Strategy” adopted by Russia in general meaning. “Unification Strategy” has never been used by Russia. At the end we can say that Russia mostly used negative strategies.

Turkey followed Coombs response strategies sequentially. Turkey mainly used “Defense Strategy” to prove its innocence in plane crisis. Also “Tormenting Response Strategy” is the other mainly used strategy by Turkey. Turkey also used “The Image of We Are Powerful Strategy”, “Legitimacy and Superiority Strategy”, “Threat Focused Strategy”. Positive strategies Turkey used are “Agreement Strategy”, “Unification Strategy” and “Good intention Focused Strategy”. Turkey tried to prove its innocence at first than make his tone more aggressive. Turkey and Russia used more than one strategy and applied “Complex Strategy”.

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Transformation of Television Broadcasting in Turkey: Analysis on Broadcasts Between 1995-2015 According to Programme Types¹

Vahit İlhan, Burak Unlu

1. Introduction

Television broadcasting in Turkey started with the foundation of the TRT (Turkish Radio and Television Corporation) in 1968. As in most European countries, there was a state monopoly in television broadcasting in Turkey until 1990. This monopoly was then overthrown by private television channels launching broadcasts using the legal gaps. With a statute enacted in 1994, Turkey launched a mixed broadcasting system (Aziz, 2013: 110-111). According to the data of 2013, Turkey had a system including 293 satellites, 139 cable and 246 terrestrial broadcasting licenses (RTÜK, 2014: 7-8). The variety of programmes increased as the number of channels grew over the years. There are different approaches as to how these television programmes could be categorised. For instance, in the System of Classification of Radio and Television Programmes prepared by European Broadcasting Union in 2007, there were categories like intention, format, content, intended audience and origination (EBU, 2007). TRT categorizes its programmes in its activity reports in the fields of education, culture, drama, cinema, music, entertainment, news bulletins, news programmes, sports and advertisement (TRT, 2014: 25). The classification system devised by RTÜK (Supreme Council of Radio and Television) based on the system created by the European Broadcasting Union, includes 13 different types and sub-types.

This study aims to clarify the course of broadcasting in Turkey throughout the last 20 years; the types of programmes broadcast, what types of programmes are more prevalent and finally the changes in the broadcasting approach of television channels. In this sense, changes in the broadcasts of four private TV channels and one public channel mostly watched in Turkey are analysed with specific reference to programme flows. Certain limitations have been placed on the number of programme types with only 10 of them being subject to analysis. These types are: promotion and advertisement, serials, films, news programmes, cartoons and children's programmes, women's programmes, entertainment, competitions, culture and sports programmes. There are serials, films, advertisements and competitions with clear-cut classification as well as women's programmes and entertainment programmes with somewhat blurry definitions.

2. Method

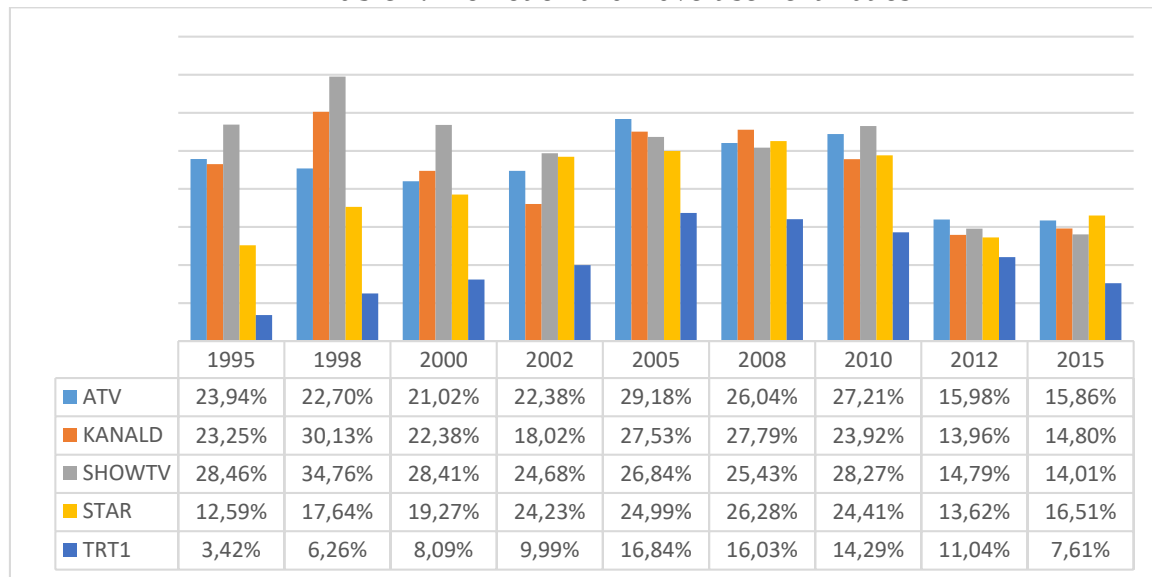
The study analyses the broadcasts of private and public TV channels for the period between 1995 and 2015 with reference to the type of programme. The study is limited to the data regarding nine annual seasons (1995, 1998, 2000, 2002, 2005, 2008, 2010, 2012, 2015) specified in the study. The data about the television broadcasts of TRT, the only public TV channel in Turkey, Star TV, the first private TV channel and other commonly watched TV channels, Kanal D, Show TV and ATV are analysed in the study. Most of the raw data identifying broadcast quotas were obtained from the Nielsen Company (Media Broadcasting and Promotion Services), which conducted the rating analyses in Turkey until 2011, and those of the period between 2012 and 2015 were taken from a media monitoring agency named Interpress. As the data specifically taken from the Nielsen Company include a large number of data sets, only the types and issues regarded as significant are analysed.

3. Findings

3.1. Promotion and Advertisement

Following a relatively linear profile until 2010, the promotion and advertisement broadcasts experienced a great fall in 2012. Having occupied a quarter of the broadcast time of private TV channels in the first 15 years, ads faced a significant decline of 10% in the subsequent 5 years. The reason for this great change was the limitation introduced to advertisement broadcasts by Law No. 6112 and enacted in 2011. According to this new law, a maximum of 12 minutes per hour, that is 20%, could be used for ads. This limitation caused a great variation in the quota of ads; however, it may be noted that this loss is compensated, on the part of broadcasters, through hidden ads broadcast during the films and serials as product placement. Regarding public broadcaster TRT 1, there was a major increase in the share of ads after 2005, but it fell below 10% in 2015.

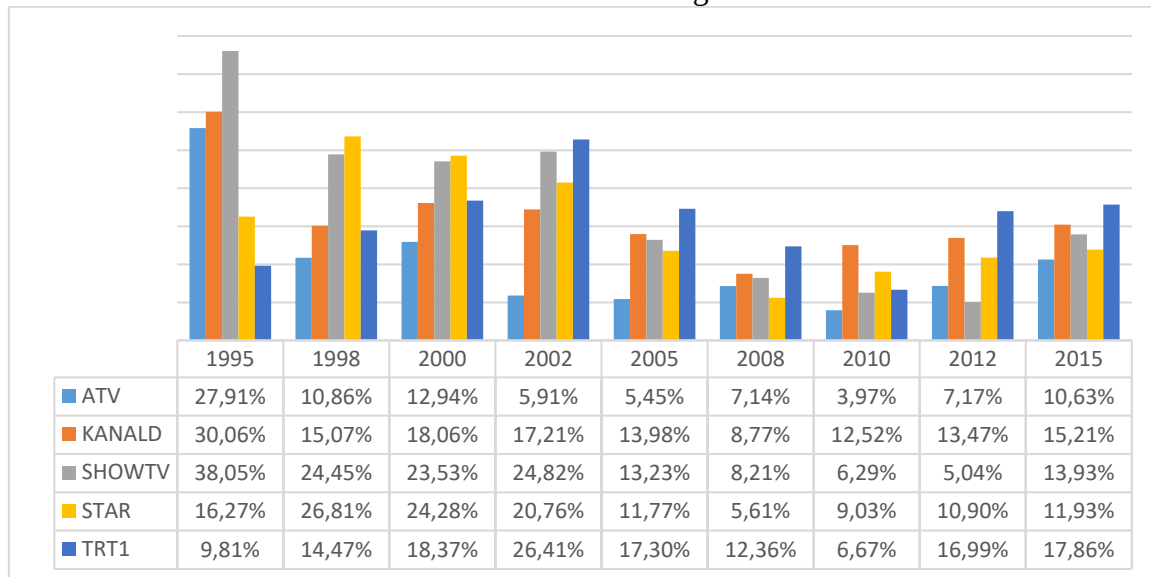
Table 1. Promotion and Advertisement Ratios



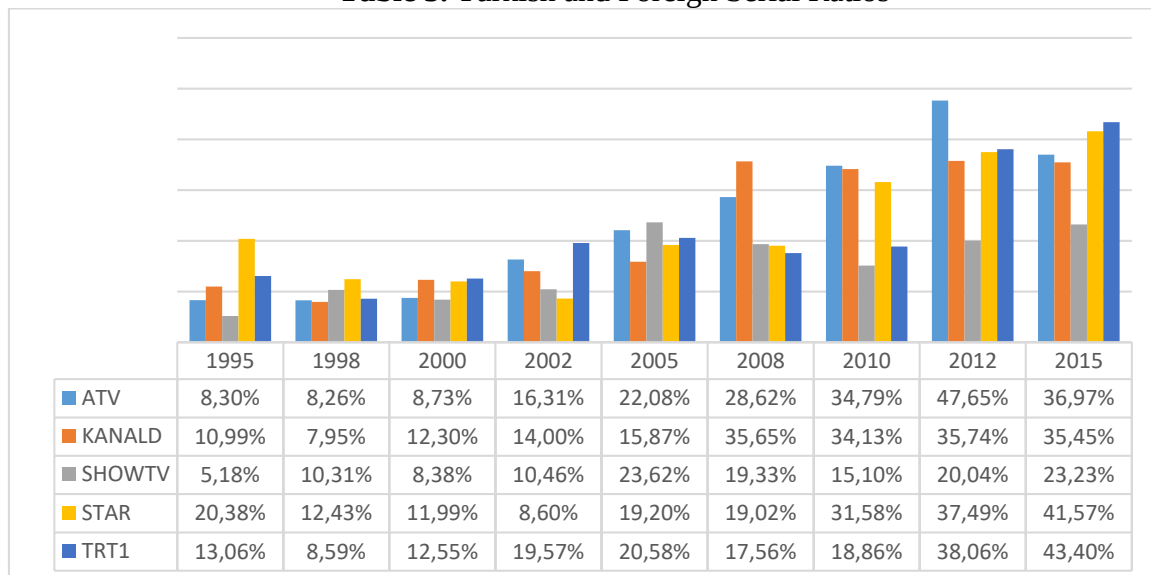
3.2. Turkish and Foreign Films

There was a relatively steady decrease in the ratio of Turkish and foreign films combined in private TV channels until the year 2010. However, there was an overall rate of increase in the following two observed seasons. While Show TV had a film broadcast rate of almost 40% in 1995, it decreased to 5% in 2012 before increasing again to 10% in 2015. Forming a graphic full of ups and downs, TRT 1 was the channel with the highest rate of film broadcasts in 2015 among other channels analysed in the study. When we observe the data in terms of Turkish and foreign film broadcasting, ATV was found to have a higher preference for foreign films than the other channels. In the other channels, Turkish film broadcasts exceeded those of foreign films. The main reason for channels allocating more space for Turkish films is that cinema viewers have recently started to prefer Turkish productions. Another reason is the proliferation in the number of Turkish productions. While there were around 5,000 Turkish film productions shown in 2001, the number was close to 17,000 in 2014.

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Table 2. Turkish and Foreign Film Ratios**3.3. Turkish and Foreign Serials**

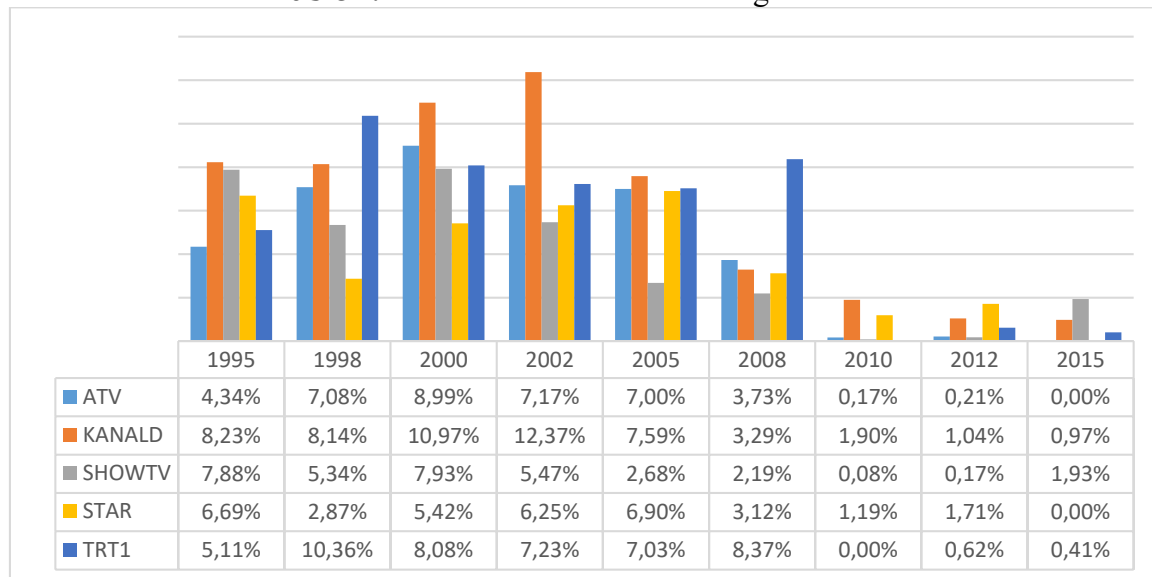
As can be seen in Table 3, there was a substantial growth in the number of Turkish serials shown. It is observed that only Show TV consistently had a rate of serials under 30% throughout the nine seasons analysed. It is also of interest that half of ATV's broadcasts in 2012 were serials. This reminds us of ATV's slogan, "Serials are watched on ATV!" In 2015 public broadcaster TRT 1 took the stage as the channel with the most serials. The rate is relatively high because of serial repetitions in daytime and nighttime zones. Serial repetitions are used as a filling material during dead times. A comparison between foreign and Turkish serials would show that while the rate of foreign serials has diminished, that of Turkish ones has risen throughout the last twenty years. While there was a prevalence of foreign serials in the 1990's, there was a rise in the rate of Turkish serials during the following decade. Given these figures, we can assert that most commonly watched TV channels in Turkey, including public broadcaster TRT 1, have become "Serial TV's" since the year 2000.

Table 3. Turkish and Foreign Serial Ratios

3.4. Cartoons and Children's Programmes

The development of digital broadcasting platforms and satellite broadcasting paved the way for the increase in the number of channels. And this also paved the way for thematic channels broadcasting in specific fields. As a matter of course, when these channels started their programme flow in the fields of documentary, education, sports and cartoons, the variety in the types of content in the national channels diminished. Put clearly, the introduction of thematic channels had a negative influence on the programme variety of the national channels. Of course, this is not the case with all thematic channels and programme types. However, the introduction of thematic children channels has almost eliminated the children's programmes and cartoons in national channels. TRT 1 has completely excluded cartoons from its programme flow after the launch of TRT Çocuk in 2009. Given the figures regarding the last three years, Kanal D seems to have a steadier line; however, no channel has attained a rate over 1% in broadcasting such programmes, except Show TV in 2015.

Table 4. Cartoons and Children's Programmes Ratios



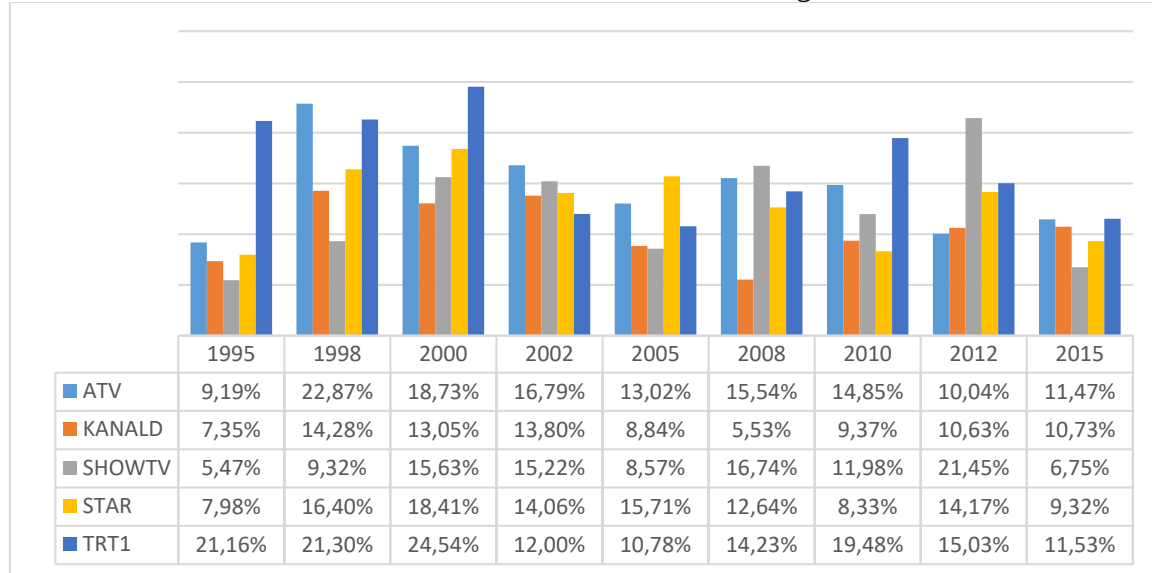
3.5. News Bulletins and Discussion Programmes

News bulletins and discussion programmes have been sustaining their existence on national channels despite the launch of thematic news channels. The rate of news programmes in Star TV, which does not have news programmes during the daytime, is even lower than 7%. Our prediction when starting this study was that the rate of news programmes would have had a substantial reduction; however, no such result was obtained, as seen in the Table 5. However, it may be that the origins of this high rate lie in the long-duration interactive news programmes during morning hours. We could list these programmes as the Haber Günaydın in Kanal D, Sabah in TRT 1 and Kahvaltı Haberleri in ATV. These interactive news bulletins increase the general rate of news programmes. In addition, the launch of TRT Haber can be seen to have had an impact in the news programmes. While there are three different news zones during the day and most channels only broadcast their news bulletins in the evenings, the high rate in news programmes may be explained by the existence of these interactive morning news programmes. However, it should be noted that the data being classified by two different companies prevent us from making an exact comparison with programme types like news which have no clear delimitations. For instance, the “programmes with a guest” including discussion programmes like 32. Gün, or Genç Bakış, are also represented in Table 5; however, the programme called

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Saba Tümer'le Bugün in Show TV is also included in this category, comprising a full 12% of Show TV's broadcast, according to Interpress data. This indicates the reason for the high rate of news and discussion programmes in Show TV.

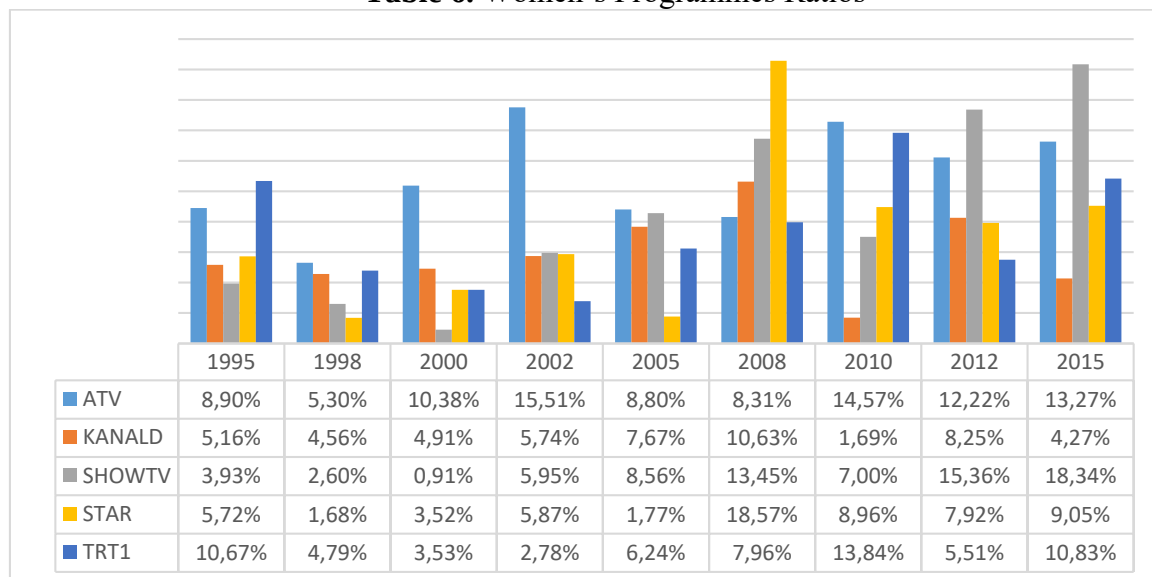
Table 5. News Bulletins and Discussion Programmes Ratios



3.6. Women's Programmes

Women's programmes generally have the higher rate in ATV. Normally high rate of TRT 1 in women's programmes nearly doubled in 2015. Show TV had a prevalence of women's programmes in 2015 even more than news with most of them (more than 13%) comprised of cooking and wedding programmes. The substantial increase in Star TV in 2008 could be explained by the transfer of Esra Erol to the channel. We should point out that the programmes with the greatest number of complaints being sent to the RTÜK are the wedding programmes included in this category (Hürriyet, 2016).

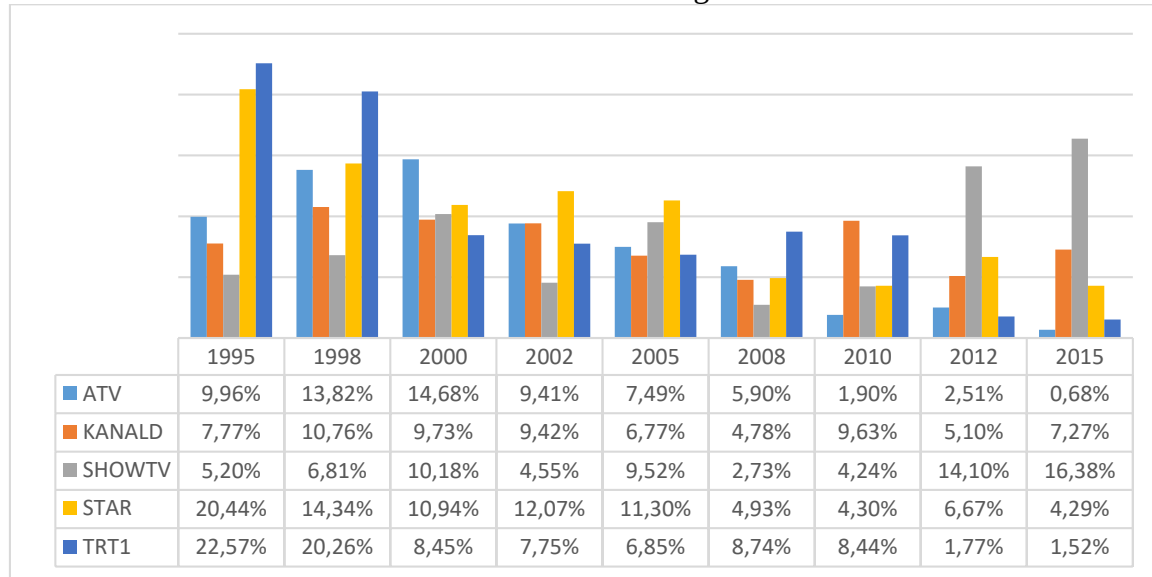
Table 6. Women's Programmes Ratios



3.7. Entertainment Programmes

The rate of entertainment programmes including magazine programmes, comedy programmes, talk shows, music and entertainment programmes has decreased when compared to the first years of private channels. Show TV is the only channel exceeding a 10% rate of entertainment programmes during the last two seasons. However, we should note that up to 12% of that percentage is comprised of magazine programmes. Excluding Show TV and its entertainment programmes, we can observe that the rate of broadcasts by other channels in the entertainment category is relatively low.

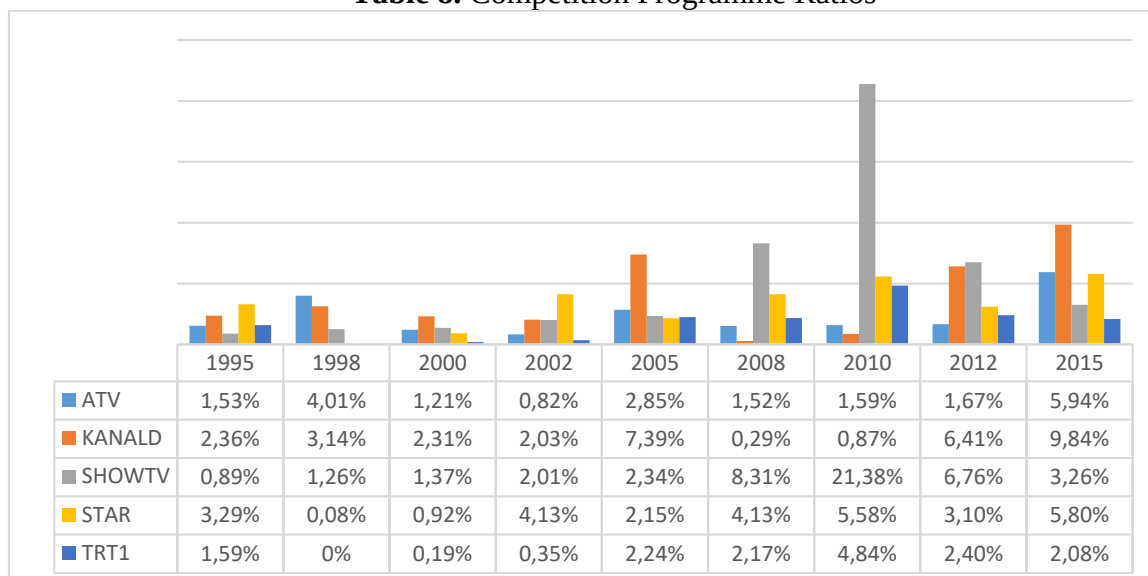
Table 7. Entertainment Programme Ratios



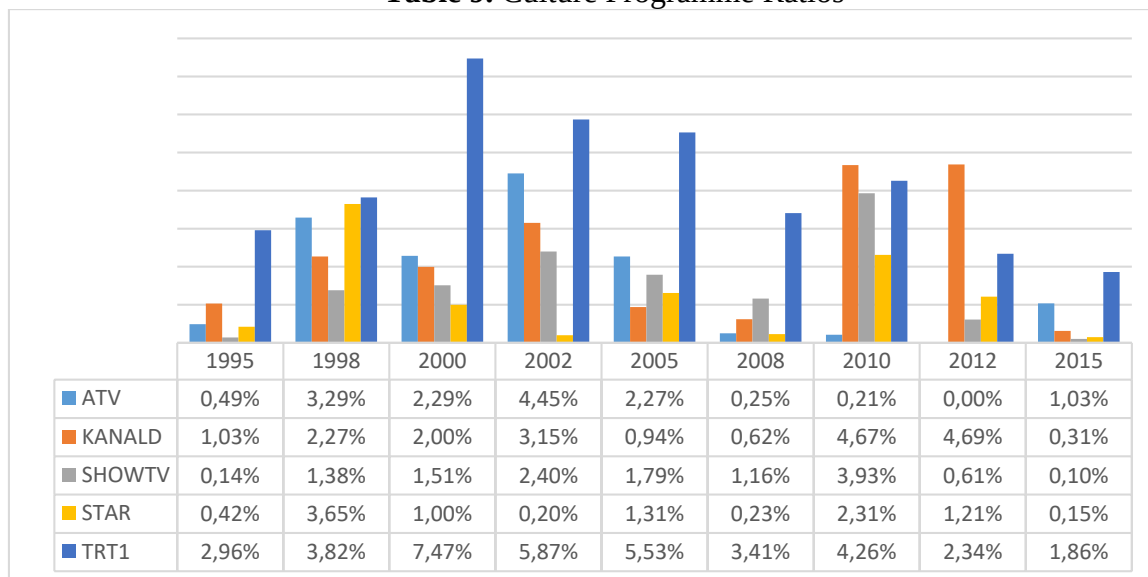
3.8. Competitions

Table 8, indicating the rates of competition programmes on air, is significant in the sense that it shows how certain individuals can substantially change the program flow on a given channel. Famous for copying competition programs from foreign countries and successfully adapting them to the Turkish arena, Acun Ilıcalı is the name behind the proliferation of competition programs on Show TV. Launched in 2006, the competition programme named Survivor was followed by ‘Var Mısın Yok Musun’ in 2008, thus increasing the rate of competition programmes to 8% from 3% in 2005. Launched in 2009, ‘Yetenek Sizsiniz Türkiye’ was added to the competitions category, thus increasing the rate up to 20% in 2010. No other channel, except Show TV, was able to surpass the rate of 10% in this category. There has been an increase in the rate of this type of programmes. 2015 was the year in which all channels except TRT 1 and Show TV broadcast their highest rate of competition programmes. We should note that, based on conclusions drawn from another study, in the 1990’s competition programmes were on the increase. The rate of quiz shows did not change much in the 2000’s; however, the rate of game-like competitions, talent competitions and wedding competitions increased (Köseoğlu, 2012: 69) overshadowing the quiz shows. In other words, the format we call competition changed, with quiz shows being replaced by game-like competitions.

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Table 8. Competition Programme Ratios**3.9. Culture**

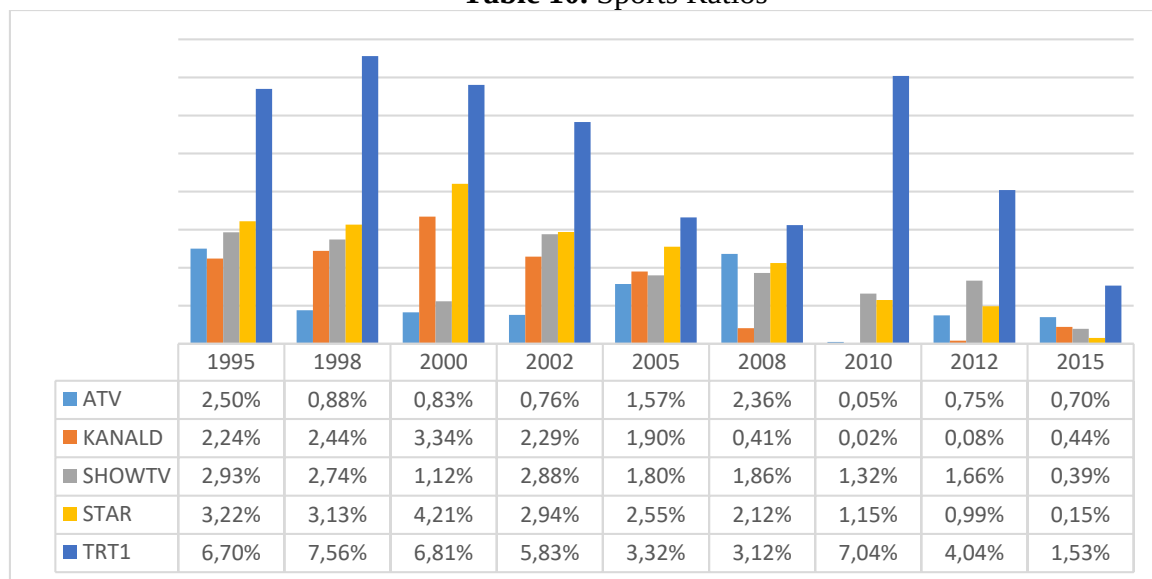
The rate of broadcasts in the field of culture (documentaries, education programmes, travel programmes, culture and arts programmes) has always been very low in all seasons. This rate has never passed 5% in the private channels, while it is higher in TRT 1, although decreasing in recent years.

Table 9. Culture Programme Ratios**3.10. Sports**

Sports programmes, specifically football programmes and football matches, have always had a higher number of viewers. In spite of this, this type of programmes cannot find their place in the programme flows of the channels. TRT 1 has always led in the field of sports programmes. The high rate may be explained by the broadcast of 2nd league matches and matches in foreign countries. For example, TRT 1 broadcasted Turkish league matches as well as matches of the

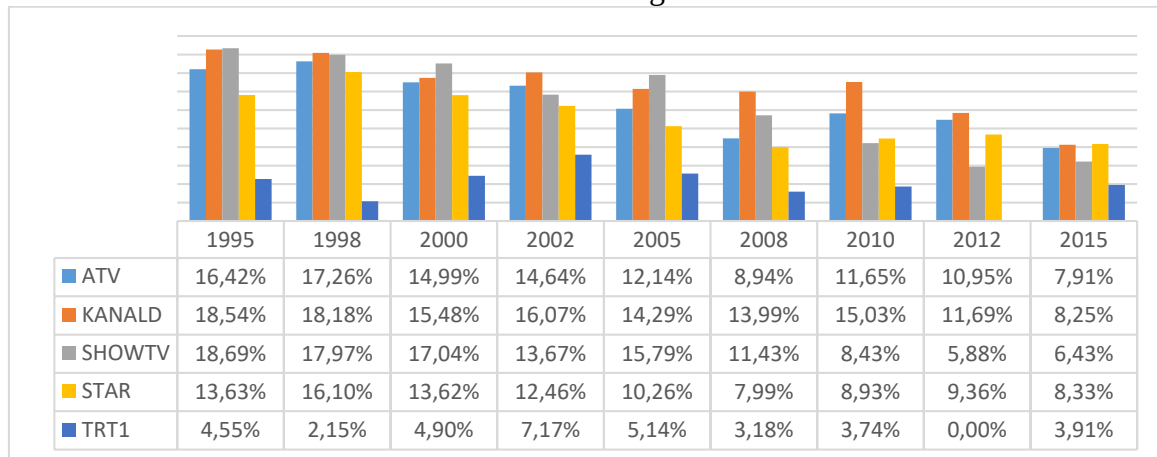
Bundesliga, the German football league, in 2010. After 2012, TRT 1's sports programmes were transferred to TRT Spor, bringing TRT 1's rate from 4% to 1,53%. On the other hand, the rate of sports programmes has been on the decrease since 2005 specifically after 2012. In addition to the negative influence of thematic sports channels in Turkey, the allocation of the right to broadcast football match summaries to a single channel, which is TRT 1, leaves other channels with the reluctance to have sports programmes. As is known, only Lig TV holds the right to broadcast live football matches. The right to broadcast football match summaries is in the hands of TRT. Finally, the right to broadcast Champions League matches might be said to have a minor influence on the rate of sports programmes. For instance, Star TV was the private channel with the highest rate of sports broadcasts until 2008 since it had the broadcasting rights of the Champions League matches. It started to co-broadcast these matches with NTV Spor in 2012. In 2014 it handed over its broadcast rights and Star TV's rate of sports programmes decreased to 0,15%.

Table 10. Sports Ratios



3.11. Ratings – Share

More than half of the viewers in Turkey watched these five channels until 2008. More than 70% of TV viewers used to prefer these five channels until 2000. However, the rate of these channels in the rating pie has decreased since 2008. The total rate of the share of these channels in the rating pie decreased to around 35% in 2015. Specifically Show TV had a great decline. As for ratings, FOX TV and TV 8, with relatively higher ratings recently, are among the most watched TV channels along with the other five channels included in this study.

Table 11. Ratings – Share

4. Discussion

Analysing the data of this study, the four private television channels commonly viewed in Turkey and public broadcasting channel TRT 1 allocate a relatively reduced space for culture, children's and sports programmes. Considering the rate of all types of broadcasts, the first places are taken by serials, films and news programmes. The relatively high rate of serials broadcast indicates that national channels may be termed as Serial TVs. The broadcast of music, sports, documentary and cartoon programmes are completely handed over to thematic channels. At this point we come to an issue of constant debate: Should television channels broadcast what their viewers want or rather what their viewers need? If we consider this with an elitist approach, we could state that television channels should broadcast documentaries, history programmes, discussion programmes, quiz shows and cultural programmes for social development rather than directing viewers to an escape from the realities of the world. However, an elitist approach completely ignorant of viewers' demands would not be successful; at any rate it would not get good ratings or be profitable, which is a proven fact in the history of broadcasting. In this respect, it is possible for channels to provide different types of programmes by allocating time and space for these under-represented types of programmes at least during periods of low audience, thus avoiding monoculture in their broadcasts. Instead of having serial repetitions at nighttime, they could allocate this dead time for documentaries. In conclusion, the data of this study, which clearly and comprehensively outlines the types of programmes existing in Turkey, are open for comment and debate as has always been the case.

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Local Elections After 1999 And The Effect of Propaganda Sinop Sample

Funda Ince Baki

1. Introduction

The concept of being organized and the following terms of “to govern and to be governed” have been changed, showed differences according to the structure of the society, demands of the time throughout the life battle of the human.

Today the “political” phenomenon were emerged out in the struggle of the people in living together, enabling them to live together via sharing their common interest. The government emerged with the concern to create more livable places with the boundary of living together\ come with some other needs together with itself.

There have been thorny processes on how to form the government and today there are many governing senses which have similar or extreme points when compared.

There have been different ideologies and political parties throughout the process and this was resulted in competence among them. The political parties working for the hope to have the government use different methods and techniques to manipulate the society.

It is an uncontroversial reality that the one who can read the priorities and sensibilities of the society exactly is one step ahead of the others. At the end of all these points political propaganda concept is a necessity.

Political propaganda is a way which is used in order to introduce the candidate to public, put its difference against the other candidates and finally to get a high support at the result of the ballot box.

Political propaganda benefits varied tools with the aim of the manipulating the minds of the people it means indirectly the decisions of them. Political propaganda tools which are varied according to the structure of the society and cultural specialities, also have been gaining new dimensions.

Developing and changing technology is one of the essential political propaganda tools throughout the politics and political processes along with the election process. Elections accepted as the foundation of the democracy was once a process which is directed by the elector himself, along with the expanding affection zone of the political propaganda tools it became a war of perceptions.

The candidate worn all of the right guns is no more interested in proving that he is right, instead he is searching for the ways to convince the elector to vote for himself. The only important thing in the election company giving importance to the visual art rather than the content, is to convince the elector.

The priority is not on the things that the political party or the candidate said, it is on whether they can convince the elector or not. The side who can turn the elector on his side is also the side who can win the elections and be the victory of the process.

Majority of the electors have a certain point of political view, most of them are also neutral and irresolute. The people who have a point of view do not step into the varied tools`area of manipulation and do not change their decision easily.

Besides all of these the indecisive people who can decide according to the time and the conditions, can especially come across the effect of the political propaganda devices. The elector who decide under the effect of the varied tools can be effected by the political propaganda labours. These tools, which have different levels of influence on the elector, are to be used according to the interest and perception of the elector.

Each and every of the political parties and candidates have their own and different, appealing political statements but it is important to be able to elude among all of these statements. At this point the political propaganda techniques are the key issue.

The political party and the candidate who can take the pulse of the public correctly, is also the party who can manipulate and affect the decision of the elector. The ability to win the election which is also the core of the election, can be made through with the help of the using the political propaganda tools.

In this study; "Sinop Local Elections" is analyzed in terms of using the propaganda tools. The history of the Sinop local elections can play important roles on examining the outstanding political parties.

2. Method

In this study, the effect of political propaganda tools on the behaviours of the elector has been investigated and the results and aims of the study are as follows:

1. To investigate whether there is an effect of the political propaganda tools on the behaviours of the electors or not taking Sinop center electors in sample.
2. To investigate which political propaganda tool or tools are effective on the behaviours of the electors in relation with the demographic factors of the electors in Sinop.

The study has been carried via survey method. The universe of the study has been defined as the electors in Sinop registered at the central civil registry. This number was defined as the data of the 2013 Civil Registry System Depend on the Address as 38.459 people at total.

In these number for the elections of the 2014 and the total registered elector number was defined as 29.376 people. This population is framed only among the people at the city center and registered in the related center.

The sample of the study was defined as 402 people with the %95 trust level and %5 mistake point. The survey has close-ended questions and 402 people defined as randomly. The results of the survey were prepared in cross forms according to the gender, age and marital status.

3. Findings

3.1. The Sinop Local Elections Results From 1950 to 2014

The parties won the mayorship elections according to the election periods:

1954-1959: Abdullah Batur (**CHP**)

1959-1963: Şevket Şekeroğlu (**CHP**)

1963-1967: Raci Kantarcıoğlu (**AP**)

1967-1973: Sıtkı Levent (**CHP**)

1973-1977: Enver Bahadır (**AP**)

1977-1980: Haydar Yılmaz (**CHP**)

1984-1989: Aydın Atakan (**ANAP**)

1989-1999: Ali Karagülle (**CHP**)

1999-2004: Hamza İnce (**ANAP**)

2004-2009: Zeki Yılmaz (**AK Party**)

2009-Halen: Baki Ergül (**CHP**) (<http://sinop.bel.tr/sayfa.asp?sayfaID=8>.)

As it can be seen from the list: at 7 election period CHP was the winner of the mayorship with different candidates. It is followed by 2 periods by AP, 2 periods by ANAP, 1 period by AKP. It can be said that, in Sinop CHP has the majority of the votes.

Except 2004, the results of 2009-2014 show a contrast with the results of the rest of Turkey. While AK Party won the elections at the three election periods in general, in Sinop the winner is CHP. In 2004, the winds have turned on to the AK Party, in 2009 and 2014 AK Party crashed and burned.

The local elections, which are to retain the destiny of the local, have lost its core intention at recent elections and it began to take shapes in the flow of the country's general political attitude. The government party tried to increase their power and the opposition parties tried to eliminate the loss at previous elections.

At the local elections which is considered to be the rehearsal of the national elections, the concepts of "the needs of the city and the identity of the candidate" have lost its importance. Between the agenda of the country and the expectation of the service, the elector make his decision along with the government while in Sinop the elector decided to support the opposite party. Having only one-way in and out, not being on the highway, closed to the varied effects, having few young population, having an easy and safe environment, Sinop; have a profile for low service expectation and close to renewals.

Along with the many important factors in defining the colour of the votes of the elector in local elections, the identity of the candidate is the most important factor. The voter decides under the effect of the political propaganda tools right along with the general political attitude and agenda of the country; and in the situation of the local elections voter gives importance to identity, image and public relations of the candidate rather than to other elements.

The survey results show that no matter the fact that the electors who have a definite political view and attitude, when there is a face-to face interviews they can change their point of view. It is important for the voter to listen the promises of the candidate one-to one and have conversations in person with the candidate can affect their final decision. This situation is especially important and valid when the situation is the local elections.

Contrary to other elections in Sinop, at the election in 2009 and in 2014, there were only one right and only one left party and this situation had a profound effect on the elections. There was a big challenge between the three candidates one from right party, one from the left and the other was independent candidate at the 1999 elections. In 2004 elections there was a similar situation and there was a slight difference between the three candidates.

The situation has changed in 2009-2014 elections. There was only one candidate at right party and one candidate at left party (CHP) but it was not enough for CHP in Sinop to defeat the only candidate at right party. It was only possible to break the power of CHP by splitting the votes of the right party into two separate right parties. Additionally, the elector population of the Sinop decided according to the general political climate of the country, did not manage to act out of the general policy of the country.

3.2. Evaluation of the local election processes in Sinop in 2004-2009-2014

Although there is a general definition of the political propaganda labour, its function and tools in the convincing the voter, taking the control of the perception of the voter; there are differences in practice between the national and local election processes.

National elections requires the attendance of the whole nation and the labour must be arranged to give answers to all needs. It means in national elections; the economic, political, social expectations and needs must be responded and the possible solutions are supposed to talk loud often.

This situation led political parties to analyze the current situation and have tendencies to solve crucial problems. Political parties tend to analyze and solve the problems of the society especially for the points which the society have sensibilities. Before the national elections the leaders generally and mostly use the television to reach the electors and tell their intentions and

plans but with the development of the technology they have the luxury to use the every political propaganda tools at every point.

For the local elections the elector have different motivations to choose a candidate and it can show difference from the national elections. Especially at the recent years there have been parallel tendencies between the national and local elections, there have been still differences between them even if they were slight, they are still different in general context when they are examined.

The perceptions changing or being changed come along with the different government perception. The time is for the people who can manipulate the perceptions rather than the people who can convince the elector into their political ideas or services. All of these changes lead a different propaganda labour and it focuses on the hunting the elector mostly.

Especially the local elections of 2014 is a good example. The political propaganda labours during the past elections market the whole local election company as if it was a national election company. The point coming forward is to use the general policies of the political parties rather than emphasizing the service focused on local management and participant management system.

It means every election region have different priorities and needs so every of them have different election strategies but for the last election process the parties choose to have a more general political tendencies.

The propaganda tools used by the political parties or the candidates are; newspaper, radio, brochure and posters. Not having a television at every city makes television to use less in local elections.

The candidates using the newspaper to give adverts or make their news published, also used the radio seldomly to reach the elector. The brochures are delivered door by door while the photos of the candidates, poster are decorating the most points of the city.

Internet, gaining a new and important point in using among the people, still doesn't have any weight in usage in local elections. Internet has a common usage among the teenagers. It is more difficult and troublesome and also it does not exist at every home. All of these factors combine and make internet usage at the local elections to be preferred less. At the national elections, the elector choose mostly tv but for the local elections they generally choose face to face interviews. The candidate desire to be govern needs to be introduced in person rather than knowing and seeing from the mass communication tools.

The subject of the study, Sinop Elector, stays out of all of these trends and they can be effected or directed by the general condition and the current situation of the country. They can not be able to isolate themselves from the events. Definite part of the society give their vote to their candidate no matter what, some part of them can deviate from their ideas and the irresolute elector behave according to the general condition of the country.

If there needs to draw a general frame; at 2004 elections Sinop elector supported the newbie party AK Party. They supported CHP at the 2009 elections with the concern that secularism has been damaged throughout the Ergenekon process. When it comes to 2014 election the Sinop elector chose CHP again with the effect of 12 years torn-out, crumbled with the Gezi events and really damaged along with the 17-25 December process. All of these process makes CHP more reliable than the AKP in the minds of the electors.

All of these signs indicate the points below:

- ✓ At the mayorship success list, there is not any harmony among the Sinop and Turkish national political parties.
- ✓ At the Turkish National success level mayorships are scattered as AK Party, CHP and MHP while in Sinop local it was listed as CHP, AK Parti and MHP.
- ✓ While CHP lost at serious levels in Turkey nationwide, CHP protect the title of being "the fort of the CHP" in Sinop local elections.

- ✓ At the center of the Sinop, the electors are effected by generally ideological tendencies and the general political climate of the country. A definite part give their votes according to the candidate as the general climate of the local elections, it is the national climate have effect at the elections.
- ✓ Especially at 2014 local elections happened in the climate of national elections and party is come forward than the candidates, so the elector gave their votes according to the national climate not for the needs of the region.
- ✓ While at the 2004 local elections two right parties gave struggle against one left party, at 2009 and 2014 elections one right party struggled against one left party yet they could not manage to gain victory again one left party.
- ✓ It can be seen that there has been changes between different election periods about for Sinop center it can be said that the electors don't have certain changes at their decisions and there happened no big surprises.

4. Discussion and Conclusion

At the end of the study the results of the related hypothesis are defined as follows:

There is not any effect of the political propaganda tools on the behaviours or decisions of the elections.

It has been accepted that majority of the people have been affected by the political propaganda tools, but it is not the same situation for the Sinop electors. The Sinop electors show the tendencies on the contrary to the general tendencies.

It has been defined that %18.4 of the participants said that political propaganda tools have been effective on their decisions while %3.5 said they are undecided and %78.4 said that the political propaganda tools have not been any effect on their decisions.

It is clear that in Sinop electors have a rooted CHP base. Emerged from this information, it is known that there has been a decided elector at Sinop. The people supporting CHP is the high percentage that define the result of the election. It seems that electors follow the propaganda tools used by the political parties but don't let them to effect their decisions.

It is for sure that this situation unveils the decisive-indecisive elector discrimination. Although the electors in Sinop is decisive, the part composing of the indecisive and indifferent are also important factor effecting the results of the elections.

The results show that the indecisive electors have been manipulated by the political propaganda tools more than the others.

The questions in the survey have been the tools in order to examine the effect of the political propaganda tools between the decisive-indecisive electors. Ninety-one point one (91.2%) percentage of the decisive voters have mentioned that they are not manipulated by the political propaganda tools and the %47.4 of the indecisive voter mentioned that they can change their decisions under the political propaganda labours even if they do not have any ideas beforehand.

The results show that important percentage of the indecisive electors also do not affected by these studies and %52.6 of them give their decisions according to the political propaganda studies.

This results enables to comment that even if the percentage of the indecisive voters having no idea before the political propaganda tools and also not affected by them is higher than expected, is because of the fact that the voters give importance to the candidate but not the political propaganda tools.

The voter give is decision according to the candidate when it is local elections and when the situation is for national elections they give decision according to the party. The results show

that the percentage of political propaganda tools`effect on the indecisive voters is higher than the decisive voters.

Among the political propaganda tools, face-to-face interview have the most percentage of affecting the voters.

It is higher percentage of the ineffective percentage of the political propaganda parties rather than the effective percentage. Face-to-face interviews are more fruitful than the others. Especially at the local elections face-to-face interviews come forward in the Sinop local but it is not an important factor as it is supposed to be. The least effect factors, although, among these propaganda items are radio and photographs. At local base, not having tv at every home leads the candidates to compensate this point with the usage of printed materials. Local elections commonly use radio, posters and photographs but for Sinop there was any beneficial outcome for the candidates.

Face-to-face interviews are examined between decisive-indecisive voters and among the decisive voters only %20.9 of them admit that face-to-face interviews are effective and %79.1 of them confess that they are not influenced.

At the side of the indecisive parts %63.2 people mentioned that they make their decisions according to the face-to-face interviews. These interviews are defined as the most effective ones and they are also the ones that manipulate the indecisive voters at most.

Newspaper reading percentage is especially high at middle-aged and above, internet usage is more common in young population and it is rarely used among the age of 65 and above. When the survey results are examined; the people who said that the internet and newspaper have no effect on their decision is high and nearly same between the age groups.

Newspaper used commonly at past election periods and it has a wide range of effect, but the survey results show that while making their decisions voters have not affected from neither television nor internet. In spite of their heavy usage, internet and newspaper have no value in affecting the decision of the voters at all in Sinop sample.

There are people who will never deviate from their political attitude no matter what happened but it is possible to mention people who can change their ideas to the conditions of time and place. Political propaganda which is a major factor to build, change and destroy the governments, take the voters in the palm of their hands with their deceptive attitudes.

Enriching their techniques and tools day by day, political propaganda can be fruitful only when it is used on time and place. Building the pavements of the governing, political propaganda does not have the same results with the same techniques. It means it can change according to the potential and it needs to be defined in harmony with these potential.

The population who have their own idea and decision of course is not in this area of manipulation but it is important to manipulate the people who can not make their minds up and also the ones who are defines themselves as neutral. The aim of the political propaganda is to carry the convincing process smoothly among the floating votes.

Actually it is true to say that in the common frame of the Sinop voters, the general political propaganda on the nation is the one to define the attitude against the AK Party rather than the political propaganda labours. In the election in 2009 the concern "to löse the secularism", economic crisis, the case of Ergenekon and in the year of 2014 the Gezi and 17 December process have been resulted in the victory of the CHP.

In Sinop local election nearly all parties chose the printed-written materials mostly in their propaganda. It is because not having a tv channel in the city and the radio is not in the target point of the voters, candidates generally prefer to use other devices rather than tv and radio.

Sinop is a small city and this is why people choose the public meetings and face-to-face interviews. The 21. century`s most popular tool and having the most users, internet is the fastest

communication tools but candidates in Sinop benefit from the internet usage just by facebook pages and not more.

At the result of the study, it can be seen that;

- Political propaganda labour has not any fruitful results on effecting the behaviour or decisions of the voters at all. Some of the voters admit that these tools have affected their decisions while the majority of the Sinop electors say that it has not any important impact on their decisions. The fundamental assumption of the study which is the political propaganda tools have a profound impact on the behaviours or decisions on the electors is seen to be invalid. It means the hypothesis is seen to be wrong at this study.
- **According to the age;** while there is not any relationship between the election campaigns, face-to-face interviews, television, radio, photographs, posters, open-air meetings and voters political preferences, it seems that there is relationship between age and newspaper and internet in political preferences.
- **According to gender;** there is no relation between the political preference with the election campaigns, face-to face interviews, tv, radio, newspaper, internet, photographs, posters and open-air meetings with gender. It means for Sinop voters gender is not a relative factor.
- Among the political propaganda tools face-to-face interviews have a higher value of effect other than the other political propaganda tools.
- Among the political propaganda tools radio and photograph are the elements having the least effect factor.
- The results show that the voters who defined themselves as indecisive have manipulated by the propaganda tools at most, but apart from the unbreakable partisans, the general political climate of the country has the profound effect on the voters and for the local it is using this national climate changing the ideas of the voters.

Political propaganda is an essential element in telling the purposes of the party or candidate and forming the image of the candidate. It is not an arguable fact that political propaganda has an effect on the voters and it is also shown that it is more manipulative among the indecisive voters. The political party or the candidate who has a creative and fruitful advertisement and communication campaign throughout the election process is also the one who come forward in the election race. Political campaigns have gained momentum especially along with the transpassing the multi-party system, but it is Sinop sample show that political propaganda labour is not the only factor defining the destiny of the election.

Political parties and candidates show great effort to allude and affect the choices of the voters, along with this aim they use ways and technics called political propaganda to convince them to vote for themselves. It is with this direction, the political propaganda tools`usage and their effect have been examined in this study but it can be said that Sinop electors are generally decesive voters and when the general national climate of the country is examined they have a very strict CHP mentality. The fundamental item of the study which is political propaganda tools have an effect on the behaviours of the voters is considered to be not true in the sample of Sinop.

5. References

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Adopting Brand Values to Internal Customers: Case of Vestel Inc. ⁴

Aysun Kahraman, Canan Ay

1. Introduction

Current market conditions are forcing businesses to seek methods to ensure differentiation from competitors. Along with this branding practices have gained importance to in order to achieve this goal. During building branding process, businesses generally focus on the external customers and undervalue the functions of employees who are also called as internal customers. However, employees have crucial roles in delivering brand promise and brand values of the firm to all stakeholders in a desirable way. Therefore, values of employees should be aligned with brand values. Making employees involved in the branding process is referred as internal branding in the marketing literature. Internal branding is a philosophy which defends that if employees understand and adopt the brand promise and values of a firm, external customers and other stakeholders will take up with this brand more easily. The aim of this research is to clarify internal branding in terms of literature and practices. Consequently, we try to put forward the importance of adoption and identification of a brand among employees.

2. The Literature Review

2.1. The Concept of Branding the Role of Employees in the Branding Process

Today's business environment has a constantly changing nature and is characterized by high competitive pressures. Consumer habits, lifestyles, needs and wants are changing continuously. In addition, with the ubiquity of technology, differences between products diminish and products can be imitated easily. So the potential for sustained competitive advantage decreases (de Chernatony et al., 2001). Thus, there is a shift in marketing philosophy from just selling products and services to developing sustainable relationships with consumers and other stakeholders (Kaufmann al., 2016). If companies want to survive and develop in these competitive conditions, they should be preferable by customers in comparison to their competitors. Being preferable depends on the companies' ability to meet customers' needs by providing them both functional and emotional values. To achieve these aims, firms use strategic tools such as branding (Kay, 2006). Brand is a name, term, word, symbol, design or a combination of these which differentiates products or services of a company from its competitors (Kotler ve Armstrong, 2006). Branding is the act of giving a company a particular design or symbol in order to advertise its products and services (<http://dictionary.cambridge.org>). Brand consists of all perceived functional and emotional dimensions of a product or service (Leberecht, 2004). It makes that possible for a company to express itself by building a strong link between the firm and the target customers. Moreover because a brand carries on an emotional meaning in addition to functional ones, the value of products or services increase for customers and for other stakeholders. A sustainable competitive advantage can be achieved by creating a strong emotional identification between the functional features of a product and the brand (Bergstorm et al. 2002). These benefits simplify consumers' purchase decision making and contribute to create customer loyalty (Riley and De Chernatony, 2000). A brand is built on core values which form the basis of a company.

⁴ This study is derived from master dissertation (Delivering Brand Promise to Employees: Internal Branding) of the first author by updating some parts and adding new information.

These values are the basis of all messages that are delivered to stakeholders. The values delivered by companies to all stakeholders comprise sets of promises. In line with this, the concept of brand promise emerges. A brand promise includes a set of functional and emotional values that belong to a brand. Brand promise helps companies to differ from competitors by offering distinctive features and benefits (Punjaisri vd., 2009). In addition to the creation of an attractive brand promise, presentation of this proposal is extremely important. Communication strategies have important roles in order to deliver a brand promise in a desired manner. Values of a brand are communicated not just by advertising, but also through employees' interactions with different stakeholders (Harris and de Chernatony, 2001). Therefore, while managing communication efforts for the delivery of a promise, employees should be included in the process. Employees have big responsibilities for a successful brand creation and for providing continuity of the brand success by undertake the task of the transmission of functional (how is it transmitted?) and emotional (how is it transmitted?) values. Employees make contribution to the brand success and effect perceptions of customers through their brand-related behaviors (de Chernatony, 2002; Erkmen and Hancer, 2015). In other words, employees are involved in the process of creation of a brand image which is a part of the brand identity perceived by consumers (Papazolomou and Vrontis, 2006). Because of this role, they need to be recognised as brand ambassadors (Jacobs, 2003). Delivering the brand values correctly is extremely vital because customers' expectations are met by ensuring consistency between promises of the company and the behaviors of its employees. In order to ensure the targeted consistency, all employees of the company should be familiar with brand identity concept and meet customer expectations with their words and actions (Burmam ve Zeplin, 2005). Hence, brand identity and brand promise should be communicated to all employees and all employees should be encouraged to adopt them. In marketing literature this process is referred to as internal branding.

2.2. Internal Branding Concept, Success Factors and Tools in Internal Branding Practices

Internal branding is as a key process to align the behaviours of employees with the brand values (Tosti and Stotz, 2001). Internal branding describes all the activities undertaken by an organisation to provide the adaptation of the branding concept in an organization to ensure that employees deliver the brand promise to the external stakeholders (Punjaisri and Wilson, 2011; Foster et al., 2010). It is a factor of corporate branding and the strategic part of internal marketing (Mahnert and Torres, 2007). Corporate brands are systematic tools for providing stability, trust, and differentiation for all stakeholder groups, both internally and externally (Kay, 2006; Rindell and Strandvik, 2010). Internal marketing is described as "the education and motivation of employees by organizations, in order to promote customer-conscious and market orientation" (Snell and White, 2009). Internal branding is an interface between marketing and human resources. The aim of internal branding practices is the obtaining competitive advantage through aligning management values and employee behaviours (Jacobs, 2003).

An effective internal branding campaign process depends on some factors. For this reason, if companies want to be successful at internal branding practices, critical success factors should be identified. So the company can foresee where failures may occur and how they can be compensated. Mahnert and Torres (2007) have listed factors of failure and success in internal branding. They provided a review of literature about internal branding and other related disciplines such as internal marketing, communication and other activities related to internal branding. We can see this list below:

- Organisation. It includes company structure, corporate culture, and insular thinking. Changing organizational factors is a hard task. However cultural structures may need to be changed when there is a gap between the current culture and the objectives of the internal

Adopting Brand Values to Internal Customers

branding program (Bergstrom et al., 2002). Cross-functional coordination is very useful for cooperation between departments. A multi-departmental approach may be most appropriate for internal branding

- Information. It refers to an in-depth knowledge and understanding of the internal environment of the organisation. During an internal branding process, companies should measure performance, gather feedback from all organisational levels and highlights any necessary changes to be made.
- Management. This dimension concerns the support of managers to internal branding practices. If managers become leaders and guide all employees during internal branding practices, intensive association between the organisation's strategy and the brand is developed. Organising brand teams will be also very useful.
- Communication. Multi-directional communication takes place in internal branding process in order to align internal and external messages. When all employees understand brand values clearly, they tend to be intellectually and emotionally engaged with the brand (Thomson et al., 1999). At this point, creating a message structure and an effective internal communication are critical.
- Strategy. The internal and external brand should be harmonized to corporate strategy in order to evade confusion and conflicts. For achieving this, a suitable timing program and an adequate budget are necessary.
- Staff. Internal branding philosophy should be applied at all organisational levels. For this reason, recruitment of candidates who have similar values as those delivered by the brand, employee participation, and employee support are essential. It is crucial to align employees' values and behaviour with a brand's desired values (Harris and de Chernatony, 2001). Moreover, motivating and rewarding employees influences the readiness among people to adopt a new or altered strategic direction with respect to the internal brand.
- Education. Training is necessary for keeping employees informed and aligned with organisational objectives and policies. Training of all employees also prevents the company from failures that may occur because of ignorance and of prejudices against the branding initiative.

Using appropriate tools is also critical for a successful internal branding execution. There are many tools that extant literature suggests for internal branding. Nevertheless, Canadian Marketing Association offers a set of tools derived from an extensive analysis of best internal branding practices of various companies from different industries (MacLavery et al. 2007). We can see these tools below:

- Internal Communications: Employee newsletters, employee storytelling, regular employee meetings, senior management visits, videos with messaging demonstrating brand, walk-the-talk communication, push messages from president.
- Recruitment Practices: Longer term strategy to continually build the skill within an organization to deliver the brand promise.
- Training Support: New hire orientation programs including explanation of brand attributes and roles, brand workshops, brand tool kits, e-learning, customer sensitization, customer videos recording.
- Leadership Practices: Management development programs, senior team personal site visits, employee rating of leaders through regular performance reviews.
- Reward and Recognition: Special events commemorating success milestones, performance reviews encompassing brand behaviours, 360 degree feedback, peer recognition programs.

- Sustainability Factors: Internal communications, continuous customer contact groups, internal focus groups with front-line staff (to identify what they could be doing differently and deepen engagement).
- Other: Measurement of specific projects, planning to include broader employee input.

3. A Study on Internal Branding Practices in Manufacturing Companies

3.1. Aim of the Research

The aim of this research is to deepen the internal branding practices. We intend to uncover the success factors and challenges of internal branding practices, and identify the tools used by companies during internal the branding process. Accordingly, we try to address the following research questions:

RQ 1: Is a company aware of the internal branding concept?

RQ 2: Which department(s) is responsible for internal branding practices?

RQ 3: Which tools are used in internal branding practices?

RQ 5: What are the success factors and challenges of internal branding practices?

3.2. Importance and Constraints of the Research

While analyzing previous studies, it has been detected that the studies about internal branding is too limited in Turkey. There are lots of studies about internal branding in foreign literature however most of them focus on this topic conceptually. Moreover in empirical studies, service companies have been examined more extensively than manufacturing ones. Therefore, uncovering different practices of internal branding philosophy is important. In our study we focus on a manufacturing company. The biggest constraint of our research is that only one company has been examined. In the process of study, we contacted to different firms that are thought to have adopted the approach of internal branding. But the interview requests were rejected by all firms with the reasons about not to share confidential information belonging to the company, except one. Thus, investigation is made on a single company.

3.3. Research Methodology

This study is an exploratory research. A case-study approach is adopted. The research unit of the analysis is a manufacturing company. This company was selected among businesses that carry out successful internal branding activities and agreed to participate to our research. Before making this selection, human resources strategies of manufacturing enterprises which operate in Turkey were examined on both the internet and the printed press. We sent letters with a request of an interview to these companies. The application was carried out with Vestel Inc. which accepted our request of interview.

Vestel Inc. is a part of Zorlu Holding. It was founded in 1984 and became a part of Zorlu Holding in 1994. It produces consumer electronics, free standing household appliances, built-in household appliances, B2B solutions, led lightning, and smartphones. It controls 24 companies and 12 of them are located abroad. Vestel is one of the most reputable brands in Turkey. Vestel performs its production activities in Manisa/Turkey and Alexandrov/Russia. The production base in Manisa (Vestel City) is the largest industrial complex in Europe and the second largest industrial complex in the world. We used three kinds of data gathering method; examining corporate documents and corporate web site of the company and semi-conducted paired depth interview.

Case study method is based on in-depth analyses of a phenomenon under real-life conditions. In a case study process “how” and “why” questions are directed to participants for the discovery of the research topic (Yin, 2003). In case study method, all aspects of the topic can be discussed and deeper insights into the existing structure are obtained. It is thought that the case study method was appropriate for this study which aims to explore internal branding practices of companies. In the data gathering period first of all, we examined the company’s web site and the published corporate documents. For the depth paired-interview, a meeting with two managers who have information about internal branding process was conducted. Paired interviews provide interaction between people so researchers can get more data. During interview, which lasts 1 hour and 33 minutes, a question form was used. Question form for the interview was prepared by adapting research questions used in internal branding studies carried by Punjaisri et al. (2009), Papasolomou and Vrontis (2006), Leberecht (2004), Henkel et al. (2007). Furthermore, additional questions were derived from results of previously empirical and theoretical studies. The managers who participate to the interview received a document that offers general information about the research topic and the interview question form. We expected that that as managers become more informed in advance about the scope of the interview, we could obtain more extensive information. For the purpose of protection of the details and obtaining complete data, interview was recorded by using sound recorder within the permissions of respondents.

4. Findings

According to all information collected, internal branding practices of Vestel Inc. have been interpreted as following sub-titles:

4.1. Awareness of Internal Branding Concept

The internal branding term is not used Vestel Inc. but the philosophy of internal branding has been adopted. “Brand awareness among their employees”, “internal brand awareness”, “internal motivation” concepts are used instead of internal branding. These concepts were transferred to the departments through the marketing department.

4.2. Importance of Internal Branding

Vestel Inc. believes that internal branding practices are very important. They aware of that employees’ job satisfaction and commitment of brand will deploy to external customers. The company assumes that employees should love and adopt the brand in order to sell the product.

4.3. Responsible Departments for Internal Branding Practices

Internal branding efforts of Vestel Inc. are carried out in partnership with corporate communication department, marketing department and human resources department. Brand values are determined by the marketing department. Corporate culture is shaped and delivered by corporate communication department. Human resources department informs employees about brand values as determined by marketing department and by other marketing activities. Human resources department is responsible for recruiting, training, socialization, and performance evaluation and rewarding.

4.4. Tools Used for Internal Branding Practices

Vestel Inc. uses some tools for internal branding such as recruitment, orientation and socialization, training, internal communication, leadership and mentorship programs building team spirit and empowerment, evaluation. Each tool used as the following:

- Recruitment: Recruitment is a topic directly associated with the factory and corporate culture of Vestel. While recruiting new people, Vestel pays attention to the alignment between employee values and brand values as well as to the required special properties for open positions. During the recruitment, various tests and interviews are conducted. Employees are passing through general ability tests, foreign language examinations and Hogan personality test. Those who pass the exam are then called to competency-based interviews. Human resources and managers of relevant departments join the interviews. Depending on the situation, two or three interviews are conducted. Candidates who are successful at tests and interviews call for job offering.

- Orientation and socialization: Different orientation programs are implemented according to the position and department of the employee. This difference is due to the time and to the content of orientation. During orientation, organizational structure, brand values, mission, vision, and corporate culture are introduced to employee.

- Training: In Vestel, the most striking issue in terms of the employee investment is training. After orientation, many training programs in various fields are provided to the employees from time to time. There are training programs which are company-wide, special departmental and customized to individuals. The content of training programs is changed according to the position and the job description of employees. Trainings about the brand values are conducted on individual basis and only white-collar employees can join these trainings. The vision, the mission, and the general rules of the company are transferred to the employees by the managers of the related departments. Training programs are determined by human resources department however human resources department get employees' opinion about the training programs. Virtual trainings are also conducted.

- Internal Communication:

In Vestel Inc. internal communication is carried out through manager speeches, corporate periodicals, corporate TV, meetings, intranet, e-mails, letters, billboards, social activities. Ahmet Nazif Zorlu who is CEO of Zorlu Holding comes to the factory located in Manisa and do inspections every Friday. The phrase "do your best and go to the top" said by Ahmet Nazif Zorlu has become a slogan that reflects the corporate culture. Management review meetings such as new product meetings, monthly quality meetings, and monthly production meetings are held for the white-collar workers for. Once a year the blue-collar workers informed about managerial activities. Brand-oriented meetings are carried out in only marketing department. The period, time and content of the meeting is determined by the highest level manager who will attend to the meeting. Secretaries inform the employees about meeting schedules in advance. Vestel Inc. believes that social activities such as New Year's celebrations, holiday celebrations, football tournaments, bowling tournaments, basketball tournaments are necessary for the reinforce of the corporate culture. Such organizations are made generally on the basis of the departments because the number of employees is very high. Employees who have special hobbies can make organisations with the support of the human resources department. The corporate magazine called Zorlu is delivered to all employees periodically. There is news about companies, products, activities of Zorlu Holding, awards received by Zorlu Holding, successes

of the employees work at Zorlu Holding in this corporate periodical. Intranet is an important part of internal communication activities. In the intranet there is department-oriented information is available. Marketing activities, success stories of the brand like awards, brand-related news (patent applications and patents received) are delivered to all departments via e-mail. There are corporate televisions in almost every department. The mission, the vision, the values of Vestel, information about products, ads of Vestel, speeches of Ahmet Nazif Zorlu are published continuously in these televisions.

- Leadership programs: These programs contain some training programs which aim to improve the leadership skills of managers. Training is provided on the basis of theoretical and practical. Managers are responsible for following the values and ensuring the permanence of the brand values.

- Building Team Spirit and Empowerment:

Creation of a team spirit in Vestel is very important, particularly for a company with many employees. It is intended that all employees feel themselves as a part of the company and work with other employees in harmony with. It is believed that for achieving this goal, empowering employees and supporting them to take the initiative are necessary points. Employees are frequently reminded that they are their own boss. Freedom in decision making is sustained. However, in some situations employees may have to give information to their managers in the decision-making process.

- Evaluation of Internal Branding Practices: The degrees of success of internal branding efforts are evaluated according to customer-driven criteria and employee-based criteria for Vestel. Customer-based criterions are customer satisfaction and customer feedback. Feedbacks from the service agencies and directly from customers are taken into consideration within the scope of customer satisfaction measurement. Vestel hold meetings at regular intervals in order to measure customer satisfaction with dealers. Complaints and suggestions are carefully considered. Complaints are delivered to the R&D department and solutions are sought. Other criterias are responses of consumers to the campaigns, market share and sales figures. An employee-based criterion is about the assessment of the performance of employees. In the performance evaluation period, employees are assessed according to their compliance with brand values and corporate culture. As a result of evaluation, ratings occur such as very good, good, fair, poor.

4.5. Success Factors and Challenges

Factors of success in internal branding practices of Vestel are recruiting right people; making employees happy, informing employees constantly, create brand awareness among employees, management support, setting the right targets and evaluation of the results. Creating brand awareness between employees is extremely important. Vestel believes that external brand awareness cannot be successful unless it is supported internally by employees. If the internal brand awareness is high, the belief of employees to the brand will be high. Challenges in internal branding practices are finding and retaining qualified employees as well as professional internal/external communication techniques. To overcome these difficulties, the recruitment process is held tightly and investment in employees and professional communication techniques are widely used in Vestel.

5. Discussion

The contemporary marketing environment which is highly competitive and uncertain forces the companies to be different from their competitors. For making difference and gaining competitive advantage, providing unique values to customers has come into prominence. As delivering brand values, the brand promise must be embraced by employees because they are brand ambassadors. Transferring the brand values of the company into behaviour of the employees is essential for consistent employee behavior. Implementing the approach called internal branding helps companies to make employees understand the brand values. Internal branding turns employees into brand ambassadors by influencing attitudes and behaviours of employees directly in relation to the brand promise. In this study we examine internal branding practices of a manufacturing company called Vestel Inc. Internal branding practices are carried out in a professional manner and employees are seen as human capital in Vestel Inc. Marketing, corporate communication and human resource departments are responsible for internal branding practices as suggested in the literature. Vestel uses the tools which are recommended in the literature. The company is aware of success factors and challenges of its internal branding practices. This is very important because by having information about them, Vestel can manage its internal branding practices more efficiently and effectively. On the other hand there are some drawbacks in internal branding practices of Vestel Inc. For example brand-oriented activities among all employees are not enough. Brand-oriented activities are mostly conducted in marketing department. Another shortfall concerns the measurement of the brand knowledge of employees. Vestel doesn't measure it. Yet, it is very important for the completion of missing information and for the corrections of the wrong ones. If employees have wrong information about the brand values and the brand promise, they will deliver them wrongly. In this study we have examined internal branding practices from managerial perspective. In future studies both external and internal customers may be included in the researches. The differences between the internal and external customers can be examined in the perception of brand promise and values.

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Mediating Roles of Perceived Usefulness and Perceived Ease of Use in the Effect of Consumers' Technology Readiness on Their Intentions to Shop Online

Selma Kalyoncuoglu, Bahar Duysak

1. Introduction

Developments in information technologies in recent years have increased consumers' computer use. In parallel with these developments, commercial activities have headed towards internet-based systems due to the facts that internet removes geographical borders and it takes markets which are meeting points for vendor and buyers on a different dimension. This internet-based system which is called online shopping has brought together a new understanding of buying behaviour. In terms of consumers, online shopping has become the most popular internet activity because of the facts that it does not require much physical effort, it personalizes the shopping environment, it saves time and cost for customers and it provides the opportunity to compare products, brands, and price based on companies (Yayar & Sadaklioglu, 2012, p. 146). It is of significant importance to analyse user not the technology itself in order to predict whether this developing information technology is accepted by users and to explain this process. People encounter with technology in every sphere of their lives and their attitudes and behaviours towards the development and use of information technology can be regarded as an indicator of whether they are accepting or using it or not. In order to ensure desired adaptation to the technology, it is of top priority to understand users' intentions for information technology and their behaviours towards it. Within this framework, there are a number of theories in the literature which investigate people's behaviours towards using and adopting technology in their daily lives through analysing their attitudes and intentions towards using information technology. Among such theories, Technology Acceptance Model (TAM) provides significant theoretical and experimental contributions to information technology (Davis, Bagozzi, & Warshaw, 1989, p. 983; Ozer, Ozcan, & Aktas, 2010, p. 3279). TAM which is utilized to determine people's resistance to technology use, to understand the possible reasons of technology acceptance, to predict people's responses to innovations and changes and to investigate the development in real use as a result of the change in the system is regarded as sufficient to explain the adaptation to technology in most of cases where technology is used and applied (Vijayasathy, 2004, p. 748; Davis, 1989, p. 333-334; Adams, Nelson, & Tood, 1992, p. 245).

TAM which was primarily developed to investigate the acceptance of an activity which is realized by using computer technology form the basis for currently-conducted online consumer studies. It is possible to state that some of the reasons of online consumers' behaviours can be reliably explained with TAM since online consumers are also computer users (Uygun, Ozcifci, & Divanoglu, 2011, p. 376).

Increasing internet use in parallel with developing technology constantly changes social structure, the way consumers reach to their wishes and needs and consumers' behaviours. This study was conducted in order to find out the effects of consumers' technology readiness on the perception that online shopping is useful and does not require much effort and its effect on consumers' online shopping intentions as well as in order to determine whether there are mediating roles of perceived usefulness and perceived ease of use in the relationship between consumers' technology readiness propensity and their online shopping intentions or not. Within this regard, consumers' online shopping intentions were explained through TAM which was developed by Davis in 1989. Furthermore, Technology Readiness Index 2.0 (TRI 2.0) which was developed by Parasuraman and Colby in 2015 was used in order to determine the effect of technology readiness on consumers' online shopping intentions as an individual factor. The

study was composed of parts which explained related concepts of the study and which provided the hypotheses formulated as the basis of the research model by focusing on the relationships between the concepts. Discussions in terms of literature and the sector based on findings obtained by testing suggested research model and suggestions for future works were presented in the final part.

2. Technology Acceptance Model (TAM)

Theories which investigate technology usage and acceptance behaviours date back to Theory of Reasoned Action (TRA) which was developed by Fishbein and Ajzen (1975). While TRA which basically focuses on behaviours depending on individuals' own wills can explain people's behaviours which are totally in control of individuals themselves, it is insufficient to explain behaviours which require another person's cooperation. This insufficiency has weakened TRA as a result has led to the development of TAM which was suggested by Davis in 1986 for the first time (Davis et al., 1989, p. 983-984-985; Venkatesh, Morris, Davis, & Davis, 2003, p. 428).

TAM which is commonly used for predicting acceptance and usage intentions of people who make use of information systems is a useful model which explains behaviours of information technology users based on perceived ease of use and perceived usefulness paradigms. According to the model, perceived ease of use and perceived usefulness have an impact on individuals' behaviours towards an information system. This behaviour direct people's wishes for using a technologic system and lead them to accept the system (Adams et al., 1992, p. 229; Davis et al., 1989, p. 985-986). TAM aims at explaining technology usage intentions based on three fundamental factors listed as follows:

Perceived Usefulness (PU) can be defined as user's negative or positive thoughts about improvements in job performance as a result of using technology (Davis, 1989, p. 320). Therefore, PU is mentioned in the literature as a concept related to performance improvement experienced by users thanks to using any technology while fulfilling a duty and solving problems (Keller, 2005, p. 308). *Perceived Ease of Use (PEOU)* refers to the degree to which people find using a particular technology easy and believe that using related technology does not require much effort (Davis, 1989, p. 320). *Intention* is a measure of degree to which a person is committed to carry out a particular action. It can also be explained as a person's readiness to carry out an action. TAM puts forward that the primary factor in accepting or refusing using any information technology is the person's intention (Civici & Kale, 2007, p. 121).

3. Technology Readiness Index (TRI)

In the literature, TRI is defined as "people's propensity to embrace and use new technologies for accomplishing goals in home life and at work" by Parasuraman (2000). According to this, technology which has strong negative values on one end and strong positive values on the other end is a compound which triggers both positive and negative feelings. It was first developed in 2000 and revised by Parasuraman and Colby (2015) and finalized as a 16-item TRI 2.0. There are four sub-dimensions; namely positivism, innovativeness, discomfort and insecurity, in TRI 2.0 which is used to determine individuals' attitudes towards technology. While positivism and innovativeness measure positive feelings of individuals about technology, discomfort and insecurity measure negative feelings (Parasuraman, 2000, p. 311).

Dimension of *optimism* which measures feelings of individuals regarding technology as a good thing can be defined as individuals' positive views towards technology and technology products (Sophonthummapharn & Tesar, 2007, p. 82). According to the optimism dimension of technology readiness, individuals believe that control, flexibility and efficiency increase

performance in their daily lives (Parasuraman & Colby, 2015, p. 60). Dimension of *innovativeness* refers to individuals' being pioneers of technology goods and services and being considered as opinion leaders (Parasuraman & Colby, 2015, p. 60). This dimension tests whether individuals use new technology-based products or not (Sophonthummapharn & Tesar, 2007, p. 82). Another dimension measuring negative feelings, *discomfort* refers to a perceived lack of control over technology and a feeling of being overwhelmed by it (Parasuraman & Colby, 2015, p. 60). Individuals falling under this dimension who focus on how technology-based products work believe that technology products are not designed for themselves (Sophonthummapharn & Tesar, 2007, p. 83). Dimension of *insecurity* is defined as distrust of technology and scepticism about technology's ability to work properly (Parasuraman & Colby, 2015, p. 61). This dimension especially focuses on individuals' thoughts about functioning of technology-based products. Dimensions of discomfort and insecurity of TRI measure individuals' concerns about technology-based products (Sophonthummapharn & Tesar, 2007, p. 83).

4. Formulating Hypotheses

In this study, a conceptual model was formed in order to find out the effects of consumers' technology readiness on their perceptions that online shopping is useful and does not require much effort, and on consumers' online shopping intentions and in order to determine the mediating roles of perceived usefulness and perceived ease of use in the relationship between consumers' technology readiness propensity and their online shopping intentions.

4.1. The Relationship between Technology Readiness (TR) and Intention to Shop Online (ITSO)

Even though there is a limited number of studies in the related literature which investigate the relationship between technology readiness propensity and online shopping intention, researchers confirm that technology readiness propensity (TRP) has a significantly positive effect on online shopping intention. According to a study conducted by Lin and Hsieh (2007), as consumers' TR levels get higher, their intentions for using Self-Service Technologies (SSTs) such as Voice Mail Systems, Automated Ticketing/Check-in Machines, Telephone Banking and Internet Services and etc. increase in the same direction. Customer satisfaction is considered to be a criterion for people to use SSTs again. If customers are satisfied with the services, they continue to use the services and recommend them to their friends. According to the model presented in the study, customers' TR is a factor that needs to be taken into consideration by businesses and it is argued that customers' TR should be evaluated accordingly. Findings of the study also show that SSTs should be promoted and businesses should include necessary initiatives into their marketing activities (Lin & Hsieh, 2007, p. 1608). In the study of Massey and et al. (2007) which investigated the relationship between electronic service usage and TR, consumers are classified into five categories as explorers, pioneers, sceptics, paranoids and laggards. According to the findings of the study, internet service usage levels also vary among consumer groups which show different technology readiness propensity levels. For that reason, it is believed that consumer's technology readiness propensity has an effect on having online shopping intentions and in accordance with this, hypothesis below was formulated.

H1: Consumers' technology readiness positively affects their intentions to shop online.

4.2. The Relationship between Perceived Usefulness (PU) and Intention to Shop Online (ITSO)

According to a study conducted by Ramayah and Ignatius (2005) which investigated the relationship between ITSO and PU which is defined as believing that an application would improve one's work performance, PU has an effect on ITSO however not as much as perceived ease of use (PEOU). The study conducted by Li and Huang (2009) also shows that PU and PEOU are both important factors for online shopping. However, the findings of the same study indicate that perceived risk is more effective on ITSO than PU and PEOU. In a study conducted by Wu and Wang (2005) which included consumers who did mobile shopping, it was concluded that PU affects users' behavioural intentions in a positive way as shown by a variety of studies. Considering such findings presenting the effect of PU on ITSO, the hypothesis below was formulated.

H2: Consumers' perceived usefulness positively affects their intentions to shop online.

4.3. The Relationship between Perceived Ease of Use (PEOU) and Intention to Shop Online (ITSO)

It was found in a study conducted by Ramayah and Ignatius (2005) that the effect of PEOU on ITSO is more than perceived usefulness' effect. Besides, it is mandatory to know satisfaction levels of consumers' experiences in online shopping and levels of ease of technology use in determining online shopping intentions of potential consumers. In this study, it is believed that consumers do online shopping only if tempting dimension of ease of technology and entertaining part of buying online are integrated. In the Wu and Wang' study (2005) which involved consumers doing mobile shopping, the effect of PEOU on shopping over telephone was found to be lower compared to PU and it was concluded that PEOU did not have a significant effect.

In this regard, it can be stated that PEOU can have an effect on ITSO even though there is a limited number of studies on this issue (Wu & Wang, 2005, p. 725, Ramayah & Ignatius, 2005, p. 48). Based on findings in very few studies found in the literature, it is believed that perception of ease of shopping online can be an effective factor in development of online shopping intentions of consumers having high levels of PEOU and ITSO. Within this regard, hypothesis below was formulated.

H3: Consumers' perceived ease of use positively affects their intentions to shop online.

4.4. The Relationship between Technology Readiness (TR) and Perceived Usefulness (PU)

The study conducted by Walczuch, Lemmmink and Streukens (2007) which investigated the effect of TR levels of employees of a multi-site financial service provider on TAM revealed that four dimensions of TR had effects on PU. It was concluded in the study that the facts that employees had high levels of optimism and low levels of mistrust for technology and did not find technology inconvenient had effects on PU and increased consumers' perceptions that related technology could be useful for them. It was also confirmed that high levels of innovativeness shown by employees could increase PU levels. In studies conducted by Elliott, Meng and Hall (2012) which investigated contribution of TR to SSTs and its effect on attitude towards using related technology, it was found that TR levels of consumers had significant effect on PU of SSTs. The study conducted by Lin, Shih, Sher and Wang (2005) concluded that TRP of consumers had significantly positive effect on PU of online stock trading system technologies defined as e-service. Considering findings of studies in the relevant literature, it is

believed that TR levels of consumers have significant and positive effect on PU levels of online shopping, which formulated as a hypothesis as follows.

H4: Consumers' technology readiness positively affects perceived usefulness.

4.5. The Relationship between Technology Readiness (TR) and Perceived Ease of Use (PEOU)

In Walczuch et al.'s study it was found that the facts that employees had optimism for technology and high levels of innovativeness as well as low levels of insecurity and discomfort for technology increased consumers' perceptions that related technology did not require much effort. Elliott et al. (2012) concluded in their study that TR levels of consumers had an effect on PEOU levels of SSTs. In parallel with other studies, Lin et al. (2005) also stated in their study that the effect of TR levels of consumers on PEOU was significant in terms of online stock trading technologies. Considering studies which show that TR of consumers have an effect on their perceptions that using technology is easy and do not require much effort, hypothesis below was formulated.

H5: Consumers' technology readiness positively affects perceived ease of use.

4.6. Mediating Roles of Perceived Usefulness (PU) and Perceived Ease of Use (PEOU) in the Relationship between Technology Readiness (TR) and Intention to Shop Online (ITSO)

Relevant studies in the literature show that there is a relationship between TR and ITSO (Lin & Hsieh, 2007; Massey et al., 2007) and between TR and PU as well as PEOU (Walczuch et al., 2007; Elliott et al., 2012; Lin et al., 2005). Furthermore, findings show that there is a relationship between PU and ITSO (Ramayah & Ignatius, 2005; Li & Huang, 2009; Wu & Wang, 2005) and between PEOU and ITSO (Ramayah & Ignatius, 2005; Wu & Wang, 2005). Within this regard, it is possible to say that there could be mediating roles of PU and PEOU in the relationship between TR and ITSO and any study which investigates these mediating roles of PU and PEOU have not been found in the literature. Therefore, hypotheses about mediating roles of PU and PEOU in the relationship between TR and ITSO were formulated.

H6: There is a mediating effect of perceived usefulness on the relationship between consumers' technology readiness and their intentions to shop online.

H7: There is a mediating effect of perceived ease of use on the relationship between consumers' technology readiness and their intentions to shop online.

5. Methodology

In this present study, it was aimed to investigate the effect of TR of consumers on ITSO as well as mediating roles of PU and PEOU on this effect by collecting data with an internet survey and to prove whether the data was supported with the model developed based on theoretical background. In the methodology part of the study, sampling and data collection process, designing scales and survey form and analysis of the data were explained respectively.

5.1. Sampling and Data Collection Process

People living in Turkey who shop online were included in the study and data were collected through an internet survey (Malhotra, 2010, p. 219). Taking into account that people who have

shopped online before could be accustomed to electronic environments, an internet survey was designed to collect data and answerers were provided with an internet link to reach the survey. The link for the survey was shared on researchers' Facebook, Twitter, LinkedIn, Instagram accounts in addition effective people who have a high number of followers on such social networks were contacted and asked to share the link on their accounts. Internet sampling was adopted in the study because judgmental sampling which primarily depends on collecting data from sample which is suitable for the aim of the study and snowball sampling in which first sampling unit is chosen randomly then following units are chosen based on the reference of the previous one are thought to provide more opportunity for arbitrariness and bring closer to randomness by means of internet (Malhotra, 2010, p. 391-393).

Through internet sampling, data were collected between 29th July and 20th August 2016. First of all, as a pre-test, the survey was administered to 60 people then all the data were collected with the same survey since there was no need for any optimization or correction in the survey for the quality of the data. Answers which were provided in less than 3 minutes were excluded from the study assuming that they may have been randomly answered without fully reading therefore 544 final data were included in the study and analysed.

5.2. Designing Scales and Survey Form

In first part of the survey which was composed of four parts, answerers were asked whether they shopped online or not and if the answer was no, the survey was automatically finalized. In the second part, scale items whose reliability and validity were tested were included in order to measure the variables of the study namely; technology readiness (TR), perceived usefulness (PU), perceived ease of use (PEOU) and intention to shop online (ITSO). Surveys used in the study were previously used in various studies and their reliability and validity were already tested. These surveys were chosen and adapted for the study after a thorough analysis and review of the literature. Validity of surveys was achieved by translation-back translation process. Except for TR survey, all remaining surveys were composed of a single dimension. In order to measure TR, the 16-item survey⁵ which was developed by Parasuraman & Colby (2015, p. 64) was used. For the variables of PU and PEOU, surveys used in the study of Venkatesh and Davis (2000, p. 201) were obtained and each variable was measured with four items. The 3-item scale for ITSO was adapted from the one used in the study of Cronin, Bradley and Hult (2000, p. 213). Five-point likert scale ranging from (1) strongly disagree to (5) strongly agree was used in the scales. In the third part of the survey, open-ended questions were asked to investigate preferences of people who shop online and their online shopping habits. In the final part of the survey, items related to socio-demographic characteristics of answerers were included.

6. Findings

Findings obtained from the analysis of the data gathered from 544 people within the study are presented in detail as follows:

6.1. Characteristics of the Sample Group

The percentage of women who answered the survey was higher than the percentage of men (59.4% female, 40.6% male). Age of more than half of the answerers (58.4%) ranged between

⁵ TRI 2.0 requires a license from Rockbridge Associates, Inc. So, we contact the authors and obtain a free license for the research.

18 and 32. Individuals aged between 23 and 27 comprised approximately half of this percentage. Since the sampling was composed of quite young people, the percentage of single answerers was high (57.7%) compared to married ones. While 21.5% of participants were students and 90.1% of participants had graduate or post-graduate degrees (master/PhD), 65.6% of participants stated that they were working in public or private sector (39.7% public employee, 25.9% private sector employee). It can be stated that 63.6% of answerers had monthly income ranging between 15001 TL and 6000 TL which is considered to be the middle class in Turkey [23.5% lower middle (1501TL-3000TL), 26.7% middle (3001TL-4500TL), 13.4% upper middle (4501TL-6000TL)]. In addition, a vast majority of answerers (79.1%) were found to live in big cities.

While 91.2% of answerers had positive opinions about online shopping, it was found that 50.6% of them had been shopping online for more than four years. Moreover, while the percentage of consumers who did online shopping in a month less than twice was 54.2%, the percentage of consumers who did online shopping in a month more than twice and less than four times was 30.1%. Top six products bought online by the participants of the study were clothing and accessories (71.7%), travel (68.9%), tickets for sports and cultural events (67.6%), books-magazines/journals-e-books (60.1%), accommodation (55.9%) consumer electronics products such as electronic appliances and computers (51.5%), respectively.

6.2. Exploratory Factor Analysis (EFA)

EFA was administered to detect structural validity of the scales used in the study by means of Principal Component Analysis and Varimax Rotation Method. As a result of EFA applied to 16-item *technology readiness scale* which had four-factor structure (*optimism, innovativeness, discomfort, insecurity*), four-factor results were achieved. However, one single item of insecurity (G4) was excluded from the analysis because it showed cross loading trend therefore factor analysis was repeated. Results of repeated EFA showed that 15-item scale had four-factor structure, factors explained 63.111% of total variance and factor loadings of items ranged between 0.68 and 0.83. The fact that *Bartlett's Test of Sphericity* was significant ($p\text{-value}=0.000$) pointed out that correlation relations between items were appropriate for factor analysis. Kaiser-Meyer-Olkin (KMO) value (0.815) showed that the sampling size was sufficient for factor analysis (Gurbuz & Sahin, 2016, p. 322). In order to test internal consistency reliability of the statements in the scale, Cronbach's Alpha (α) Coefficient was calculated as 0.789. *Perceived usefulness* scale complied with single factor structure and explained 67.409% of variance as well as had factor loadings ranging between 0.67 and 0.87. The result of scale's KMO (Sample Adequacy) analysis was 0.799 and *Bartlett's Test of Sphericity* was significant [$\chi^2(6)=916.154$, $p<.01$]. As a result of reliability analysis, Cronbach's Alpha (α) Coefficient was found to be 0.83. *Perceived ease of use* scale which was explained in a single dimension had a percentage of explained variance as 65.977% and the factor loadings ranged between 0.72 and 0.87. The result of scale's KMO (Sample Adequacy) analysis was 0.790 and *Bartlett's Test of Sphericity* was significant [$\chi^2(6)=815.081$, $p<.01$]. Cronbach's Alpha (α) Coefficient was calculated as 0.82. *Intention to shop online* scale which was explained in a single dimension had a percentage of explained variance as 85.287% and its factor loadings ranged between 0.91 and 0.93. The result of scale's KMO (Sample Adequacy) analysis was 0.753, *Bartlett's Test of Sphericity* was found to be significant [$\chi^2(3)=1143.510$, $p<.01$] and its Cronbach's Alpha (α) Coefficient was 0.91.

6.3. Testing Hypotheses

Within the scope of the study, two models were designed; one for identifying the mediating role of PU in TR and ITSO and another for identifying the mediating role of PEOU. Various regression analyses were performed within the framework of Causal Inference Approach suggested by Baron and Kenny (1986) which consists of four phases. Discomfort and insecurity dimensions which had negative features were reverse coded while calculating total score of TR. Medium and high levels of significant and positive relationships were found between all variables dealt with in the study. Mean, standard deviations and correlation values are presented in Table 1.

Table 1. Mean, Standard Deviation and Correlation Coefficients of Variables (N= 544)

Variables	Mean	Std. Dev.	1	2	3	4
1. Technology Readiness	3.09	0.47	-			
2. Perceived Usefulness	3.52	0.89	0.364*	-		
3. Perceived Ease of Use	3.68	0.86	0.297*	0.685*	-	
4. Intention to Shop Online	3.74	1.03	0.360*	0.709*	0.714*	-

*p<0.01

In terms of first model (Table 2) simple and multiple regression analyses showed that in the first step, TR had positive and significant effect on ITSO ($\beta = 0.360$, $p < 0.01$), in the second step, TR had positive and significant effect on PU ($\beta = 0.364$, $p < 0.01$), in the third step PU had positive and significant effect on ITSO ($\beta = 0.709$, $p < 0.01$). As a result, H1, H4 and H2 were supported respectively. In the fourth step, when the effects of both TR and PU together on ITSO were analysed, it was found that not only PU had significantly positive effect on ITSO ($\beta = 0.666$, $p < 0.01$) but also TR had significant effect on ITSO ($\beta = 0.118$, $p < 0.01$). Consequently, when PU (mediator variable) was added to the model, the effect of TR (independent variable) on ITSO (dependent variable) decreased from $\beta = 0.360$ ($p < 0.01$) value to $\beta = 0.118$ ($p < 0.01$) value causing a decrease in the relationship between two variables; however, the relationship between the two was still found to be significant. These findings showed that PU had *partial mediation role* in the relationship between TR and ITSO. After ensuring necessary conditions for Mediation Model, mediation model was tested whether it was statistically significant by using Sobel Test (Sobel, 1982). Following Sobel test, the mediation effect was found to be statistically significant ($z = 4.661$, $p < 0.01$) and H6 was partially accepted. In the fourth step, VIF and Tolerance values of variables were evaluated in order to detect whether there was multicollinearity between independent variables of the regression model. It was found that Tolerance value (0.868) was higher than 0.2 and VIF value (1.152) was less than 10 (Gurbuz & Sahin, 2016, p. 273). As a result, it can be stated that there was not any multicollinearity problem.

Mediating Roles of Perceived Usefulness and Perceived Ease of Use

Table 2. Regression Analysis Results (N= 544)

Steps	Regression Coefficients			Model Statistics
	B	Standard Error	β	
1. Step				
IndepV: Technology Readiness (TR)	0.796	0.089	0.360*	R ² = 0.130 F(1,542)= 80.814, p< 0.01
DepV: Intention to Shop Online (ITSO)				
2. Step				
IndepV: Technology Readiness (TR)	0.692	0.076	0.364*	R ² = 0.132 F(1,542)= 82.558, p< 0.01
DepV: Perceived Usefulness (PU)				
3. Step				
IndepV: Perceived Usefulness (PU)	0.824	0.035	0.709*	R ² = 0.503 F(1,542)= 548.232, p< 0.01
DepV: Intention to Shop Online (ITSO)				
4. Adim	0.261	0.071	0.118*	R ² = 0.515 F(2,541)= 287.163, p< 0.01
IndepV 1: Technology Readiness (TR)				
IndepV 2: Perceived Usefulness (PU)	0.774	0.037	0.666*	
DepV: Intention to Shop Online (ITSO)				

Note: IndepV= Independent Variable; DepV= Dependent Variable

*p< .01

In order to identify the mediating role of PEOU in the relationship between TR and ITSO, second model (Table 3) was developed and analysed with Causal Inference Approach. In the first step of the second model it was found that TR had positive and significant effect on ITSO ($\beta = 0.360$, $p < 0.01$) as in the first model, thus H1 was supported. In the second step, it was detected that TR had positive and significant effect on PEOU ($\beta = 0.297$, $p < 0.01$) hence second step was verified and H5 was supported. In the third step, it was seen that PEOU had positively significant effect on ITSO ($\beta = 0.714$, $p < 0.01$) and H3 was accepted. In the final step, TR and PEOU (mediator variable) were analysed together and their effects on ITSO were tested. As a result of this analysis, when TR was analysed together with PEOU, the effect of TR still continued but decreased ($\beta = 0.163$, $p < 0.01$) as well as the effect of PEOU on ITSO still remained ($\beta = 0.666$, $p < 0.01$). This finding indicates that PEOU had partial mediation role in the effect of TR on ITSO. Sobel test was run to verify this finding and the test was found to be significant thus verifying the mediation ($z = 3.834$, $p < 0.01$). Consequently, H7 was partially supported. When Tolerance (0.912) and VIF (1.097) values between independent variables were analysed in the fourth step, it was concluded that there was not multicollinearity between the variables.

Table 3. Regression Analysis Results (N= 544)

Steps	Regression Coefficients			Model Statistics
	B	Standard Error	β	
1. Step				
IndepV: Technology Readiness (TR)	0.796	0.089	0.360*	R ² = 0.130 F(1,542)= 80.814, p< 0.01
DepV: Intention to Shop Online (ITSO)				
2. Step				
IndepV: Technology Readiness (TR)	0.548	0.076	0.297*	R ² = 0.088 F(1,542)= 52.370, p< 0.01
DepV: Perceived Ease of Use (PEOU)				
3. Step				
IndepV: Perceived Ease of Use (PEOU)	0.855	0.036	0.714*	R ² = 0.510 F(1,542)= 564.611, p< 0.01
DepV: Intention to Shop Online (ITSO)				
4. Step	0.359	0.068	0.163*	R ² = 0.534 F(2,541)= 310.344, p< 0.01
IndepV 1: Technology Readiness (TR)				
IndepV 2: Perceived Ease of Use (PEOU)	0.797	0.037	0.666*	
DepV: Intention to Shop Online (ITSO)				

Note: IndepV= Independent Variable; DepV= Dependent Variable

*p< .01

7. Discussion and Conclusion

It was found in the study that both PU and PEOU had partial mediation role in explaining the effect of technology readiness on intention to shop online. Having a partial mediation effect means that another variable can mediate between dependent and independent variables. Therefore, it can be concluded that variables other than PU and PEOU can be mediator in explaining the relationship between TR and ITSO.

The fact that PU and PEOU explain the effect between independent and dependent variables at partial level can be associated with the fact that more than half of the sample shop online less than twice in a month. In other words, it is clear that performance improvement enabled by the system and ease of use among other variables which encourage these individuals to do online shopping more have partial explanatory power, however it is believed that this partial mediation stems from the fact that these individuals do not yet use the system intensively. If they start using the system intensively, this can be associated with the fact that they find online shopping useful and easy. At this moment, factors such as usefulness of the system and ease of use can be effective in consumers' decisions to shop online. Therefore, it is envisaged that as TR levels of consumers increase so do their intentions to shop online increase and that PU and PEOU can be fully helpful for explaining this effect. Providing guidance for businesses who are sector practitioners to adopt necessary strategies about parameters which will affect consumers' online shopping intentions is one of the suggestions offered by this present study, in this way online shopping becomes more attractive for consumers. Making free shipping offers widespread especially during discount/campaign periods or for specific amount of online purchase can increase perception levels of consumers about usefulness of online shopping then an increase and continuity can be observed. Furthermore, points such as that system offered by businesses for online shopping is designed in an easy and clear way, credit card and address information is called on screen on desired time with a single key press and high-secure payment options can increase perceived ease of use. In addition, informing consumers about exclusive/personal campaigns and offers via push notifications by analysing real and potential consumers' shopping habits can be helpful for businesses since time is of significant importance for consumers so that the effect of consumers' perceived usefulness can increase and lead to an increase in their intentions to shop online.

In future studies, individuals' technology readiness levels which are composed of four variables can be tackled one by one and mediating roles of PU and PEOU in each level's effect on online shopping intentions can be investigated separately. In this way, businesses can have the opportunity to analyse psychographic characteristics of targeted markets in a detailed way and respond to the needs and demands of each marketing department separately. It should be noted that the question of which applications are used for online shopping was not asked in this study while investigating online shopping intentions. Therefore, it would be a better choice to carry out future studies focusing on mobile applications while investigating individuals' online shopping behaviours because nowadays mobile applications have become widespread in online shopping, thus more refined conclusions can be drawn.

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Attitude Towards Charity: The Case of Ice Bucket Challenge

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1. Introduction

It is known that not only products and services, but also ideas, places, people etc. are being marketed from now on. New concepts are becoming popular in the area of marketing every day. Social marketing seems to be one of the most popular within the latest ones. Nearly all of the corporations think that they must notice corporate social responsibility as a part of their social marketing program. To achieve positive attitude towards charity, not only business environments', but also non-profit organizations' efforts are also observed due to social marketing framework. Society and cultural values shape the environment of non-profit organizations. Non-profit organizations' marketing programs have key roles on their organizational goals (Donovan and Henley, 2010). Most popular non-profit organizations are UNICEF, PETA, Red Cross, Greenpeace etc. around the world. In Look to the Stars celebrity charity news website, UNICEF seems to be the most supported one. They use some marketing tools like direct mailing, mass advertising etc. by the aim of raising funds.

Charity offers solutions for people who have economical, social or health problems. Governments, corporations and individuals are the main stakeholders of the charity. However, there are some changes in the environment of charity such as a decline in direct donations, a decline in government support, continuous growth in the number of charities looking for funding each year (Hassay and Peloza, 2009). In order to adapt the environmental changes charities develop marketing tools with the social marketing concept in order to reach the target groups (Goatman and Lewis, 2007).

People generally think that charity is the same with social responsibility or corporate social responsibility. However, charity, which is really different from corporate social responsibility, is another important issue to be questioned. At this point, it can be useful to say that charity is also very different from philanthropy. Philanthropy is a strategic way.

Celebrities like singers, football players and actors are also interested in charity. This is a significant way of improving people's awareness level but there is an argument if celebrities use the charity as a marketing tool for themselves or not. This study aims to find out the differences between attitudes towards charity between education groups by an accurate case.

1.1. Attitude Towards Charity

Individuals' attitude towards charity can be explained by a lot of different variables, which take place in decision-making models. Some of these are demographic factors (age, income, etc.), certain personality traits (religious, sense of social responsibility, self-esteem, etc.), brand image of the charity and so on (Bennett, 2002). It was founded in the recent studies that demographic factors influence both the tendency about donation and the level of the contribution offered, certain personality traits influence the strengths of an individual's empathetic predisposition and that the brand image of the charity influence feelings (Bennett, 2002).

To uncover people's motivations for donating, several studies have been conducted. Due to these studies, the motivation for altruism is the human genetic. However people can also behave in this way by the norms they learn or the survival process in their lives (Hibbert and Horne, 1994). Studies, which are related to consumer behavior research, have identified perceived benefits of making a donation to include feelings of self-esteem, public recognition, the

satisfaction of expressing gratitude for one's own wellbeing and relief from feelings of guilt and obligation (Hibbert and Horne, 1994).

Schlegelmilch et al. (1997) examined whether the characteristics of individual donors differ between various fundraising appeals. As a conclusion, they found that income level and the frequency were the main drivers.

Kashif et al. (2015) extended theory of planned behavior model to investigate donation intentions and other behavioral intentions. As a result, they pointed out that behaviors in the past, injunctive norms and the reference group's social pressure shape the behavior about donating money.

Also environmental factors may influence people's motivation about charity by general. Sargeant (1999) propose a comprehensive model of charity behavior influenced by environmental factors. According to this study, environmental factors such as media, perceptual noise, familiarity with charity, etc. influence donations. Bourassa and Stang (2016) researched the accountability, transparency and the level of knowledge about charity. They found that knowledge moderates the relationship between trust, perceived transparency/accountability and donation amount, and knowledge moderates the relationship between trust and volunteer status. It is clear that when the knowledge level about the nonprofit sector is high, trust and perceived transparency/accountability accurately predict donation amounts and volunteer status over and above demographic predictors. In another case, researchers found that only demographic variables predicted nonprofit supports.

Uslu and Marangoz (2008) found that not-profit organizations which have particular target market are better at controlling their activities and more successful to help their environments. According to the authors, non-profit organizations have to define their own target market very carefully and they also have to develop marketing programs to satisfy these groups' social needs.

Dean's study presents a scale for measuring the attitude towards charity. Dean attended the attribution and balance theories in his own study. Attribution theory is one of the social psychology subjects and it focused on individuals' tendencies in order to explain reasons of behaviors (Ay and Kahraman, 2014; Gedeon and Rubin, 1999). Balance theory considers the changes in attitude by the cognitive consistency framework, a principle stating that consumers' values are combined and maintained their thoughts and that they are motivated to reconcile incongruent thoughts (Dean, 2002). Balance theory is generally used in examining how celebrity endorsement affects individual' attitudes toward charity.

1.2. The Alignment Between Celebrity and Charity

The alignment between celebrity and charity is a type of co-branding partnership since celebrities are brands themselves (Ilicic and Baxter, 2014). Some celebrities have created their own charities to support their interests; others become a spokesperson for an existing charity. In most cases, celebrities often try to encourage people to give their money without receiving a tangible benefit (Wymer and Drollinger, 2015). The factors influence the spokesperson's communicating message quality are; credibility, personality of spokesperson and the fitness of the spokesperson and the issue (Shead et al, 2010). Celebrities are often highly trustworthy, believable, persuasive, admired, and likeable (Shead et al, 2010).

Wymer and Drollinger (2015) investigated that the celebrity affected endorsers' perceptions about charity. Perceived expertise of spokesperson is the main issue of valid assertions. Most of the findings support the idea that the person's reliability is important, although it is not as influential as expertise.

Ilicic and Baxter (2014) examined the effect of celebrity-charity co-branding fit on perceived celebrity philanthropy. According to the authors, celebrities are the embodiment of wealth and

their involvement with nonprofits may appear as a contradiction. Some applications of celebrities may be perceived as a form of self-promotion and publicity for them. Therefore, individuals may be highly skeptical about the motives of the charity and the social responsibility.

Especially, celebrities must care on social media when it comes to charity. It is known that being visible in social media is a necessity for every individual in today's digital world. (Aydoğan, 2013) In fact, corporations also realize the importance of social media and all of them try to be active there (Aysuna and Gürdal, 2014). Thus, social media must be managed in a professional concept to promote charity.

1.3. Charity and Marketing Concepts

Mostly known marketing concept that considers charity is social marketing. Social marketing is the adaptation and adoption of institutions and processes of commercial marketing to achieve the social objectives such as promoting the behavioral changes in target markets (Dann, 2010:151).

Social marketing have different purposes as well as social ones. Potential corporate interests in this area can include: supporting the brand position, creating brand preference, speeding up customer traffic, and increasing the sales (Kotler and Lee, 2006). On the other hand, individuals can also use social marketing to promote their own personal image.

In many cases, creating and implementing social marketing campaigns is essential to making the celebrity-firm-charity partnership. Because, social problems require the joint efforts of many parties (Henley, Raffin and Caemmerer, 2011).

1.4. ICE Bucket Challenge

In 2014 summer, a challenge named Ice Bucket Challenge that aims to grow awareness of ALS (Amyotrophic Lateral Sclerosis) has become very popular around the world. ALS is a rapidly progressive, invariably fatal neurological disease that attacks the nerve cells (neurons) responsible for controlling voluntary muscles (www.ninds.nih.gov). It belongs to group of motor neuron diseases, which are characterized by the gradual degeneration and death of motor neurons and it results with losing the ability of the brain to start and control voluntary movement (www.ninds.nih.gov). Just now, there is no cure or treatment for ALS in medical science.

The campaign includes print, outdoor and social activity that aims to put people living with disease at the heart of the message. It is based around the message thanking people for growing awareness by joining the challenge. Particularly it was important that celebrities tried to join the Ice Bucket Challenge (Vizard, 2015). Their involvement has grown a really big awareness and more important, a lot of people supported the ALS association by donating. (Sebastian, 2014).

In the Ice Bucket Challenge, all participants must film themselves dumping a bucket of iced water over their own heads (or having someone else do the honor), post the videos on their social media pages and challenge acquaintances to either film their own icy baths, or donate to the ALS Association or another nonprofit, or both.

Benefits of the challenge were really meaningful that the payments can be seen on Table 1:

Table 1. Benefits of Ice Bucket Challenge for ALS Related Associations

Organization	Additional funding reported
ALS Association	\$100m
ALS Society of Canada	\$26m
Motor Neurone Disease Association	£7m
ALS Therapy Development Institute	\$3m
ALS Foundation Netherlands	€1m
Project ALS	\$500k ^[79]

Source: https://en.wikipedia.org/wiki/Ice_Bucket_Challenge 30.05.2016

2. Method

In this study, it is tried to find out the attitudes towards the celebrities who supported Ice Bucket Challenge. By the aim of the research, an online survey was designed and people who are aware of Ice Bucket challenge are asked to join the survey. So, data was gathered from this online survey. Convenience sampling was preferred and the researchers reached 200 people by this method. Being aware of Ice Bucket Challenge was the precondition of the survey. Dean's Attitude towards Charity Scale (2002) was used in order to measure the attitudes. Negative attitudes were reverse coded. Measurement was done by 5 point Likert scale. To define the demographic characteristics as gender, age, education level, income level of the respondents, nominal scales were used. There wasn't any missing value or outlier observed.

3. Findings

By the aim of considering the demographics of the respondents, frequency analysis was applied. The results are summarized on Table 2:

Attitude Towards Charity

Table 2. Demographics

		Frequency	Percentage
Gender	Female	86	43
	Male	114	57
Age	0-18	8	4
	19-30	63	31.5
	31-40	77	38.5
	41-50	36	18
	51-...	16	8
	...	...	...
Education Level	Primary School	38	19
	Secondary School	12	6
	High School	50	25
	BA	88	44
	MBA/PhD	12	6
Income Level	0-1000 TL	25	12.5
	1001-2000 TL	12	6
	2001-3000 TL	70	35
	3001-4000 TL	22	11
	4001-5000 TL	35	17.5
	5001 TL-...	36	18

When the table is examined, it can be seen that 43% of respondents (86 people) are female, 57% of them (114 people) are male. 4% of the respondents (8 people) are between 0-18, 31.5% of them (63 people) are between 19-30, 38.5% of them (77 people) are between 31-40, 18% (36 people) are between 41-50 and the others (8%-16 people) are older than 50. 19% of the respondents (38 people) have primary school, 6% (12 people) have secondary school, 25% (50 people) have high school, 44% (88 people) have BA, 6% (12 people) have MBA or PhD degrees. 12.5% of respondents (25 people) are between the income level of 0-1000 TL, 6% (12 people) between 1001-2000 TL, 35% (70 people) between 2001-3000 TL, 11% (22 people) between 3001-4000 TL, 17.5% (35 people) between 4001-5000 TL and the others (18% - 36 people) higher than 5000 TL of income level.

Arithmetic mean and standard deviation were used to evaluate the descriptive results for attitudes. Descriptive statistic results are presented on Table 3:

Table 3. Descriptive Statistic Results

Item	Minimum	Maximum	Mean	sd.
Celebrities' application is a real altruism.	1	5	2.26	1.156
Celebrities' application is a real generosity.	1	5	2.32	1.115
Celebrities' application is a real sacrifice.	1	5	2.38	1.176
Celebrities' application is a real charity.	1	5	2.40	1.165
Celebrities support the challenge because they consider other things. *	1	5	2.45	1.172
Celebrities' own advantages are more important for themselves. *	1	5	2.69	1.270
Getting an advantage from charity is more important for celebrities. *	1	5	2.63	1.277
Celebrities have other ideas when supporting Ice Bucket Challenge. *	1	5	2.88	1.274

* Reverse item

As it is mentioned, respondents are supporting the “Celebrities have other ideas when supporting Ice Bucket Challenge” item mostly.

Reliability of the scale used in the research was checked by Cronbach's Alpha values. Results are shown on Table 4:

Table 4. Reliability Analysis Results

Cronbach's Alpha	Item	Cronbach's Alpha if Item Deleted
0.851	Celebrities' application is a real altruism.	0.833
	Celebrities' application is a real generosity.	0.844
	Celebrities' application is a real sacrifice.	0.834
	Celebrities' application is a real charity.	0.841
	Celebrities support the challenge because they consider other things.	0.841
	Celebrities' own advantages are more important for themselves.	0.819
	Getting an advantage from charity is more important for celebrities.	0.828
	Celebrities have other ideas when supporting Ice Bucket Challenge.	0.820

The scale used in order to measure the attitudes was reliable. (Cronbach's Alpha=0.851) Also there wasn't a higher rate when any item was deleted.

The main purpose of this research was to examine the difference between education levels. As a parametric statistical test, One way ANOVA was applied to find out the difference. Summarized table of one way ANOVA is below:

Table 5. One Way ANOVA Summary

	Sum of Squares	df	Mean Square	F	p
Between groups	22.514	4	5.628		
Within groups	115.188	195	0.591	9.528	0.000
Total	137.701	199			

There was a meaningful difference as p value of one way ANOVA was 0.000. Scheffe, which is one of the Post-Hoc tests, was applied to address which groups has/have differences. Scheffe results showed that differences were between these groups:

- 1- Primary School – MBA/PhD
- 2- Secondary School – MBA/PhD
- 3- High School – BA, MBA/PhD.

When the means were examined, it was seen that MBA/PhD degree had the lowest mean. Attitudes are decreasing due to the increasing in the education level. According to these findings, well-educated people have more negative attitudes. Probably they think that celebrities use charity to promote themselves. This is a really important point to argue more.

4. Conclusion

Individuals, adding to the government and private sector, have some responsibilities in the society as well. Charity is the one of the main drivers in this area. Especially famous people are playing a key role in charity while they can reach huge groups and they can encourage people for charity as well. However, individuals' own advantage mustn't be more important than society's.

The aim of this paper was to investigate the attitude towards the charity among the celebrities who supported Ice Bucket Challenge. Celebrities supporting charity or social responsibility are

perceived to be high in image generally but in the case of Ice Bucket Challenge, there was a big argument. Some celebrities separated their own video but people thought that they didn't donate the association. So, there was a real negative perception about them.

In this study, attitudes varied between education groups and there was a decreasing when the education level increased. This situation shows that, well-educated people perceived this challenge as a promotion tool that celebrities used for themselves.

It is very clear that people can be marketed today as many other things. But the main important issue is that charity isn't a marketing tool. People can promote charity and encourage other people in this way, they can't use it to promote themselves. Charity isn't a part of any individual's brand equity, it is related with real emotions.

To sum up, it can be said that, people must be very careful about charity because it can be perceived negatively when it isn't explained well. So, people can misunderstand the responsibility goals.

This study has some limitations. Firstly, sample size is low and sampling method strengthens generalizability of study to the whole population. Another limitation is that study scope a research in order to understand attitudes by a scale adapted from the attribution and balance theories. However, this issue could be considered with other marketing theories such as theory of reasoned action, theory of planned behavior, etc. These theories can be used to extend the literature in the further studies and the study can be extended by higher sample sizes.

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Semiotic Analysis Of "Smoke-Free Zone" Campaign Showbills

Tamer Kavuran, Tülay Ertan

1. Introduction

Today, it is observed that visual communication is used everywhere and a cultural structure based on *seeing* is being created with the ever-evolving technology. When we consider that communication started with the drawings on the rocks in caves, we can suggest that there have been a visual communication since the day humans were created. The fast development of today's technologies has led to the evolution of this means of communication. Today, humans prefer to see rather than to read. As a result of this, visual communication has gained a great importance. The dominance of visibility in the present age has brought with it the use of visual design products. When we step on the street, signboards, billboards, posters appear everywhere. All these elements show that visual communication is the most influential way of expressing oneself in every age.

"The institutions that consider the fact that "the things that do not exist in the media do not exist at all or exist in a very limited form" (Huisman, 2000: 62) prefer to present their products and services and various activities by using means of graphic design. Posters, which are used in announcing a product, service or a campaign, are preferred means of visual communication because they transfer the message to the target audience in a fast, easy and cheap manner. Meanwhile, posters are a product of graphic design. The message to be transferred is designed by using various visual elements, and is presented to the target audience. These products may cause changes in the perceptions of people with the meanings they produce. According to semiotics, each text and each visible material has a visible plain meaning and an invisible connotative meaning. The invisible ones awaken new connotations in individual and create a new perception. These connotations are created on the visible materials via symbols.

In the First Part of the study, the titles such as visual communication, graphic design, poster design and semiotics have been examined in the light of the hypothetical framework created for the study. The Methodology of the study, in which the purpose, importance, and method titles are placed, is given in the Second Part of the study. In the Third Part where analyses are given, the Semiotic analyses of the posters are provided.

It is observed that there are connotations in this direction in the posters used in social responsibility campaigns, which is the subject matter of this study. It is observed that sometimes negative images are used and the target audience is mobilized and the messages are conveyed and the practitioners receive positive results with these meanings.

2. Visual Communication

Visual communication has had an active role in everyday life with the fast developments in communication technologies. Visual design, which is the indispensable elements of communication, is used in every field with the growing importance of the new media. With the spread of these channels, creativity and new ideas have been cared for much.

Transferring the message in the most powerful manner and with the least elements is one of the basic rules of communication, and is also valid for visual communication. Becer (2009: 28-29) reported that transferring the message in a clear, economic and aesthetic manner is the purpose and success criterion of visual communication. The graphic communication being economic means using as few visual images as possible for transferring as many information, i.e. message, as possible.

Images, which are used to express ideas, and the meanings created over these images, are the indispensable parts of visual communication. Graphic design started with traditional methods in the early 20th Century, and continues its existence with wider options and opportunities in digital media with the technological developments. The change in expectations together with the viewpoints has brought various applications in this field.

Visual communication design, which emerged with the merger of *technology* and *design*, is a process that develops with creativity. The traditional means of communication being inadequate in covering the needs that have emerged in today's world has made it compulsory for this field to renew itself constantly and develop new technologies. The unlimited communication channels created by the new media and the competition in the sector are the most important factors in creating these expectations.

2.1. Graphic Design

Graphic design is designing a message with visual images and with an aesthetical viewpoint. Becer (2009: 33) defines graphic design as the art of visual communication and as the means that facilitates a message to be transferred to the receiver after it is properly encoded. The first function of graphic design is transferring a message or introducing a product or a service. It was used to tell the visual materials that were written and drawn by carving on metal mould and then that were printed to be reproduced.

According to Becer (2009: 34), who defined design as the solution of a problem, the problem is always related with communication in graphic design. A graphic design, where art meets technology, the problem is solved with 2-dimensional surfaces. All visual arts which exist in two dimensions use the same language. When the designed message is being transferred, there might appear some limitations. Despite the economical, physical and psychological limitations of a poster, it has to transfer the message to the target audience in the most efficient and accurate manner. For this purpose, it is important that the graphic design is consistent with the content.

2.1.1. Poster Design

Posters are the graphical products in which design and art are joined together. Pierre Bernard, who is a graphic designer, says "Poster is the main experimental area of the visual language. It is the stage on which the changing areas, aesthetics, and cultural, social and political events take place" (Alpay, 2009: 6). Various art movements have been influential in the development of poster, which is one of the graphic design products, and in creating a modern language.

The purpose in poster design is transferring an idea on which meaning is loaded in the mind to the target audience by using visual elements and various symbols. Each designed poster is the whole of an idea or an emotion that is given a visual embodiment. Poster design, which may be defined as the process of creating meaning, might be the most influential method of transferring a message to the target audience. The presentation of the message in an influential and aesthetic manner is the most important element that makes a poster endure.

Becer (2009: 203) said that a poster is hardly ever noticed when compared with a newspaper ad, a brochure or an advertorial, and claimed that numerous images and messages that are placed on the posters and billboards are in competition with each other. In addition, the media and market surveys have revealed that posters are only noticed by 25% or 30% of the people on streets.

The way the thoughts or the messages that are meant to be transferred are designed defines the strength of a poster. It is important that the idea and the visual elements create integrity, and this integrity is established in a hierarchical design. A poster being noticed at first

sight by people requires creativity. The images that will be used in a creative design being few in number will increase the noticeability of a poster, and will support the transfer of an idea.

Becer (2009: 204) lists the characteristics that have to be in a poster as follows:

- It must attract attention.
 - It must inform the viewer or arouse a desire in the viewer.
 - It must motivate and push the viewer into action.
 - It must be designed according to the target audience, and must have a language integrity that is understandable.
- Becer (2009: 204) also claims that there are frequent mistakes that prevent the success of a poster in some designs, and explains the required elements in a poster as follows:
- It does not have to change the vision of the world of the viewers
 - It does not have to be beautiful or decorative.
 - It does not have to reflect the viewpoint of its designer.
 - It does not have to include any artistic value other than transferring a message.

A poster that is prepared in the light of these criteria is accepted as being successful and remarkable. Exaggerated and ornamented design in a poster used to attract more attention influence the artistic value and success of the poster in a negative manner. Just like Baudrillard (2001: 116) says "Makeup is a way to invalidate the face; the eyes are invalidated with more beautiful eyes; the lips are destroyed with perfect lips", an ornamented and flamboyant expression might destroy the success of a poster.

Posters are divided into types among themselves in time. These are cultural and artistic posters, commercial posters, and posters with social contents. The campaign posters, which are the subject matter of our study, are included in the posters with social contents.

2.1.2. Posters with Social Contents

Posters are created in relevance with the connections of the designers with the society. Posters is socio-cultural designs are the areas where the ideas like justice, peace, environment, and human rights are applied. The power of the poster comes from its transferring brave messages in guiding and convincing the society. Posters are the most powerful means of communication that reveal the questioning side of the voice of the society and the designer (Yalur, 2014: 42).

Posters, which are prepared for the purpose of transferring a message, do not have the purpose of merely informing. They have the duty like performing a social duty, getting rid of a bad habit or warning the society about an approaching danger.

Becer (2009: 202) stated that posters with social contents are prepared for the purpose of educating people on issues like health, civil defense, traffic, transportation, and environment, are includes the posters that introduce a political party or an idea in this group. Slogans are in the front line in posters in which narration with photographs is preferred and which are usually have the property of guiding the society.

The posters of campaigns with social contents in recent years attract the attention in our country. The posters that were prepared in the scope of "Smoke-free Air Zone", which was started by the Ministry of Health of Republic of Turkey in 2008 against cigarettes, have remarkable elements in them.

3. The Design Of The Indicators - The Curtain Drawn from the Symbols: Semiotics

According to Saussure, who conducted studies on Semiotics, each indicator consists of a concept, i.e. "*the denoted one*", which is represented by image, object and voice. The "indicator" in Semiotics may be anything that produces words, images or meanings (Elden et al., 2005: 470-471).

Semiotics reveals the meaning which is dealt with in an ‘implicit’ manner, not the ‘explicit’ meaning that is obvious in a text or image. Semiotics is a guide for humans in making sense of the messages that are transferred by mass communication devices.

Determining the indicators with their plain meanings will not be adequate in revealing the semantic structure; in addition to these, the connotations that have connotative dimension will show that the indicators have rich contents (Çamdereli, 2006: 85). According to the West there are three elements in the basis of Semiotics: the indicator, the denotive one, and the denoted one. The indicators, which is the first one of these three elements, are the structures or actions that refer to the things other than themselves (2010: 108).

When the products, which already exist in the nature, are reproduced by giving them new shapes are examined, the place and time in which they are produced, and the social values must not be ignored. Ignoring them will lead us to a misconception that will cause that we perceive the products merely from the viewpoint of the artist, and move away from the original one. Berger (2014: 18) states that these misconceptions have become clearer after the discovery of the camera, and claims that forming the images with the camera is the presentation of the world, which is observed by the person who takes the photograph, with the interpretation of this person, or in a way this person wants to see the world.

Every photograph reflects the viewpoint of the person who takes it and is his/her reality. Semiotics has the quality of being a guide for the viewer in eliminating these misconceptions in the text or visual image. Tıǧlı (2012: 32) suggests that perception is related with the socio-cultural status, intelligence, education, acquired experiences, aesthetic values and the values of the society in which the person lives, and adds that perception is a kind of making sense in this context. The next step of perception, which is “comprehension”, is also considered to be the same as sense-making process.

All meaning models that are developed in the field of Semiotics share a structure that is similar to each other at an important level. Each of these models include three elements that will be included in the meaning studies in some way or another. These are; 1. The indicator, 2. The thing referred to by the indicator, 3. The users of the indicator. The indicator, which is one of these three elements, a physical existence which we can comprehend with our senses and which refers to something and its existence depends on the acceptance of it by the users as the indicator (Narrated from Fiske 1990 by Cebi, 2007: 98).

Semiotics performs its analysis in three stages, which are the discourse, the narration and the basic structure, which moves towards deeper areas from the superficial ones. This analyses process, which consists of three stages, is based on the articulation on the syntax and semantic components both in horizontal and in vertical articulation (Rifat, 1996: 27-28).

4. Methodology

4.1. The Purpose and Importance of the Study

This study has been conducted for the purpose of analyzing the compliance to the design principles of the posters that are used by public institutions in their social responsibility campaigns run for the purpose of arousing awareness in the society; and to reveal what kind of sub-messages they carry in terms of Semiotics. Revealing what kinds of perceptions and meanings the posters create on the target audience in terms of Semiotics over the sampling reflects the basic aim of the study.

The message that is desired to be conveyed in social responsibility campaigns must attract the attention of the target audience and make them act in the desired direction. For this reason, any materials, especially posters, which are prepared in the scope of campaigns, have great importance. Poster design must be performed without any mistakes because it is one of

the most preferred means of visual communication. It must comply with the design principles, and the symbols used in the poster must overlap with the message.

In this study, the posters, which were prepared by the Ministry of Health of the Republic of Turkey for the social project, which started in 2008, with the title "Smoke-Free Air Zone", have been taken as the sampling of the study. The study is important in that it examines the compliance of the posters with the message that is desired to convey in semiotic terms.

4.2. The Method of the Study

The Semiotic Analysis Technique, which is one of the qualitative research methods, has been used to analyze the social responsibility campaign posters in this study. Batı (2010: 108) says that Semiotics focuses on deep meaning structures rather than saying everything, and suggests that Semiotics has three basic elements, which are the indicator, the denotive one and the denoted one. The indicator, which is one of these three elements, are the actions or structures that refer to something other than themselves.

4.3. The Universe and Sampling of the Study

The campaign posters for "Smoke-Free Air Zone" realized by the Ministry of Health of the Republic of Turkey have been taken as the sampling of the study in the universe of the Ministry of Health of the Republic of Turkey. To determine the posters, which suited the method and technique that were used in the study, have been preferred.

4.4. The Limitations of the Study

The study has been limited with the three posters used by the Ministry of Health of the Republic of Turkey in "Smoke-Free Air Zone" campaign. The posters that had proper contents for Semiotic analyses and that reminded different connotations have been preferred.

5. Findings And Interpretations

The social responsibility campaign posters used in this study have been analyzed with the Semiotic technique. The posters that had different connotations have been preferred in choosing the posters. In this context, three posters that have been determined in social responsibility have been analyzed.

5.1. Poster -1



5.1.1. General Description

In the poster, there is a woman who blows cigarette smoke and a man behind her. The woman is beautiful, attractive and a well-groomed lady. The man is looking at the woman. The slogan of the campaign is positioned in a point near the middle of the poster. There is the logo and emblem of the campaign on the upper-right side of the poster.

5.1.2. The Structure of the Narration

There are two people in the poster. There is an attractive woman and a man who wants to have her, which is obvious in his looks. There is a double-sided narration structure here. The first one is the smoke being between the woman and the man. Cigarette has been shown an element that prevents the approach of the man to the woman and a factor that is decreasing the attractiveness of the woman. Cigarette is described in its negative side that prevents the life from going on in its natural course and that separates the man and the woman. The second narration structure is reflected in the sentence “The new target is women”. Men reminds cigarette here. The target of the cigarette is captivating the women, and it does this by seducing them. Cigarette is death. The posture of the man, the black color dominating his clothing, and his look that wants to have the woman reminds the Angel of Death. It is observed that the new target of the Angel of Death is women, and it is emphasized.

In the poster, there is also a closed *place*, which has black color dominant in it. A gloomy air has been created with dark colors. The message of the lives that are blackened by cigarette is given like this.

It is observed that the *discourse* in the poster is established on sexuality. While the role of cigarette in preventing the relation between the man and woman is brought forward, sexuality is emphasized. The poster has been prepared as based on today’s up-to-date tactics and leaves a strong stimulating influence for stopping smoking. On the other hand, the slogan used in the poster “Is she attractive? No, she is an addict!” emphasizes that despite all the attractiveness of the woman, she destroys them by smoking. A woman who is smoking approaches death instead of man, and becomes attractive for the Angel of Death not for men. “Is she attractive? No, the first one (the woman) is addicted to cigarette, and the other one (the Angle of Death) is addicted to death”. Neither of them are attractive. The message that is transferred with the discourse is: If it is not attractive, then quit!

5.1.3. Colors

Dark colors have been used mainly in the poster. It is observed that the color of the skin and the shirt of the man is dark. A negative perception is tried to be created against cigarette with black and grey colors. The color black is known as the color of death and mourning in many cultures, and is used in this way. The black color being dominant is to associate death with the Angel of Death, which we mentioned in the previous part. A negative perception has been created by associating the cigarette with the Angel of Death. The woman has a pink blouse on her. The preference of the color pink is associated with the soothing effect of this color and being used in prisons and addict treatment centers. Slavery and addiction are emphasized. Because, the woman is wearing a black bolero on her pink blouse. The black color reminds gloom and death, addiction and slavery. The woman has covered the liveliness, softness, joy and purity with black bolero. However, the blouse not being covered with black color shows that there is still hope and it is possible to get rid of the addiction. The logo being lively pink reminds such things. Liveliness, joy, purity and calmness are reminded. There is a call for Liveliness, joy, purity and calmness. The color of the texts used in the poster is white. Black background reminds darkness, the grave and addiction; while the white color on it reminds the purity, calmness and peace. Quitting smoking is a transition from darkness to the light!

5.1.4. Target Audience

The slogan of the poster and the call of the campaign are directed to women at first sight. However, when the woman is considered with the man, and since the relation between the woman and the man is dominant in the poster, men have also been considered as the target audience.

5.1.5. Interpretation

The posters that have a narration structure create the meanings over the contrasts. The Basic Contrasts created in Poster 1 are given in Table 1.

Table-1. The Basic Contrasts in Poster 1

Woman	Men
White	Black
Life	Death

In the poster basic contrast is on the woman and man. Woman and Men are two different poles that attract each other. By using this contrast, sexual connotations are created and the dosage of the stimuli in the message is increased. In all posters we analyzed that were against cigarette, we can see that the Black-White contrast is used. By using the property of black that destroys light, the lives that have been darkened by cigarette are emphasized. The white color especially used in texts is there to create a trust in the institution, and tells that the gloom that has been created with cigarette might be destroyed. The lives that are '*extinguished*' by lighting cigarettes are given over the Life and Death contrast.

Table-2. The Denotive-Denoted Relation in Poster 1

The Denotive	The Denoted
Woman	The tempted one
Men	The tempting one
Pink	Liveliness
Black	Death and slavery
Woman	Attraction
Smoke	Obstacle

Woman is mostly used as a tempting element in ads, but in this poster it is emphasized that she has lost this characteristics. In fact, the emphasis is still on the temptation here; however, man is shown as tempting element. He causes the woman move closer to death by smoking. The pink color used in the logo is the indicator of the invitation to life and breathing with the liveliness it denotes. The black color is the denotive of the death, mourning and the lives that it has captured. The smoke, indirectly the cigarette, is used as an element that prevents the continuation of the lives of the woman and man.

5.2. Poster - 2



5.2.1. General Description

There is a visually bright background and a woman in the poster. The surrounding is dark. The slogan given as the message covers the biggest part of the poster. The logo is situated in upper-right corner, as it is the case in all campaign posters.

5.2.2. The Structure of the Narration

There is only a woman as the *person* in the poster. The woman attracts attention with its exaggerated makeup and her dress. However, the clothing style, hair style and makeup are not in agreement with today's fashion, and this overlaps with the message that is desired to be given in the poster. The message is that smoking does not fit this age and creates a bad image. In addition, the detail on the shoulder of the dress reminds people of a cancerous mass. The bright

Semiotic Analysis Of "Smoke-Free Zone" Campaign Showbills

sequins and the chains situated downwards tell us about the cancer and their diffusion in the body. Cancer cells accumulate at one point and then diffuse to the whole body.

The image of the lips is important for women. It is emphasized that women try to make them be seen more beautiful by using various cosmetics, but smoking destroys this beauty and it is a contradiction. It is meant that the lips, which make women seem attractive, become disgusting by smoking and it is necessary that this is prevented. Another detail is the majority of the face of the woman is in dark, and there is light reflected to a smaller part of her face. Again, the message is that smokers will lose the beauty of their faces.

The *scene* in the poster reminds us of a stage. There are points behind the woman that create a bright background. These overlap with the sentence "Is it a bright shining?" in the slogan, and with the answer "No, it is lip cancer". Because the bright points behind the woman represent cancer cells. The bright points are visible in a great deal of the poster. The dominant message in "When you enjoy smoking, it is in fact taking over your body".

The *discourse* of the poster is established on beauty concept. The message is that on the one hand beauty is the most important thing for women, and on the other hand they destroy it if they smoke in a grieving manner.

The sentence "Is it a bright shining?" which is the slogan of the poster, it is emphasized that the lips are attractive for men. However, the message is empowered with the idea that no one would want to touch the lips if they have cancer.

5.2.3. Colors

The dominant colors in the poster are black, fume and grey. The common characteristics of these colors is their being cold and reminding gloom. The poster prefers to convey the facts in a bitter manner, and reminds death with the colors it uses. A narration like "Quit smoking and everything will be all right!" has not been preferred in the poster. By giving the facts in a bitter manner, the attention is drawn in an implicit manner to the decrease of the risk of catching this image by quitting smoking.

5.2.4. Target Audience

The target audience of the poster is woman. It is emphasized that the struggles that are given are in vain if they smoke. The expressions are harsh in this poster, which tries to convey the message in a way that will make the target audience detest it. In this context, the general characteristics of women have been cared for. Their being sensitive and their caring for the outlook has made the designer to address the subconscious in a sensitive manner.

5.2.5. Semiotics

Semiotics deals with the production of meaning created over contrasts. The Basic Contrasts created in Poster 2 are given in Table 3.

Table-3. The Basic Contrasts in Poster 2

Light/Lit	Dark
White	Black

The basic contrast enabling the production of meaning used in the poster are given in Table 3. The dominant color, black, is destroying the light by sucking it. The gloom of the black color represents the cigarettes, and white color symbolizes life. How cigarette destroys the color and

light of life has been shown over the black-white contrast. Darkness represents night and hopelessness, light represents the enthusiasm of life and hope. The blurry lights shining within the darkness show how the enthusiasm of life has been destroyed and the lights are being turned off.

Table-4. The Denotive-Denoted Relation in Poster 2

The Denotive	The Denoted One
Woman	Beauty
Woman	Cancer
Lips	Cancer
Black	Death/Gloom
Sequins/Bright	Cancerous Mass

Woman, who is at the same time the denotive of the beauty, is also the denoter of the cancer. The lips are the indicator of attractiveness and beauty for women, and are used as the indicator of cancer. An organ that is important for women has been presented with a negative image and the viewer is encouraged taking a positive step. The brightness dominating the poster and the sequins in her dress indicate the cancer cell that diffuse to the whole body and capture it.

5.3. Poster -3



5.3.1. General Description

There is a woman sitting on a white stand in the poster. The woman is extremely beautiful and graceful. She resembles a model with her body structure and dress. One leg of the woman is swollen and completely purple in color. Although there is a shoe in her one foot, the one shoe which belongs to the purple leg is in her hand. The dress in her body are light in color and the woman is looking back.

5.3.2. The Structure of the Narration

There is a woman as the *person* in the poster. The woman is looking back and it attracts attention. There is regret and nostalgia in her look. She looks as if she wishes she had not started smoking at all in her past. Although the dressing and posture of the woman is extremely beautiful, and despite her stylish appearance, she has destroyed these by smoking. The emphasis is on the idea telling the viewer not to destroy the beauty and style. Unlike the other poster, the woman is wearing light-colored dress. She is wearing a pink and short cardigan on her white dress.

The *background* is again fume and black colored, which is also the case in the other posters. These colors' being used in the poster shows that the background represent cigarette. The people in the poster present us sections from the lives that have been blackened by cigarettes. The woman is sitting in the poster and this shows that she has lost her ability to walk, and soon she will lose her leg. In addition, another color used commonly in the poster, the white color, is used in hospitals. The white color has been used to create a hospital environment. The place where the woman is sitting resembles a surgery table. She is sitting as if she is waiting for her leg to be cut by taking her one shoe. In addition, the bruises on her leg also resemble smoke. There is the purpose of showing how cigarette smoke diffuses in the body and damage the points it touches.

The *discourse* in the poster is based on oxygen and regret. The stand where the woman is sitting represent the oxygen that is necessary for life. We understand it from the color of the stand being white and the logo being positioned over the "Protect your air!" We need oxygen and fresh air in order to live. The emphasis is on not blackening the air, which has to be clean for us to live, in the world where we live. In addition, gangrene occurs due to the blood flow in the body slowing down and not carrying oxygen and nutrients to the cells. As the specialists state, once the gangrene occurs, it is not possible to stop it. The organ where there is gangrene has to be cut out. The meaning of the woman holding one shoe in her hand and the leg being bruised is hidden here. "Is it a new style? No, it is gangrene!" In order to stop the progression of cancer, the relevant area must be cut out. The woman is holding her shoe because her leg is swollen. However, her leg will be cut put soon and she will only have her shoe left. She will no more need that shoe. The message is given extremely strongly.

5.3.3. Colors

The black and fume colors dominate the background of the poster, which reflects the lives that have been blackened by cigarette. In addition, it is observed that the woman is wearing white dress. The color of the stand where she is sitting is also white in color. The white color symbolizes cleanness and purity. The warning is "Do not pollute the air, which is clean and fresh by smoking!" In addition, the white color is commonly used in hospitals. The message is the fact that the lives that have been blackened by cigarette will end up in hospitals. "The air which you pollute will surround you like gangrene and take your leg first, and then blacken your life!"

The woman is wearing pink cardigan on the dress. It has been mentioned in the analysis of the previous poster that the pink color is used in hospitals and treatment centers due to its relaxing and soothing effect. The emphasis is again on this direction. The emphasis is on always being hopeful to be saved from addiction.

5.3.4. Target Audience

Target Audience is firstly women. The woman in the poster represents a class with her dress. In this respect, the middle and upper-class women are the target audience.

5.3.5. Interpretation

The basic contrasts that facilitate the interpretation process in Poster 3 are given in Table 3.

Table-5. The Basic Contrasts in Poster 3

Oxygen	Gangrene
White	Black
The leg standing in front side (the future)	The leg standing behind (the past)

In the poster, the basic contrast is on the gangrene, which occurs due to lack of oxygen. It is emphasized that oxygen is necessary for life and in case it is lost, it will end up with gangrene. The second contrast is given with black and white colors. The black color resembles death and mourning, while the white color symbolizes purity and cleanness. Another contrast is the leg of the woman that is in the front position, and the other leg with gangrene in the backwards position. The leg standing in the front symbolizes the future, while the leg standing behind symbolizes the past. The smoking in the past plays a preventive role for the woman to step to the future.

Table-6. The Denotive and the Denoted One Relation in Poster 3

The Denotive	The Denoted One
Woman	Grace
Leg	Gangrene
White	Oxygen
Black/Grey/Fume	Cigarette/Death

When we consider the denotive and the denoted one relation of the poster it is emphasized that the grace, which is associated with the woman, is destroyed due to the cigarette. The gangrene, which has been diffused in the leg, has been shown in the worst way, and thus the negative sides of cigarette is focused on. The message given tells us that the gangrene consumes the oxygen and pollute the air, blacken lives and make people approach death.

6. Results

Posters is campaigns were preferred because they were low-cost and could reach wider masses. Today, competitions are organized for the posters that will be used in campaigns and introductions. The aim is revealing strong visual narrations. One of the reasons of this change is the increase in competition together with the social and economic changes. This change makes it compulsory to include characteristics that make a poster discriminate it from the others. Even if it has social contents, each campaign has an economic basic. For these reasons, the campaigns of various institutions try to use posters whose visual perceptions are higher to transfer their messages. The posters attracting attention may be an important factor in bringing

them to success. Although there are missing points in the posters that have been prepared for Republic of Turkey, Ministry of Health to be used in "Smoke-Free Air Zone" campaign, it is also observed that they are also successful and have high influences. The point that attracts attention in these posters is that they do not directly inform the viewers, but warn them in a strong manner. The message has been prepared after it is encoded in images. For this reason, the attractive side of the posters is higher.

The message must be transferred in the messages in a clear and open manner. It is observed that there are missing points between the indicators and the messages in the posters we have analyzed in the scope of this study, and the images are associated with different connotations and lead to a misconception.

Posters must attract attention and warn the Target Audience. It is observed that the posters we have analyzed have these characteristics and attract attention to the images used and warn the viewers.

In the campaign, in which the women are defined as the target audience, women are conceived as being from upper class. The images give the impression that cigarette addiction is observed more in people with high and medium-level incomes. It is also observed that the design and visual elements classify the Target Audience. It resembles the introduction of a commercial product. In campaign posters in which classical advertising concept is applied, the emphasis being on sexuality with visual and written images is also understood in this direction. However, the content in campaigns that include social responsibility must be designed in such a way that will address the general audience.

Many designers find the analysis of graphic design products in terms of semiotics against the graphic design. However, the poster messages we analyzed are intended for health, and the designs resemble a commercial commodity whose sales is performed need Semiotic analysis. In addition, analyzing the design in the light of Semiotics will make such studies become common and contribute to the production of creative graphic design products.

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‘Space’ as a Phantasmagorical Production Tool for Power in the Context of Lefebvre’s Theory of Space: ‘Production of Space’ in Turkish Political Communication from Palaces to Balconies

Burcu Kaya-Erdem, Remzi Bilge

1. Introduction

Since power can fundamentally be organized as the ability to control others’ behaviors with or without their consent, it is also capable of producing the space within which it exists. According to Lefebvre, who coined the concept of the production of space in order to explain how power enables tyranny, exploitation and control in daily life through the occupation of spaces, the source of space is rhythms that originate within the body and desire to be heard. In this sense, it is phantasmagorical or illusionary. Space is not only the context of architectural narrative, nor a simple thing that requires no inquiry. Space is the context of the conditions of the individual’s existence, society and power. In other words, it is the context of all the narratives associated with life. This study will conduct a semiological analysis of examples of the use of space in Turkish political communication history in order to explain that space is an important part of the communication methods used by political actors to have their ideological aims approved and to achieve their goals. Yet, as Althusser also argues, ideologies are transferred to individuals by the ideological tools of the state, which is implicitly founded on the ideology of the dominant class. Ceremonies, formal services and meetings are held in spaces that carry traces of power. Thus, tracing the spaces where different powers have come into contact with people throughout the history of Turkish political communication will give us hints about their differentiating capabilities and choices.

2. Method

This study will deal with the balcony use practice in political communication through historical and modern examples and comparisons based on Lefebvre’s theory of space. For this purpose, the relationship between the space and power will first be examined and after that the space theory of Henri Lefebvre and political use of the space will be assessed for the purpose of establishing the theoretical ground. For the sake of clarification of the space and power relationship and analysis of the purpose of the balcony speeches, the paradigm of king’s two bodies which is one of the sovereign’s historical legitimacy theories will be discussed. Following the critical perusal of the power-space relationship in governments from theocracies to democracies for the purpose of establishing the relationship of this paradigm aimed at explaining the origin of the power with the space, the use of balcony as a political communication factor in modern times will be analyzed. In this study which takes the balcony as a phantasmagorical symbol, space use examples of sovereigns have been taken as a text and a hermeneutical reading has been provided in order to grasp the purpose of use of the balcony nowadays in particular. For this purpose, a wide critical intertextual reading has been made including the holy books to modern media scripts in order to reveal the main meanings of the structures dealt as a text here.

3. Discussion and Results

3.1. Space and Power

The word “mekan” which means space in Turkish is not Turkish in origin. Originally an Arabic word, “mekan” has been derived from the root of “kevn” which has meanings like “existence” and “being”. (Ertürk, 2013, p. 3) Denoting the connection between the existence and space, this word underlines the fact that something can exist only if it is in a space. In this context the space means not only a space made meaningful but a matter of existence in all its details. This shows that the word is related with the ontology which is treated in many ways by the Western philosophy. According to Prof. Dr. Şengül Öymen Gür, the space is “...a three dimensional meaning of the gap, distance and relations between man and man, between man and object, and between object and object; i.e. the abyss surrounding us.” (Kuloğlu, p. 205) Just like this explanation which regards the abyss as a meaningful dimension, Schulz also describes the architectural space as “a space that meets the physiological, psychological and social needs of the users inhabiting in it”. (İnceoğlu & Aytuğ, 2009, p. 132)

Since our lives keep flowing inside and in connection with various spaces, each and every concept related with the life has got a spatial connection too. As Ricoeur has underlined with his words “...my place is where my body is” (Ricoeur, 2012, p. 170), man is a being that exists inside a biological space referred to as body. Hence a space is in direct relation with life. This is the very reason why the state powers which build sovereignty over the lives try to use the space. The area concept on which the space rests comes out as a symbol of status with very rigid lines. In the meeting halls, offices, schools, government buildings, press conferences; the area is always figured and produced so as to support an existing power network and based on the internal connections of the situation establish a new power network or protect and reinforce the existing statuses by underlining the differences. Round or square tables are examples of this.

Just like the people use the area management in their individual relations, the states try to prove their power via various spatial practices. In various national celebrations and in some religious festivities in the case of some theocratic states, the space turns into an area where the power-holder provides its ideological messages. The state power thus speaks through the concreteness of the concrete and intangibility of the void. It is due to this very reason that oppressive/fascist regimes yearn to build as big architectural structures as possible in order to package their controversial greatness and power inside an undisputable vision, and thus impress the onlooker with the power rather than the esthetics of the building and justify the foundations of their ideology.

3.2. Henri Lefebvre and Political Dimension of the Space

Lefebvre’s perspective makes it possible for us to read the political and social deeds which are capable to produce the space and be produced by the space within the framework of the science of communication. After adding in regards with this perception that the space until a few years ago recalled nothing but solely a geometrical concept, a void environment concept Lefebvre (2014, p. 33) puts forwards that it is a general opinion that the space concept originated solely from mathematics, and asks this question: But how about the social space?

Political systems, notably the capitalism, are structures that change, transform and differ in order to survive. And to survive, the productive relations required by the existing production means are required to be reproduced on a constant basis, and the ‘space’ is used like an extension of the production means in the subject production. Political and social analysis are not possible free from the space. This is because, to quote from Lefebvre (Lefebvre, 2014, p.

118): "The space is social morphology." And to continue quoting from Lefebvre, "the discourse which does not indicate the space is a mortal void is redundancy." (Lefebvre, 2014, p. 153)

According to Lefebvre who, based on the meaningfulness of the space, questions whether power interrogations are possible and whether the space can be read, and who decides the style of the referred interrogations according to the characteristics of the spaces as we will try to do in this study too, full reading of the space is both possible and impossible. To quote from Lefebvre:

The "Reader" divulges, deciphers. While the one who expresses himself and who "speaks", expresses the paths he treads via discourse. But, still no. Social space is by no means a blank paper to write one's messages on. Natural space and urban space are overcharged. Everything here is draft and in confuse. Are these some sort of signs? They are rather innumerable interwoven regulations and orders. If there is a text, trace, writing; this is in the meaning of social disorder and order, and in the context of compromises, intentions and orders. Is the space meaningful? Certainly. The meaning of what? The meaning of what should and should not be done. The reference to the power. But the message of the power is always intentionally in confuse. It conceals. The space does not disclose all." (Lefebvre, 2014, p. 162)

From a Freudian point of view, Lefebvre tries to analyze the dialectic structure of the social space and hence the politics, by using the phallic stage metaphor. The Philosopher uses the ban that distances a boy from his mother and his own body to explain the existence of the phallic verticalness produced by the power via the use of space. This is because the referred phallic verticalness is capable to, through the subconscious of the space, draw the boundaries – i.e. the concealed, unacceptable, malicious or banned – used in convincing and managing the people via communication. The significance of these boundaries will become clearer with a reading of the history that makes the space and power relationship clearer.

3.3. King's Two Bodies and Legitimacy of the Power

To understand this subject, it is very important to first be acquainted with the notion of '*King's Two Bodies*', which is among the potential solutions of the problem of the source of the legitimacy of the sovereign in the Western European history (Tuğrul, 2013, p. 166). According to the paradigm of the king's two bodies which is one of the deepest roots of the legitimacy wing of the political philosophy, the whole of the existing legitimate sovereignty is embodied and represented in the person of the king. The king has not only one mortal body, but also one eternal political body. This supreme and inclusive body means much more than the material body alone and is also interwoven with it. The total of the political sovereignty exists inside the political body which is embodied in and inseparable from the person of the king. This paradigm is explained as follows;

Within the framework of the "king's two bodies" fiction, the two bodies are an interwoven and inseparable whole, however, the political body has got superiority. Despite the dogmatic integrity of these two bodies, the political body passes to the king thanks to the spirit which leaves the physical body due to death. This is the immortal side of the kingdom. The king is personalized while the crown-dynasty are impersonal institutions. The monarchic reign (regnum) unites these two; it does not belong directly to the personality of the king but the material body of the king is the area to which this function is articulated." (Tuğrul, 2013, p. 167)

With the death of the material body of the King, who wears a political body in addition to the material body each one of his subjects wears, the political body that was dressed on top of the material body is immediately transferred to the next King. Since the Kingship comes to life directly in the body of the King, the King never dies in the monarchy. This fact that the King never dies leads to the existence of a sovereign which theoretically never ceases to exist from all eternally. The image of the never-dying King recalls the concept of God, the sovereignty of which in theology never comes to end, and indeed it is the secularization of that concept. This was underlined by Schmitt as follows;

“All major concepts of the modern state theory are in origin the secularized theology concepts. This is not only due to the historical development – because these concepts have been transferred from the theology to the theory of the state, with the omnipotent God being transformed into omnipotent lawmaker – they have been secularized due to their systematic structures which need to be understood for the sociological examination of these concepts too.” (Schmitt, 2005, p. 41)

This understanding which rests on the King’s having two bodies has led to the sacralization of the dynasty and its orders, because it resembles the King to the immortal sovereign God. For instance, care was shown not to shed the blood of the member of the Ottoman Dynasty and strangling was preferred if and when a member was required to be killed. No one can address the Padishah directly, his speech cannot be intercepted, no one can look at him in the face, and his orders cannot be discussed. This is because “invisible kingship” is reincarnated in the body of the King.” (Tuğrul, 2014, p. 79)

The understanding of two bodies has continued until the French Revolution. The situation has changed after King Louis XVI was executed following his trial immediately after the French revolution. What makes this a critical phenomenon is not the King’s being killed. Many Kings were killed in the past as a result of the assassinations and coups. But not any one king had been executed up until then. (Connerton, 2014, p. 18) This is because the execution of the King means the inclusion of the King to the penal code and this contradicts with the King’s status as above all.

“...With the execution of Louis XVI, not only the flesh and body of the King was being killed but above all his political body was also killed. And the most important of all, Louis XVI was executed at a public ceremony. This showed that the public witnessed the demise of not only the King but also the institution of kingship which was represented by him.” (Saygılı, 2005, p. 333)

While the subjects were not visible in the body of the King previously, the King was melted down in the body of the nation in representation of the sovereignty rights following this great change in understanding. No separate power can be imagined after this point, because the society governs itself in Democratic Republics. What preoccupies all now is another problem in this new state of the power, i.e. the problem of the uncertainty of the ruler. If the only body is the subjects, then where is the ruler? This situation as was examined by Foucault in detail shows us that the power has infused to the society by being diluted so as to be omnipresent, that it assumed an invisible form just like everything divine, i.e. the power has now become functionally very similar to God which is omnipresent sovereign of all which is again and again a confirmation of Schmitt.

3.4. Power and Space Relationship from Theocracy to Democracy

We know that, until the French Revolution, the sovereign had a power independent from the time just like that of God according to the paradigm of two bodies which is one of the basic solutions to the legitimacy of the sovereign in the Western European history. The King has an identity that transcends his own body, and this identity just like in the case of God is permanent, unfailing and self-contained. Since the King is independent from the people and is the only being that has dominance over the people has frequently wished to show its power over the people. And the squares have been the spaces where the impact of the King's power on the people was measured and reproduced.

“...the squares are among the places where political thoughts and information that will be formed as a result of the actions and activities to take place in these venues are the most easily transferred among the people. Not only the opposition moves but also the holders of the political power also use these areas for these purposes. The marches that take place on official celebrations and anniversaries are particularly good examples for this.” (Bilgihan, 2006, p. 98)

And of course, in addition to the public ceremonies, the punishments which were executed in a bloody fashion by the Kings also took place in the squares in order to demonstrate over and over again to the people that the King who had a political body had a separate “punitive” power over the people. This is indeed a reference to God who holds in his hand the power of “death” and “life” and an implication that the sovereignty of the King on earth is directly similar to that of God in the sky. During this period, the kings in Europe in particular have appeared before their people in the balcony of their palaces sometimes just for saluting and sometimes to make important speeches. The addresses of the Roman Emperors to the people from the balconies, the Emperors' decision to the life and death of the gladiators from their private loggias, and the Byzantium Emperors' watching the mass from a balcony that oversees the altar are some of the historical details that make up the present picture. The most important living example of this situation is the British dynasty's addresses on important days from the balcony of their palace, and the Popes' addressing to the Catholics at the St. Peter's Square throughout the history. The Pope still addresses the believers from the balcony of St. Peter's Basilica.

In addition to the efficient utilization of the sun and having a clearer view of the street which should be the first and original reasons for their construction, the balconies were also built for religious and political purposes throughout the history. The main reason for the balconies' fulfillment of these purposes is that this architectural space is a vertical structure due to its nature. The height and verticalness symbolically indicate masculine power. In this context, the horizontalness which is the situation in the square that stands before the balcony symbolizes passiveness and obedience. Lefebvre explains the symbolic meaning of the vertical spaces with the following words: “*The height and verticalness acquire sometimes a privileged and sometimes a complete meaning (to know, to be able, to be obliged to do), but this meaning changes in different societies and “cultures”*”. He gives the symbolic meaning of the vertical spaces as “*But still, horizontal space symbolizes obedience, vertical space the power, and underground space the death*”. (Lefebvre, 2014, p. 247-248)

The horizontal and vertical, which are the most fundamental symmetrical states, become the tool for having an influence over the crowds and masses in the context of political communication aimed at the power struggle. Since the horizontalness and verticalness bear psychological sub-meanings as per their nature, the significance of the balcony addresses in

political communication before the squares is highly important. This is because the balcony against the square appears as a phallic object due to its verticalness against the horizontal. Lefebvre tells the masculine force of the phallic structure as follows;

“Phallic does this. It symbolizes the masculine fertility and male force. The whole part is completely visible here too; phallic crowd is not abstracted; because there is the crowd of the political power or its compulsory tools such as police, army, and bureaucracy. The phallic rises by highlighting the verticalness. The meaning of the space proclaims the phallocracy, which is the term of the process (a dual process both metaphorically and allegorically) that will give birth this spatial practice... When it comes to the phallic one, it comes as an addition to the one that shows which is an illusion of fullness and carrying a myth, filling by an ‘object’ just to ensure that what is being shown is not emptiness but there is ‘something in it. The use value of such a space is exclusively political.” (Lefebvre, 2014, p. 294)

We are indeed familiar not only with the forms of government coming from the Divine practices but also the space use practices coming from the Divine practices. In the context of the use of space, the first character addressing the people below, though not from a balcony, is God as mentioned in the Old Testament. According to the Old Testament, Moses came before God when the Jews arrived at Sinai Desert three months after they left Egypt, and received some kinds of promises and orders. Addressing to Moses from the mountain, God tells Moses that, “Look, I shall come to you in a dense cloud so that the people will hear when I speak to you and believe you ever after”. (Old Testament, Exodus 19: 9) Subsequent details demonstrate that God came across the people in great fury. Such moments of explicit appearance of God before its people are called as “theophany” in theology. Meaning “the appearance of God” in Greek, this word is used in Christian literature to refer to the emergence of God before its subjects as told in the Bible a couple of times, the most apparent of which is the emergence of God in Exodus which we have quoted above. This emergence has come in the form of proper use of the space suiting the phallic definition of Lefebvre and the grandeur of God is seen in the changes in the space and in the practice of use of the space. “Phallic does this. Metaphorically, its power symbolizes masculine fertility and male force.” (Lefebvre, 2014, p. 294) As Lefebvre pointed out, it is exclusively the use of a political space that carries the myth via a fullness and an illusion of fullness inside this destructive force. God’s taking its people out of Egypt which exploits them and owning them has got a political meaning in the world meaning index as can be understood from the worries of Pharaoh. Moreover, God is above and inside a dense cloud. Just like the location of the balcony according to the house and its being both inside and outside of the house, God is also inside the cloud both open and hidden to the eyes.

Accordingly, we can now grasp the secularized meaning in the administrators’ address to the people from the balcony, i.e. with the preference of a phallic spatial use resembling the space use practice of the Old Testament’s God, prior to the execution of Louis XVI at a public ceremony in Western Europe. However, the balconies did not become widespread in the Ottoman Empire which adopted a withdrawn social structure due to the impact of Islam and therefore the balconies were not built on the sides of the palaces that could be seen by the people because the balconies were displaying a piece of the house to the outsiders and all of the houses were regarded as haram/harem. But this does not mean that the power understanding of the Ottomans and the Islam in general was not phallographic. The fact that the Ottoman palaces were consisted of predominantly single-story buildings which were enlarged – contrary to the

European palaces - horizontally as the need arises does not mean that they were not phallic structures. As a matter of fact, just like a vertical structure that rises towards the sky is phallic because it characterizes the power and glory, the buildings that have prominence because they are very important and expensive or because they represent the sovereign power may also be deemed among the phallic structures because they are separated from the public due to a huge acceleration although they are indeed not vertical. This is the reason why courthouses are called "justice palace" although they may be ordinary buildings. Similarly, this building is also phallic not because of its physical attribute of its materials but because of the meaning attributed to it by the power of passing and enforcing a judgment.

3.5. "The Power that is No Longer There" and Phantasmagorical Balcony

As explained in the paradigm of the king's two bodies, the public and ceremonial execution of Louis XVI brought with it the start of a new era regarding the source of the legitimate power. The power has now been obtained by the people and the political body that was separated from the King's personality has now passed to the collective body of the society. The execution of the King after being tried by including it into the legal system broke its eternal body up and allocated it to the whole of the society in small shares. The power which previously existed in one single body in concrete form has become immaterial, diluted and diffused all parts. The power to pass a verdict dispersed to the singular votes of millions rather than a single mouth in the past. Therefore the Foucauldian power, "is now a mechanism constantly in circulation. The power works, the power works in the form of a network, and the individuals in this network have to obey and practice it in addition to entering to circulation. The individuals are always the tools of the power. The power uses the individuals as a transit route." (Çelebi, 2013, p. 517) Since there is no longer a King and its political body which continuously has to prove itself, for example, even the punishments have been given up being executed as open to the public in time with the capital punishments being executed behind the closed doors of the prisons. This is because the sovereign in a democratic power structure is the people itself, it does not need to turn the execution into a demonstration and thus show its sovereign power to itself.

A question comes to mind after all this has been read and seen: What may be the purpose of appearing before the public by using a phallic space if the political body assumed by the sovereign represented as King has disappeared and if there is no longer any power left other than the people itself? What is the aim of using such a space when one can address millions simply by using the television? It may be easy to answer this question in the case of British dynasty which maintains an old administrative form or the Vatican Church where the Pope is alleged to be the representative of a celestial sovereignty. In these examples, indeed, the sovereign still maintains that it owns the political body of the king Zira.

But, the post-election victory balcony speeches started by Recep Tayyip Erdoğan set a separate category. The cultural structure of the Turkish society may need to be examined a little bit more thoroughly while assessing this special development. Although the West has melted away this holy sovereignty of the King which represented the secularized form of God against the society due to the individualistic tendency of the Christianity, in the east and especially in the Ottomans, the God failed to be secularized and transformed into the legitimate power of a laic power due to the influence of the Islam, and its existence stayed fixed as a "holy" represented by the Sultan. In the relevant literature, this "upper-sultan" was recalled as "meliku's-semavati ve'l ardi", i.e. "the king of the heavens and earth" (Hacımuftüoğlu, 2011, p. 39), while the humans were recalled as "re'aye'llah", i.e. the subjects of Allah. Hence, the caliphate who was accepted as the shade of Allah in the Ottoman society was attributed some powers, while some of the Padishahs who constantly drank alcohol were considered equal with saints. Padishah's Friday divine service parade or his departure from the palace to visit the Holy

Relics during the month of Ramadan, i.e. the showing in the public of the authority granted by God and this grand symbol being seen in the public should be seen as a kind of theophany in the eye of the public. This is because a sovereign which currently reigns with a supernatural power and owns a political body makes itself visible before the public. As a matter of fact, it is recorded in chronicles that three large drawings of Sultan Abdülmecid were carried along the streets of Cairo to the strong interest of the people and then were exhibited in a fortress. Bearing in mind this type of events, it is seen that the people were quite curious about this type of “emergence”. There are many psychological and sociological reasons for this curiosity for the secret.

Since the paradigm of king’s two bodies were subject to some kind of changes in modern democracies after the replacement of King and dynasty by the people as prince in modern democracies, the balcony speeches emerge as the representation of an old power structure but more importantly an illusionary vision, a phantasmagoric picture in the democratic practice. There is no longer a sovereign separate from the people which can show itself in a phallic situation before the people. Therefore, a balcony speech in a democratic country can have no meaning other than the use for the political communication purposes of our old theophany expectation, condensation of the vast power network on the body of a being, and our interest for that magnificent magic that such a being can be accommodated in our sight. For an eye that can interpret the history, a balcony speech in a democratic country today can be consisted of the illusionary sight of a power that is no longer there. This illusionary sight has got a function which is similar to the actual-dream relationship in Freudian analysis of dreams. A distortion is made in this illusion by using actual material, the meaning is shifted from over the actual, and a secret passion is tried to be satisfied.

4. Conclusion

This study which focused on space-use practice in political communication through the psychospatial context of the balcony use essentially tried to answer two questions. The first of these questions is: “What can be the main motive of the sovereign in a democratic country emerging before the people through the use of balcony which is a phallic space?” As it has been tried to be conveyed in the whole of the study, there is a philosophic depth beneath the sovereign power’s making itself visible before its subjects. The discussions which form the basis of the legitimacy thesis of the political philosophy have continued within the framework that a political and invisible force that generally concentrated on the body of the king is the true essence that makes it the king. Then it is completely logical that the pre-democracy sovereigns make themselves visible before the public which is completely separate from them at a phallic structure such as balcony. But, since the difference between the governor and the governed has evaporated after the democratic intellectual revolution and since the political body of the King has passed to the people, the answer to the first question can be given only by a yearning for an older power structure.

After the intellectual absorption of the answer to the first question, the second question which will sum up the result of the study is: “What may be the purpose of using such a space rather than using a simple TV broadcast via which you could have addressed millions of people simultaneously?” While the first question searches an answer in regards with a philosophy underlying the use of a phallic space in a democratic country, this second question concentrates on the meaning of the use practice of the related space from a functional point of view. The fact that the balcony makes it easier to address only a limited number of people is the proof that the real motive of the use of balcony is not that. This is because no leader today will want to address a crowd of no more than a couple of tens of thousands people. Then, balcony speeches in political communication are used for deriving a picture of the answer given to the first question

in television broadcast. A person watching the balcony speeches on TV, in particular, is charmed with the illusionary power of this phantasmagoric picture and finds himself as a subject of an old power that is no longer there. The power’s pretension of possessing the things which indeed it does not possess through the use of the phallic use of space, manipulation of the historical understanding tendencies and subconscious tendencies leads the people to also assume an illusionary form due to the charming effect of this vision. Hence, the use of space creates the subject which the power needs for its end.

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Different Countries, Different News: Changing “Ideology Building Strategies” And “Ways Of Expression”

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I.Review Of Literature

News contains social values and preferences. On the other hand, there is also the factor of psychology of journalism indicating personal behavior and organizational pressures guiding them. Journalists cover an event so far as they can perceive it. In this respect, people following the news via mass media can never have the power to predict the purpose of the news reaching them. While, in their efforts to report an event, journalists try to frame the event by making a preference among the phenomena on their own, they also try to make sense of the truths lying behind the event. According to Burton, what is seen on a page is not the reality but an interpreted version of it (Duruoğlu, 2003, p. 9). One can arrive at the following conclusion on the basis of this; newsmen write the news using their own backgrounds, beliefs and ideologies. However, in addition to the newsmen's points of views, the views and ideologies of their bosses cannot be ignored, either. In this case, it is an undeniable fact that newsmen cannot make news in opposition to the ideologies of their bosses. However, according to Özer, media cannot generate headlines independently and on their own. Instead, they shape their headlines according to reliable and regular institutional sources. This has something to do with both the internal pressure of newsmaking and the necessity of making news in accordance with the principles of objectivity and impartiality. These factors render the media dependent on force and government (2012, p. 131).

Seeing an event eligible for reporting and presenting it in a certain order and arrangement is part of the news discourse, which is an ideological device. Technological tools used in making news guide the event rather than record it (Orhon, 2004, p. 43–44). At the production stage of the news, newsmen manipulate (guide) the news in line with their own ideologies.

The discourse content of the news text may be subject to some changes/distortions not only at the stage of the production or presentation of the text but also at the stage of its perception. In this sense, news exists as a “discourse” which is formed from a “story” in terms of meaning, but refers to more than the words it contains (retold by Aydın, 2013, p. 39).

Words can be selected in the discourse of the news in a way that will end up supporting or questioning the actors of the event. For example, reporting verbs such as “pointed out, stated, explained, emphasized and underlined” make one feel that the newsmen is in support of the actor of the event whereas verbs like “claimed, suggested, proposed and advocated” seem to indicate that the view of the source is not supported and that such views need to be approached with caution. The selected words' being words of praise or ridicule also changes the discourse of the news. On the other hand, many words used in news texts have ideological meanings. The definitions or attributes used reveal ideological approaches that are totally different from one another. Numerous studies have shown that sentence structures were passive in negative actions where the dominant class was the main actor whereas sentence structures were active in cases where negativity belonged to powerless sections of the society, (retold by Aydın, 2013, p. 56).

News is an output of media, and one of the sources that feed knowledge. And most of all, news involves ideology. This task is implemented sometimes very explicitly and sometimes covertly. Goal-oriented messages intended to shape up public opinion may not always be calculated and given in large doses. These doses are hidden within the news items themselves when they are put one after another; it becomes clearer that news items in final analysis convey

a certain ideology to society. News is a material phenomenon; it is money, crisis and power. It is something demanded by combined union of force/power and a form of expression of its will. This phenomenon has become widespread as a result of technological advances that have taken place in recent years and its influence and significance have also increased (Kazancı, 2002, p. 77–80).

When the question how ideologies are infused in news texts is examined, it is seen that even the personal ideologies of journalists affect the discourse structure of news texts. Apart from this, the broadcasting policy of a channel or the television and relationships with dominant powers based on interests are among important factors regarding incorporation of ideology in news reports.

When an event is made into a news item, certain features are selected and these features are foregrounded in the news report thereby making it more lasting and meaningful for readers and audiences (Yüksel, 2008). The news framework is a general context created to make news about a certain incident or a problem and determine what should be included in the news and what should be left out (Atabek and Uztuğ, 1998, p. 100).

Chibnall emphasizes that a discourse belonging to the dominant meaning system of the political elite is used in news and especially the words used in news reflect dominant concepts and values. For example, laws, regulations, national interests, extreme powers, moderates, silent majority, and statements like lowering moral and educational standards provide certain clues as to ideology (Retold from Matheson by Devran, 2010, p.123).

When the concept of discourse is taken together with ideology in terms of media studies, it reveals the role of news in establishing social power. Ideology can be spread through discourse and can appear only by means of language. However, it is directly related to discourse as it finds expression with language. Media came first among ideological tools and therefore the dominant ideology is regenerated in the media, i.e. in the news. A field where critical news studies are conducted is the field of critical discourse analysis. Dijk and Fairclough are among people who stand out in this field. According to Dijk, discourse and communication play the most prominent role in the formation and transformation of ideology. The discourse aspect of ideology explains how ideologies affect daily issues and speeches, how we perceive the ideological discourse and how discourse is included in the generation of ideology in society. Discourse plays a huge role in the reproduction and daily expression (Özer, 2011, p. 1-23).

News is not something abstract. We cannot perceive news items only as messages. The message is abstract whereas news is concrete. News is the concretized form of a message. It has content, a purpose and a concrete formation. We watch the news itself as if it is the event itself or we think that the news is the event itself. Each news item has something to convey. Therefore, it expresses a discourse (Kazancı, 2002, p. 81). It is because of this that the phenomenon of news, which intends to convey a certain message to masses, is shaped by ideology and developed under the control of the dominant discourse.

Following the relevant review of literature, the research questions below were included:

Research Question 1: What kinds of ideology building strategies were used in the news about the Charlie Hebdo and the three Muslim youths murdered in USA news?

Research Question 2: What kinds of narration style of news were used in the news about the Charlie Hebdo and the three Muslim youths murdered in USA?

Research Question 3: Do the ideology building strategies were used in the news about the Charlie Hebdo and three Muslim youths murdered in USA news differ according to the TV channel where the news broadcast?

Research Question 4: Do the narration styles were used in the news about the Charlie Hebdo and three Muslim youths murdered in USA news differ according to the TV channel where the news broadcast?

II.Method

In terms of the research design, the present study has a descriptive character as it describes news about the Charlie Hebdo and three Muslim youths murdered in USA. In addition to this, this descriptive design also has the “common relationship” design as it attempts to reveal whether the parameters investigated in the news (ideology building strategies and narration style of news) varied with the type of channel (TRT 1, ATV, FOX TV and NTV were chosen and CNN and BBC) or not. In order to reveal the narration style of news were used in the news, and what kinds of ideology building strategies were used in the news in a descriptive manner and respond to the relevant research questions, central tendency statistics were performed from among the descriptive statistics. Moreover, cross tables and chi-square tests were made.

A.Implementation of the Study and the Sample

Within the scope of the study, news on the Charlie Hebdo and three Muslim youths murdered in USA broadcast in the TV channels of TRT 1, ATV, FOX TV, NTV, CNN International and BBC was investigated using the content analysis method in terms of “narration styles of news” and “ideology building strategies”. Firstly, in order to be able to reveal the representative power of the commercial, news and public TV channels, the aforementioned channels were selected randomly from the 3 groups. The study covers a total of 181 news items (145 news included attack of Charlie Hebdo and 36 news included three Muslim youths murdered in USA) between the dates 06.07 and 06.14.2015. The 181 news items, which constitute the subject matter of the study, are broadcast in the main news bulletins of the said channels. 24,9 % of the news items were broadcast on NTV, 21,5 % on TRT 1, 16,6 % on ATV, 14,4 % on FOX TV, 13,3 % on CNN and 9,4 % on BBC. Descriptive analyses of the news items were made within the narration styles of news and ideology building strategies were used that news to reveal whether these parameters exhibited variation with television channels or not through cross tables and chi-square tests.

B.Data Collection Tool

The news items in question were investigated using a “TV News Coding Form” consisting of 13 criteria in three groups. The three items included in the coding form were intended to measure the formal elements of the news, four items the structural elements of the news, and six items the ideological dimensions of the news. The coding form was prepared on the basis of the scientifically proficient sources in the relevant literature. Coding was conducted by students enrolled in the Graduate School of Social Sciences Radio-Television-Cinema Master’s Program in the 2013 - 2014 academic years taking the course titled “Qualitative Approach in Communication and Research and Studies”. The same news contents were coded by different students and the correlation between them was at the level of 0.92. In this way, reliability of the study was ensured. The validity of the study was shown through “content validity” and “face validity”.

C.Data Analysis and The Tests Used

The study includes 181 news items between the dates 06.07 and 06.14.2015. The data obtained as a result of the content analysis were processed in electronic environment using the SPSS 17.0 statistical software. As the study has a generally descriptive nature, descriptive statistics (single and multi frequency analyses) were used in order to answer the research questions. In order to demonstrate whether the ideology building strategies were used that news, analyses made on

the news displayed variation with channels, through cross tables and chi-square tests whether the variation was significant or not.

III. Findings

Under this title, findings from descriptive statistics, cross tables and chi-square tests were included ideology building strategies and narration styles used in the news, whether these strategies and styles exhibited variation with the TV channels and kind of event (Charlie Hebdo and three Muslim youths murdered in USA) or not. Firstly, which ideology building strategies used on news about two different events are examined.

A. Ideology building strategies used in news about Charlie Hebdo and three muslim youths murdered in USA

Ideology building strategies were investigated under this title. In this context, findings from the frequency analysis were given in order to reveal the use of ideology building strategies descriptively. Table 1 includes the results of the frequency analysis regarding the ideology building strategies used in the news about the Charlie Hebdo. As can be seen in Table 1, the unification strategy was used in 58.6 % of the Charlie Hebdo news, the segmentation strategy in 24.8 %, the reification strategy in 8.3 %, the legitimation strategy in 6.9 % and the hiding/mystification (dissimulation) strategy in 1.4 %.

Table 1. Ideology building strategies used in the news about the Charlie Hebdo

Ideology building	Frequency	Percentage	Valid percentage
Legitimation	10	6,9	6,9
Hiding/Mystification	2	1,4	1,4
Unification	85	58,6	58,6
Segmentation	36	24,8	24,8
Reification	12	8,3	8,3
Total	145	100,0	

Table 2 also indicated the other results of frequency analysis which included ideology building strategies used in the news about the three Muslim youths murdered in USA. As can be seen in Table 2, the unification strategy was used in 50.0 % of the Charlie Hebdo news, the legitimation strategy in 25.0 %, the segmentation strategy in 16.7 %, and the hiding/mystification (dissimulation) strategy in 8.3 %.

Table 2. Ideology building strategies used in the news about the three Muslim youths murdered in USA

Ideology building	Frequency	Percentage	Valid percentage
Legitimation	9	25,0	25,0
Hiding/Mystification	3	8,3	8,3
Unification	18	50,0	50,0
Segmentation	6	16,7	16,7
Total	36	100,0	

B. Narration styles used in news about Charlie Hebdo and three muslim youths murdered in USA

Narration styles which used to news were investigated under this part. First investigation was performed for Charlie Hebdo news. Table 3 includes the results of the frequency analysis

regarding the narration strategies used in the news about the Charlie Hebdo. As can be seen in Table 3, the informative style was used in 34.6 % of the Charlie Hebdo news, the critical style in 15.3 %, the circumstances style in 11.5 %, the narrative, judgmental, stimulative, and threatening styles in 7.6 %.

Table 3. Narration styles used in the news about the Charlie Hebdo

Narration Styles	Frequency	Percentage	Valid percentage
Informative	9	34,6	34,6
Critical	4	15,3	15,3
Circumstances	3	11,5	11,5
Narrative	2	7,6	7,6
Judgmental	2	7,6	7,6
Stimulative	2	7,6	7,6
Threatening	2	7,6	7,6
Advicer	1	3,8	3,8
Hopeful	1	3,8	3,8
Total	26	100,0	

Table 4 also showed the other results of frequency analysis which included the narration strategies used in the news about the three Muslim youths murdered in USA. As can be seen in Table 4, the critical style was used in 25.8 % of the Charlie Hebdo news, the emotional style in 12.9 %, the informative style in 11.2 %, the scientific style in 8.6 %, the sensational style in 8.6 %, restless style in 7.7 %, exemplary style in 6.8 %, narrative style in 4.3 %, confusing style in 4.3 %, and the other styles in 9.4 %.

Table 4. Narration styles used in the news about the three Muslim youths murdered in USA

Narration Styles	Frequency	Percentage	Valid percentage
Critical	30	25,8	25,8
Emotional	15	12,9	12,9
Informative	13	11,2	11,2
Scientific	10	8,6	8,6
Sensational	10	8,6	8,6
Restless	9	7,7	7,7
Exemplary	8	6,8	6,8
Narrative	5	4,3	4,3
Confusing	5	4,3	4,3
Others	11	9,4	9,4
Total	116	100,0	

C.Ideology building strategies used in news and TV channels

After the ideology building strategies used in the news about the Charlie Hebdo news and three Muslim youths murdered in USA news were revealed descriptively, an attempt was made to demonstrate whether the used strategies in question varied with the television channels in question or not through a cross table.

Firstly an examination was performed to demonstrate whether the used strategies about the Charlie Hebdo news in question varied with the television channels in question or not through a cross table. In the cross table results, differences are observed among channels especially in the legitimization strategy which used in Charlie Hebdo news. While legitimization strategy was not used by the foreign channels, same strategy was used by domestic channels

with the ratio 100.0 %. The unification strategy was used in 62.6 % of the news on domestic channels; the same strategy was used in 36.4 % of the foreign channels. In addition while the reification strategy was used in 4.9 % of the news on domestic channels; the same strategy was used in 27.3 % of the foreign channels. These differences were statistically significant ($p < .005$).

Secondly one more analysis was performed news related to three Muslim youths murdered in USA. The relevant cross table revealed that legitimization strategy was used in 22.2 % of domestic channels while same strategy was used 77.8 % of the foreign channels. Also while news which broadcasted domestic news used unification strategy in 64.7 %, news which broadcasted foreign TV Channels used unification strategy in 36.8 %.

D.Narration styles used in news and TV channels

After the narration styles used in the news about the Charlie Hebdo news and three Muslim youths murdered in USA news were revealed descriptively, an attempt was made to demonstrate whether the used strategies in question varied with the television channels in question or not through independent samples t tests.

Firstly an examination was performed to demonstrate whether the used strategies about the Charlie Hebdo news in question varied with the television channels in question or not through an independent samples t test. Table 5 included results of independent samples t test. Results revealed that domestic channels use informative style more frequently than foreign channels in Charlie Hebdo news. On the contrary foreign channels more frequently use styles of extravagant, restless, circumstances, emotional and exemplary than domestic channels in Charlie Hebdo news.

Table 5. Independent samples t test for channel and narration styles in Charlie Hebdo news

Narration Styles	Channel	N	Mean	t Test	Sig.
Extravagant	Domestic	7	3.14	-3.371	.007
	Foreign	5	4.40		
Informative	Domestic	104	4.34	4.186	.001
	Foreign	12	3.83		
Restless	Domestic	17	3.35	-2.243	.034
	Foreign	11	4.09		
Circumstances	Domestic	6	2.83	-2.513	.033
	Foreign	5	3.80		
Emotional	Domestic	10	3.40	-2.865	.013
	Foreign	5	4.60		
Exemplary	Domestic	27	3.81	-2.162	.039
	Foreign	5	4.40		

One more independent samples t test was performed to demonstrate whether the used strategies about the three muslim youths murdered in USA news in question varied with the television channels in question or not. Table 6 included results of independent samples t test. Results indicated that domestic channels use scientific style more frequently than foreign channels in three muslim youths murdered in USA news. On the contrary foreign channels more frequently use informative style than domestic channels in three muslim youths murdered in USA news.

Table 6. Independent samples t test for channel and narration styles in three muslim youths murdered in USA news

Narration Styles	Channel	N	Mean	t Test	Sig.
Informative	Domestic	4	3.00	-2.454	.032
	Foreign	9	4.22		
Scientific	Domestic	8	4.00	3.742	.007
	Foreign	2	3.00		

IV.Conclusion and Discussion

It can be said that this study, which investigates the way the TV news related to two important events is very important in manner of Islamophobia. This study concluded that unification and segmentation ideology building strategies more frequently used in news about Charlie Hebdo event. On the contrary it was observed that unification and legitimation ideology building strategies more frequently used in news about three muslim youths murdered in USA event. It is quite attention getting that legitimation ideology building strategy more frequently used in news about three muslim youths murdered in USA event than Charlie Hebdo event. It is important to explain the other attention getting result related to hiding/mystification ideology building strategy. It was also observed that hiding/mystification ideology building strategy more frequently used in news about three muslim youths murdered in U.S.A. than the Charlie Hebdo news.

The study concluded that ideology building strategies used news varied according to kind of event and the channel where broadcasted the news. Differences are observed among channels especially in the legitimation strategy which used in Charlie Hebdo news. While legitimation strategy was not used by the foreign channels, same strategy was used by domestic channels with the ratio 100.0 % for Charlie Hebdo news. Also it was concluded that domestic channels more frequently use unification strategy. On the other hand foreign channels more frequently use reification strategy than domestics in Charlie Hebdo news. On the contrary legitimation strategy more frequently used by foreign channels than domestics in news about three muslim youths murdered in USA.

This study also focused narration styles used in news about Charlie Hebdo and three muslim youths murdered in USA. Informative and critical narration styles was used more frequently both of two news. Narration styles that used in two kind of news varied according to events and channels. Results revealed that domestic channels use informative style more frequently than foreign channels in Charlie Hebdo news. On the contrary foreign channels more frequently use styles of extravagant, restless, circumstances, emotional and exemplary than domestic channels in Charlie Hebdo news. Also domestic channels use scientific style more frequently than foreign channels in three muslim youths murdered in USA news. On the contrary foreign channels more frequently use informative style than domestic channels in three muslim youths murdered in USA news.

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Job Satisfaction and Organizational Commitment of Media Professionals: The Case of Kayseri

Mustafa Koçer, Ahmet Biçer

1. Introduction

Media professionals fight against some hardships including hard working conditions, timing pressure, working on weekends and holidays, running after news day and night, not being a profession obtained by graduating from a school, lack of job guarantee and insufficient payments. In order to overcome such difficulties, workers should be able to identify themselves with their workplace and feel satisfaction with what they do. Organisational commitment and job satisfactions become important at that point. Although there are studies analyzing the relation between organisational commitment and job satisfaction, there are a limited number of studies on media professionals, which makes this study necessary.

The study first gives a short introduction of organisational commitment and job satisfaction and the relation between them, then the results of a study conducted to analyze job satisfaction and organisational commitment levels of media professionals in Kayseri and the relation between them as well as to clarify whether job satisfaction and organisational commitment differs with respect to demographical characteristics.

2. Conceptual Framework

2.1. Organisational Commitment

Commitment is defined as building identification and emotional connection with a certain social unit (enterprise, environment, family, profession, syndicate etc.) (Meyer & Allen, 1984, p.373). As can be understood from here, organizational commitment is considered as the identification and a sense of belonging for an individual working in an organization, considered as a social unit. Buchanan (1974, p.533) defines organizational commitment as partial commitment of a worker to the objectives and values of his/her organization. A worker feeling commitment to his workplace strongly believes the objectives and values of organization and fully and heartedly sticks to the commands and expectations of his superiors, leaving behind the instrumental value of organization (Firestone & Pennel, 1993, p.490-491).

Given the literature data, there seems to be lots of factors having an influence on organizational commitment. Some of them include individual factors like age, gender, experience, marital status, educational background, personal characteristics as well as factors originating from the organisation itself and its environment including lack of other opportunities, reward system, job satisfaction, trust, the importance of job, possibilities of promotion, salary, other workers, working conditions (Güçlü, 2006; Bayram, 2005).

There are various definitions of and approaches for organisational commitment. Given the definitions and approaches of some researchers like Becker (1960); Hall, Schneider and Nygren (1970); Sheldon (1971); Buchanan (1974); Mowday, Steers and Porter (1979); O' Reilly and Chatman (1986); Meyer and Allen (1991) are analyzed; commitment is classified as *attitudinal approach*, *behavioural approach* and *multi-dimensional approach* (Güçlü, 2006). This study is based on the model developed by Allen and Meyer (1990). According to the model, organisational commitment consists of three components including *continuance commitment*, *affective commitment* and *normative commitment* (Meyer & Allen, 1991, p.67):

Affective commitment signifies the emotional ties a worker develops about his organisation, and his identification of himself with the organisation. Workers feeling strong

affective commitment sustain their work in the organisation on their own will. Continuance commitment is connected with the cost of staying with or detaching from the organisation. Workers with high organisational continuance rate, stay within the organisation as they need it. **Normative commitment** indicates that a worker's continuation within a given organisation originates from some necessities. Workers with high normative commitment, go on to work in the organisation as they have to do this.

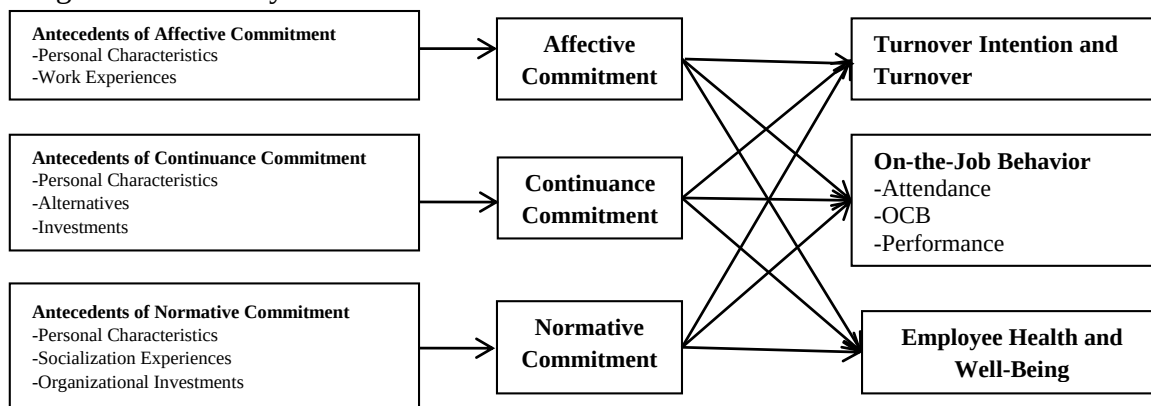


Figure 1. Ternary Organisational Commitment Model
Source: Meyer, Stanley, Herscovitch & Topolnytsky, 2002, p. 22.

2.2. Job Satisfaction

Job satisfaction is defined as the positive feelings, attitudes and perceptions about their jobs and environment as a result of their experiences they have during their stay in the workplace (O'Reilly, Chatman & Caldwell, 1991). As the positive impact of job satisfaction is observed on workers' and corporate performance, a large number of studies have been made to identify the dimensions of job satisfaction and the conditions which promote it (Pınar & Bulutlar, 2008, p.152). Relevant researches indicate that some individual characteristics including age, gender, educational background, marital status and religions have an impact on job satisfaction along with some organisational factors like job perception, its hardships, salary, reward system, possibilities of promotion, status, working conditions, organisational environment, workforce cycle rate and working hours (Aşık, 2010; Sevimli & İşcan, 2005).

It is observed that the scales developed by various researchers are used to identify job satisfaction. Some of these include; Minnesota Job Satisfaction Questionnaire developed by Weiss et.al. (1967), Job description Index by Smith, Kendall and Hulin (1969) and job satisfaction scale developed by Spector (1985).

The study utilizes the short form of Minnesota Job Satisfaction Questionnaire developed by Weiss et.al. (1967). This scale developed for job satisfaction analyzes the job satisfaction of workers under 3 headings including internal satisfaction, external satisfaction and general satisfaction. '*External satisfaction*' is characterized rather with financial factors like salary or financial rewards obtained as a result of work; *internal satisfaction* stands for things like feeling of achievement and receiving praise felt during the work" (Deniz, 2005, p.311). Internal satisfaction and external satisfaction both reflect the level of general satisfaction together.

2.3. The relation between Organisational Commitment and Job Satisfaction

In literature, the relation between organisational commitment and job satisfaction is generally analyzed in four models. These models are; "*job satisfaction leads to organisational commitment, organisational commitment causes job satisfaction, organisational commitment*

and job satisfaction causes each other, there is no correlation between organisational commitment and job satisfaction” (Örücü, Kılıç & Şimşir, 2010, pp.3-4). The first three approaches generally asserts that workers with high job satisfaction will have a higher rate of organisational commitment, likewise those with high level of organisational commitment will demonstrate high level of job satisfaction. According to the last approach, there is not necessarily a strong and significant connection between organisational commitment and job satisfaction (Mowday, Porter & Steers, 1982; Kök, 2006; Alper Ay, Alper, Bircan, & Öncül, 2015).

Indicating the differences between organisational commitment and job satisfaction Mowday, Steers and Porter (1979, p.5), express that organisational commitment covers all aspects of organisation reflecting the commitment to the values and objectives of organisation, as a component developing according to time and process, while job satisfaction is of minor scale component showing the direct feelings and opinions of workers regarding their work and working conditions more influenced by short-term variables.

Given the literature of organisational commitment and job satisfaction, there are largely studies taking both concepts as related to each other. These researches try to identify the correlation between organisational commitment and job satisfaction with respect to vocational groups and sector. A large number of studies including the study conducted by Alper Ay, Alper, Bircan and Öncül (2015) on the worker of a company providing service in the field of electricity-electronics and telecommunication; a research conducted by Kök (2006) on academicians working at Pamukkale University, a research conducted by Örücü, Kılıç and Şimşir (2010) on the workers of a mid-scale enterprise in Tekirdağ region, the research conducted by Efeoğlu and Özgen (2006) on workers in pharmaceutical industry, Izgar's (2008) study on school administrators and Tuzcu's (2016) study on TÖMER staff are aimed at identifying the relation between organisational commitment and job satisfaction. In contrast, no studies have been found on the organisational commitment levels and job satisfaction of media professional in Turkey, which makes the study unique and important.

3. Research Methodology

The study which is of descriptive characters in terms of data collection and use, essentially aims to analyze the job satisfaction and organisational commitment levels of media professionals, the correlation between two concepts and identify whether job satisfaction and organisational commitment differ according to demographical characteristics on the scale of Kayseri.

It is of crucial importance for identifying problems and taking necessary actions on the individual and corporate levels that job satisfaction and organisational commitment levels of media professionals and the correlation between them are analyzed. This study is based on the necessity to focus on such issues including the above described interests and objectives. The following research questions are generated:

Research question 1: What is the **affective, continuance and normative** commitment level of media professionals in Kayseri?

Research question 2: What is the **internal, external and general** satisfaction level of media professionals in Kayseri?

Research question 3: What's the relation between **job satisfaction and organisational commitment** of media professionals in Kayseri?

Research question 4: Is there a difference in **job satisfaction and organisational commitment** of media professionals in Kayseri with respect to **demographical characteristics**?

The study applies the scale of Minnesota Job Satisfaction Questionnaire which has a wide-scale use in literature as developed by Weiss et.al. (1967) along with Ternary Organisational Commitment Scale as developed by Allen and Meyer (1990).

The population of study is the workers in local newspapers and television in Kayseri city centre. There are 20 daily newspapers and 6 local television channels in Kayseri (Table 1). According to data obtained from Kayseri Union of Journalists, there are about 300 people in the field.

Table 1. Local Newspapers and TV Channels in Kayseri

LOCAL NEWSPAPERS				LOCAL TELEVISIONS	
1	Kayseri Haber Newspaper	11	Kayseri Haber Newspaper	1	ELİF TV
2	Kayseri Anadolu Haber Newspaper	12	Kayseri Meydan Newspaper	2	KANAL 38
3	Kayseri Star Haber Newspaper	13	Kayseri Kent Haber Newspaper	3	KAY TV
4	Büyük Kayseri Newspaper	14	Kayseri Haber 38 Newspaper	4	KAMPUS TV
5	Kayseri Hâkimiyet 2000 Newspaper	15	Kayseri Olay Newspaper	5	TV1
6	Kayseri Gündem Newspaper	16	Kayseri Manşet Newspaper	6	ERCİYES TV
7	Ülker Newspaper	17	Kayseri Yeni Haber Newspaper		
8	Kayseri Newspaper	18	Kadim Kent Kayseri Newspaper		
9	Kayseri Maç Newspaper	19	Kayseri Ana Haber Newspaper		
10	Deniz Postası Newspaper	20	City Kayseri Newspaper		

Source: <http://www.kayseri.gov.tr>, Retrieved on: 09.05.2016.

The field work has been conducted between 15th and 29th of April 2016 by using convenience sampling method on 113 media professionals through face-to-face interview survey method. According to Yazıcıoğlu and Erdoğan a sampling of 81 people could represent the main universe at $\alpha = 0.05$ significance level with ± 0.10 sampling error (2007, p.72). In order to reduce sampling error the survey has been conducted on 113 and the data collected is processed on SPSS 22.0 Statistics program.

4. Findings

The breakdown regarding job satisfaction and organisational commitment of media professionals (newspapers and televisions) in the province of Kayseri is evaluated in the light of research questions. Descriptive results have been given about certain socio-demographical characteristics of media professionals; then information is given about organisational commitment, job satisfaction and relevant components. In the last part, some analyses have been conducted in order to identify whether job satisfaction and organisational commitment of workers differ according to certain demographical characteristics.

4.1. Certain Socio-demographical Characteristics of Media Professionals

Certain socio-demographical characteristics of media professionals taking part in the research are given in Table 3:

Table 2. Socio-demographical structure of media professionals

		Frequency	Percent			Frequency	Percent
<u>Gender</u>				<u>Age</u>			
Male		79	69,9	20-29 ages		49	44,1
Female		34	30,1	30-39 ages		45	40,5
Total		113	100,0	40-49 ages		11	9,9
				50 and over		6	5,5
Single	<u>Marital status</u>	48	44,4	Total		111	100,0
Married		60	55,6				
Total		108	100,0				
				<u>Income</u>			
				Less than 1000 TL		14	12,4
				1000- 2000 TL		90	79,6
<u>Training</u>							

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<i>Secondary school</i>	1	0,9	<i>2001-3000 TL</i>	7	6,2
<i>High school</i>	39	34,8	<i>3001-4000 TL</i>	1	0,9
<i>University</i>	69	61,6	<i>4001 TL and over</i>	1	0,9
<i>Master's Degree</i>	3	2,7	<i>Total</i>	113	100,0
<i>Total</i>	112	100,0			

According to Table 2, 69,9% of media professionals taking part in the survey are males, while 30,1% are females. Most of them 64,3% have graduate or post-graduate degrees. The rate of those with high school or lower level is 35,7%. 55,6% of them are married, while 44,4% are single. Given the age breakdown, 44,1% are aged between 20 and 29 and 40,5% are at 30-39 age interval. The participants with 50 and over ages have a rate of 5,5%. Given the figures about income levels, most (79,6%) of media professionals get a salary of 1000-2000 TL.

Table 3. Breakdown for Years of Work

	TOTAL WORK PERIOD (In the field of media)		TOTAL WORK PERIOD (In the current media enterprise)	
	<i>Frequency</i>	<i>Percent</i>	<i>Frequency</i>	<i>Percent</i>
<i>Less than 2 years</i>	23	17,4	29	28,9
<i>2-5 years</i>	33	31,2	42	34,5
<i>6-10 years</i>	15	13,3	16	14,3
<i>11-15 years</i>	16	14,1	11	9,8
<i>More than 15</i>	26	23,0	14	12,5
<i>Total</i>	113	100,0	112	100,0

Given participants' answers regarding questions on their work experience in the field of media and in their current media enterprise, the rate of those with less than 2 years of experience in the field of media is 17,4%, while the figure is 28,9% in their current media enterprise; the rate of those with 2-5 years of experience in the field of media is 31,2%, and 34,5% in the current media enterprise; the rate of those with 6-10 years of experience in the media field is 13,3% and the same rate is 14,3% in current media enterprise; the rate of those with 11-15 years of experience in the field of media is 14,1%, while it reduces to 9,8% in the current media enterprise. The rate of those with experience of 15 years or more in the media field is 23,0%, and in the current media enterprise the rate diminishes to 12,5%.

4.2. Breakdown for Organisational Commitment and Job Satisfaction

The reliability of 5 Likert Type job satisfaction and organisational commitment scales, included in the survey form, have been analyzed to evaluate the reliability of survey questions and as a result of analysis made the reliability coefficients (Cronbach Alpha) are identified as 0,938 for job satisfaction and 0,710 for organisational commitment scale. Based on Alpha coefficient, if the scale is $0,60 \leq \alpha < 0,80$, it is quite reliable and if it is $0,80 \leq \alpha < 1,00$ the scale is absolutely reliable (Kayış, 2005, p.405). According to this, the scales applied in the study could be defined as reliable. Table 4 indicates the average rates and standard deviation about organisational commitment and job satisfaction.

Table 4. Breakdown about Job Satisfaction and Organisational Commitment Levels

	n	$\bar{X}$	S. Deviation	Cronbach Alpha
<u>WORK SATISFACTION LEVELS</u>				
<i>Internal satisfaction</i>	113	3,28	,82543	,897
<i>External satisfaction</i>	113	3,08	,94397	,860
<i>Job satisfaction (General)</i>	113	3,23	,82516	,938
<u>ORGANISATIONAL COMMITMENT LEVELS</u>				
<i>Affective Commitment</i>	113	3,73	,73297	,763
<i>Continuance Commitment</i>	113	3,14	,58647	,610
<i>Normative Commitment</i>	113	3,30	,57499	,640
<i>Organisational Commitment (General)</i>	113	3,39	,59131	,710

Given the figures about job satisfaction and organisational commitment, the job satisfaction ($\bar{x}=3,23$) and organisational commitment rates of ($\bar{x}=3,39$) media professionals are generally high.

Correlation analysis has been conducted to identify the level and direction of relation between job satisfaction and organisational commitment of media professionals. When the correlation coefficient is statistically 1,00, this means that there is an excellent positive relation; when -1,00 it shows an excellent negative relation; and when it is 0,00, there is no relation. When the correlation coefficient is between 0,70 and 1,00 as absolute value, the relation is high; when between 0,70 and 0,30, the relation is mid-range; and when it is between 0,30 and 0,00, the relation would be of lower status (Büyüköztürk, 2004, p.32).

Table 5. The correlation analysis results about Job Satisfaction and Organisational Commitment

	Affective Commitment	Continuance Commitment	Normative Commitment	Organisational Commitment (In general)
<i>Internal satisfaction</i>	,323**	,106	,239*	,357**
<i>External satisfaction</i>	,388**	,098	,337**	,430**
<i>Job satisfaction (In general)</i>	,367**	,108	,292**	,406**

**p<0,01, *p<0,05

Given the results from correlation analysis, there seems to be a mid-range, positive and significant level of relation between job satisfaction and organisational commitment, ($r=0,406$, $p<0,01$). According to this, it could be claimed that as organisational commitment increases, job satisfaction rate will get higher and vice versa.

The following results are obtained when job satisfaction and organisational commitment are analyzed in different levels:

- There is mid-range correlation between internal satisfaction and affective ($r=0,323$) and organisational (general) ($r=0,357$) commitment, and with normative commitment, there is a low-range ($r=0,239$) correlation. In other words, as internal satisfaction increases, affective, normative and organisational (in general) commitment will increase.
- It is observed that there is a mid-level correlation between external satisfaction with affective ($r=0,388$), normative ($r=0,337$) and organisational commitment (general) ($r=0,430$).
- There is a mid-level correlation between job satisfaction (general) and affective ($r=0,367$) and organisational commitment (general) ($r=0,406$), and low-level correlation with normative commitment ($r=0,292$).
- No correlation has been identified between any dimensions of job satisfaction continuance commitment. This is thought to be relevant with the fact that the

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essential component in media field is not continuance or working hours, but following up with the news, accomplishment of projects and the like.

Table 6. Regression Analysis Results

Independent variable	Dependent Variable	Standardized Beta Coefficients	t	p
<i>Constant</i>			,542	,589
<i>Affective commitment</i>	Job Satisfaction	-,236	-,488	,626
<i>Continuance commitment</i>		-,308	-,910	,365
<i>Normative Commitment</i>		-,163	-,504	,615
<i>Organisational Commitment (General)</i>		,862	1,133	,260

$R^2 = 0,182$, Designated $R^2 = 0,152$, $F = 5,958$, Significance level = 0.000, Durbin-Watson = 1,879

Given the values obtained as a result of analysis, there is no significant impact of organisational commitment and its dimensions on job satisfaction.

4.3. Organisational commitment and job satisfaction with respect to demographical variables

T test has been applied on the double choice categorical variables (gender, marital status, educational background of high school or lower) and other variables are applied multi-variation analysis (MANOVA) in order to identify if there is a difference in job satisfaction and organisational commitment with respect to demographical characteristics of media professionals and the results are indicated in Table 7 and 8.

Table 7. Job Satisfaction and Organisational Commitment with respect to Demographical Characteristics (t-test)

		n	$\bar{X}$	ss	SD	t-value	p
<i>Continuance commitment</i>	Single	47	2,97	,67356	105	-2,739	0,009
	Married	60	3,26	,74115			
<i>Affective commitment</i>	High school and lower	39	3,91	,80423	109	1,994	0,049
	Graduate or above level	72	3,63	,93825			

As a result of t test, no difference has been identified between marital status of media professionals and their continuance commitment and between educational background and affective commitment. While the continuance commitment of single persons are lower than that of married ones, those with an educational background of high school or lower have higher level of affective commitment than those with graduate or higher level. No difference of statistical significance has been identified between gender and other demographical variables and job satisfaction and organisational commitment.

Table 8. Job Satisfaction and Organisational Commitment with respect to Demographical Characteristics (MANOVA)

		<i>n</i>	$\bar{X}$	<i>ss</i>	<i>SD</i>	<i>F</i>	<i>p</i>
<i>Continuance commitment / Age</i>	20-29 ages	49	3,02	,62418	3-106	2,747	0,047
	30-39 ages	45	3,33	,66856			
	40-49 ages	10	2,99	,72045			
	50 and over	6	3,11	,68146			
<i>External satisfaction - / Work experience in Current Enterprise</i>	Less than 2 years	29	3,47	,83658	4-106	2,870	0,027
	2-5 years	42	2,86	,90145			
	6-10 years	16	3,36	,95582			
	11-15 years	11	2,94	1,14954			
	Over 15 years	13	2,72	,95831			
<i>Continuance commitment - / Work experience in the field</i>	Less than 2 years	23	3,11	,46926	4-107	2,970	0,023
	2-5 years	33	3,02	,46146			
	6-10 years	15	2,85	,78147			
	11-15 years	16	3,39	,58074			
	Over 15 years	25	3,34	,61558			
<i>External satisfaction - / Work experience in the field</i>	Less than 2 years	23	3,60	,69021	4-107	2,871	0,026
	2-5 years	33	2,80	,89990			
	6-10 years	15	3,03	1,00892			
	11-15 years	16	2,88	1,11684			
	Over 15 years	25	3,14	,93020			

Multi-variation Analysis (MANOVA) has been conducted between continuance commitment and work experience in the field, between external satisfaction and work experience in the current enterprise and work experience in the field. According to multi-variation (analysis MANOVA) results, as F significance levels are lower than 0.05, it is identified that there is a significant correlation between continuance commitment and age, between continuance commitment and work experience in the field, between external satisfaction and work experience in the current enterprise and finally between external satisfaction and work experience in the field.

5. Result

Media is field of work which requires struggling against hardships and self-sacrifice because of some factors like professional responsibilities, working in difficult conditions, timing pressure, having to work on holidays and weekends, having to run after a news item for days, the fact that it is not a profession obtained as a result of graduation from a certain school, job anxiety and insufficient salary. In order to overcome such difficulties, media professionals should identify themselves with the enterprise they work in and feel pleasure with what they do as a job. In this sense, the study has identified the organisational commitment and job satisfaction levels of media professionals, the correlation between them and whether there is a difference between organisational commitment and job satisfaction with respect to demographical characteristics on the sample of Kayseri.

The answers for four different research questions are sought in a survey on 113 participants working in local newspapers and TV channels of Kayseri. The first of these is the affective, continuance and normative commitment levels of media professionals; the second one is the level of internal, external and general satisfaction levels, the third one is the correlation between job satisfaction and organisational commitment and the fourth is whether there is a difference between job satisfaction and organisational commitment with respect to demographical characteristics. In this context, following results have been obtained:

- The affective commitment of media professionals to their job is higher than other types of commitments,
- Their internal satisfaction is higher than external and general satisfaction,

- There is a mid-level, positive and significant correlation between job satisfaction and organisational commitment,
- There is difference between the marital status and continuance commitment of media professionals and between their educational background and affective commitments,
- There is no statistically significant difference between gender and other demographical variables and job satisfaction and organisational commitment,
- There is difference between continuance commitment and age and work experience in the field and between external satisfaction and work experience in the current enterprise and in the field.

When a general evaluation is made on the research, it could be said that media professionals have a high level of job satisfaction and organisational commitment. It is thought that the study will be of use for other researchers planning to conduct similar researches in the field of media.

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Establishment Of The Link Between Obedience And Dominance Through The Language-Body Relationship In Bourdieu

Hüseyin Köse

1. Introduction

The concept of body, in Pierre Bourdieu's terminology constitutes the foundation on which obedience and dominance relations occur in both a symbolic and a physical sense. Especially in cases where male dominance is constructed through linguistic practices, the characteristics of this foundation correspond to a genderized body. Bourdieu defines obedience as "the somatization of social relations of dominance," and for him, the parts of the body that are subject to public or private life define the active or passive forms of self-presentation. While passive forms of self-presentation correspond to obedience, its active forms correspond to the "doing" subject, directly to the concepts of *phallus* and *logos*. If we consider the face, which is an efficient section of the face, as the place where meaning, culture, logos and identity are reflected, the other parts of the body are branded with stains of shame that are held outside the honor codes of the male gender. The differences imposed by the linguistic codes of the obedience-dominance link in Bourdieu are the founding elements of the socio-political quality of the body. The discursive structure of dominance relations lay the foundation for the legitimization frameworks that Bourdieu calls "the somatization of dominance" with direct emphases on the biological nature of the body. Meanwhile, the obedient stance that is expressed through bodily practices or meaning transfers that carry messages of dominance also have a function of carrying a power similar to clothes, that load a second symbolic language to the body. A third form of domination relation that is materialized through the body is observed in the fact that the body is used by the individual as a tool to in the search for an obvious distinction and privilege. In this context, the body becomes an indicator of class in terms of the variety of levels of appreciation. In other words, the body is the place where class-based appreciation materializes. The fact that the body constitutes the concrete aspect of class culture is because it carries the obvious signs of different social classes on its physical surface. For example, the physical appearance of workers is strong, while the appearance of the members of higher societal classes is thinner and more fragile... In addition to the linguistic practices that underline the linguistic and symbolic indicators of physical appearance-based dominance, Bourdieu makes striking observations concerning the bodily activities that have different styles of movement in different places. This constitutes the fourth level of the link between dominance and obedience that is established through the body and language relation. This study examines the different dimensions of Bourdieu's concept of body and the social sexist discourses that act as mediators in the establishment of obedience-dominance relations between genders.

2. Method

The functional grammar method that generally considers language as the social building tool of meaning essentially focuses on the socio-political and ideological functions of linguistic practices. Accordingly, each form of linguistic expression, whether intentionally or unintentionally, creates some effects on certain subjects from the moment they are uttered. These effects are not only ideological, but also include emotional responses due to their consequences. For example, "emotions such as anger, sadness, fear and joy are responsive emotions that arise as results of a mental process." (Şahin, 2012: 50). According to the functional grammar method, also called "systemic functional linguistics" in some sources (Dumantepe Üstüni 2016), the semantic content of a text can only be accessed through mental

intuition. Because, according to Halliday, "the categorical meaning of mental process is 'intuition'." (Şahin, 2012: 50). This corresponds to a kind of mental deduction and is based on the associations of what is implied, rather than what is actually said. Thus, it has an invisible power to affect. The mental process has sub-groups. Accordingly, the categorical meaning of perception is "seeing," the meaning of being influenced is "feeling," and the categorical meaning of understanding is "thinking." (Halliday, 1990: 131, quoted by Şahin, 2012: 50). Thus, the final goal of linguistic influence is to be able to reflect a certain thought or mental change. And the language's function of establishing dominance is based on this. The conceptual analyses of Bourdieu that point to the structuring of the body-dominance relation through language and some of his observations based on some concrete sentences uttered by communicative subjects appear to be suitable to examine the discourses that were developed concerning the male and female bodies based on Halliday's functional grammar. Especially in terms the questions that this method asks on the meaning of the text ("who", "to whom", "how", "why", "where," etc.) and its approach that prefers to focus on the intention of those who execute the discourse (Devran, 2010: 68).

3. Results and Discussion

According to Bourdieu, the direct relations between social classes and cultural practices require us to evaluate culture around politics from the start. Especially when the cultural area itself is thought of as a whole of perceptions and practices that "discriminate" social classes, and that finds its class, thus political content in the concepts of "bodily participation" and "distance." The aforementioned "discriminating" categories essentially require considering the different attitudes and manners against dominating values. The field of issue that Bourdieu tries to emphasize with his concept of body is "unnaturalizing the social world, namely, destroying the myths that cover up the use of power and perpetuate the dominance." (2003: 43). This is the primary duty of the sociologist. Bourdieu perceives obedience as "the somatization of social relations of domination" (2003: 53), and sees "resilient and transferable perception, appreciation and action scheme systems that arise through the reflection of the social on the bodies (or biological individuals)" as the material basis of cultural consumption (Bourdieu, 2003: 117). This last perception is what the philosopher calls, in short, "habitus." Habitus can be considered a naive form of indoctrination by the ruling classes of their own cultural codes to the habits and appreciative judgments of those they rule upon -in their daily lives, and without their being aware of it. Then, it seems inevitable to discuss the body-dominance relationship in terms of Bourdieu's concepts of habitus, symbolic dominance, symbolic/cultural capital, etc.

3.1. Contextual Dimension: Bio-Politics, Body-Obedience/Dominance Relationship

According to many philosophers, the perception of body in Western philosophy is primarily a perception concerning the "other" and the "other's body." The body, in essence, is an area outside the logos-centric male world, in other words, the area of irrational in contrast to the rational world. The body was "the owner of the world, the sign of freedom, courage and honesty" in Ancient Greece, where no mind/body duality (Saygılı, 2005: 325); the "land of the Devil" in Medieval scholastic thought; "a thought that is disconnected from the mind and that exists through its reactions to the ethereal" (Saygılı, 2005: 325). According to Levinas, the body is, in essence, the thing that egoscience (western philosophy) that points to a process of "reducing the other to the same" regularly applies kind of "ontological imperialism to (quoted by Alfort, 2004: 131).

If, as Bourdieu states, "obedience is the expression of the somatization of social dominance relations," (2003:31), then the body, which obeyed the body throughout history,

never managed to achieve and maintain a privileged social existence in its eyes. Right until the dystopic historical phase called 'consumer society'... Even then, despite its glimmering aura, privilege and its existence as the inner core of life, the body was always an object "that was acted upon." It is true that, Foucault, who created one of the first striking formulations of the body-power relation in terms of the "other," traced the dominance and systematic intimidation/oppression processes against those who are socially disadvantaged, especially in the Western world. Foucault's observation concerning the destructiveness of the power device that penetrates the other's body corresponds to the term "bio-politics." Bio-politics is the transformation of some practices that were problematized in terms of the body-life relationship by a form of power that arose along with the sciences of anatomy-pathology that culminated in the birth of the clinic, to a form of legitimized dominance that works on the individual's anatomy. The body itself is at the center of dominance-dependence. According to Foucault, above all else, "the political enclosure of the body depends on its economic use. [Because] the reason for the body's enclosure by power and dominance relations is due to its being a production force, however the existence of the body as a production force is only possible if it is contained within a dependence relationship; the body is a useful force only when it is both the productive body and the subjected body" (1992: 33).

Bio-politics re-encodes the body as an objective field where social power and inspection become functional, in contrast to the animist ages when the body itself was perceived as a field of power and dominance. Foucault's objection concerns the building of a new form of social power through the negation of given meanings of the concept of power by these bio-politics practices that strengthen the epistemic monopoly of the medical science since the early 19th century. Foucault not only observes the power of the aforementioned form of dominance to define the normal and abnormal, he also indicates that it produces the perceptions concerning the "other" in the "us/them" dual contrast. Accordingly, every discourse that defines the abnormal is also a discourse that encloses and defines the *other*. In this context, the "other" is, first of all, the "other's" body. And this body is a field upon which external forces constantly act upon. As Işık states, "we encounter the body in Foucault's bloodline as a non-combined part; a part affected by countless practices. The body is the thing that is left to be ravaged by social values and history through diets, sports, work and rest. 111). Moreover, in Foucault's body bloodline, education and working are the most important tools that were used to discipline the human body during history. The primary features of the pressure put upon the body by these two tools is observed in their function of "imparting a posture" to the body. Foucault discusses this matter at length in his work called *Birth of the Prison*, and states that the body is shaped and subdued through work and education since the childhood; the point that is emphasized is a seamless panoptic order that operates through a series of corporate inspection methods (1992: 389-390). As Silverman also states, "we must add to this the body movements that are equally culturally important, that each child experiences while learning to sit, stand up, walk, etc. " (2006: 33). We can also say that prison and punishment systems are largely based on these practices. Hence, Foucault defines the modern society as a disciplinarian society, and mentions that punishment and imprisonment pervades all the institutions and practices of the society. Moreover, according to Foucault, punishment and imprisonment themselves are a "body politics technologies." (1992: 36). Thus, controlling the body in all its aspects is the essence of disciplinarian society. The aforementioned control, especially in terms of the female body, reveals the invisible violence that the male domination afflicts on the "other" gender's body. The invisibility of violence means that this domination is something that is appropriated by the woman herself. Similarly, as Beauvoir states in her observations concerning the woman who acquires her self-perception (or, in other words "illusion") through the look of the other, the male, "men always see women as 'the interior of the given'. 'The woman is not a subject, an external entity, a creative power; it is the reflection of an object charged with light.'" (quoted by

Ögüt, 208: 20). It is possible to see the extensions of the policy that places woman opposite and under the men in all aspects everywhere from sports to politics, from fashion to cosmetics, to economy, to culture... In conclusion, the economic and social reality of the body is shaped based on the aims of the consumption culture (Kalan, 2014: 146-147). Doubtless, behind this attitude's project to place the woman's body as a social project, lies the wish to place her far from areas like intelligence, rationality, legitimacy and power which belong to men. The male-female distinction is based on this basic tenet. As Işık states, for this reason, Mary Douglas shows that in terms of the male-female distinction, the female body corresponds to impurity, while the male's body corresponds to the holy. "Rituals that develop around the taboo of impurity indicate a social policy." (Işık, 1998: 124). The coverage of this policy is expanded through its reference to social class differences. Bourdieu's views on this issue are particularly important. While Bourdieu traces the discourses of dominance and class based on the body, he mentions that the class-based appreciation judgments materialize on the body. Accordingly, "while appreciation is a symbol of similarity for some, for others it shows the brand (stigma) that they carry on their bodies." (Işık, 1998: 140). Another thing that Bourdieu indicates is the fact that the body determines the place and station of the individual in the socialization process. Thus, "the social value of the individual emerges through the combination of his/her own linguistic product and body value." (quoted by Işık, 1998: 141). Thus, while people who are eloquent but have a distinctive bodily defect or distortion surprise us, people who have a proper and striking physical appearance but have poor speech and judgment abilities disappoint us.

3.3. Habitus Dimension

Bourdieu thinks that the body shapes the habitus. In this respect, the habitus establishes the link of the body, which is a physical capital, with various social powers and inequalities (Tekin, 2015: 90). Thus, habitus is the materialization of social reality. Habitus, which means the bodification of a series of habits and predispositions, is also a kind of "social subjectivity" (Tekin, 2015: 89). It is the carrier of values in modern society and constitutes the material basis upon which relations of dominance and obedience. Status, power and dominance relationships that bear the mark of social classes also include cultural/economic preferences, interests (sports, music, dance, nutrition, hobbies, etc.) and appreciation judgments. In this regard, the difference between habitus creates various power and obedience relationships. In other words, it may be stated that perceptions concerning power and obedience are results of the different characteristics of individuals' habitus. The mental change that arises as a consequence of the seeing, feeling and thinking processes that constitute sub-categories of the functional grammar analysis that we briefly mentioned in the method section above are also directly related to the emergence of bodily habitus. It can be stated that this mental change creates very important ideological influences in terms of inter-class dominance relationships. For example, it is obvious that golf, tennis, horse riding, archery, etc. activities that are among the favorite sportive activities of the bourgeois class where a physical training anxiety is felt in the highest degree, facilitate focusing on the job both physically and mentally. In this respect, the real anxiety for higher classes, the threat that they try to remove, surely is the feeling of "losing focus," that constitutes the basis of failure. These sports enable the members of the bourgeois class to focus on their body structure, to concentrate, and to create dispositions that require order to keep them awake and alert during their business routines, to prevent them from making wrong decisions due to low motivation and mental disarray, etc. In contrast, the sportive activities that lower classes prefer (boxing, soccer, dog fights, etc.) cannot be said to have a concrete contribution to the economic or cultural capital apart from a certain physical endurance. According to Bourdieu, the physical training anxieties of the members of the middle-class are based upon a different kind of dominance disguised as an ascetic hygiene cult:

This hygiene is not only about health, it also is a cultural capital increase obtained through physical attractiveness (Bourdieu, 2015: 313-314). Moreover, ones who have this physical attractiveness also creates an inaccessible social distance between themselves and others. Thus, both elements have dominating functions upon bodies that do not have a similar attractiveness. Additionally, it may be emphasized that Bourdieu states that the activities of "those who dedicate themselves to gymnastics, the most ascetic of sports," and "activities such as fast walking and running, which are tightly related to health are the richest functions of the middle and ruling classes in terms of cultural capital" (Tekin, 2015: 94). In contrast, he also states that the lower classes' preference of sports such as motorcycle races, acrobatics, parachuting, etc. that endanger, strain and inflict pain upon the body may be explained with their low cultural capitals.

3.4. Symbolic Dominance Dimension

Bourdieu reads the analysis of the global cultural economy and its direct reflection, the social area from within the dominance; in other words, he evaluates the somatized images of dominance and obedience relationships along with the adjectives "cultural," "social" and "symbolic" that he adds before the concept of "capital." Thus, the holes that a dream of living created by the evolution of symbolic capital directly to symbolic dominance punches through the capacity to live meaningfully, are materialized in the consumption culture more than ever in history. In this regard, the bodily habitus; which is largely a product of consumption, constitutes the most efficient dimension of symbolic power use. This symbolic form of dominance corresponds to the concept of "elitism" that is contained within Bourdieu's sociological observation of the relationship between body and habitus, in addition to economic capital. Because, according to Bourdieu, "the starting point of any search for elitism is the individual's own body" (Işık, 1998: 139). The individual's eliteness is materialized above all else in their clothing, grace, elegance, eloquence, courtesy, etc., in short in their own body. Thinking about the body as the materialized space of a class-based positioning, transforms it to an essential indication of a naturalized class culture. This is why according to Bourdieu, "working classes who place more importance to the strength of the body than its shape prefer cheap and highly nutritious foods." (Işık, 1998: 140). In contrast, higher classes prefer foods that are tastier than nutritious, healthier and that don't induce weight gain -for example foods such as caviar and shrimps.

Bourdieu's approach that examines social class differences based on the body, in addition to revealing some important differences based on gender and status (for example female and male bodies behave differently in the same social space), he also structures this difference through language. Language here means a verbal syntax, in addition to the body language which is one of the most effective means of non-verbal communication. Generally, the body is an object that is constantly harassed through dominating practices and unnatural interventions (weight loss, solarium, dieting, plastic surgery, etc.) are the most direct tools of colonizing the body space. As it were, the body now exists as the basic indicator of social inclusion or exclusion. Appreciation (we use the term as "the obligation to love the fashionable" here), which transformed into a kind of *amor fati*, finds its most concrete reflection in the body. The ideology of daily practices has penetrated bodily movements and all the images of inter-gender segregation are virtually engraved within bodily techniques. According to Bourdieu, the body is the sexist division of bodily labor. "Places, times and tools of activities are strictly divided between each of the genders." (2014: 22). Similarly, the body "is also the structure of the place;" accordingly it is defined through "the distinction between the gathering and market places that are set aside for men, and the home set aside for women; or the distinction between the male part of the house, the living room, and its female parts, such as the shed, water and

plants" (Bourdieu, 2014: 22). While Bourdieu rethinks the original distinction between the male and female bodies through various linguistic practices and various idioms, he moves from the opposite meanings of some concept pairs. For example, while men are associated with "warmth," women are "cold". Similarly, "The desirous man is called 'his law is red', 'his cauldron is burning', 'his teapot is steaming'; while for women, it is 'quenching the fire', 'refreshing', 'offering a drink', etc." (Bourdieu, 2014: 31).

Bourdieu establishes a direct correlation between the social order and the physical order; he suggests that the rules of the social order are reflected on the physical/bodily functions, and imposes some predispositions on the bodily movements. For example, women are excluded from the noblest masculine jobs such as plowing the field; while the man walks on the inner part of the road while the woman is confined to the external, or roadside part of the road. The word for "pavement" in Greek is "good road" (kali=good and dromos=road), and women are excluded from it. Similarly, in different cultural systems (for example in Kabul society), women and men are taught about how to comport their bodies. Women are generally indoctrinated to "stand with their heads down and arms crossed over the chest before respectable men," while men carry their heads in a manner that their faces can be recognized in front. Similarly, in contrast to men, women are assigned "base, inconvenient and ordinary duties: carrying the turd, or while males use sticks to harvest olives, women and children need to bend down to pick up the olives that fall on the ground," etc. (Bourdieu, 2014: 38).

According to Bourdieu, cosmetic and bodily decorations also create another dimension of male dominance by conflicting with the higher social positioning, especially of women. While the bodily features of cosmetics and clothing emphasizes in males are erased in favor of social status symbols (clothes, badges, tags, uniforms, etc.), they serve to "glorify the body and create a language of seduction" for women (Bourdieu, 2014:125). This offers women a position of obedience in the social world. It can be stated that the discourse of this subtle form of dominance that emphasizes bodily elegance to neutralize the body is surely a form of the ideology that the ruling fashion industry aims to create. This, in essence, is fashion's discourse that preaches harmony and conformance. However, according to Bourdieu, "conformance to an obedient position imposes the acceptance of dominance" (2015: 555).

4. Conclusion

Very generally, both male and female bodies can be said to be products of a dominating social system. "The body standardized by the state, covered by religion, revealed and hidden by fashion, raced by sports monopolies, decorated by cosmetics products, cut by plastic surgery, fully reformed by the media, is fully invaded today" (Bal, 2009: 39). In this form, the body is constantly reproduced as an object and is a carrier of expressions and discourses. Hence, it "is not a space where structuring takes place, but a destruction that results in the emergence of the subject" (Butler, 2005: 90). The body is no longer a workshop where the subject recreates itself, quite the opposite, it is "the place where 'I' is segregated, a space that is constantly eroded" (Butler, 2005: 90). In this regard, the body, which is the principal end of obedience to the self, is a veritable prison for the subject who is condemned to silence, surrender and renunciation. Bourdieu points to the body as the perpetrator and victim of symbolic dominance, and offers very meaningful hints to the bodification of social dominance relationships.

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Formal Analysis Of Festen And Idioterne Films In Terms Of Dogma 95 Film Movement And Representation

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1. Introduction

Movie emerged as colourless and quiet in its first years. It endears itself to the audience in a short time. Then, its audience increased when colour and sound elements were added. With the progression of technology and the entry of the computer to the cinema artificial effects has begun to be formed. Some directors to draw attention on now cinema away from reality and it also estrange audience from reality has launched the movement of Dogma (Çamanlı, 2009). Most of the movements of cinema as a reflection of the various arts has a place of its own, Dogma 95 has become a movement that is born and grown in cinema and thus, it is different from others (Demirkıran, 2004).

As a result of technological advances that dominates the cinema culture "cinema is an illusion" understanding is the first place, predicated on the ideology of bourgeois individual, to auteur and genre cinema, celebrities, acritical light and environment design. It is also based on superficial action scenes shows a stance against that dominates today's cinema trend. In this meaning Dogma 95, which stands on the line of anti-American, natural environment, using such as natural light and sound, hand camera and 35mm film format, includes harsh rules about film making (www.gnoxis.com).

Trier and Vinterberg in addition to this rules said that: *"As a director, I swear to stay away my individual pleasures. I am not an artist anymore. As I see the moments more important than whole, I swear I will refrain from doing business. My biggest aim will be to uncover the fact from my characters and environment. I swear I will do my best and with good taste at the expense of aesthetic factors. In this way, I do my chastity of vow"* (www.dogme95). Manifesto regards director's formatting the film according to his own aesthetic feelings as a threat to search fact. Auteur cinema's also threaten the search of fact as it gives a central role to the director. Personal film, instead of the world's full, correct record reflect a representation that is corrupted by director's own choices. Most of the rules, instead of searching the fact; is to limit the director's aesthetic format search (Topçu, 2005).

Producers often has used applied restrictions as a source of inspiration; but some of them described this as limitation of freedom. However, producers has followed their own rules rigorously, presence of Dogma 95 has provoked discussions and this caused people to increase their interest towards Danish cinema. The motivation behind the swear of chastity to be able to produce the purest form of cinema can be a thing between making a serious attempt and trick but, the first effect of this oath is that: The government of Denmark offered to increase financial support. Over the next four years government increased the fund of cinema to %70 percent (Trischak, 1999).

The movement that attracting attention both at home and around the world and becomes an indispensable of festivals suddenly drew attention on its own and so, Denmark announced the name of cinema of its own. Even some critics by saying "If it is no Dogma is it possible the name of Denmark cinema is in the limelight?" even they thought the Dogma could be a technic of marketing (Demirkıran, 2004).

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2. Materials and Methods

In this study the emergence of the movement Dogma 95 that is subject of discussion and formal properties will be handled. The movement of Dogma creates what kind of effect on films. In the films of Dogma what kind of formal properties has seen is the problematic issue of this study. The films that has accepted in the movement of Dogma 95 is given certificate. In the world there are 35 films deserved to take this certificate. This 35 films deserved to take this certificate constitutes this study (www.dogme95). To have filmed the first two films and that is why it is filmed by the founding father of Dogma 95 Trier and Vinterberg *Festen* and *Idioterne* films form a sample for this study.

The lack of studies committed on this movement and lack of resources draws attention on the importance of this study. In this study literature review has done and the sample films has been watched. In this article that is emerged after article, book and thesis studies reviewed will be used the analysis of discourse. And in this context by analyzing the films, it will be evaluated in the context of Dogma 95's formal features.

3. The Formal Features of Dogma 95 Movement

"The Film Should Be Like a Stone in Your Shoes"
Lars Von Trier

Form; "It is the whole items and narrative devices that is used by the film makers to be able to transfer factual or fictional story to audience" (Foss, 2012, 11). When it is said form object and the shape that is given to it has come to mind. In the cinema the understanding of form "gives the answer of question "How". The scenario created as contextual how will be filmed as formal is fulfilled and determined by each layer by director. The existence of form brings with itself aesthetics concerns (Pakyüz, 2001). Cinema is because of being an art based on moving image, form is a very important factor. "The power of expression of cinema display is about directly with filming technique. If the method has chosen right practice will also be interesting and meaningful" (Mükerrem, 2012, 85).

Directors, to make their films attractive and to be watched, stand intensively on the form. Being image is the basis of the cinema, directors are required to pay attention to formal features. The format should be as simple as possible for a clear explanation. Like camera angles, framing, light elements of expression are selected to perform as a clear presentation. It invites viewers to watch and feel as if in a concrete world drawn on the screen (Foss, 2012). Viewer's, in search of such a reality, interest to form is an undeniable fact. What allows the viewer to step into a different world is the structure of form. The more intense the formal features is used, the more viewers draws himself to the film. In the cinema credibility and aesthetic is about at first from image, visual structure and processing of it. Then, words reflected from the screen, speeches, gestures and facial expressions of the characters, flow of fiction, player skills and etc. follows it (Mükerrem, 2012). The idea of thought considered necessary is prevails that the formal elements should be used perfectly to be presented reality in a convincing way.

Bazin and Kracauer's attitude is to see the reality of beauty is the source of the interference. Furthermore, they suggest that cinema's relation with reality is enough to leave in a fundamental way from other arts is different. They suggest that with relation reality "representation" the more evolve towards its presentation, the more the effect of image will increase. They believe that the interference to the image of plasticity between the reality and life experience of image created on viewer and image will create problems (in. Atam, 2011).

Although the two theorists believe the content and history is important, they see the most important one on formal features. They mentions about more intervention to the image could

harm reality. On the other hand, they said that "the more you intervene the image, the more approachable to the best in the context of classical aesthetic" (Atam, 2011, 295). Too much intervention on factors of form that may have an effect of remove should not be ignored. Standing out of form makes up the beginning that is break from the real world of the film. The reason why the form is considered important in the cinema can be seen as an insisting of the studio system of Hollywood. Being costly and on the upper level formal qualifications of movies that is filming with giant budgets and marketed to the world, brings the efforts with itself. With the possession of large companies of the cinema market after the World War I, The struggle of presence the cinema of small countries has emerged against Hollywood. Then, cinema trends that exhibits stance against dominant structure on understanding of countries' cinema has emerged. One of the movements is Dogma 95 (Yalgın, 2003).

Dogma and Vow of chastity terms have religious connotations. According to Merriam Webster Online Dictionary Dogma is a part of doctrines positioned as official about morality that is declared by an authorized church or a doctrine (in Keck, 2010, 16). In 1995 Lars Von Trier prepared a manifest, cinema sector is captured and focused Hollywood studio, which aims to reaction against giant productions. He read the manifest at symposium in front of press that he prepared with Thomas Vinterberg which organized by the name of 100th years (bu.digication.com).

The rules that is specified by Dogma 95:

- 1."Filming session must be done outside the studio. Stage props and film sets must not be moved to inside. (If story requires a special stage prop, apart from studio an appropriate place should be chosen for props.)
2. Voice should not absolutely be produced separate or together with images (As long as it is not produced in stage music should not be used.)
3. Camera should be carried in hand. Activity or inactivity that will obtained is free with the camera that is carried in hand. (Film should be shot in the location of the camera; camera should be in the location of film.)
4. Film should be colourful. Special lightening cannot be used. (If there is a little light in the stage that will shot for film's exposure, stage should be stopped or just one lamp should be attached to camera.)
5. Optical numbers and filters are strictly forbidden.
6. Film should not contain random action. (Guns, killing etc. should not be contained.)
7. Temporal and geographical alienation are forbidden (Shortly, the film must pass here and now.)
8. Genre films are unacceptable.
9. The format of film should be 35mm.
10. Director should be specified in the generic" (www.kameraarkasi.org).

The first aims of rules were to remove pressure on directors. Directors, under the heel of special effects and simple analysis captured by studios, became incapable of telling a basic story about mostly human feelings. The aims of Dogma rules were not to punish directors but to encourage and make them films for free cinema. The aim was to let directors out from the oppressive formal tools of big scaled films. The aim was also to uncover pure reality in the story and to use for the importance of form in cinema and time. They put forth that the necessity of focusing as possible as surrenderingly from form could approximate cinema to reality and they also touched that it should be carried out without shelter technology. Furthermore; they put forth that it is possible to stand against the system of perfectionist style format of sovereign Hollywood (www.listal.com).

They want to shoot film that in an understanding of the the characters may not serve a specific purpose, not created heroes from characters and there is no introduction, development, conclusion section in the understanding style of classic Hollywood. The movement that changes

entirely habit of watching of viewers, to illusion cinema that is created by basically mainstream cinema understanding, is a defiance against the films that is made by very good stylistic fear. The major reason in the emergence of this movement is emergence and pervading of the cameras that records DV and provides practical usage, development of technology and consequently cheaper cost (Bordwell & Thompson, 2009). From this point of view two films of Dogma movement *Festen* and *Idioterne* that is entirely opposite understanding of this dominant Hollywood cinema by examined stylistically will be put forth a study about how representations would be in the films.

4. Findings

4.1. Analyzing of *Festen* Film and Representations of the Film

Thomas Vinterberg inspired by a real affair that he heard from radio while shooting the film of *Festen* (1998). One in a confession program on radio has told that in her childhood her father abused her and her sister, thus her sister committed suicide for she did not bear this, one day that her family got together she blames her father and Vinterberg turned this event into film (Topçu, 2005).

Film tells a story about a family that gets together to celebrate birthday of their father's 60. On the day of his father's birthday the character of the film Christian confessed that his father raped him and his sister in his childhood when the family gets together at dinner table and chaos starts. According to the structure of traditional narrative film has a linear narrative and accordingly, the characters begin to transfer information. Consequently, the social situations and professions specified from characters. In the stage when Christian and Michael's father came to his hotel, they told their professions and social stations to receptionist. The film of *Festen* on the one hand, benefiting from the traditional narrative tools from the other hand it breaks this tools. With Christian and his sister enters the hotel classical continuity is subject afterwards skipping begins to show itself.

In the film's first entry stage camera is screening the character who comes oncoming in a way that is shaky style. The next plan, after a very general plan, cut into shoulder plan. Here there is a picture splash and this shoulder plan has done in a way of slipshod. Being the space of head is extreme for it is very different from classic framing has alienated viewers and it has shown itself as a formal manifest of the movement in the first minute of film. Also, there is a blurry of the image which is close shot and lens hood is shown. Like this framing frequently is shown. Yalçın, in the *Festen* film says that there is no continuity of violation about balanced, perfect, ordinary fiction's of mainstream Hollywood cinema. But, it is exactly reflection of time and he says that the movement of Dogma 95 put forths a stylistic policy against Hollywood (2003, 6).

Cristian confessed in front of the whole family at the dinner table that his father raped him and his sister when they were young and he continued to eat his meal although everyone in the desk were shocked. Repeat this three times to receive very little reaction despite the bourgeois family structure and social environment and the accuracy of that reveals the stinking. No doubt, the presence of such a choice of managing his critique against the bourgeois class, family structure and social structure can be explained as he wants to show. Also as I mentioned above, this unresponsive behaving not only acted by guests are side. Not believing of Michael, Helene and her boyfriend along with other guests on the late night music and dancing without a care, although Cristian's all confessions he would still live in that hotel and do his breakfast as if nothing happened is another remarkable point.

All the while of course depending on Dogma 95 movement film shooting has done. In this way, it reveals that format has been ignored, camera is in hand and sloppy, film player

don't follow camera but camera follows the player, instead of limited stage zone free place understanding, giant cranes, camera cars, in turns of candlelight real places takes, real decors, natural lights, a camera that records in a small DVD format and which is all consists of voice recorder device has taken the stage environment, has revealed that the acting and thus the realism of the story and naturalness.

Dogma current, accurate and fully artificial environment in Hollywood, trial balance is incredible the reality of the intervention year and undermined the essence, not set environment acting swagger environment due to error-free acting in concern of failed acting that exhibit. Movement supported the solution that has drawn a different way as refusing to Hollywood players unlimited space and reduced the minimal cinematic tools, he argued that the director should focus on formal thing instead of thinking about the story. Starting out with such a thought in a current film, Festen was taken as a Dogma film then taking into account. Customers are given the opportunity again this free environment and a good acting out free of charge and can focus on the Director's story in connection with this due to the possibility has become a successful film.

The film would violate the classical continuity editing. The founding of two important application maintainability fiction shooting fits the rules and aspects of accuracy. Although these rules the movie Dogma has implemented the rules. There is an imbalance in the camera angle. Most of the images cross somehow pulled straight and balanced that we are used to error-free images are not used. Christian and speaks with Michael's hotel reception stage is a sudden zoom movement passed to Christian tunes in the background and is the current format position once again. All your family members and guests are welcomed in the scene of Michael's wife was left on the road on foot. Has anyone seen it coming on foot, guests without questioning why he came on foot they go right past with cars. Here's a listlessness. The woman at the door, Michael met the woman on stage Michael's hand and hits the camera and camera Michael's hand trembles. This is a mistake is using in the film that the Director thought. The dominant cinema in Hollywood such a status error is being considered in the current Dogma is that clearly it is given in the film, a difference, exhibited an opposing stance. Thomas Vinterberg in the film heavily blurred images cannot avoid using. Player Tracker is running away, the camera clarity during that moment of clarity is done sometimes clarity is not made at all. Axle line violations often. Eliminating entirely the formal concerns of cinema is trying to remove.

Festen goes against the audience is familiar with the style and he creates his own format. A young girl running on Christian's hotel hotel room talking about starting a global stage and Hill shot images and Hotel corridor went into the room like stage stage plans from the top and is usually placed in a corner, giving the feeling of a security camera showing at an angle. Unvalued in the balance, an oblique way to consciously lightweight model and should be judged accordingly. Tendulkar, the aim is here approach of the cinema to the reality, Conception of the Hollywood cinema, illusion-making can be read as a scene of strength against, This feeling of security camera images are supposed to be feeling that a real witness and audience notice that this image is used with a very different reality than the classic cinema habits.

Going back to the topic represents, Helena's boyfriend is a negro character. Michael doesn't like him and they continue argue each other while dinner scene. Everyone sing together with laughing. Negro character realize that song is racist but doesn't left the room. Surprisingly he acts like nothing happened. There is an apathy by anyone. Response should be given to places that are not shifted audience reactions causes diatribe. The ruling in effect against Hollywood movies sooner or later but there is no critic about the movie.

The film presents a hegemonic male representation is clearly evident. Hegemonic masculinity with domination of the masculine, feminine, a masculinity that helps to continue editing is a phenomenon that can be described as either format. This phenomenon is one of the world as a cultural representation. The judge ruling structure has become a cultural negotiation,

created this structure, manifested in the film *Festen*. The father of the character behind her all the time, mom, Dad, defending the character of the wife by affirmative words telling you this fact. Because a woman could ask for mother who promised everything, in the patriarchal structure is aware of the place and position it is okay with that. Many examples like this in the film *Festen*. The edition of Michael's wife and a woman use as sexual objects, she also cheated on him that his wife's connivance, hegemonic masculinity, representation in a movie. There is only one free woman in the film and this girl is Helena. Helena's freedom belongs to money. Economic freedom is represented as a woman, Helene, wants a man freely all. Even if he knew it would be racist rhetoric and a backlash even has its own confidence enough to be black lover. In the film, women especially, Michael's wife and a load of extra as a result moved unexpectedly, out of the car.

4.2. Analyze of *Idioterne's* Film and Represents in the Film

Lars von Trier shoot the film '*Idioterne*' in 1998. The film tells the story of a group seeking idiot in the society. Unlike the contemporary film *Festen* has a story, the film is undoubtedly a difficult and monitoring as of a different history of film. The concept of the sovereign cinema entry development results section. The film is not a film that implements the rules of Dogma movement and gives information about how the movie should be a dogma.

Different from *Festen* in the film of *Idioterne* colour, composition, light is more slipshod condition. The light comes from window distorts the image so even players are hardly recognized. Compared to the film *Festen* in terms of continuity fiction there is more disconnected style. Time is fragmented and this fragments may not be a parts that supports each other. *Idioterne* movie is different both narrative and form from *Festen*. Although *Festen* a dogma film it is an input and end are displayed. However, in this film has not been put forward clear purpose, The choice of the narrative style about characters like in *Festen* is no narrator on the social status of the characters originated. Objects aren't expressed precisely. *Idioterne* film is a film as possible both in terms of alienating the audience from both the formal content. The film which is accustomed to be the dominant formal understanding of the opposite captured in film form, the structure is completely quashed accustomed to the audience. Movie *Festen* Unlike modern narrative has been shaped according to the rules. This narrative style shows itself not given either no or very few information about the progress of the issue, left unanswered questions and characters.

Idioterne is a construction based on the criticism of the society. The exhibit which is the group led by Stoffer 'folly' attempts to measure the response of the community. Bourgeois criticism which has the mission of each of these young people holding ranks alongside the oppressed and they also provoke each other, as they incite people. How they create rebellion critique of society is concerned, though they also recognize. Governmental impositions attacked reveal their inner side in the holder. Team leader Stoffer wanted respectively everyone in the band to make jerks role inside the family and social life, but everyone in the group cautious approach despite of this trial has been made, but no one that was all. At the end the Group distributed. Internal afterwards into the character Karen showed unexpected manner that she went with a friend from the group to the family home, she has been able to retard role of husband and his family.

In *Idioterne*, filming process, showing the viewer, the images that follow are reminded that a film the film comes into view camera crew. It isn't also hiding tools such as voice recorder, highlighting the contrary. Transparency in mainstream cinema understanding is very important. Because it has demonstrated a stance against the current formal concerns, it revealed a different formal representation. Camera angles used, broke the images, sloppy framing gives the watch a different movie from the beginning the information that the viewer appearing in the film of

the camera crew. Camera players lost the sharpness of the image while tracking, while still being reproduced image clarity. Cinematic visibility tools were passed out in a conscious way. Film provides a structure which is natural light, swinging the camera, not the camera players, followed by the player's camera and that the realm of freedom of the players accordingly. As a result of this structure, improvised acting Approaching reality.

Foss mentioned that director of movies you want to say (dramatic truth) tell through with mostly characters / personalities. The viewer no time, somewhere in the film, saying that one should not get the impression that manage the business with rope in hand emphasizes the importance of acting behind the director. Formal concerns as against the current dogma, which restricts the dominant player in film production. Success and ability to improvise acting in films was carried out by dogma ignored these formal tools and methods.

Groups living a communal life in the film, provides a structure where there are no material interests between them. Wealth does not affirm the singular property, individuals have rights to everyone that whatever they have as a group. The film is not about the characters the audience. What is the purpose, gives very little information about what was the profession. There is a critical stance on the family structure, Capitalism and community life. It has been criticized social order with Making dinner at the restaurant where jerks role of the bourgeois class, their juiciness in a capital factory, soliciting unloading the home which is Staying at the deputy mayor, etc.

Father's character that lived in the house to take the girl group is a representation of the patriarchal family structure. Father took the girl against her daughter did not receive any response to the request and returned to his family with father's car. Male and female body are clearly shown in the film. The idea that social rules restrict the lives of people in the film are dominant. This was realized with the criticism of the conduct of the representation of female and male body nudity. Female and male body shown in bold form, sex case has become its tool. Go out in groups of naked, making group by sex an intimate depressing the dominant social structure are banned and face the situation.

The film pieces are disconnected from each other. The film does not offer a logical transition from planned from the beginning. Fiction does not do anything other than a function to sort images almost in succession. Transparency of fiction removed, transitions between plans, axle line violations has made significant leaps in the editing tool. In the film a taxi scene, almost when audience create full of assumptions Karen about who is new characters join the group suddenly cut to an interview. The illusion is broken here against the flow and a documentary presents the illusion of reality.

The film finds a final scene that specific purpose of realization. Movie, it is a remarkable film that the use of moving cameras, show the crew, into the image of the filming vehicle, independent plan concept, searching actors with the camera, taking a simple camcorder in the DV format and Hollywood with perfectionist stance against the ruling system and the structure of illusion.

5. Conclusion

After the World War I formed with the big companies taking the sector of cinema Hollywood sovereignty leads big trouble to national cinemas in terms of economic ways, small countries' cinema gets into hot water and countries compete with Hollywood. Dominant Hollywood film understanding with the perfectionist style understanding and giant budgets showed its effect on the whole world with the system of stars that is created and film heroes (Özkılınç & Yağmur, 2011). Adopting the American way of life, cultural imperialism, like a serial production in a factory producing consecutively and shown in the whole world, with the understanding of featureless and shallow cinema Hollywood films time to time faced with oppositions. To stand

against that and being opposition to dominant system small country cinemas, exhibiting a politic stand, lots of cinematic movement has emerged (Topçu, 2005). One of them is Dogma 95 that is announced in Paris with a ten entries of manifest by Lars von Trier and Thomas Vinterberg.

The movement of Dogma rejects common film styles and technics and it supports that cinema's narrative realism's needs to be uncovered. They support that the time to be spend on style should be used to progression of story and ruling narration's illusion should be wiped off. In the face of ruling system, the movement that places a new understanding by creating formal representations that is distinctive shoots its films. The representations here created formal representations against dominant Hollywood cinema in terms of the usage of camera, leaps, framing, using small DV hand cameras, light usage, the motion of receiver, movement of players, assembly, improvisation, the rejection of form in return for this focusing story, by breaking transparency bringing forward the device of cinematic production, instead of identification alienating.

Trier and Vinterberg said that is related to their rules about formal features of Dogma: *"It was easy. Today we asked ourselves what we hate mostly about the film and then we listed all prohibitions. It lasted half an hour and it was very funny. (...) However, at the same time, we thought to do different thing that is different not just from our films that we have and also all society to avoid the routine of making films. We wanted to make the film bare and return to the place that it came and remove the layers between players and audience. We thought that to focus on players and of course the story which they played is good idea. We remove the rest"* (Keck, 2010, 16).

The two director who is founding father of Dogma besides publishing their manifest also with this statement reveals different styles of theirs. Topçu, states that other feature of Dogma movement is giving player the freedom in the stage (2005). In the two films that is examined improvisation shows itself. The actors is not kept under complex shooting plans and they do not have to play their roles in limited zones ensures that both players could play their character easily and it also adds naturality and reality. In the film of Festen according to traditional narrative form character's aims and about what is their social statues introductions has done. Film has linear narrative accordingly there is introduction, development and conclusion sections. As a Dogma film Festen mostly plays with continuity fiction. However, it obeys the rules in terms of being the founder shots and viewpoint. The film of Festen comparatively to Idioterne is a film that could be watched in relax mood. The audience could be identified with the main character of Christian in the film. But, sometimes it fails. Apart from formal representations in Festen there is also cultural representations. This creates different representations including disorders of family structure, distorted representations of the bourgeois class society, racial representations and women representations.

Social world's representation is politic and representation styles selected for this express politic standings against world. Each camera position, each image editing, each assembly decision and each narrative choice is about representation strategy that have different interests and desires (Ryan & Kellner, 2010). In all two film against ruling Hollywood narrative style created formal representations. For example; the aimlessness of characters of the Idioterne film, in the narration of Hollywood to reach target in the face of character that did his best positioned aimless characters. In the film, there is no specific aim and hero and even we do not know the name of the characters. These uncertainties are different from story forms and characters that is specified certain lines of ruling forms.

If we turns back to movement, emerged in the years of 1995 and its first film done in 1998 Dogma 95 because of its contents strict rules has forced directors. Hereof Klint and Birch has made an explanation and said this: We're tired to discuss of this and we asked (Lars von Trier) what happens if we change some rules. But he said it should be done. He said that if you want a pure form, you have to do hard one to uncover it. I remember he did not give and

privilege (in Keck, 2010, 55). With this response Trier shows his viewpoint on Dogma rules once again. After the years of 2002 filmmakers by the sake of verify the films are Dogma that is shot did not need to take a certificate. Movement ended in the years of 2005 (www.listal.com).

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Crowdsourcing Artworks - The Power Of Digital Collective Creativity

Francesca Moretti

1.1 Introduction: Crowdsourcing – Origins of the phenomenon

With the term *crowdsourcing* we refer to a useful system that allows people to contribute to the realization of a task that was designed by someone else. Jeff Howe (2006), in the early days of Web 2.0, was the first to coin the definition, celebrating the talent of the crowd empowered by the spread of the Internet.

This conception is strongly tied to researches on collective problem solving (Surowiecki, 2004) which demonstrate how a large number of individuals, with the right motivation, can work efficiently together in the pursuit of a goal.

Nevertheless, Howe's notion is also connected to what Pierre Lévy (1994) defined as *collective intelligence*. For the French philosopher, through digital technologies it is possible to establish a collaborative process where every person offers his/her skills in order to build an ampler knowledge. In this system the main end of cooperation is the common progress.

At the beginning crowdsourcing was conceived more as a business model. According to Howe's vision, an enterprise should be allowed to assign a task through an on-line open-call to non-professional and volunteer workers all connected by a digital network. Companies that turn to the crowd for help, not only can cut their costs but also have the chance to engage a multitude of people with diverse knowledge on a global scale.

Nowadays, with the affirmation of Web 2.0 and the rise of user generated contents, crowdsourcing has become popular and it is possible to use the term far beyond the merely business conception. Web platforms like YouTube or Wikipedia have established their success on the rise of the so called *participatory culture* (Jenkins, 2006). As stated by Henry Jenkins, a participatory culture has low entrance barriers and it is based on the idea of sharing one's work in order to create a social connection to the others. Moreover, today to the *prosumers* (Bruns, 2009) is requested a continuous contribution by the media agencies and it is possible to witness how the grassroots content is actually influencing several fields: from journalism to the film industry.

For Yochai Benkler (2011), some phenomena of collaboration produced on-line are the signal that we ought to change the way we perceive human behaviour. From the Leviathan (Hobbes) criterion, where men are led by their egoistical nature and controlled by the invisible hand of the free market and the iron fist of the State, it is now possible to switch to the Penguin paradigm (called in this way after the logo of the crowdsourced operative system Linux), a more liberating system. This new logic, boosted by the spread of information technologies, will allow us to live in a more cooperative and freer way, released from personal interest and guided only by the pursuit of a common goal.

In contrast with these overall positive opinions, it is important to examine Geert Lovink's view on the topic. In spite of the unmistakable benefits brought by experiences that activate collective intelligences, there are several negative issues linked to this model, accused of manipulating the participants. For Lovink (2007), behind the praise of the non-professional user willing to sacrifice his/her free time in order to reach a goal set by some corporation, there is most of the time a new form of exploitation. Additionally, with the illusion of the *active participation* enterprises have found a new way to make profits. What Lovink is suggesting is that we should re-think the crowdsourcing model and develop a new system where individuals are finally detached from the business ventures' interests and where it is actually possible to cooperate for a common aim in the name of a real knowledge progress.

As already pointed out, most of the studies on crowdsourcing use a commercial prospective. Unfortunately, scarce are the researches on the application of the crowdsourcing model in cultural production, a very flourishing area that in the last decade has produced unforeseen outcomes that follow in a certain way the model advocated by Lovink. So what happens when, instead of being technical oriented, the task is creativity oriented and reward free? To explain this particular configuration and in account of this academic gap, the aim of the paper will be to open a debate over the configuration of online crowdsourcing art production without following an aesthetic prospective. In accordance with a more sociological approach, we will try to comprehend how this cooperative form of art is configured and what are the motivations behind the contributors' choice to participate.

1.2 A general outlook on participatory art

It is erroneous to analyse participatory art just looking at the developments brought by the rising of digital technologies. From the beginning of the Twentieth century, with the spread of the Dada and Surrealist movements, the art world has drastically changed. Artists began to demolish orthodox forms of art and cultural norms by interrogating themselves about their role and their ability to decontextualize an everyday object elevating it as artwork (Ragozzino, 2001).

In this environment artists began to cultivate new forms of collaborative art that, especially at the beginning, were considered more as a *divertissement*. Exemplary is the case of *cadavre exquis*, a sort of parody of the Renaissance's technique used by students to master the ability of drawing a harmonious human figure. In the surrealist re-edition of the game Joan Miró, Man Ray and Yves Tanguy used to composite a picture without seeing what the previous had drawn (Adamowicz, 1998).

However, from the *cadavre exquis* to the Dada poetry lecture at Cabaret Voltaire, participatory art soon became more than just a *divertissement* and, influenced by the Marxist opinions, authors started to develop a political substantiation: "*art must be directed against contemplation, against spectatorship, against the passivity of the masses paralyzed by the spectacle of modern life*" (Groys, 2010).

In the second half of the Twentieth century, with the democratization of art and the optimization of museum approachability more and more people got close to art, a world often accused of being too self-referential and inaccessible to the masses. Even though the audience had always been considered important in the decoding process, it is just from the Sixties that viewers started to occupy a preeminent position. As Eco (1975) stated, the audience's role was not a passive one, the spectator intervened in order to fill-up the semantic gaps of the text, to reduce the multiplicity, and to choose a personal path of interpretation.

This brand-new established interest for the audience, as a necessary part in the realization and presentation of the opera, was important for the growth and the definitive affirmation of performance art, where the viewers were not silent and passive receivers, but they became part of the artwork itself.

Movements like Body art and Fluxus generated a shift by engaging a real interaction between artist and audience in a constructed place. Marina Abramovich, Ulay, Yoko Ono or Thomas Hirschhorn dared to challenge the traditional art fruition system by creating an anti-authoritarian, democratic and empowering experience that allowed people to re-connect socially and emotionally with each other (Bourriaud, 2006). "*By using people as a medium, participatory art has always had a double ontological status: it is both an event in the world, and at one remove from it.*" (Bishop, 2011)

But to produce this synergy they had to share space and time. To enjoy an art *happening* performance (Kaprow, 2003) people were still tied to the *hic et nunc* of the performance; they had to share the same space with the author in order to build a relationship with him/her.

Nowadays, with the growth of on-line platforms, artists are able to obviate the necessity of a physical compresence in order to connect with a large number of people. Due to the incredible amount of creative opportunities that web platforms offer, on-line crowdsourcing has become a crucial dimension in the contemporary art landscape. Both the algorithmic nature of the Internet and its potential to amass distant collaborators allow artists to execute very big ideas (Morse, 2014)

According to Andrea Grover (2006), through this innovative technology authors have the unique chance to create an original product in an untraditional way: “*They like to invite people who have different areas of specialization and who are not necessarily curators or critics — and that’s right up my alley, because crowdsourcing is entirely about embracing the amateur... Innovation doesn’t come necessarily from the trained technician, but from the people who just have a love of doing it*”.

Not only, the on-line crowdsourcing authors have a more interdisciplinary approach to art, because they have to learn how to work in a *liquid* (Bauman, 2000) environment, characterized by the incessant crash of cultures and multitudes knowledge.

Therefore, the Internet powered a transformation that had already begun off-line. While before the author was secluded in his/her ivory tower, today to exist, he/she has to engage an interaction with his/her audience. An audience not necessarily formed by experts or art connoisseurs. He/she is like *a neuron that receives, activates, translates, interprets and transmits information in a continuous connection with others* (Rosa, 2011). On the one hand this new process has the merit of broadening the borders of the concept of art, on the other hand this erodes the distinction between author and public by creating the utopia of a de-territorialized semiotic plane (Scotto Di Vettimo, 2014).

In the light of these transformations it is important to recognise that the concept of authorship has totally changed, especially in relation to on-line participatory art. “*The long-standing notion of art as the individual expression of one person’s vision and artistic sensibility is questioned within the inclusive, participatory modus operandi of crowdsourced art. This ideological conflict has significant implications for the role of the artist as well as the role of the audience.*” (Literate, 2012). However, as it will be possible to examine in the following study, this concept has not completely disappeared. A more in depth analysis of the phenomenon will allow us to understand how it has evolved with regards to the new forms of participatory art.

2.1 Collective Art - Some open questions

If until the diffusion of participatory art, the distinction between artist and audience was the *conditio sine qua non* for art creation, now with the considerable diffusion of Internet technologies and crowdsourcing, the researchers’ main efforts are concentrated on determining how we ought to reconsider authorship and the implications of this modification.

There are very few studies that try to explain the motivations lying behind a person’s decision to contribute to a crowdsourced art project, even when there is no monetary reward. Therefore, how can we justify this massive participation? And, on a much larger scale, in what way can we connect this type of grassroot productions to the developments of numerous phenomena like crowdfunding and micro-volunteering? Accordingly with these questions, the main ambition of the paper will be to open a debate over these important emergent issues.

Another goal of the study will however be to examine the state of the art of this type of on-line crowdsourced creative projects. From a preliminary analysis it is possible to observe

that the most famous on-line collective artworks belong to an early phase of the Web 2.0. Nowadays very few are the artists who are willing to launch an on-line participatory venture, despite a general interest expressed towards some very successful projects. Is the steady decrease of crowdsourced art initiatives telling us something about the latest evolutions of the Internet?

We will try to address these various open questions by making a descriptive examination that will assess and compare four on-line crowdsourced art projects, but not from an aesthetical point of view; the aim of the study will be to understand primarily how a crowdsourced artwork is structured, then we will examine in what way authors choose to activate the collective participation and what are the reasons that lead people to contribute.

For the classification of the projects we will borrow the valuable typology produced by Ioana Literat (2012) and we will integrate it, in the light of the latest transformations occurred.

3.1 On-line crowdsourcing artworks: The study

#SmilesFilm (2009)

Table 1. A typology of #SmileFilm (2009) by Yoko Ono

Criterion	Categories
By medium	Visual
By the role of the alpha artist	Vertical (giving specific assignments)
By conceptual design	Transparent (participants know what the end product will be)
By degree of interrelation	Dialogic (individual contributions are in dialogue with each other, and participants get to see others' contributions and build on them)
By end product	Single (a single collective artwork made of small contributions from numerous users)
By financial reward	Free
Current state of the project	Ongoing

Within the field of visual art, Yoko Ono, through a still ongoing promotion, invites her followers to upload on Twitter, Flickr or Instagram a photo of their smiling faces accompanied by the hashtag #smilesfilm in order to pursue her ambitious project: *create a film which includes a smiling face snap of every single human being in the world* (Ono, 2012). On the web site it is possible to read about the philosophy behind the task, which seems to exploit the pervasiveness of smartphones and our contemporary selfies fascination. According to Ono, it was formerly conceived in 1967 and was founded on the belief that a smile has an inspiring transformative potential. Showcased in some of the most famous galleries all over the world, the crowdsourced art project is considered by the author a way to connect and empower people all over the world through the positive act of smiling.

The type of communication constituted between Ono and her audience is top down; she is the *alpha artist* (Literat, 2012), the one who conceived the project and shaped the form of communication. Contributors can unleash their creativity, but in a confined way, because they have a precise assignment to accomplish.

The web platform is where the main interaction takes place: users can see the smiling picture already uploaded, purchase the merchandise and also track the participants' provenance.

Through these simple tools and the constant updating of the official SNS pages, people involved in the project can feel that they are part of a community, a smiling community and be continuously engaged with the project's latest development. Unfortunately, there is no official information about the number of contributors.

Moon (2013)

Table 2. A typology of Moon (2013) by Ai Weiwei and Olafur Eliasson

Criterion	Categories
By medium	Visual
By the role of the alpha artist	Horizontal (open-ended)
By conceptual design	Transparent (participants know what the end product will be)
By degree of interrelation	Dialogic (individual contributions are in dialogue with each other, and participants get to see others' contributions and build on them)
By end product	Single (a single collective artwork made of small contributions from numerous users)
By financial reward	Free
Current state of the project	Ongoing

During the autumn of 2013, the contemporary artists Ai Weiwei and Olafur Eliasson launched a very successful collaborative art project called *Moon*. People from all over the world could visit the web site, draw freely on the lunar body and check other people's doodles or sketches. "*Moon, open to anyone with a computer that runs Firefox or Chrome, channels the human impulse for collective mark-making that has persisted from Paleolithic cave painting through Pompeii through the rise of spray paint, with a stop in CBGB's bathroom*" (Cembalest, 2013).

Weiwei and Eliasson had for a long time desired to collaborate on an artwork, but the distance and the fact that the Chinese artist is confined in his homeland country, led the two artists to conceptualise an artwork that had the features of a virtual gathering place, which existed beyond restrictions. As Eliasson stated: "*[The Moon] used to be part of Earth. It's our friend, the marginalized part of the earth. It's the idea that the Moon represents something unconscious from society*".

On the contrary of Yoko Ono's project, *Moon* is not task oriented. Weiwei and Eliasson are not alpha artists; they have no control of the direction taken by the artwork. People are welcomed to write everything they like, but obviously there is a disclaimer against offensive posts.

With *Moon* they wanted to create a democratising piece of art that exists beyond anyone's control. They wanted to challenge the traditional authorship definitions, creating an experiment of mass mobilization and viewpoints flow. "*There are no walls that can stop an idea*" (Weiwei, 2013).

Realized in part with the contribution of the digital developers Shahar Zaks and Lucas Wertheim, the website of the project, just in the first six weeks was reached by 35,000 people. It is interesting to notice that, with the passing of time, the type of content drawn has significantly changed: while at the beginning there were more drawings, later people started to write poems or even grouped for work on collaborative sketches. *Moon* is the demonstration that on-line collective artworks have the potential to connect people in a positive and

democratic way by building up a digital setting able to stimulate individuals' creativity and encourage interaction and cooperation.

Borges: The Complete Works/Obras Completas (2012)

Table 3. A typology of Borges: The Complete Works/Obras Completas (2012)
by Daniel Temkin and Rony Maltz

Criterion	Categories
By medium	Literary
By the role of the alpha artist	Vertical (giving specific assignments)
By conceptual design	Transparent (participants know what the end product will be)
By degree of interrelation	Dialogic (individual contributions are in dialogue with each other, and participants get to see others' contributions and build on them)
By end product	Single (a single collective artwork made of small contributions from numerous users)
By financial reward	Free
Current state of the project	Ongoing

The digital artwork created by Daniel Temkin, an algorithmic artist, and Rony Maltz, a writer and artist, is a massive word-search puzzle that contains the complete works of Jorge Luis Borges. More than 270,000 words were encoded in two boards, one in Spanish and one in English, through an algorithm, designed by Temkin.

What the creators requested to contributors is different from the crowdsourced art projects that we have already analysed. Indeed, they do not call on the participants' creativity, but on their ability in word searching. Temkin and Maltz asked their audience to circle the words they found on the on-line board; every word found by each participant was automatically updated to a collective board that was both exhibited in a public art installation and shown on the web site.

In December 2012 the complete project was launched and projected for the first time at Legged Dog in downtown Manhattan. However, in this first edition the words were too difficult to find for a problem with the algorithm which made some words go backwards. Two years later the creators made some adjustments to the software in order to make the game simpler and relaunched the project at Dumbo Arts Festival.

The crowd interacted both on-line and in physical compresence but always through a technological mediated action. In fact, during the exhibitions people were provided of a computer to bracket the word. *"In The Library of Babel (1944), Borges's words give shape to an intangible (although finite) Universe – the Library – unfolded by the combination of only a few recognizable signs – the Alphabet. It invites us to contemplate the consequences of the simple recombination of pre-existing terms, an appraisal to the variation of the 23 letters"* (Temkin and Maltz, 2012)

Temkin's and Maltz's idea was to follow Borge's philosophy by creating a board where all the words are accessible but where each player chooses his/her path in a universe full of possibilities. The amusing thing is that often participants circled words that were not even part of Borge's vocabulary. *"Here, the canon is Borges's own writing. My favourite words are the ones he never wrote, neologisms, and slang that manifest by chance combinations of letters.*

Borges Library is a probabilistic text, where many people, unaware of what the others are doing, collectively build something new and strange.” (Temkin, 2014)

Nevertheless, it is interesting to observe that, according to the data provided by the artists, even if most of the participants were from English and Spanish speaking countries, the players’ origins were considerably heterogeneous. Once again on-line crowdsourcing art seems to overcome even the linguistic borders. However, no information is provided on the total number of participants. It is still possible to play on the web app.

What'll It Take (2012)

Table 3. A typology of What'll It Take (2012) by Ninnian Dorff

Criterion	Categories
By medium	Musical
By the role of the alpha artist	Vertical (giving specific assignments)
By conceptual design	Opaque (participants contribute without knowledge of the final product)
By degree of interrelation	Independent (individual contributions are independent from each other, and participants do not get to see others’ contributions until the project is finalized)
By end product	Multiple (individual user-submitted artworks prompted by a common assignment)
By financial reward	Free
Current state of the project	Closed

When the video artist Ninnian Dorff was chosen as director of the music video for the song *What it will take* by Graham Coxon, together with Oliver Hammerton (the commissioner), he decided to create a crowdsourcing project using 100 submitted videos of people dancing.

Thus, like in some of the most famous crowdsourced art projects (for example, *Learning to love you more* or *The Sheep Market*), in *What it will take* the creators decided to follow one of the most effective models for on-line collective art by prompting a specific task to participants. Dorff shot a dancer freestyling across the streets of London; in post-production this was then broken down into a few easy moves that the dancer repeats throughout his solo. A video was then made and put on YouTube asking fans to replicate the steps. Finally, the clips sent by fans from over 22 different countries were combined in one big 3D dancer creature.

According to the creators, the idea behind the project was to create an occasion to connect people from all over the world in an inclusive and accessible way. Most of the clips were recorded with smartphones, so essentially there was no technological restriction to be part of the video nor particular dancing skills were requested. Once again it is possible to demonstrate that with on-line crowdsourced art, new technologies can have a connective purpose: “*It really felt like the Internet at its best in that I put a message out to the world saying, 'Hey. Here's a fun creative idea I want to try' and literally every continent in the world took part.*” (Dorff)

4.1 Conclusions

As demonstrated by the complexities outlined so far, on-line crowdsourcing art seems to be one of the faces of the democratic Web, who was founded over the idea of the activation of collective intelligence through digital technologies. Furthermore, this new form of art, based on the cooperation of the mass instead of just on the work of a singular author, seems to be the exemplary art form for our hyper-connected society. Nowadays, with the popularization of *participatory culture* (Jenkins, 2006) not only people have assumed that they can influence the fate of a cultural product, but they are willing to perform an active role in the crafting phase of the contents.

However, the question is still open: why are people so eager to participate to an on-line art project even when there is no economical reward? What is the drive that is lying underneath this decision? We tried to answer these questions by resorting the Ryan and Deci (2001) distinction between human actions whose motivation is intrinsic (the activity is valued for its own sake) and those that are extrinsic (providing indirect rewards for doing the task at hand). When people decide to be involved in a crowdsourcing project, it is safe to say that they are led by an intrinsic motivation, and more specifically an *enjoyment-based intrinsic motivation* because they contribute to an activity merely for fulfilment and the gratification, regardless of the outcomes.

Csikszentmihalyi (2000) was one of the first psychologists to examine the enjoyment aspects of human actions. He proposed the definition of a state of “flow” to describe a context where enjoyment is amplified, characterised by deep and focused concentration; a merging of action and awareness and confidence in one’s ability (Lakhani, 2003). Furthermore, flow states seem to happen especially when a person’s skill matches the challenge of a task. Therefore, it is easy to attest the presence of a flow state achieved by people engaged in a crowdsourced art project, especially because creativity is massively involved.

Another key factor that attracts people towards on-line crowdsourced art is also the communal connection that come from cooperative actions. In this *scenario*, new technologies can have a cohesive function rather than a divisive one by connecting individuals with each other in meaningful ways. As observed, artists are interested in bonding people on a global scale thorough their work, producing a free and universal territory that exalts people’s likenesses rather than differences.

The sense of community and identification, however circumscribed and momentary, is a core prerogative of relational art, but especially when it is mediated by technologies, it seems to reflect what Rainie and Wellman (2012) stated about the rising of a *networked individuality*. According to their view, whereas live interactions are less open but able to produce a stronger bond, on-line relations are more abundant yet volatile.

Therefore, these opinions seem to confirm what Literat already suspected: in crowdsourced art the lack of face-to-face communication makes the creation of a bond more challenging in online situations. Despite the efforts *the crowd is still a crowd, not yet a community* (Literat).

Still, while crowdsourced art embodies an advance in the cultural tradition of art making and a significant step toward a more inclusive production, it is essential to do more research on the efficacy of the model proposed. Whereas the artworks analysed are collocated on a successful trail, opened by artworks like *Life in a Day* (2010), *This Exquisite Forest* (2012) or *The Sheep Market* (2013) it is evident that on-line crowdsourced projects, despite the early enthusiasm, are experiencing a downward phase.

Nowadays, very few are the initiatives able to catalyse a massive public attention; contemporary artists are more keen on using crowdfunding, regaining in this way a sort of independence by asking to their audience just a monetary participation.

So why is on-line crowdsourced art less popular? And besides, has crowdsourcing art ever been popular? As pointed out, beyond the triumphalist statements, scarce is the information on the participation and on the type of participants. This lack of data makes it very difficult to census the phenomenon and develop a general overview.

In conclusion, it is fundamental to expand the study of crowdsourced art in a perspective that goes way beyond the merely forecasting of the future of contemporary art. A more blended and multidisciplinary approach is needed in order to assess the real potential of this collective form of art. Research and literature are critically inexistent; in particular there are no studies that cultivate a user focused prospective instead of just advancing aesthetical evaluations. By developing this alternative view, we will be able to reach a milestone in the study of digital democracy, collective creativity, on-line engagement and participatory Web.

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Reputation Problem of Public Relations in Turkey and a Critical View about the Public Relations Professional Organisations of Turkey

Ebru Ozgen, Zuhail Akbayir

1. Introduction

Grunig and Hunt define public relations as management of communication between an organisation and its public (1984, s.6). According to the definition made by Long and Hazelton, “public relations is a communication function of management through which organizations adapt to, alter, or maintain their environment for the purpose of achieving organizational goals” (1987, p.3). Cutlip and et.al define public relations as a management function which maintains the mutually advantageous relations between the organisation and its publics (1994, p.2).

Although there are hundreds of definitions made about the public relations discipline, among which some examples are given above, it is not possible to tell that there is a single universal definition about the field. However it is possible to tell that the common point where all such definitions meet is “the effort for planned communication (Nessmann, 1995, p. 153, Windahl and Sinnitzer, 1992, p. 89). Public relations take communication as its focus and as it is an interdisciplinary field, establish close contact with different disciplines such as the psychology, sociology, management and even mathematics. Such broadness of the scope of the public relations and the variety of the definitions that are made about the concept cause it to be confused with distinct sub-branches of the social sciences and to be confronted with problems about a common perception of the concept in the public opinion.

On the other hand, various reasons such as the perspective of the media about the profession (White and Park, 2010, p. 320, Ames, 2010:164, Saltzman, 2012, p. 1), non-ethical practices or practices under the professional standards (Cîrtișă-Buzoianu, 2013, p. 208) or inadequacy of the term “public relations” for defining the profession (Brody, 1992, p. 44, Sparks, 1993, p. 27, Bernays, 1993, p. 9) causes a perception confusion to be experienced by the public opinion about public relations. Indeed the perception about the public relations has a significant influence for the formation of the professional reputation and for the people to see a social value in public relations (White and Park, 2010, p. 319)

It does not seem possible to talk about a common perception and a credible process in Turkey in accordance with ethic principles about the public relations discipline. For this reason it shall not be wrong to say that public relations could not build its own credibility and unless studies are made within this framework, proposals for a solution are posed and practice pays significance to this issue, such discredit shall continue.

The results obtained of a survey in Turkey made over 185 participants in 2015 the starting from the questions such as “what public relations mean” and “what job does the graduates of public relations perform” proved that public relations is evaluated within a framework of a discrediting perception. Almost all of the persons who participated in the survey defined public relations with different answers. It was seen that such answers were far away from the institutional framework of public relations and they contain meanings that may be identified with the concept of “publicity” (Özgen, 2016, p. 390). The results posed by the survey lead us to 3 significant elements which shall play efficient roles in the solution of the problems about the public relations perception. Such elements include the public relations practitioners, public relations academics and public relations professional organisations (associations/ communication NGO’s).

Starting from such three elements, the focus of our study shall be the public relations professional organisations / communication NGO’s. And it is one of the targets of our study to show the inadequacies of the efforts of the concerned organisations about building “a rightful

perception of the public relations and credit". Starting from here, the aim of the study is to show the role of the professional organisations in the process of eliminating the basic problems in perceiving the public relations discipline in a conceptually similar manner and to make proposals by comparing the public relations professional organisations in Turkey over the professional organisations/working style in England.

This study has significance in order to critically analyse the efforts of the Public Relations Professional Organisations/Communication NGO's which assume an important task for the public relations discipline to be conceptually understood and explained to perform this mission and consequently to pose proposals about the road that should be followed in the process of building the credit of public relations.

2. Data Collection and Analysis

Within the scope of the research first the Public Relations Professional Organisations/Communication NGO's in England and Turkey were identified. The works done or being done by the associations, their annual events, web sites, articles and trainings were shown by analysing their media reflections. Interviews were made by the professional organisations in Turkey and the studies both made in England and Turkey were compared and starting from all data obtained, proposals were argued.

These associations are shown in Table 1:

Table 1. PR Professional Organisations in England and Turkey

Professional Organisations in England	Professional Organisations in Turkey
(CIPR) Chartered Institute of Public Relations	TÜHİD (Türkiye Halkla İlişkiler Derneği / Public Relations Association of Turkey)
PRCA (Public Relations and Communications Association)	(İDA) (İletişim Danışmanları Derneği / Communication Consultancies Associations of Turkey)
	(KİD) Kurumsal İletişimciler Derneği (Association of Institutional Communication Professionals)

The two organisations chosen in England were analysed in depth; each organisation was first explained by its own activities and the activities which meet at the common denominator were categorized and compared with the examples in Turkey. Interviews were made by TÜHİD and İDA, however as KİD (Association of Institutional Communication Professionals), states the concept of "institutional communication" as a separate and distinct area of expertise from public relations process and stays distanced with this study, it was not assessed. The perspective of Association of Institutional Communication Professionals is planned as the subject matter of a different research.

The factors examined in the research are as follows:

1. Permanent training programs
2. Membership categories
3. Online services for the members
4. Functionality of the ethical committee
5. Academic databases
6. Business partnerships /partners
7. Annually organized PR/communication research
8. Award program (for the projects)

9. Accreditation program
10. Web site page and social media updating
11. Other Activities to build a public relations perception

3. Findings

The activities of the professional organisations active in England (CIPR, PRCA) and those professional organisations active in Turkey (TÜHİD and İDA), determined on specified criteria were categorized as the following:

3.1. Activities of the professional organisations active in England

3.1.1. CIPR (Chartered Institute of Public Relations)

It was found in the year of 1948 under the name of “Institute of Public Relations”. In the year of 2005 by the Privy Council of the United Kingdom the adjective “Chartered” was added to its name. It accepts all public relations employees from all career levels and all sectors. The research findings obtained are follows (cipr.co.uk, 2016):

1. It regularly organises public relations courses and seminars
2. Institutional and individual membership is accepted. There are 6 different membership categories.
 - Affiliate: Those who do not perform the public relations profession but inclined to the profession
 - Associate: PR professionals in England and at the international scale (to perform public relations profession up to 2 years or to be a public relations educator or to receive CIPR seminar trainings)
 - Member: PR professionals in England and at the international scale (to perform public relations profession more than 2 years or to be a public relations educator or to receive CIPR diplomat trainings)
 - Fellow: Awarded members who contributed to the institute or the profession
 - Student: Student who take PR education in England
 - Global Affiliate: Non-professional online membership coming out side of England.
3. They serve broad scoped online contents to which only the members may access. Webinar meetings are made, portals are served to which the members may connect with their individual passwords
4. There are practices rules of which are determined for those who violate the ethic codes. Written complaints are kept confidential. Arbitrating role is assumed among the complaining and the complaint. If no compromise is reached among the parties, applications are made to the professional practices committee; and in more serious cases disciplinary committee is involved.
5. There are academic databases services to which the members get access.
6. There is collaboration with the academy and the sector.
7. Once in a year the communication research named as the “State of PR” is organized and such research has great significance in order to understand the dynamics and needs of the sector.
8. There are awards programs organised regularly named as the Excellence Awards (In England) and PRide awards (in regions outside of England).
9. The members who fulfil the required conditions are accredited.
10. They have Website page, Facebook and Twitter accounts and these pages are kept updated.

11. Some other activities organization done are as follows: they have established new partnership every year. In order to encourage PR student, they organize new award and charity programs. Develops new models and frameworks for PR agencies.

3.1.2. PRCA (Public Relations and Communication Association)

The organisation which was found in the year of 1969 with the name of “Public Relations Consultants Association” changed its name in the year of 2016 as “Public Relations and Communication Association”. It has a membership over 20 thousand in 48 worldwide countries. The research findings obtained are follows (prca.org.uk, 2016):

1. They have online and face to face courses and certificate programs. They organise public relations and education capability courses; training seminars are given organised for the employees of the sector at each, namely Introductory, Intermediate, Advanced and Personal Skills levels.
2. Counselling companies and in-house employees are accepted for the membership.
3. There are private communication portals in their web sites where the members may get access with their passwords. Also the non-members may subscribe for e-mails in issues such as sending PRCA newsletter, training programs, activities, and sector surveys.
4. The members must obey the ethic principles that are stated in PRCA Memorandum and Articles of Association and Professional Charter and Codes of Conduct. The Sub-Committee which is established in the solution of the conflicts among the complaining and the complaint has an arbitrating function. Professional Practices Committee first investigates the member who is complaint about ethics. If serious ethical violations are proved the committee gives advices to the duly- elected directors of PRCA, called as the Board.
5. Various reports or research about the sector may be shared over the web page with the members either free or with a fee. They have business partnership with PRWeek where articles and news bulletins about public relations and communication are shared.
6. They have collaborations and partnerships with the institutions or universities in the sector. The universities they have partnership with are under their membership scope.
7. They annually run the research named as PR Census which measures the pulses of the PR industry in England.
8. National Award and Dare Award awards are organised annually.
9. After a standardization program named as Communication Management Standards (CMS) for their members accreditation named as PRCA's quality kitemark is provided. Right to use PRCA logo is given to the members.
10. In addition to their actively used web page, there are Face book, Twitter and LinkedIn accounts. The organisation actively uses these pages both for news posting and in its communication with the membership.
11. They provide support services for finding jobs in the field of public relations. They give counselling to the institutions for their agency selections. They regularly organise conferences.

3.2. Activities of the Professional Organisations in Turkey

3.2.1. TÜHİD (Türkiye Halkla İlişkiler Derneği [Public Relations Association of Turkey])

TÜHİD is found in the year of 1972. The association explains its organisational aim as to gather the public relations experts in Turkey under a roof and to provide professional solidarity, and

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to make studies for the publicity, sustainability and development of the profession (tuhid.org, 2016). The research findings obtained are follows (personal communication, August 23, 2016):

1. Although they do not have a current training program it is expressed that it is planned for the year of 2016-2017.
2. Only individual membership is accepted.
3. There are no online services for the members and it is expressed that it is planned for the year of 2016-2017.
4. The Ethical Board continues its existence since the year of 2006, and individual and institutional applications can be made. (Unfortunately, as individuals or institutions who experience ethical problems do not express them, the mechanism does not work. The ethical board gathers once in a year and this is evaluated as the inadequacy of the studies in the field of ethics).
5. They do not have academic database.
6. It is stated that they have collaboration with the universities by involving in the conferences and lectures organised by the universities. Though not continuously organised, it is stated that there are various business partnerships under the projects and activities.
7. There is no communication research they regularly make. It is stated that is made by certain intervals according to the need.
8. Since the year of 1999 Golden Compass awards are distributed. Under the scope of Golden Compass awards there is collaboration with United Nations Development Program.
9. There is no accreditation program for the members.
10. The organisation does not have a Facebook and Twitter account except the web page. From the content analysis it is seen that the social media and the web sites are updated with the purpose of making announcements but no updated content posting is made in order to provide professional information flow.
11. The organisation answered this question as the Golden Compass Turkey Public Relations Awards program.

3.2.2. İDA (İletişim Danışmanlığı Şirketleri Derneği [Communication Consultancies Association of Turkey])

İDA, is the representative of ICCO (International Communications Consultancy Organisation) in Turkey. İDA explains its organisational aim as to “to improve and expand the public relations sector which its member companies operate and to improve its credit; to create an awareness against unfair competition, informal activities and non ethical behaviour in the sector; to enable the organisations which receive service from the sector to attain correct information; the enable its members to have solidarity against the problems of the profession and the market and to act jointly without harming the competition environment; to enable them to be examples by complying with the international service standards and ethical codes; to improve their professional performance and management capabilities and to improve their service quality”. The organisation only accepts the consultancy companies as its members and it has 27 members in total (ida.org.tr, 2016). The research findings obtained are follows (personal communication, August 19, 2016):

1. PR basic trainings and Advanced Training Consultancy seminars are delivered to the members and sector employees with programs changing in years.
2. Only the public relations companies which confirm with the conditions set forth in the constitution can be members.

3. They have no online membership, they participate in the activities such as seminars and meetings organised by ICCO, of which they are its representative in Turkey, by webinar method.
4. Working principle of the ethical committee: It examines the complaints about violations of professional ethics and informs the Board of Directors about its assessment. Decisions of the Ethical Board are advisory and the authority of decision about the issue is the Board of Directors. Upon the objection of the member or members about the decision of the Board of Directors, the issue is discussed in the first General Assembly and it is decided upon the simple majority of the participants. Until today no event was forwarded to the Ethical Board. (This caused us to make an evaluation that there is a problem in the operation of the system).
5. They have no academic database established in connection with their web page.
6. Their members of the board of directors delivered conferences in various private and public universities and they organised training programs in one university. The association is a member of ICCO. They have stakeholders as Economy Journalists Association, Advertisement-Givers Association, Association of Institutional Communication Professionals, Public Relations Association of Turkey, Union of Turkish Chambers (TOBB), Turkish Journalists Association and Association of Informatics Correspondents. (However we do not have any concrete observation about the work outputs of such stakeholders).
7. The most recently in the year of 2014 together in collaboration with their stakeholders TÜHİD and KİD “Communication Services Perception Research” is made. Also they involve in the surveys and research which ICCO shares with its members as IDA. (Permanency of such research has importance in order to have command over the dynamics and needs of the sector).
8. During the 10th anniversary ceremony made in the year of 2015 awards were delivered to the doyens of the sector. The IDA Awards Committee which is established in the year of 2016 is working on an awards program to be organised every year.
9. Conformity with constitutional principles and international standards are looked for in membership but there is no accreditation.
10. The organisation has a web page and Facebook, Twitter and LinkedIn pages. Web page, Twitter and social media accounts are under the supervision of a technical expert and being updated. From the content analysis it is seen that web page and social media accounts are used for providing news flow about İDA.
11. In the year of 2016, together with the stakeholders Professional Principles Covenant on Communication and Media Relations Management was signed and put into force. In the same year, Upon the demand Türkiye İş Kurumu (Turkish Employment Agency), under the Collaboration Protocol on Professional Information, Guiding and Consultancy Services “Public Relations Officer Work Definition” document was established as TOBB (Media and Communication Assembly) members IDA and TÜHİD. İDA listed its activities in order to build a rightful public relations perception as the following

The result when all such data are gathered can be seen in Table 2.

Table 2. Comparison of the PR Professional Organisations in England and Turkey

	CIPR	PRCA	TÜHİD	İDA
Permanent training programs	✓	✓	☒	☒
Both individual and corporate membership	✓	✓	☒	☒
Online services for the members	✓	✓	☒	☒
Functionality of the ethics committee	✓	✓	✓	✓
Academic data exchange	✓	✓	☒	☒
Business partnerships /partners	✓	✓	✓	✓
Permanent PR/communication research	✓	✓	☒	☒
Award program (For the projects)	✓	✓	✓	☒
Accreditation program	✓	✓	☒	☒
Web page and social media updating	✓	✓	✓	✓

By starting from all such data the following may be said about the efforts in Turkey for building rightful public relations perception:

- It was seen that the associations fulfil only 3 of the 10 criteria examined. Both of the 2 associations told that their ethical committees are functional. However the fact that no ethical problems were handled created the opinion that there is a problem about this functionality.
- The associations in connection with the projects they produce establish business partnerships and also they update their web pages and social media accounts in order to provide news flow.
- It is seen that starting from the public relations and communication employees they have no regular training programs in order to rightfully build the public relations perception^{††}.
- It appeared that the associations instead of reaching a membership profile with a broader scope by enabling both individual and institutional membership limit their membership categories only by institutional or individual membership.
- It was seen that although the associations are within the PR sector which assume a locomotive role in the development and usage of digital communication, they do not effectively benefit from the web pages and social media applications in their communication with their current or potential members. It was concluded that they use web pages and social media only for providing news flow.
- It was seen that they do not give a place to accreditation programs which may help building the professional standards.
- It was concluded that they do not have an academic database presented for taking support from the academic studies,

^{††} İDA told that they organise RP basic trainings and Advanced Training Consultancy for the members and sector employees with programs **changing in years**. However systematic and permanently performed training programs the scope and content of which are fixed have great significance in building the professional standards and a univocal environment. For this reason the training programs organised by İDA were not considered under this context.

- They do not get benefit from communication research which may pose their deficiencies and strong sides by obtaining significant data about the development of the sector and so contribute to its development,
- Except for the TÜHİD Golden Compass awards they do not have distinct award programs for supporting the production of new ideas.
- The fact that the association constitutions and ethical/ disciplinary committees which are one of the most important mechanisms for handling the ethical problems have no operations as there are no complaints until today makes us think that the awareness about the ethical principles may not be adequately intrinsic in the sector.
- By starting from all these points, in comparison with the professional organisations in England, it seems remarkable that there are no systematic and comprehensive efforts for building and settling a common public relations perception in conceptual terms.

4. Conclusions and Suggestions

Public relations, in the historical process, since the studies of Edward Bernay, had a place also over the axis of perception management by keeping its close relationship with psychology. For this reason, public relations, which we may also call as “strategic communication management” has to rightfully manage the power of communication in its hands for managing the mistaken or negative perceptions about the profession in the society and building the professional credit. Public Relations professional organisations / associations have to play a key role in building the public relations perception and credit as well as in the proper performance of the public relations ethics. And the success of the professional organisations is depending on the building of the professional standards in which ethical criteria have weight and to make such standards intrinsic in the society through the organisations’ members.

When the studies of the professional organisations about the public relations perception and credit made in England are examined, it was seen that in all stages from the public relations training to the performance of the profession, a public relations systematic which includes academic and sector collaborations and which shall create a synergic influence is tried to be build. Also the associations try to extent this effort not only among the executers of the profession but also among the stakeholders and the society. But in the professional organisations in Turkey, it is seen that the efforts are not yet adequate and at the expected level for making contributions in building the professional credit. However if the planning of IDA for the close future are evaluated, it is remarkable that a construction process which is important for building a public relations perception is started.

Starting from the data obtained by the study, the following **may be suggested** to the public relations professional organisations in Turkey:

To provide coordination among the triangle of practitioner-academy- organisation; to encourage stronger relations among the practitioner-academy and to audit the practices for carrying them within the framework of ethical principles should become have to. ***Here, the control function of the organisation is a point which we in particular wish to emphasise.*** To prepare a study for a magazine which shall be sent to the public relations practitioners, academics and members of press in Turkey, an example of which is seen in the practices of the İzmir Public Relations Association during the 80’s. Organising “public opinion building panels” where doyen speakers take place might be a starting point. ***To regularly inform the sector and the social stakeholders about the ethical principles,*** to act within the framework of such principles and to control such actions and to create the awareness that this is among the responsibilities of each and every stakeholder are the tasks of such organisations.

For the public relations profession which has considerable troubles about introducing itself, **posing certain criteria for what exactly it should mean in the society** seems important. The

studies made by the professional NGO's in order to provide familiarity in this sense are limited only by the persons and institutions within the field. ***It is necessary to explain to more people through ways such as seminars, panels, webinars, congresses, regular visits to educational institutions and workshops as to what is public relations and what it should be.***

Public relations professional organisations first of all must be in close contact with universities and other civil society organisations and public. And should spend effort for building the necessary infrastructure for the proper performance of the profession, and most important of all, should establish and operate self control mechanisms. ***On the other hand, they must contain different ideas and perspectives within its body and especially they must open more space to the academy in their management/training units.***

It has a great importance for them to take steps for preventing unfair competition in the sector. "For instance, how can we expect a fair competition among a corporate citizen PR agency which fully pays its taxes and a firm which is incorporated in a sweatshop manner, payroll of all its employees are made at the minimum wage and deficiently paying its taxes in current market condition". ***The organisation should maintain the law to be equally enforced to all, and develop mechanisms to eliminate those who do not fulfil corporate citizenship.***

It is important to establish a certain wage scale and to produce permanent projects for achieving credit. It is clear that the organisations must make a study for creating awareness and conscience in all their social stakeholders.

They should make regular communication research and hold the pulses of the sector and know its needs. They must give place to academic studies, texts and articles in their web pages and must regularly update.

They must encourage the reporting system of the institutions and agencies and should take steps for it to be transparent and credible.

They must establish measuring criteria and maintain that this should be the standard. In this manner reporting can be more easily encouraged.

The necessity that like the profession of lawyers, medical doctors and many other professions, the public relations practitioners should be taken under record and licensing through law (Bernays, 1993:8) is one of the issues of discussions of the public relations practitioners and rhetoricians. And the first step to be taken for licensing must be professionalization. A perception should be created that no services should be taken from someone who is not accredited by the professional chamber and a certification system must be brought. ***An exam system like in the bar example can be taken as an example. Hence, receiving authority document or requirement for being recorded in the professional chamber shall come to the forefront. In this manner, it may be possible to enable the public relations sector to gain a high quality human resource and to eliminate the problem that all can perform this profession.***

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Dining Table As A Socialization Tool: An Assessment Of Mevlevi Cuisine

Ferah Özkök, Ayşe Sünnetçioğlu, Ezgi Karakaş, Ezgi Türkmen

Introduction

Individuals become a social entity in time through learning the cultural norms and values of their own society. This process named as socialization continues throughout life. The culture of society is transferred to individuals through language. A newborn child is taught all material and moral cultural norms as how to walk, how to talk, how to wear and how to eat. While socialization process is universal for all societies, the teaching methods and what to teach are different for each society (Adak, 2004: 27-38).

Each newborn human is lack of social-cultural values and norms (Adak, 2004: 20). Socialization tools which make individuals members of society direct their behaviors in the cultural atmosphere created by socialization. Family, friends and relatives where there are sincere and emotional relations are the environments in which subcultures affecting individuals are experienced. Moreover, the institutions in where corporate relations and interactions are experienced as formal education institutions, professional organizations and mass media have an important role during socialization period. Therefore, an individual adopts the knowledge and the values of his subculture as well as the institutionalized cultural forms (Önür, 1998: 32).

Socialization is the process by which an individual learns the rules of society, the values, the attitudes and behaviors and behaves accordingly with their learning as well as gains personality in society (İçli, 2002: 91). Socialization is the growth process for the new individuals who are inexperienced in the specified culture and learn this culture as a view of their own behaviors (Oskay, 1974: 93). Socialization can be defined as the process to learn life in a society. Individuals learn how to adopt social order through socialization. Moreover, socialization is the process of being social of an individual. In other words, socialization is the lifelong process to spread social norms, values, religious customs and ideologies. In the process of socialization, individual becomes a social personality through gaining the skills, talents and habits which are necessary to join his society (Okumuş, 2014: 430).

The most of the situations related to food (from nutrition style to nutritional habit) are shaped during socialization process (Beşirli, 2010: 168). Thus, table is identified as a socialization tool. Both sitting on a table and sharing foods are defined as the acquirements during socialization period based on social signs. Also, these acquirements are evaluated as an important indicator of the cultural identities of societies. It is stated that individuals learn their social status, roles and religious values on a table (Beşirli, 2010: 168). Mevlevi Cuisine is qualified example in order to clearly assess table as a socialization tool. In this regard, Mevlevi Cuisine will be investigated by revealing the rituals and values of Mevlevi Somad in this study.

The Concept of Socialization

The first author using the concept of socialization in a sociological definition in social science literature was Georg Simmel. Simmel firstly mentioned the subject of socialization in his article named as 'The Problem of Sociology' in 1895. Moreover, he defined socialization as the formation process of relations providing the sustainability of group unity of groups and individuals. Simmel emphasized socialization based on the formations of groups instead of individual developments. Also, another leading author on socialization was Franklin Henry Giddings. Giddings defined socialization as the development of social disposition or character for the interactive individuals in his article 'The Theory of Socialization' published in 1897. In other words, the approach of Giddings to socialization was based on individual instead of group

(Coştu, 2009: 122). When literature is examined, it is seen that the researches on the concept of socialization is mostly created from anthropological, political, management and marketing points of view (Kulmbach, 2014; Besirli, 2008: 16; Besirli 2005; Yesilorman, 2006; Calik 2003; Sokmen, 2007; Memduhoglu, 2008; Zorlu and Kara, 2012; Pelit and Kahyaoglu, 2015).

In the most general sense, socialization is identified as the period of being human. Socialization period consists of creating personal identity, handing culture down, learning how to behave in the current social environment as well as adapting social norms and values (Bozkurt, 2007: 112; Beardsworth and Keil, 2011: 94). During the process of socialization, individuals learn to be a member of their own society and the accepted behaviors by the society as well as the principle social and cultural values. In addition to learning, individuals also internalize these values and start to behave based on these values and norms. To sum up, individuals integrate with the society and become a part of society (Aslan, 2004). The process of socialization begins with the birth, continues throughout life and becomes strong via repetitive learning (Baran, 2008: 88). In socialization period, first communication starts with basic signs and symbols (Adak, 2004).

Socialization is described based on two different points of views: subjective and objective socializations. Subjective socialization is a personal learning process during the interaction between individuals and their environment. On the other hand, objective socialization is to hand social culture down from generation to generation and to adopt individuals the approved ways of organized social life. The aim of objective socialization is to develop the necessary abilities and rules for individuals in a society. Thus, individuals adopt the life style, the values and the purposes of the society as well as learn the social rules which they have to fulfill (Fichter, 2009: 26-27). Briefly, socialization is learning and teaching process of cultural factors through interaction with society (Yılmaz, 2013: 321).

There is another grouping for socialization: primary and secondary socialization. Primary socialization happens in the period from childhood and adulthood and in especially family, relatives, friends and neighbors. Here, the most basic ideals of culture, norms and attitudes are introduced to individuals. Secondary socialization also provides continuous adaptation to the constantly renewed culture via the earned talents in primary socialization. Secondary socialization happens in educational and business environment (Oskay, 1974: 94-95; Alvarez et. al, 2002).

The occurrence of socialization depends on the integration of many social institutions. In other words, there are different tools realizing the process of socialization. According to Aslan (2015: 239), social institutions as educational institutions, religious institutions, media or mass communication and art are quite important to shape individuals' identity which means socialization. Moreover, Ercan (2001) states that the main socialization tools are family, educational institutions and work environment. Based on Adak (2004); Dubow et al. (2006) and Prot et al. (2015), media and communications are one of the most important socialization tools. In addition to that, Kaya and Tuna (2008: 159) states that family, individual's childhood, educational life and also mass media in today's world have the most important roles on the individual's socialization. Additionally, dining table is also defined as a significant socialization tool by Beşirli (2010: 166).

Mevlevi Cuisine and Table

Konya whose establishment was in prehistoric age still carries the traces of its historic culture. At the same time, there was an interaction among various ethnic, religious, Sufi and mental groups in Konya during the periods of both Seljuk and Ottoman. The culture of Konya has been developed via firstly Turkish Culture in Central Asia, then local Christian Culture and Persian Culture during Seljuk Empire. After Central Asia Turkish Culture had become Islamic in

Dining Table As A Socialization Tool

Anatolia, new and different sects arose as '*Ahi, Bektashism, Mevlevi and Kalenderilik*'. In Ottoman period, Mevlevi Culture became more important than other sects (Çakır, 2005: 356).

The sect of Mevlevi was systemized by Sultan Veled who was the son of Mevlana Celaleddin Rumi in 1312. Here, the aim was to create a Sufism way based on Sufism thoughts and life style of Mevlana (Tekin, 2010: 102; Üremiş, 2010: 298; Dıvarcı, 2009). In order to understand the philosophy of Mevlevi, first of all, the philosophy of Mevlana should be understood (Üremiş, 2010: 298).

Halıcı (2007) emphasizes the importance of cuisine in Mevlevi Culture as followings: The first step to become Mevlevi is taken in Mevlevi kitchens called as Somad. There are also some rituals which people have to obey in the kitchens. Moreover, mausoleum was built for the chef cook of Mevlana. Besides that, Mevlevi Cuisine is one of the principal roots of Turkish Cuisine culture. Lastly, the first approach for work sharing and team mentality belonged to Mevlevi Cuisine among world cuisines.

The most significant area of Mevlevi lodge is defined as kitchen named as 'Matbah' or 'Matbahı Şerif' in Mevlevi Culture. In addition to main objective which is to cook and to eat in Matbah, Matbah is place in where Mevlevi candidates called as 'Can' are mostly trained. Based on their abilities, 'Sema' (the dance of Mevlevi culture), illumination and 'Ney' (wind instrument in Mevlevi culture) are thought. Therefore, Matbah is also named as 'a place where people are cooked' (Öztürk, 2010). At the same time, the people who come to Mevlevi lodge to be dervish firstly have to work in Matbah. It is stated that the people who can tolerate this service and are approved by dervishes can tolerate 1001 day long suffer (Şimşekler, 2012: 112).

Cuisine has an important role in Sufism. In Mevlevi Cuisine, the purpose is not only cooking but also teaching how to respect the foods which are the remarkable gift of nature. Cooks are fully respected by Mevlevi thanks to ably cooking the blessings of nature and mediating for the nutrition of individuals (www.semazen.net). Thus, mausoleum was built for the chef cook of Mevlana. His name was Ateş Baz-ı Veli. Probably, the mausoleum was the first cook mausoleum in the world (Uluslan and Batman, 2010: 251).

In Matbah, there are eighteen services and the people who work on these services are identified in Table.1 (www.turkish-cuisine.org). Please note that 'Dede' means high ranking dervish.

1. Boiler Dede: Responsible for the behaviors of 'Can'. As chef cook, he has authority.
2. Caliph Dede: Responsible to lead and to raise the newcomers in Matbah.
3. Outside Baseman: Responsible to report the orders of chef cook to 'Dede' in cells.
4. Washer Dede: Responsible to wash the laundries of 'Dede' and 'Can'.
5. Ab-rizci: Responsible for the cleanness of bathrooms.
6. Syrup Cooker: Offering syrups for 'Can' in cells and for 'Dede' visiting Matbah.
7. Dish Washer: Responsible for the cleanness of dishes.
8. Boiler Man: Responsible to tin dishes.
9. Shopping Man: Responsible for shopping in marketplace.
10. Somat-man: Responsible to set tables, clear tables and sweep floors.
11. Inside Baseman: Making coffee to 'Can' in Matbah and 'Dede' visiting to Matbah.
12. Inside Oil-Lamp Man: Responsible for the cleanness and light of oil-lamps.
13. Tahmisçi: Responsible to thresh coffees of Matbah and 'Dede'.
14. Yatakçı: Responsible to lay a bed, to make up the bed and to roll up.
15. Outside Oil-Lamp Man: Responsible for the oil-lamps outside.
16. Broom Man: Responsible to sweep up outside and environment.
17. Çerağacı: Assistant of tomb keeper. Responsible to watch oil-lamps and candlesticks.
18. Ayakçı: Responsible for errands.
19. The table where Mevlevi have their dinners at is called as 'sımak' or 'somat'.

The tables have rounded shape and height as 25-30 cm. There are peltries on where dervishes sit around the tables. Spoons are put on the table as: their front side is to the left and down whereas their handle is to right side. The reason behind that is not to show inside of the spoons (Öztürk, 2010). There are also some other rituals which are detailed below in Mevlevi Somad (Halıcı, 2007; Öztürk, 2010; Süsoy, 2001; www.semazen.net, 06.03.2013).

‘‘Sufi have lunch and dinner at two meals in a day. After meals are cooked, Boiler Dede open the lid of boil with prayers and Can sets boils down. Then, foods are transferred to the dishes. Can who are responsible to give water prepare water glasses and water jugs. When food and table are ready, Dervish who is responsible to let know dinner time says ‘Hu u u somata sola’. The dervishes who leave their cells enter to Matbah with right foot and say hello. Lastly, sheik enters into Matbah and then everybody sits the table at the same time. Before the food, rose syrup is served. Then, everybody takes salt with their index finger and starts to eat. Firstly, soup is drunk and then other foods are eaten. Nobody talks at table, chews loudly, looks around or eats without waiting anyone. Based on the crowd, one or more Can waits to give water as glass on right hand and jug on left hand. Person who wants to drink water takes a bread piece with right hand and put it on left shoulder length. After Can gives water to him, everybody waits to drink him water. After finishing his water, sheik puts his hand on his heart and greets each other. Lastly, rice is served. When rice is eaten, sheik starts praying and then everybody says ‘Hu u u’ at the same time. Thus, the dinner is completed. Everybody puts their finger into salt again and leaves the table.’’

According to the interview between Dr. Halıcı and Mutfak Dostları Derneği, all these politeness is the part of Turkish cuisine culture. However, it is also emphasized that it is much more polite in Mevlevi Cuisine. All these behaviors in Mevlevi Cuisine are the reflection of rights and laws as well as demonstrating everybody’s loves and respects to each other (www.haber10.com, 03.01.2013).

In Mevlevi period, as a necessity of Sufism Philosophy, foods are prepared as quite simple and various (www.semazen.net, 06.03.2013). On the other hand, Dr. Halıcı states that Mevlevi Philosophy depends on reaching Allah and so each beauty in Mevlevi Cuisine is also used to reach Allah. For example, there are even more decorations than Ottoman Cuisine as gold-leaf deserts (www.haber10.com.tr, 01.03.2013).

The influence of Mevlevi Cuisine on Turkish Cuisine culture is of course seen in Konya Cuisine as well (Tapur, 2009: 478). As an instance, there are foods cooked with fruits as stuffed yellow plum, plum stew (Halıcı, 2010: 151). This situation can be also evaluated as the reflection of Iran Cuisine culture since unlike Arabian and Turkish culture; foods with fruits are common in Iran Cuisine (Alemdar, 2000: 2). Based on the works of Mevlana, leek, eggplant, zucchini, celery, spinach, onion, garlic from vegetables; apple, quince, pomegranate, pear, peach, fig, melon, watermelon from fruits; lentils, beans, chickpeas from legume family; walnuts, almonds, hazelnuts from nuts and cheese, yogurt, buttermilk from dairy products are consumed in 13. Century. Moreover, the foods and beverages as phyllo dough, village bread, meat bread, pie, donut, honey, molasses, halva and syrup were also mostly mentioned in the works of Mevlana (www.semazen.net, 06.03.2013).

According to Aldinç (2008), the root of Konya Cuisine is the Empire of Oghuz and Seljuk and the basis of Konya Cuisine is Mevlevi Cuisine. Moreover, Yaşin (2011) emphasizes that Mevlevi Cuisine has an important role on the shape of Konya Cuisine. The recipes in the works of Mevlana are still the important parts of Konya Cuisine (www.semazen.net, 06.03.2013). Based on the interview with Dr. Halıcı and Mutfak Dostları Derneği, there are both quite similar and distinctive characteristics of Mevlevi and Konya foods (www.haber10.com, 03.01.2013). All the foods except cabbage soup, liver soup, turnip pickle and barley bread are still alive in Konya Cuisine (www.gurmerehberi.com, 12.12.2012).

Foods such as tomatoes, peppers and sugar have been seen in Turkish Cuisine from 18. Century (Alemdar, 2000: 2-3). Therefore, these foods were not used in Mevlevi Cuisine. Since there is no tomato, plum and unripe grade were used instead of tomato paste in Mevlevi foods (<http://www.gurmehberi.com>, 12.12.2012). It is also stated that honey and molasses were used instead of sugar (Aldinç, 2008).

Süsoy (2001) defines that there are differences on spices between Mevlevi Cuisine and Konya Cuisine; anise, cinnamon and cardamom were used in meat dishes of Mevlevi Cuisine. When the today's recipes are reviewed, it is seen that salt is commonly used spice. Nowadays, black paper, cumin, sumac and cinnamon are also popular spices (www.semazen.net, 06.03.20123; www.lezzetler.com, 02.03.2013). Lastly, Süsoy (2001) states that yogurt is used as a must in Mevlevi Cuisine.

Conclusion and Suggestions

In Mevlevi Cuisine also named as Mevlevi Somad, eating activity is evaluated as state of worship. It is pointed out that cuisine has a quite important position in Mevlevi Culture (Sufism). In Mevlevi Cuisine, the purpose is not only cooking but also teaching how to respect the foods which are the remarkable gift of nature. As the reflection of this situation; there are some rituals which people have to obey. As an instance, talking at table, chewing loudly, looking around and eating without waiting everyone are not welcomed in Mevlevi Cuisine. The reason behind these rituals also described as showing people's love and respect to each other. According to Dr. Halıcı, Mevlevi Philosophy is based on reaching Allah. Moreover, it is stated that each beauty is used to reach Allah and this understanding is also reflected to cuisine culture. For instance, there are even more decorations and finenesses than Ottoman Cuisine in Mevlevi Cuisine as gold-leaf deserts. It might be a qualified example to show the use of all beauty to reach Allah through table. Finally, the foods and beverages of Mevlevi Cuisines also take place in Turkish Cuisine and so table is again presented as a significant socialization tool.

In the study, table is assessed as a socialization tool. The study has been created based on only literature; could not be supported with empirical data. This can be shown as an important limitation of the study. In the further research, it would be an important to find out the functions of table as a socialization tool for today's world.

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Will the secular-laic society bring social gender mainstreaming with the outlooks of feminist movements in Turkey?

Eylem Sayin

1. Introduction

When the modernization efforts are evaluated in relation to Turkey, we can encounter the term of secularism mostly considered to be synonymous to the term of modernization. In fact, these two closely intertwined concepts have different meanings and functions from each other. These two concepts started to take root in our country immediately after the French Revolution and the construction of the concepts was initiated with the foundation of the Turkish Republic. As the weapons gained by means of legal regulations must have remained inadequate in fighting against the patriarchal codes brought by Islam and the power given by property, we are still witnessing countless number of femicides. As we deal with the question what lies beneath social adaptation, it is not wrong to say one of the main reasons is the government's attitude. Not having official data about femicides except for the news taking part in verbal and written media recent years or not sharing with the public is the confirmation of this. Because of not having official data, the figure 1 based on research data was taken into consideration. When the figure 1 is analyzed, we can say that there is a rapid increase in femicides ratio.

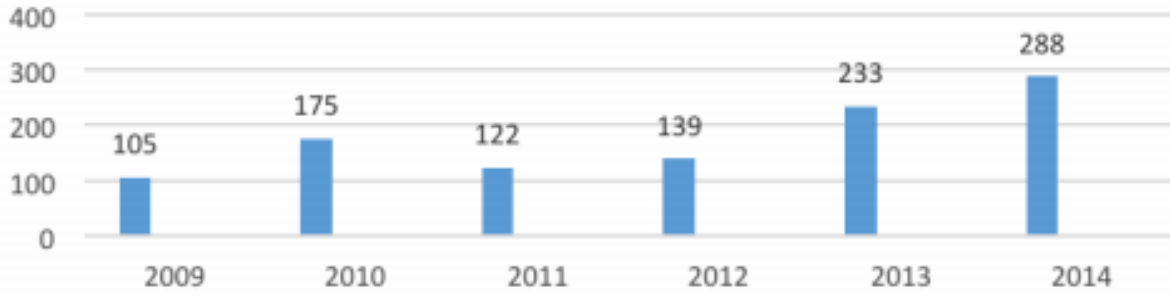


Figure 1. Femicides ratios according to years

Source: Kaygusuz, Alkan & Ökten, 2015

The quantity that Canani Kaygusuz, Erkan Alkan and Merve Ökten got after searching the issues of newspapers Milliyet, Evrensel and Yeni Şafak between 2009 and 2014 including the period 1 January 2015 – 28 February 2015 is less than the quantity the Ministry of Justice shared in Figure 2. Not all the femicides are shown in media as it can be seen in Figure 2 which was formed according to the rescript that Sadullah Ergin, the Minister of Justice of that period, gave to parliamentary questions in Turkish National Assembly. Furthermore, the figures mentioned are not shown as a table on the web site of Turkish National Assembly.

Years	Female murder victim	Domestic violence female murder victim	Female murder to media exposure
2002	66		
2003	83		
2004	164		
2005	317		
2006	663		
2007	1011		
2008	806		
2009	953	171	
2010		177	217
2011		163	257
2012		125	165
2013			214
2014			281

Figure 2. Shared data of the ministry of justice

Source: <http://www.dogrulukpayi.com/beyanat/54e44aa24f8cc>

Years	Female victim quantity
2000	810
2001	1313
2002	1399
2003	1315
2004	1368
2005	1281
2006	1202
2007	817
2008	802
2009	1051
2010	1010
2011	1083
2012	1015
2013	1038

Figure 3. According to UN data's quantity of female murder victim

Source: <http://www.dogrulukpayi.com/beyanat/54e44aa24f8cc>

We can infer from the quantity of United Nations that the figures of femicides and violence against women are much more than the figures that news given on the media and the Ministry of Justice shared via parliamentary questions. We can infer from Figure 3- between the years 2000 and 2013 with 15.504 femicides in Turkey that the government is getting used to the femicides as we get different femicides quantities. Among many reasons of getting used to femicides, the most important is the belief and accordingly adoption.

As in all religions, even more severely, there is a gender inequality in Islam religion. In Nisa section of the Kuran, it is clear that the woman is viewed to be an inferior entity in many issues ranging from inheritance regime to the treatment of prostitution. In a similar manner, the capitalist man having the power of property is the absolute owner and master of the woman and the child.

Men with hidden patriarchal tendencies but modern appearance occupying the positions of making decisions thought that the solution could be found in secular social order and laic conception of the state to create the modern picture they desired. They were right to some extent. A modern social order could not be built in cases in which impacts of religion is strongly felt on public regulations and societal order. However, were they able to infuse a secular conception occupying the positions of decision making across all the levels of the society and more importantly did they intend to construct a modern and equal social order in a real sense? What can be the approaches adopted by different feminist movements towards this issue?

The current study is an attempt to determine the phase of the struggle for social equality with the help of above-mentioned inquiries. In the study first, approaches of feminist movements and decision mechanisms are evaluated in terms of social gender equality and whether modernization efforts have resulted in a conception of a secular society and laic state and the state of societal inequality in Turkey are evaluated.

2. Republican Regime and What It Has Brought Together

In the first wave, between the lines of the declaration promising to give women the right to select and be selected, the message that the main duty of the mother is being “mother” to their children as still accepted today could be seen. The difference from today’s discourse was that the women represented by “the image of a well-educated ideal woman” as the demonstration of the westernization of Kemalist Regime could bring up enlightened generations. This could be clearly observed in Turkish Teachers’ Congress organized by Atatürk in 1921 with the name of “The Duty of National Education” Even if the soul was missing, a modern image should be displayed towards the western world. In spite of this artificial modernization, women were still experiencing some problems. The basis of the still disputed issue of headscarf was laid in these times (Kerestecioğlu, 2011; Kaya, 2010)

While Islamists wanted to cover the woman and forced the woman to do so, modernists wanted to remove this not complying with western norms from the picture. In fact, the reason behind this fight is the Islamic perception of the woman as a threat and thus Islam wanted to harness this threat with the help of patriarchy and bestowing the right of property ownership to the man as argued by Tillion.

It is claimed that the regime was transformed from the Ottoman regime to Republican regime but in fact these two regimes are connected to each other. Of course, it is of great importance which relationship we will use while explaining the reason for the old regime’s relying on gender discrimination. Here the strongest argument is I think Islam; Islamic tradition renders this compulsory, women and men cannot come together in public places etc...I think this is a very reductive and missing approach. For example, Germaine Tillion, in his book entitled “Those Coming from Harem and Cousins” explains that women’s being covered is not related to religion but to land. In this book, Tillion mentions gender regime connected to land ownership in all the Mediterranean countries. The main pillars of this regime are the woman’s being covered and internal marriages (Kerestecioğlu, 2011).

Explanation of the laic governmental order and secular social structure including a limping modernization attempt imposing sacred duties on women may make the conflict experienced by women and the society today more understandable. The concept of laicism originating from the French word borrowed from the Greek “Laïcité” means the separation of the religious and governmental affairs and construction of the administrative structure of the society and the law completely independent of religious judgment. (http://tr.wikipedia.org/wiki/T%C3%BC_rkiye%27de_laiklik).

Secularism, on the other hand, is a more comprehensive phenomenon encompassing the concept of laicism that is also called French secularism. *For example, in UK though most of the people are secular, they are not laic and the church is directly connected to the president. Moreover, secularism must include two basic assumptions: First one is that the state is strictly separated from religious institutions. The second one is that people from different religions and faiths must be equal in front of the law.* (http://tr.wikipedia.org/wiki/Sek%C3%BC_rizm).

That is, in spite of all its deficits, even if we claim that there is laic state in Turkey, we need to ask how much secular it is. This question might show why we are not still in the desired point in the struggle against social gender inequality. According to researches of Gallup poll including the years 2006-2011 13 % of the population of Turkey is secular. The result of

another research which Gallup made shows that 15 % of Turkey's population is secular.(https://tr.wikipedia.org/wiki/T%C3%BCrkiye%27de_din).

It's important to make an evaluation in the frame of Islamic effects to understand the problem for Turkey which has the religionist population more than 90% and can't succeed in being secular.

3. Feminist Movements in Countries where Islam is Influential like Turkey

In the work "Islamisk Feminism" (*Kvinnor och Fundamentalism*) published by a Swedish theologist, Jan Hjarpe in 1995, Islam feminism is distinguished from Muslim feminism. Here, it is stated that there are four different feminist movements in Islamic countries; atheist feminism, secular feminism, Muslim feminism and Islamic feminism (Göz, 2008). However, in Turkey, the feminist movements can be classified in a slightly different manner because though Turkey rapidly became conservatist after 1980, officially it is not an Islamic state. In 1989, 1st Feminist Weekend and 1st Women Congress became a turning point as women were able to express and face their religious, political and ethnical opinions. For Turkey, the classification can be made as follows: secular feminism, Islamic feminism, socialist feminism and ethnicity-based Kurdish women movement (Abadan-Unat, 1998; Açık, 2014; Timisi & Gevrek, 2014; Sancar, 2011).

According to secular feminism, there is no need to fight the religion but secular feminists believe that theocracy and religious movements cannot permit feminism and social gender equality (Göz, 2008). On the other hand, with the rise of political Islam starting in 1990s, secular feminists shifted the focus of their efforts from the provision of social gender equality to how to defend laicism. This meant a breakage from other feminist movements and an occurrence of the oppression of female struggle with authoritarian modernization (Sancar, 2011).



Figure 4. An example of secular-laic feminist's act

Source: http://ayrintidergi.com.tr/wp-content/uploads/2016/07/laiklik_haziran.jpg

Islamic feminists are in the liberal front of Islam and argue that viewing Islam as completely patriarchal is wrong; what is more important is Kuran itself. According to them, many sayings of the prophet Muhammad and religious law render Islam patriarchal (Göz, 2008). Moreover, according to them, the headscarf is liberating as it enabled women to enter into public domain away from any threat. Feminism shaped by secular regime, is elitist-possessive and Islamic women are oppressed due to their beliefs (Timisi & Gevrek, 2014). Actually their struggle was presented within the context of headscarf and chastity as stated by Ş. Y. Şenler "While virtuous, caste and religious women are called as "puritanical", loose women became a crown on the head" (Abadan-Unat, 1998). From time to time though they

Will the secular-laic society bring social gender mainstreaming

have come together with other feminists in feminist struggles and they could not avoid being marginalized by others and marginalizing themselves.



Figure 5. An example of headscarf ban act

Source: <https://indigodergisi.com/wp-content/uploads/2016/07/islami-feminizm-feminizm-hareketleri-2-e1468234561437.jpg>



Figure 6. An example of Şule Yüksel Şenler conversation

Source: <http://www.haberdemeti.com/images/haber/4190.jpg>

Socialist feminism stands for the feminist movement came into being within the leftist movements up to 1985 under the name of “The Discussion Group”; the proponents of this movement did not define themselves as feminist initially and today they carry on their struggle within many different woman organizations (Timisi & Gevrek, 2014). Those coming the leftist tradition had to come to terms with Kemalizm. This meant in a sense an obligation to come to terms with secularism and laicism viewed to be the fruits of Kemalizm. Its realization can be fictionalized by means of both internalization and patriarchal system. *The mass existence of women politicizing within the Islamic movement constitutes one of the important thresholds in terms of feminist movement. This at the same time represents facing of the woman movements with Kemalizm with which they had to come to terms due to their leftist roots. The woman movement that became more politicized realized this facing more rapidly. But this face-off resulted in a permanent split in the woman movement. Though few in number, feminists objected to the founding ideology of Turkish Republic due to pressure put on the women wearing headscarf more than the opponents* (http://www.bianet.org/system/uploads/1/files/attachments/000/000/130/original/turkiyede_feminist_hareketin_otuz_yili.html).



Figure 7. An example of socialist feminists act

Source: http://www.turnusol.biz/images/cust_images/111104135807.png

Kurdish woman movement on the other hand is a harder struggle. Kurdish women pushed into the political arena by Kurdish men to fill the gap in politics left by the absence of Kurdish men could not go further than being materialized. Adopting a softer approach, secular feminists shifted focus towards the ownership of their bodies by Kurdish women by saying that “your are giving birth to a lot of children” and “you need to resist this” and thus they put another pressure on Kurdish women and somehow excluded the women of the Kurdish movement. Savran explained this exclusion as follows: *By showing Kurdish women, Turkish women are warned “You could be like them”, “The Republic saved you from this ignorance” when I realized this fact I became interested in the Kurdish problem.* Was the laic regime and the constructed secular society able to salvage Kurdish women from the vicious circle created by religion, traditions and patriarchal oppression? ... Like lead terminals continuously distancing from each other, Kurdish women, secular feminists and secular structure could not internalize each other (Açık, 2014; Ahıska & Sirman & Savran, 2011).



Figure 8. An example of Kurdish woman movement

Source: http://i.radikal.com.tr/150x113/2010/12/07/fft16_mf613756.Jpeg

4. Conclusion

Even in France where secular system is very strong and built on three main pillars that are “equality”, “freedom” and “brotherhood”, women could not be made thoroughly equal to their male counterparts through legal regulations (Aydın & Yılmaz 2015). This has naturally become much more difficult in countries like Turkey, which is located in a geography that is desired to

be conquered by Islamist sections and where reform movements are not from bottom to top but from top to bottom. Moreover, the point in secularism reached in France is a result of popular revolution and struggle. Our secularization adventure was a movement coming from the top not from the bottom. Thus it became indispensable for an elitist initiation to be elitist and oppressive. Also; feminist struggle in Turkey couldn't get support from left view which has a equalitarian, libertarian, solidarist and pro-change soul and acts in this way unlike whole world. Because; men of left view regarded women struggle and feminist attitude as a threat which will distract women of left view from class struggle and left solidarity. For all that women involved in the system fell into a great fallacy by thinking that maintaining their struggle on the basis of equality and legal regulations would be enough. They were not able to manipulate the power of differences. These women following a lighter policy saw the rights and struggle of all the women as limited to the struggle of the women similar to themselves. It should not be forgotten that the response given in relation to the concepts of "*Equality*" and "*Justice*" stems from the attitudes and behaviors of the woman movement dealing with the issue only on the basis of equality excluding the woman movement complying with the needs of the society and state of affairs in today's world. Some woman involved in this movement unfortunately have left behind the discussions taking place within woman movements functioning at international levels and go on discussing the issue within the patterns of 19th century. Finally, what I want to do is to emphasize the concept of "justice" meaning doing something in a just manner and while doing this I do not want to leave legal and political equality aside; on the contrary, I want to put an emphasis on the conception of equality going behind the abstract conception of equality. This conception of justice can take steps in favor of women when necessary or demand the rearrangement of male and female roles and responsibilities according to the needs of the society (Aydın & Yılmaz 2015).

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Manufacturing Consent over News Discourse: The Analysis of News about Transition to Presidential System in Turkey

Mustafa Şeker, Abdulkadir Gölcü

1. Literature Review

Hegemony

It is an old sin, older than the ancient Greeks who first used the term hegemony. But Gramsci's understanding of it was new. The Greeks had used the term to describe the military domination of one city-state by another. In Gramsci, hegemony was not just military, but cultural, a conquering of a people's hearts and minds (Exoo, 2010). In modern societies, many of the efforts to understand cultural and ideological process of capitalist societies ask same question that how capitalism can control and manage masses without using visible force or violence vehicles (Sancar Üşür, 2008). At this point, the term hegemony voiced by Gramsci and social consent produced by discussions about hegemony have been taken in hand. Gramsci defined hegemony as "the ability of state and ruling class to rearrange beliefs in civic society" and he added this term at first Marxist terminology and then social sciences literature. Consequently, today hegemony is defined as the ability of a social group to control whole society in terms of intellectual and moral values without using violence instruments and it is also defined to establish a new historical block (Mattelart & Mattelart, 1998). At the same time the term hegemony criticizes the construction of force over ideology and it claims that domination of specific powers can be only taken in hand by controlling cultural leadership contrary to ideological power (Hall, 1999).

The analysis of hegemony for Gramsci has opened the new way of analysis emphasizing the qualities of consent production and construction of ideology depending on confirmation instead of the analysis depending on organizational features and force usage ability of the state (Sancar Üşür, 2008). In this context, when its multidimensional structure is thought; continuous production of consent for convincing of majority about its social, cultural and political status in social life and renewing these processes again and again can explain the running of hegemony very well in social structure. Hegemony refers a social contract based on consent among people for controlling and governing the whole society. The governance and control depending on social consent produced by hegemonic processes is a more effective vehicle than governance and control depending on force or violence vehicle (Lull, 2001). From this point of view, only an economic dominance on managed classes in social structure by ruling class is not enough. That is why; if there is a leadership running with spiritual and moral dimension on managed classes, hegemony can be claimed. In fact, hegemony is a constant struggle area. All the processes which are planned to turn public interest in favor of ruling class and isolate others is hegemonic actions. Hegemony is neither static nor systematic process, it is a constant process and it always changes (Stevenson, 2008).

Gramsci (1986) claims that politics in modern class democracy is a struggle among different positions. The problem in this process is not that when some groups exterminate others; the problem is that what is situation of power balance. Gramsci wants to draw attentions in this struggle to resistance and unsteadiness. Hegemony, situated as an ideological struggle by Gramsci, have to be reconstructed to manufacture consent of majority to its secondary position in social relation areas. Because, hegemony needs a constant reconstruction, otherwise it can be lost. That is, hegemony is not a perpetual process. Experiences and interests of people situated on secondary positions contradict with dominant ideology and because of this there is

a perpetual resistance against dominant ideology. This resistance blocks perpetuity of hegemony and it makes hegemony unstable. Consequently, hegemony should be reconstructed in social structure and conscious. Builders of hegemony try to make whole society accept demands of ruling class as mutual sense and try to hide operation of ideology in social conscious. Gramsci claims that material conditions of secondary classes contradict inevitably with dominant ideology and hegemonic processes have to face these kinds of contradictions or resistance (Hall, 1997 & Hall, 1999b).

Beside this, Stuart Hall (1999b) hegemony and its functions have deepened their roots in social structure and it cannot be understood simple analysis of determinist tendencies. Especially, Gramsci and Hall discuss the economic determinist tendencies of Marxism and they propose to analysis of power focusing on manufacturing consent about social coherence. Moreover, Hall also stated that ideology, civic society, mass communication vehicles and politics play a systematic role to get hegemonic power and its sustainability. Gramsci mentioned a historical bloc in his writings that journalists and opinion leaders canalize or manipulate masses and they hide or legitimize the power relations in social structure. Institutions belonging to superstructure such as media, newspapers, mass communication vehicles, cultural organization, civic society make huge contribution to the production of cultural heritage and this production fastens the reproduction and legitimization of hegemonic processes in social structure (Erdoğan & Alemdar, 2005).

In this context, hegemony works by partially accommodating or incorporating the subordinate elements of society rather than simply stamping them down. This means that the dominant class or ruling bloc must constantly work to maintain hegemony precisely because it is a process, it cannot be secured once and for all. For the subordinate class this means that revolutionary resistance in the sense of a conclusive inversion of power relations within society is also unlikely to succeed (Procter, 2004). With the effect of Gramsci, Stuart Hall (2001) claims that media is so effective for manufacturing consent and social consent forms the basis of hegemonic relations' mechanism. Especially almost all of media organizations and professions do not hesitate to develop relations with hegemonic powers around themselves. Because of this, media outlets and texts are generally affected and shaped by definitions of ruler classes or dominant ideological structures. However, these media outlet are not closed to opponents or alternative ideas. Contrary to this, media outlets and texts are shaped according to include these marginal, opponent or different ideas because of the running mentality of hegemonic relations. In fact, hegemony and media relations should be thought in terms of reproduction of dominant ideology by media organization. At this point, social consent depends on dialogue and reconciliation and modern societies media has undertaken some tasks to form and support social cohesion (Laughey, 2007).

The assumption of media and hegemony relation is that the ideas of the ruling class become ruling ideas in society with using media and mass communication vehicles. According to this approach, especially the mass media are controlled and used by the dominant and ruling bloc in society which uses it as a vehicle for exerting control over the rest of society. In addition to this, mass media can be seen as having an important role in justifying the rule of dominant groups by supporting their claims to superiority, and in trying to persuade the dominated to consent to this justification. People who specialize in formulating and disseminating ideas such as journalists, priests, public relations companies, politicians, advisers, and academics are constantly engaged in interpreting current events and debates so as to fit dominant conceptions and categories. In this way, a hegemonic class, by owning and controlling the means of production and capital, including mental production in the form of the media are able to support their hegemonic position.

Hegemony in News Media and News Texts

Today, as Gramsci predicted, hegemony is also more complete than that. Hegemony is now so complete that it is built into the very foundation of the mass media—into the imperatives, the norms, and the routines of the business—so that perpetrating hegemony is not deliberately bedim the masses (Exoo, 2010). Considering the concept in the context of media, hegemony is about meaning, about struggles over whose ways of making sense of things dominate within an area of social life. Therefore language and other symbolic systems are central to power (Matheson, 2005). Jensen (1995) states that news media can be seen as an agent of hegemony which serves to reassert the limits of the social, cultural and also political imagination. Stuart Allan (2004) discusses the reflection or visualization of events in media outlets. He states that this reflection or visualization does not constitute a neutral reflection of the world out there. Rather, it works to reaffirm a hegemonic network of conventionalized rules by which social life is to be interpreted, especially those held to be derivative of public opinion or at an individual level. Accordingly, many critical researchers argue that news texts and news media encourage us to accept as natural, obvious or commonsensical certain preferred ways of classifying reality and that these classifications have far-reaching implications for the cultural reproduction of power relations across society.

Focusing on the economical context of the situation, Herman and Chomsky worry that media are altogether too successful in manufacturing consent for unjust state implementations, ideological tendencies and corporate policies, while marginalizing dissenters and ordinary citizens from political debate. Many aspects of the structure of news media industries contradict democratic equality and informed participatory citizenship (Hackett, 2005). Taking in hand the topic within a different approach, Harrison (2006) stated that in modern news production system and ecology there is limited number of news suppliers. He concluded that the modern news ecology supports a cultural and ideological hegemony because of the small number of significant news suppliers and their economic activity. Considering the daily practices of media workers and structure of media organizations, Herbert Gans (1979) finds that the ideologies of editors and reporters are quite similar, as is the case for journalists and most of their sources. In case of conflict, hegemonic boundaries are not overstepped. As he argues, the work of hegemony, all in all, consists of imposing standardized assumptions over events and conditions that must be covered by the dictates of the prevailing in news standards. For example to this, it may examine how unequal power relations in society can be exerted through the typical operations of media to systematically reproduce certain sets of ideas and values and thereby help to engineer mass consent to the established social order. Thus, the news media contribute to the process of hegemony, which concerns the maintenance of domination through means other than violence of direct state control (Barnhurst, 2005).

Although the social production of meaning may be seen as a process in which the prevailing definition of reality can be challenged and revised, the conditions of that process are established within particular historical and institutional frameworks of communication. Certain contexts are rendered 'meaningful' whereas 'normal' and 'abnormal' behavior is also constructed, which strengthens a common culture. Thus, a particular image of a society is constructed as representing the interests of all; the groups and voices outside this consensus are seen as deviant, dissident or mad. As van Dijk perceptively observed, the macro-dimensions of social structure, history, or culture are enacted or translated at the micro-level of news discourse and its processing. That is why, as accepted the main place of symbolic and meaning struggle in social life, news text has gain an importance for the production of social consent. The most visible status of relation between media and politic can be seen on news discourses (Sonwalkar, 2005). News texts as accepted as the place in which of governors' voice is turned into people's voice and social consent is constructed or reproduced have been questioned from different point

of views so many times in terms of political power, ideology, legitimacy and hegemony (İnal, 1999).

According to the Hall (1972), news values have been designed or formed as implicit guides to the construction of social consent in international news media by power owners rather than the presentation of facts or events. Consequently, news organizations and contemporary newspapers are deeply and increasingly embedded in large capitalist organizations and arguably governed by the dominating ideological perspective and oriented within its hegemony. In this process, with using Gramsci's terminology hegemony is produced and generalized on news texts, news media and news organizations play crucial roles for legitimization of social and political structure in behalf of governors. Social consent is constructed throughout textual practices and reading practices of these texts. From this point, it is understood that news and other media texts should be accepted and perceived as a discourse (İnal, 1996).

Different definitions and explanations are given place as news source in daily routines and topics of news media and this proves that news texts provide the needs of dialogue and coherence for hegemonic processes to manufacture social consent. This also help people to understand in a better way the function and contributions of news texts to legitimization of hegemonic processes. According to Tuchman (1978), the statements or definitions of dominant class can be circulated easily in social knowledge by news media and this proves that news is a reconstructed fiction affected by dominant class ideology. Therefore, news always reconstruct both social meanings and processes in social institutions. This function of news media and news itself has made easier the production of social consent about the relations in social structure. Based on the Gramscian concept of hegemony, works by way of discourse and isembedded in political and economic power. This approach can also be called a humanist approach because it views journalists and newswriters as subjective individuals infused with their own cultures, strengths and weaknesses, and not as cold, robot-like individuals who are supposed to drop their identities the moment they step into their professional shoes (Sonwalkar, 2005).

At this point news discourse and journalism practices have become an important place to fallow and make clear the hegemonic relations in social structure. Especially, critical analysis of news discourse can prove the mentality of hegemony working and manufacturing social consent for the behalf of ruling class or political power. By analyzing news texts and language within the perspectives of critical approaches such as cultural studies; there are so many things to do: To uncover the social basis of the news, to explore the role of the news in perpetuating or challenging that social base, to make visible the power relations hidden in news text and to describe the power of the news to convince and even manipulate. News discourse analysis is often explicitly critical, and many of its techniques have developed with the aim of showing how news language contributes to inequality. This has been a significant strength, providing the motivation to undermine simplistic statements within journalism about its impartiality, and linking description of language with critical theories of ideology and power (Matheson, 2005).

2. Method

In the content of this study, four different newspapers supporting the transition process to presidential system in Turkey and having close relations with political power will be taken in hand in terms of their news discourses manufacturing consent about presidential system. In this context, news about presidential system published by these newspapers constitute the main sampling of the study. According to van Dijk (1997) ideology can find its meaning in the frame of discourse and it is reproduced in this textual structures. Teun van Dijk also claims that news discourse is formed within a multi-dimensional process. Consequently, so many factors have effects on formation of news and its discourse. For example; titles, photos, definitions, source usage, limitations, publication policies, social context, words and adjective selections etc. are

some of the more important factors for the formation of news discourse. Beside this, van Dijk (2003) states that unequal power relations, social domination and other power relations are continuously reproduced by media outlets and news texts. In order to make visible these relations and reproduction process, Discourse Analysis Method become so important in this process. Most of the media discourse analysis from the linguistic to the sociological is often the registering of the presence of bias or ideology in language, or the problematization of power relations in society. Because of this reason, for the analysis of selected news about topic of the study, Discourse Analysis Method of Teun van Dijk will be used. As for limitations, four different newspapers which are Akşam, Sabah, Star and Yeni Şafak having close relations to political power in Turkey were selected as sampling. News published by these newspapers between the dates of 1 January 2016- 30 March 2016 were analyzed to show hegemonic reproduction and manufacturing consent about transition to presidential system in Turkey. Because of the page limitation, detailed discourse analysis of news published newspapers will not be given in findings. However, general evaluations, discourse structures, usage of news sources, titles and contextual information about the discourse analysis of news and some kind of examples will be given in finding section.

3. Findings

Akşam

Newspaper published 24 different news between the dates of 1 January 2016- 30 March 2016. Newspaper preferred to use some kinds of titles and subtitles which highlight the positive or beneficial sides of presidential system. For example, "Control mechanism is better in presidential system", "If Turkey has presidential system, it goes more further", "Presidential system is more suitable to us", "The main problem is in parliamentary system" or "Constitute of Turkey should be based on presidential system" were the most highlighted titles in newspaper. As for news discourses of these news, generally newspaper used positive sentence or definitions for presidential system. Because of this news discourses were shaped in order to support or legitimization of presidential system in the eyes of its readers. When it comes to usage of news sources, Akşam has a problematic usage of news source in terms of equality or giving place to different explanations. News source usage is one of the most important factors determining or shaping the discourse in news texts. For example, almost all of these news supporting or highlighting good sides of presidential system have given to place to explanations of people who wants of support to transition process to presidential system in Turkey. Generally news sources have been selected among parliamentarians, politicians or opinion leaders who support the transition process to presidential system. On the other hand, critical ideas or pessimistic behaviors were not taken place in news structures and this affected the formation of news discourse in terms of one-dimensional syntactic closure. Moreover, Akşam preferred to use suitable word or adjective patterns which have positive meanings about presidential system and this has directly changed or shaped the formation of supportive news discourse about presidential system. For example, some definitions such as "presidential system will overcome all the problems", "parliamentary system has blocked everything in this process", "Turkey can reach the stability and security only with presidential system", "Presidential system offers so many good things to Turkey" etc. shows that Akşam used these kinds of definitions in order to highlight positive sides and contributions of presidential system in the eyes of its readers. Consequently, all of these news and their news discourses have worked as an actor for the legitimization and manufacturing consent about the transition process to presidential system.

Sabah

Newspaper published 23 different news between the dates of 1 January 2016- 30 March 2016. Similarly Akşam, Sabah preferred to use titles and subtitles which highlight the positive or beneficial sides of presidential system. For example, "Presidential system is an urgent need", "55 % of population wants to transition to presidential system", "Presidential system is going to bring so many things", "Parliamentarian system causes unsolvable problems" or "Presidential system is going to increase national income to 25 thousand dollars" were the most used titles or subtitles in news published by Sabah. As for news discourses of these news, generally Sabah tried to use or prefer positive sentence or definitions about presidential system in its news structures. That is why, selection of sentence, words or adjectives have been done according to legitimization of presidential system in the eyes of its readers. As for to usage of news sources, Sabah has a biased usage of news sources in terms of equality or giving place to different explanations, news source or definitions. News source usage is one of the most important factors determining or shaping the discourse in news texts and also news text and discourse is generally open to impact of news sources and Sabah used similar news sources and their explanations almost in same contexts. That is why, Sabah preferred to use bureaucrats or politicians from Justice and Development Party (AK Party) as news sources and it did not give place to other explanations or definitions from different point of views about presidential system. For example, almost all of these explanations or definitions given place in news discourse have been supporting or highlighting good sides of presidential system and they helped to the formation of an idea in news discourse supporting to the transition process of presidential system in Turkey. Similarly to Akşam, Sabah preferred to use suitable word or adjective patterns which have positive meanings about presidential system and this preference has directly affected to the formation of supportive news discourse about presidential system in news structure. Sabah frequently used suitable definitions to highlight positive sides and contributions of presidential system in the eyes of its readers. Consequently, all of these news and news discourses have functioned as an actor for the legitimization and manufacturing consent about the transition process to presidential system. Sabah also make so many positive identifications with presidential system in its news discourse but newspaper did not give any information or knowledge background and context relation about presidential system. Because of this news discourses of Sabah have generally experienced syntactic closures in favor of legitimization and manufacturing consent about presidential system.

Star

Newspaper published 29 different news between the dates of 1 January 2016- 30 March 2016. Because of its compatible publishing policy, Star preferred to use specific titles and subtitles which directly support the transition process to presidential system. For example, "Presidential system is a compulsory need for more powerful steps to future", "Presidential system is necessary for Turkey", "Recipe for Turkey is presidential system", "Presidential system means to be opponent to dictatorship" were the most used titles or subtitles in news published by Star. When it comes to news discourses and news frames of these news, Star preferred to use positive sentences, words or definitions about presidential system in its news structures. Consequently, selection of sentence, words or adjectives have been done according to legitimization of presidential system in the eyes of public opinion and newspaper tried to shape ideas of its readers about presidential system in terms of manufacturing consent. When the situation is taken in hand within a critical point of view, news sources preferred by Star shows a problematic process. For example, Star has a biased usage of news sources in terms of equality or giving place to different explanations, news sources, definers or definitions. As mentioned before,

news source usage is one of the most important factors determining or shaping the discourse in news texts and also news text and discourse is generally open to impact of news sources. Because of this Star preferred to use similar news sources and their explanations almost in same contexts designed to legitimize or manufacture consent about the transition process to presidential system. In this context, Star used bureaucrats or politicians from Justice and Development Party (AK Party) and opinion leaders who have close relations with political power as news sources and it did not give place to other explanations or definitions from different point of views about presidential system. For example, almost all of these explanations or definitions given place in news discourse have been supporting or highlighting good sides of presidential system and they helped to the formation of an idea in news discourse supporting to the transition process of presidential system in Turkey. Similarly to Akşam and Sabah, Star also preferred to use compatible words or adjective patterns which highlight positive meanings about presidential system and this preference directly affected to the formation of biased news discourse about presidential system in news structure. Star similarly with other newspapers frequently used suitable definitions to highlight positive sides and contributions of presidential system in the eyes of its readers. Consequently, all of these news and news discourses have functioned as an actor for the legitimization and manufacturing consent about the transition process to presidential system in Turkey. Star also make so many positive identifications with presidential system in its news discourse but newspaper did not give any information or knowledge background and context relation about presidential system. In addition to this, newspaper tried to shape its general news discourses with using grammatical possibilities of language. Because of this, news discourses of Star have generally experienced syntactic closures in favor of legitimization and manufacturing consent about presidential system.

Yeni Şafak

Newspaper published 21 different news between the dates of 1 January 2016- 30 March 2016. Yeni Şafak has a historical and ideological relations with present political power. That is why, Yeni Şafak could not ignore these relations and it preferred to use specific titles and subtitles which directly support the transition process to presidential system in Turkey. For example, Yeni Şafak preferred to use compatible news titles or subtitles in its news structures such as "Presidential system means stabilization", "Presidential system is destiny of Turkey", " Recipe for Turkey is presidential system", " Main goal is complete Presidential system" etc. As for news discourses and news frames of these news, Yeni Şafak especially preferred to use sentences, words or definitions which have positive meanings about presidential system in its news structures. Consequently, selection of sentence, words or adjectives have been done to produce and generalize a specific discourse manufacturing consent about the transition process of presidential system in the eyes of public opinion and newspaper tried to shape ideas of its readers about presidential system in terms of benefits and advantages. When this process is taken in hand within a critical point of view, news sources used by Yeni Şafak show a problematic and biased structure. In this context, Yeni Şafak has a biased usage of news sources in terms of equality or giving place to different explanations, news sources, definers or definitions. As mentioned before, news source usage is one of the most important factors determining or shaping the discourse in news texts and also news text and discourse is generally open to impact of news sources. Consequently, Yeni Şafak preferred to use similar and supportive news sources and their explanations almost in same contexts designed to manufacture consent about the transition process to presidential system in Turkey. In this context, Yeni Şafak used bureaucrats or politicians from Justice and Development Party (AK Party) and opinion leaders who have close relations with political power as news sources and Yeni Şafak did give no place to other explanations or definitions from different point of views

about presidential system. Contrary to this approach, Yeni Şafak also gave place to explanations of opponents or marginal characters in political spectrum in its news structures as news source when their explanations have compatible or supportive with transition process to presidential system in Turkey. For example, almost all of these explanations or definitions given place in news discourse have been supporting or highlighting good sides of presidential system and they helped to the formation of an idea in news discourse supporting to the transition process of presidential system in Turkey. Similarly to other three newspapers, Yeni Şafak also preferred to use compatible words or adjective patterns which highlight positive meanings about presidential system and this preference directly affected to the formation of biased news discourse about presidential system in its news structure. Beside this, Yeni Şafak frequently used suitable definitions to highlight positive sides and contributions of presidential system in the eyes of its readers. That is why, all of these news and news discourses have worked and functioned as intensifier actor for the legitimization and manufacturing consent about the transition process to presidential system in Turkey. Yeni Şafak also makes so many positive identifications with presidential system in its news discourse but newspaper did not give any information or knowledge background and context relation about presidential system. In this context, newspaper tried to shape its general news discourses with using grammatical possibilities of language. When it is taken in hand carefully, it is understood that grammatical details have a power effect on the formation of general news frames and discourses. Therefore, Yeni Şafak produced a biased news frames and discourses and they generally have generally experienced syntactic closures in favor of legitimization and manufacturing consent about the transition to presidential system in Turkey.

4. Conclusion

This study aimed to show manufacturing consent for a political process over news discourses and in order to realize this, four different newspapers having close relations with political power in Turkey were analyzed. According to analysis, newspapers have published 97 different news between the dates of 1 January 2016- 30 March 2016. Only looking for this number, it is understood that newspapers tried to force public opinion and their readers to think about the transition process to presidential system in Turkey. As for news discourse, it was founded that all of these newspapers tried to produce compatible and supportive news frames and discourses to legitimize and highlight presidential system. News source usage, image usage and place separated for these news show that all of the newspapers have biased approaches to the transition process to presidential system in Turkey. Because of this, they generally tried to highlight positive and beneficial sides of presidential system and their news discourses were shaped according to this reality. In addition to this, it was found that newspapers generally have embraced four different types of news discourse for their news structures. First type of news discourse generally focuses on highlighting positive contributions and benefits of presidential system for economy and economic situation of citizens. Second type of news discourse generally highlighted that presidential system will be demanded a huge part of society and because of this news discourses highlighted that presidential system has a legitimization in the eyes of Turkish society. Third type of news discourse generally highlighted that parliamentary system in Turkey has caused so many systematic and unsolved problems. This kind of news discourses also highlighted that parliamentary system has become a huge obstacle in front of the Turkey's shining future. Fourth type of news discourse generally focuses on that transition to presidential system in Turkey is not personal issue. Contrary to opponents' claims, it is related to faith and future of Turkey. To sum up, newspapers have shaped and designed their news discourses in order to manufacture consent about the transition process to presidential system. This manner is caused because of the close relations of newspapers with political power.

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Presentation Of The News Of The Baby Aylan Who Washed Up Ashore During The Refugees' Journey To Hope

Narin Tülay Şeker, Fatma Nisan

1. Introduction

With the beginning of the protest movements in several Arab countries in 2010, internal conflicts came out in some countries and these conflicts brought about the civil war. These protest movements which are called Arab Spring made reforms by overthrowing the governments in countries like Egypt, Tunisia, Algeria, Jordan, Yemen, and Libya. Syria has been the country that was affected most by these movements. While many countries were participating the war in a civil war in Syria, Syrian civilians took refuge in neighboring countries first, then in European countries through legal or illegal ways. The boats of Syrian refugees trying to refute through illegal ways, sank and caused lots of deaths. The most notable example of this situation was when the Syrian baby Aylan's body washed ashore in Bodrum, county of Muğla and when a photo taken of a security guy who was looking at her came to the fore. This photograph was defined as "the death of humanity" in both Turkish and world press, and some journalists blurred it while others left as it is intentionally. The photo of the baby's coming ashore called forth the necessity of treating the refugee problem with a different perspective universally and some European countries opened the borders for refugees after that occasion. The aim of this study is to discuss how the baby Aylan's photo which gave a shock to the world, is framed in the Turkish press. For the study, related news in 12 Turkish newspapers within 15 days' period between 3-7 September 2016 were analyzed. News framing method has been used for the method of the study.

2. Refugee Matter and Its Importance for Turkey

Refugee matter that came out after Arab Spring came to the fore in the world and became one of the most important matters. International Organization for Migration (IOM) defined refugee as "someone who is naturally living as a non-citizen in another country because of the fear for being oppressed due to race, religion, nationality, being a member of a social group and politic beliefs and does not want the protection of his/her country" (IOM, 2009, p. 43). Migration movements that could be accepted as "massive", started by the first World War's last periods and almost three million European migrated to other countries (Agamben, 2009, 47). While refugees are thought as a problem and known to be the cause of variable social, cultural and economic tensions in the countries they migrate, within the context of nationality, they are accepted as people who are unrestful in the countries they migrate. Hence, being a refugee is seen as a social category (Göker and Keskin, 2015) facing a two-way tension in terms of their countries and the ones they migrate. Constantly occupying the world agenda since 2010, Arab Spring was started by the teenagers who associated their hatred with the hatred of 26-year old Tunisian teenager Muhammed Buazizi who burnt himself in front of the municipality building on 17 December 2010. Regime shifts caused by massive protests which are defined as Arab Spring that started in Tunisia and then spread to Egypt, Libya, and other Arab countries, were followed closely in internationally. The color of the discussions caused by this equitation with multiple variables was seen mainly as a matter of foreign politics until the uprisings in Syria turned into a war (Güçer, Karaca and Dinçer, 2013). Resistance movements in Syria first started to be seen on 15 March 2011 and spread all of the Syria in April 2011. Protesters have been demanding a democratic country with the resignation of Bashar Assad. Besides, the vanishing of en Baas Party is among the demands of the protestors. Syrian government tried to squash

these protests by assigning security forces in April 2011. Syrian soldiers opened fire on the protestors on order and caused the death of many. As a consequence of this period, violence brought about violence, and rebel groups named as “opponents” announced that they started to take action independently from others (Şahin and Düzgün, 2015). The regime was tried to be overthrown and opponents were being armed in Syria (Şen, 2013). Reflections of Arab Spring in Syria turned into a crisis in consequence of Assad's regime's harsh actions and on 29 April 2011 a Syrian group of 252 people came to the Turkish lands with the request of a sanctuary (Güçer, Karaca, and Dinçer, 2013). Syrians are in search of basic needs like security, food, shelter and health rather than having a decent life (ORSAM, 2015). Migration movement caused by the civil war in Syria is a movement which is ‘political’ in terms of its reasons, ‘massive’ in terms of its format, ‘compulsory’ because of the conditions and ‘an emigration’ in terms of geographical borders (Tunç, 2015, p. 37). The Syrian crisis is one of the most severe crisis Turkey and the world have ever seen. On this matter, efforts of Turkish society and government are extremely important (Erdoğan, 2014). Turkey has been the country which has been most affected politically, socially and economically (ORSAM, 2014). The unrest started in Syria with the demands of democracy and reform exposed Turkey to one of the biggest migration movements in her history. Turkey gave a “temporary protection” status to the Syrian citizens allowed into the country as a consequence of open doors policy she follows (www.tbmm.gov.tr, 2012). Through the assumption that Syrian refugees would return to their country after the end of the civil war, Turkey shaped her policy of Syrian refugees with a thought that the mass migration is a temporary situation. Therefore, “our guests” term has been used in official statements for Syrian refugees (Kap, 2014). Turkey has been facing with a huge refugee crisis (Oytun and Gündoğar, 2015). Given the civil war being lived in Syria, the migration raids in Turkey since 2011 have been understood to be the result of the regional inconsistencies (Mutlu, İrdem and Üre, 2015).

3.The presentation of the news about Syrian baby Aylan whose body washed ashore in the refugees trip to hope on Turkish media

It can be definitely stated that Syrian refugees who have escaped from the Civil War with the hope of being alive and surviving have experienced many difficulties while migrating. In the implementation part of this study, the frame of the news about baby Aylan, who is a victim of this struggle of refugees, in the national press has been analyzed.

3.1 The Theory of News Framing

Framing is used in many disciplines, such as sociology, psychology, politics and communication. Framing is basically “defined as choosing some aspects of the truth and making them apparent in a communicative context; thus, contributing to define a problem on a specific topic, comment on reasons and results, evaluate morally and /or suggest a solution” (Entman, 1993, p.52). The process of framing has four basic elements, and these are conveyor, text, recipient and culture (Entman 1993). The concept of framing indicates political changes made on a specific situation when presenting a value or choosing problems; however, framing effect occurs as a result of opinions altered due to these changes (Atabek and Uztuğ, 1998). As an outcome of media, readers are tried to be persuaded about the reality of what is presented on the news, and meaning is reproduced and reconstructed accordingly. Meaning is constructed in several ways in the news text. One of the ways used when constructing meaning is framing the event or fact mentioned in the news in some specific ways (Aksoy, 2012). In the context of media, framing is provided by the form of packaging the news, revealing some parts, placing, style of presenting, headlines, photos, sound and visual effects that accompany the presentation

in visual-audial media (Parenti, 2008). Although the framing theory has two dimensions as effect and context, these two dimensions differ in communicative context as individual frames representing effect and media frames regarding context. Individual frames are groups of ideas stored in mind that direct the individuals' way of processing the knowledge (Entman, 1993); however, media frames are central flows of ideas or expressions that give a meaning to flow of events, stating the reasons of any argument and expressing the heart of the matter (Berinsky and Kinder, 2006). It can be stated that frames are basically created as topic appropriate/thematic frames and common frames (de Vreese 2005). Framing has significantly started to draw attention in understanding the effects and process of the news; thus, it has become one of the most researched theories recently. Framing plays two important roles; these are the presentation of the news and collecting data by media staff and the process of this news by readers or audiences (Özarslan, 2014). It is assumed that framing plays an important role in constructing meaning (Güran and Özarslan, 2013). The news frame is a context that is constructed to make news, which relates to an event or a problem, meaningful; it also decides what to be in and out the news (Atabek and Uztuğ, 1998). According to Tuchman, news frames construct meaning, but they limit it at the same. The understanding of social reality, which is reflected through the news that is created by some certain study processes and practices, legalizes the status quo (Tuchman 1978). Tuchman emphasizes that news frames that organize the everyday social reality are a part of this reality, but they divide it at the same time (1978).

3.2 Methodology

The aim of this study is to find out how the news of Syrian baby Aylan, whose body washed ashore while trying to escape from the Syrian Civil War as a consequence of the boat's sinking, is framed on Turkish press. To fulfill the aim of this study, 12 national Turkish newspapers are analyzed by news framing method. For the study, related news in 12 Turkish newspapers within 15 days' period between 3-7 September 2016 were analyzed, and the newspapers are as follows: Cumhuriyet, Hürriyet, Milliyet, Sabah, Akşam, Yeniçağ, Yeni Akit, Yeni Şafak, Türkiye, Taraf, Haber Türk and Zaman. News framing method has been applied.

3.3. Findings

In this study, findings are divided into two as quantitative findings and qualitative findings. Framing examples such as humanitarian interest, conflict and refugee matter are created, and common frames are created under these examples as humanitarian sensibility, call for help, human rights are framed in context of humanitarian interest; blaming conflict, political criticism, ethics in photo are framed in context of conflict, and victimization, turning point, global responsibility and action knowledge are framed in context of refugee matter. The examples of the news of above-mentioned newspapers related to these three framing examples chosen among the other news and findings related to these examples are included in qualitative findings part of the study.

3.3.1. Quantitative Findings

In this part of the study, the order of the news in the pages and the newspapers, the distribution of the news resources in the newspapers, the distribution of headline types in the newspapers, the use of photo, codes of news frames in the news related to Aylan, the distribution of news frames in the newspapers and the distribution of keywords of news frames are mentioned.

Table1. The order of the news in the pages and the newspapers

Newspaper	Front Page	Next Page after the Front Page	Inner Pages	Total
Cumhuriyet	7	7	15	27
Hürriyet	8	8	9	25
Milliyet	15	15	18	49
Sabah	3	3	15	21
Akşam	13	13	14	40
Yeniçağ	3	3	0	6
Yeni Akit	6	6	7	19
Yeni Şafak	9	9	15	32
Türkiye	8	8	12	25
Taraf	7	7	7	21
Haber Türk	11	11	14	37
Zaman	3	3	7	12
Total	92	92	129	312

As it is seen in Table 1, the most intensive days that the news about baby Aylan appears on the press is the first 2 or 3 days after the incident. There is 312 news in total related to the incident; 92 of this news is pressed on the first page; 92 of them are pressed on the next page after the front page, and 129 of them are pressed on the inner pages. Milliyet mentions most about the incident with 49 news, but Yeniçağ is the last newspaper to mention the incident with just 6 news.

Table 2. The distribution of the news resources in the newspapers

	Its own reporter	DHA	AA	CİHAN	The newspaper itself	Foreign News Services	Others
Cumhuriyet	6	2	0	0	2	0	15
Hürriyet	8	7	1	0	0	1	5
Milliyet	13	8	1	0	9	3	11
Sabah	3	0	5	0	0	4	11
Akşam	5	0	0	0	0	0	35
Yeniçağ	0	0	0	0	0	0	6
Yeni Akit	5	0	2	0	0	0	12
Yeni Şafak	4	0	0	0	0	0	28
Türkiye	0	0	0	0	0	0	25
Taraf	1	4	0	2	0	0	12
Haber Türk	8	1	0	1	6	7	5
Zaman	3	4	0	0	0	0	5
TOTAL	56	26	9	3	17	15	170

As it is obvious in Table 2, others column with the number of 170 is a sign of not using resources. Newspapers used their own reporters' news 56 times, Doğan News Agency's (DHA) news 26 times, Anadolu News Agency's (AA) news 9 times, Cihan News Agency's (CİHAN) news 3 times, their own newspaper's news 17 times, and foreign news services' news 15 times as resources to their news.

Table 3. The distribution of headline types in the newspapers

Newspaper	Quoted	Interpretive	Descriptive	Total
Cumhuriyet	6	6	15	27
Hürriyet	9	10	6	25
Milliyet	16	4	28	49
Sabah	8	2	11	21
Akşam	16	7	17	40
Yeniçağ	2	2	2	6
Yeni Akit	7	4	9	19
Yeni Şafak	11	10	11	32
Türkiye	10	11	4	25
Taraf	6	4	9	19
Haber Türk	18	3	8	37
Zaman	3	1	8	12
Total	112	64	116	312

As it is clear in Table 3, there are 312 news in total and quoted headlines used in 112 of them, interpretive headlines in 64 of them and descriptive headlines in 116 of them.

Presentation Of The News Of The Baby Aylan

Table 4. The use of photo

Newspaper	Aylan	Refugee	Others	Total
Cumhuriyet	11	18	2	31
Hürriyet	14	14	10	38
Milliyet	24	37	15	76
Sabah	13	7	10	30
Akşam	25	22	20	67
Yeniçağ	7	4	2	13
Yeni Akit	11	6	10	27
Yeni Şafak	15	29	6	50
Türkiye	9	15	11	35
Taraf	16	6	7	29
Haber Türk	9	12	18	39
Zaman	9	6	4	19
Total	163	176	115	454

As it can be seen in Table 4 , there is 454 news in total under the categories of Aylan, refugees and others. 163 of these photos are of Aylan, 176 of refugees and 115 of others. The photos under the category of others involve all people or visuals that are not related to Aylan or refugees.

Table 5. Codes of news frames in the news related to Aylan

Frame Example	Common Frames	The definition of the situation	Keywords
HUMANITARIAN INTEREST	<i>Humanitarian Sensibility</i>	Involves the sad feelings about Aylan incident.	Aylan Death Refugee tragedy Humanity Tragedy
	<i>Call for help</i>	Involves calls for global help to refugees while mentioning the incident.	
	<i>Human Rights</i>	Mentions that staying alive is a human right.	
CONFLICT	<i>Blaming Conflict</i>	In this frame, there are news that criticize the government policies towards refugees or the support of opposition.	Refugee matter Photo Discussion Criticism
	<i>Political Criticism</i>	This frame involves the news that give prominence to global arguments after the incident.	
	<i>Ethics in the photo</i>	Involves the arguments about whether it is ethical to show the photo of baby Aylan's body washed ashore or not.	
REFUGEE MATTER	<i>Victimization</i>	News about the victimization that refugees face due to the war.	Disaster Refugee (tragedy) Syrian (tragedy) Immigrant Tragedy Fugitive
	<i>The frame of turning point</i>	In the frame of turning point, there are news that see this incident as a turning point to draw attention to refugee problem in the world history, and there are news that indicate the importance of the incident.	
	<i>Global Responsibility</i>	News about that all countries should be responsible for providing people who escape from the war the right to live.	
	<i>Action Knowledge</i>	News about the flow of actions.	

Humanitarian interest, conflict and refugee matter are the examples of news frames used in the news framing codes in the news about Aylan. Common frames such as humanitarian interest, call for help and human rights are taken into consideration, and keywords such as Aylan, death, refugee (tragedy), humanity (tragedy) have been searched under the frame of humanitarian interest. Under the conflict frame, common frames such as blaming conflict, political criticism and ethics in the photo are analyzed, and keywords like refugee matter, photo, discussion, and criticism have been searched. Common frames as victimization, turning point, global responsibility and action knowledge are analyzed under the refugee matter frame, and keywords such as refugee, disaster, Syria(n), refugee (tragedy) and fugitive have been searched in relation to this frame.

Table 6. The distribution of the news frames in the newspapers

Newspapers	Humanitarian Interest	Conflict	Refugee matter	Total
Cumhuriyet	8	10	7	25
Hürriyet	18	14	16	48
Milliyet	45	28	44	117
Sabah	21	15	21	57
Akşam	40	40	40	120
Yeniçağ	6	2	6	14
Yeni Akit	19	18	19	56
Yeni Şafak	27	20	24	71
Türkiye	23	19	24	66
Taraf	19	15	19	53
Haber Türk	29	25	29	83
Zaman	7	3	5	15
Total	262	209	254	725

In the distribution of news frames in the newspapers, three frames have been used in all newspapers 725 times; humanitarian interest frame has been used 262 times in the news, conflict frame 209 times and refugee matter frame 254 times.

Table 7. The distribution of the keywords related to news frames in the newspapers

Newspaper	Aylan	Refugee (Tragedy)	Migrant (Tragedy)	Syria(n) (Tragedy)	Disaster	Fugitive	Death	Humanity (Tragedy)	Discussion/ Criticism	Photo
Cumhuriyet	54	20	7	16	4	3	15	17	5	40
Hürriyet	83	105	26	53	3	3	17	15	6	68
Milliyet	91	75	94	64	16	44	26	31	6	47
Sabah	44	43	19	19	4	15	23	11	5	26
Akşam	77	51	7	24	3	26	20	19	6	35
Yeniçağ	10	1	1	3	5	4	1	2	0	1
Yeni Akit	47	25	12	62	1	10	22	16	4	11
Yeni Şafak	61	52	31	72	8	7	19	9	6	34
Türkiye	52	43	13	49	2	8	17	7	0	13
Taraf	69	34	21	31	11	11	21	14	5	42
Haber Türk	77	47	31	38	9	13	18	27	0	26
Zaman	56	22	22	21	3	4	7	1	2	15
Total	721	518	284	452	69	138	206	168	45	358

As it is seen in Table 7, Aylan has been used 751 times, refugee (tragedy) 518 times, migrant (tragedy) 284 times, Syria(n) tragedy 452 times, disaster 69 times, fugitive 138 times, death 206 times, humanity (tragedy) 168 times, discussion/ criticism 168 times and photo 358 times.

3.3.2. Qualitative Findings

In qualitative findings part of this study, there are news samples, which are appropriate for the news frames used in this study, of analyzed newspapers and findings related to these samples. These frames are humanitarian interest, conflict frame and refugee matter.

3.3.2.1. Humanitarian Interest

In this frame, there are news samples related to common frames such as humanitarian interest, call for help and human rights have been mentioned and some findings in relation to these samples are included. The following things are mentioned in this frame; humanitarian interest towards baby Aylan's body washed ashore, global calls for help for the bitter scene of refugee matter after this incident and staying alive is a humanitarian right.

3.3.2.1.1. Humanitarian Interest

The photo of Aylan's dead body has taken an important place both in global and Turkish agenda, and comments like 'despair, victimization, grief, tragedy, loss of human feelings and disgrace' are made by everybody. The news given by the headline "Death has washed ashore

this time” (Cumhuriyet, September 3, 2015, p. 1) involves an expression such as “12 people have died in refugee tragedy” which means that the point that refugee matter has come to is seen as a ‘tragedy’. The feeling of the incident has been reflected as grief with above-mentioned expressions. The other headlines about the incident are as follows: “2 years old Aylan’s drowning is heart- wrenching” (Cumhuriyet, September 4, 2015, p. 1) ; “ Humanity drowned, conscience washed ashore” (Zaman, September 3, 2015, p. 3) ; “ Father in grief talks about the disaster: ‘My sons have slipped through my hands’” (Hürriyet, September 4, 2015, p. 1); “ Aylan and Galip : the symbols of the biggest tragedy”, “ Humanity drowns in the Mediterranean Sea” (Hürriyet, September 4, 2015: 6); “Aylan lays under the cold ground now” (Hürriyet, September 5, 2015, p. 1); “ Heart-wrenching photos of Aylan shatter the earth” (Cumhuriyet, September 4, 2015, p. 15). In another example with the headline “Humanity washed ashore” (Yeni Şafak, September 3, 2015, p. 1), it is implied that the incident is a ‘humanitarian disgrace’. Another headline “Instead of building sand castles ...” (Milliyet, September 3, 2015, p. 17) adds an emotional dimension to the incident. In the following headlines, the incident has been connected to global humanity, and some emotional components are featured : “The dead body of little migrant is heart- wrenching: Humanity washed ashore” (Türkiye, September 3, 2015, p. 04) , “Humanity washed ashore in Bodrum” (Yeniçağ, September 3, 2015, p. 1), “They have slipped through my hands screaming” (Akşam, September 4, 2015, p. 1), “Humanity washed ashore” (Haber Türk, September 3, 2015, p. 6).

3.3.2.1.2. Call for Help

Syrians have been migrating to survive since the beginning of Syrian war. They have sometimes attempted dangerous things even if they will die at the end. The struggle of Syrians has been globally known after baby Aylan’s death, and call for help against the insensitivity of the other countries has occupied an important place in both public and global agenda. The following expressions in the news are examples of call for help: “French Prime Minister Manuel Valls calls for help across the Europe, ‘He had a name: Aylan Kürdi. There is a need for an urgent action’” (Cumhuriyet, September 4, 2015, p. 15); “We want a chance to live” (Yeni Şafak, September 6, 2015, p. 1); “Let the World see, let it be the last” (Haber Türk, September 4, 2015, p. 11); “Please, hear us!” (Haber Türk, September 6, 2015, p. 10); “Wake up Europe!” (Akşam, September 4, 2015, p. 10). Urgent action and mobilization calls are made by above-mentioned expressions, and it is stated that other countries should not be deaf to these calls, and they need to help refugees.

3.3.2.1.3. Human Rights

Human right is a concept based on the acceptance that every human being has the right to live humanely whatever his religion, race, language and color is. The following headlines invite all countries to be conscious: “Humanity goes off the rails” (Zaman, September 4, 2015, p. 15); “Where all the words end” (Yeni Şafak, September 3, 2015, p. 1); “It is heart-wrenching” (Türkiye, September 4, 2015, p. 4). It is the same invitation in the following news text with the headline of “Aylan wind blows the globe” (Türkiye, September 7, 2015, p. 01): “Aylan, with his dead body, has woken up our consciousness that has been sleeping for more than 4 years. Europe has realized that refugees are also human beings. Borders are open, and refugees are greeted with cheers.”. Some countries’ attitudes towards the refugees and their insensitivity have been criticized severely. The following news text with the headline “A complete substitute of Nazi period” (Akşam, September 4, 2015, p. 10) is one of the examples of this criticism. In the news text under the headline “Civil war strikes them most” (Yeni Akit, September 5, 2015, p. 7), it is underlined that there are humanitarian crisis and violation of human rights in Syria

with the following expressions: “Any delay in the solution of Syrian crisis will cause children to have lifelong problems. Although what is happening in Syria is seen as a geopolitical crisis, it is actually a humanitarian crisis and violation of human rights”.

3.3.2.2. Conflict

In this frame of the study, examples of common frames such as blaming conflict, political criticism and ethics in the photo and some findings related to these examples are included. Examples of global discussions and criticisms after Aylan’s incident, governments’ policies towards refugees and discussions held about Aylan’s photo on the newspapers are studied under this frame.

3.3.2.2.1. Blaming Conflict

European countries, the U.S.A. and some Arab countries are severely criticized after Aylan incident. Media not only has announced the reactions of some people but also has criticized countries that are silent to refugee matter by relating this issue to humanity, and it has also mentioned its own reactions. The following headlines can be seen as examples to this criticism: “The coast that humanity dies not Aylan” (Cumhuriyet, September 4, 2015, p. 15); “Turkey closes her eyes” (Cumhuriyet, September 6, 2015, p. 2); “International societies are losers” (Hürriyet, September 4, 2015, p. 6); “Europe is the collaborator of this sin” (Yeni Şafak, September 4, 2015, p. 1); “The biggest shame on Europe” (Yeni Şafak, September 9, 2015, p. 1); “All the World cries, Charlie Hebdo mocks” (Yeni Şafak, September 15, 2015, p. 10); “You are the murderer” (Taraf, September 4, 2015, p. 1); “Western is the murderer of those children” (Yeni Şafak, September 5, 2015, p. 3); “Gulf countries are insensitive to crisis” (Hürriyet, September 6, 2015, p. 22)

3.3.2.2.2. Political Criticism

Wrong policies towards refugees are criticized under this frame. It can be clearly seen in the news text under the headline “Can a photo change Europe?” (Hürriyet, September 4, 2015, p. 6) that Europe’s current policy is not supported. It is possible to understand the criticism with the following headlines: “EU: We cannot act emotionally” (Cumhuriyet, September 5, 2015, p. 12) and “Reactions of world leaders after little Aylan: ‘Europe has woken up, it is time for politicians’ ” (Hürriyet, September 4, 2015, p. 26). A sarcastic criticism lies under the following title: “A big step for the U.S.A” (Yeni Şafak, September 5, 2015, p. 1). Political criticism can be felt under the following titles: “That’s all of Europe’s consciousness” (Yeni Şafak, September 15, 2015, p. 1); “Ignorance until they are on the door” (Yeni Şafak, September 15, 2015, p. 10); “Crocodile Tears” (Türkiye, September 5, 2015, p. 17) and “Shame on Europe” (Milliyet, September 3, 2015, p.1)

3.3.2.2.3. Ethics in Photo

The photo of Aylan’s body washed ashore is taken by a reporter of Doğan News Agency and given to both national and international news agencies. Some media institutions have blurred the photo and then shared it while others intentionally have shared it as it is. These two different uses of photo have lead to discussions about whether it is ethical to share it or not. Cumhuriyet uses the headlines “The photo being discussed” (Cumhuriyet, September 4, 2015, p. 15) and “Discussion on the photo” (Cumhuriyet, September 4, 2015, p. 1) and expresses in the news

text that their behavior is right with the following excerpt from it: ‘Others have used the photo of little Aylan’s while Cumhuriyet has not.’. Some newspapers have expressed that it is a necessity to share the photo and given their reasons under the headline “Why did we share this photo?” (Hürriyet, September 3, 2015, p. 1). Akşam has also stated its reasons why it shared the photo under the headline: “Not blurred to make the world ashamed” (Akşam, September 3, 2015, p. 1). Haber Türk has explained its reasons to share the photo without blurring under the headline “Humanity Dies” (Haber Türk, September 3, 2015, p. 1) as follows: “We have been thinking again and again over this photo that slaps us in the face, but newspapers keep the memory of humanity. We had no choice but to jog this grief our memories. We apologize to our readers who disagree with us.”

3.3.2.3. Refugee matter

News samples related to common frames such as victimization, turning point, global responsibility and action knowledge and some findings in relation to these examples are included under this frame. It is also mentioned under this frame that how Aylan’s incident is seen as a turning point in refugee matter and all countries are responsible for the refugee matter and providing the right to live for all refugees and action process after the incident.

3.3.2.3.1. Victimization

Struggle of refugees as soon as the war starts is analyzed under the victimization frame. The following headlines show the victimization of refugees: “Their end is like Aylan’s” (Cumhuriyet, September 3, 2015, p. 1); “Close to death” (Cumhuriyet, September 3, 2015, p. 1); “Refugee Resistance” (Hürriyet, September 4, 2015, p. 26); “Back to Kobane in pain” (Hürriyet, September 5, 2015, p. 6); “Double disaster in the journey to hope” (Taraf, September 3, 2015, p. 2); “Is it humanity to address the door to victimized people? Germany the Double-dealer” (Türkiye, September 6, 2015, p. 04); “Hope exploiters stealing lives” (Akşam, September 4, 2015, p. 12)

3.3.2.3.2. The frame of Turning Point

Aylan’s body washed ashore is a turning point on the perception of refugee matter. The headline “Call from UN: Open the doors” (Cumhuriyet, September 5, 2015, p. 12) is an example to this perception. Zaman uses the headline “Before Aylan, After Aylan” (Zaman, September 4, 2015, p. 15) for the news text including following expressions to show Europe’s increasing tolerance for the refugee matter: “Heart- wrenching photo of 3 years old Aylan, whose body washed ashore due to boat’s sinking while going to Kos island of Greece, is waking the sleeping consciences up to find a solution to the refugee matter.” Zaman tried to keep the incident on the agenda with another news under the headline “Aylan effect: EU and England take action” (Zaman, September 5, 2015, p. 1). In the following headlines, it can be clearly seen that there is a turning point for refugees: “Aylan leads the way” (Hürriyet, September 6, 2015, p. 1); “Aylan makes the door open” (Milliyet, September 6, 2015, p. 1); “This photo changes the world” (Milliyet, September 5, 2015, p. 16); “The little body on the coast brings Europe down: Aylan succeeds” (Türkiye: September 6, 2015, p. 01); “A toddler shakes the earth” (Sabah, September 4, 2015, p. 16)

3.3.2.3.3. Global Responsibility

Attention is drawn to global responsibility based on the photo of a body washed ashore and emphasis on global responsibility is constantly made with the following headlines: “It is the photo of lost humanity” (Haber Türk, September 5, 2015, p. 7); “Disgrace washed ashore” (Akşam, September 3, 2015, p. 3), “All humanity should pay the price” (Akşam, September 4, 2015, p. 13); “Insensitive World, Conscienceless Europe” (Sabah, September 4, 2015, p. 16); “Like a slap in the face” (Hürriyet, September 4, 2015, p. 1).

3.3.2.3.4. Action Knowledge

The developments are constantly reported by media after Aylan’s body washed ashore on September 2, 2015. The developments are reported in the following news text under the headline “Grief washed ashore” (Cumhuriyet, September 3, 2015, p. 14): 12 people, 5 of them are children, have died while trying to cross to Kos Island of Greece from Bodrum due to 2 plastic boats’ sinking.”. Zaman reports the details of the incident in the following news text under the headline “Five refugee kids drowned” (Zaman, September 3, 2015, p. 3): “12 people have passed away in boat disaster in Bodrum, county of Muğla.”. Another newspaper reports this incident in the following news text under the title “He shakes the World” (Hürriyet, September 3, 2015, p. 1): “ Two boats sank one after another while carrying people from Bodrum to Kos in the journey to hope. 12 refugees passed away.”. Media has used the following headlines to report the developments after the incident: “Litte Aylan now in his own country” (Cumhuriyet, September 3, 2015: 1), “He is in the lands where he was born” (Akşam, September 5, 2015, p. 1)

4. Conclusion

All the World has started to pay attention to the refugee matter after the photo of Syrian baby Aylan Kürdi whose body washed ashore in a boat disaster in Bodrum. Some newspapers have shared the photo blurred while others have intentionally shared it as it is. The main aim of the study is to see how this incident, which has been in the World’s agenda for a short time, has been framed in Turkish printed press. Thus, for the study, related news in 12 Turkish newspapers within 15 days’ period between 3-7 September 2016 were analyzed, and news framing has been used as the method of the study. In the implementation part of the study, findings have been divided into two categories as quantitative findings and qualitative findings. In quantitative findings part, distributions of the news in the newspapers and pages, distribution of the resources used in the news in the newspapers, types of headlines used in the news, the use of photo, distribution of the news frames in the newspapers are analyzed. When qualitative findings are roughly analyzed, it can be clearly seen that news about Aylan’s body washed ashore is mentioned intensively in the following 3-4 days after the incident. 312 news in total has been published about the incident. Milliyet is the newspaper which mentions most about the event with 49 news while Yeniçağ mentions the least about it with only 6 news. When the photos used in the news are analyzed, it is obvious that all newspapers used 454 photos under the categories of Aylan, refugee and others. Frames such as humanitarian interest, conflict, and refugee matter are created in accordance with news framing method. In the distribution of news frames in the newspapers, three frames have been used in all newspapers 725 times; humanitarian interest frame has been used 262 times in the news, conflict frame 209 times and refugee matter frame 254 times.

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How Women Make Their Choices: Personal Characteristics In Relation To Dominant/Submissive Or Extrovert/Introvert Men Face Preference

Lenka Selecka

1. Introduction

Research constantly attempts to reach consensus on the answer what women prefer while making a decision about attractive male faces. In general, bilateral symmetry of physical traits is thought to be an important predictor for partner preference. From the psychological point of view, there is an interconnection between certain personal characteristics and facial traits, since stable personal traits and affections could after time be reflected in specific facial traits. Faces high in symmetry receive higher ratings of attractiveness, health, and positive personality attributes. Thus, it could be assumed, that women make their choices by estimation of man's personal characteristics, which are unconsciously perceived and evaluated from their face, ergo based on the image of physical beauty. The question is, how their own personal characteristics influence the process of attractiveness evaluation.

1.1 Attractiveness

As claims Rhodes (2006, p. 200) “there are few more pleasurable sights than a beautiful face”. Of course, watching a beautiful face could remain an experience of connection with a piece of art, and, simultaneously, activate brain reward centres (Aharon et al., 2001; O’Doherty et al. 2003). Through mentioned mechanism of reward centres enhancement, attractive faces could motivate sexual behaviour and the establishing of friendships/same-sex alliances (Rhodes, Simmons, & Peters, 2005).

It is well known that, in general, attractive people are seen in a positive light for a wide range of attributes compared to unattractive people. This sort of stable perception associated with physical attractiveness has been described by Dion, Berscheid, & Walster (1972) as famous “what is beautiful is good” stereotype. Reasonably, it could be expected that people describe individuals with beautiful faces along positive lines, as Langlois et al. (2000) confirmed in their meta-analytic study. Based on research results, typical attractiveness components include averageness, symmetry (Zaidel & Hessamian, 2010), sexual dimorphism (Rhodes, Hickford, & Jeffrey, 2000), skin quality (Fink, Bunse, Matts, & D’Emiliano, 2012), a pleasant expression, good grooming, youthfulness (in Rhodes, 2006), and, for known faces, attractiveness can reflect nonphysical characteristics, such as how much one likes the person (Kniffin & Wilson 2004). There may also be different kinds of attractiveness (e.g., sexual attractiveness, attractiveness as a potential ally, cuteness) with different affective and motivational consequences (Rhodes, 2006).

1.2 Partner Choice

Three candidates have been proposed for sexually selected preferences (Rhodes et al., 2005), 1. the preference for proximity to a spatially average face, i.e. averageness; 2. the preference for bilateral symmetry, and 3. the preference for feminine traits in female faces and masculine traits in male faces. From the psychological point of view, an important conclusion of research realised cross-culturally suggests that personality traits are (by both sexes) reported as to be one of the most important factors in partner choice (Buss, 1989; Buss & Barnes, 1986). If the desired personality relates to real mate choice, it would appear likely that personality attributions elicited by a face would impact on its attractiveness, thus, it may be that the personality

attributions are driving the attractiveness judgements (Little, Burt, Perrett, 2006). Further, Hassin & Trope (2000) remind that regardless of the potential inaccuracy of personality attributions, many individuals do believe the face is an important source of the information about one's character. In fact, it is possible that visually appearing to possess certain traits may be more important in initial selection processes than actually possessing desired traits because the visual stereotypes are more easily available than information about stable behaviour. People differ in their preferences for personality in partners and given the importance of personality in a partner personality inferences about a face may influence that face's attractiveness (Buss, 1989).

Specifically, in the research area devoted to male attractiveness, there is no consensus about most preferable face traits. Although it could be expected (and some studies have confirmed it, e.g., Grammer & Thornhill, 1994) that there is a clear preference for more dominant/masculine male faces, recent research has shown some exceptions where feminised male faces were found more attractive (e.g., Cunningham, Barbee, & Pike, 1990; Perrett et al., 1998) and therefore, effect of masculine traits on attributed attractiveness is still ambiguous. According to Little et al. (2006) mature or masculine features are reliably associated with judges' ratings of dominance - they reliably elicit personality attributions (even cross-culturally). It is questionable, in which ways is dominance (as a personality trait) perceived by different women. Admittedly, an inconsiderable group of women may consider dominance unattractive, and vice versa. As Cunningham et al. (1990) have suggested, very attractive male faces probably possess a combination of both masculine and feminine features, and so reflect 'multiple motives' in a woman's choice of partner (i.e., the desire for a dominant and a cooperative partner). The preference of extrovert male faces is more straightforward. The extrovert male face is preferred by women who are as well extroverted (Little et al., 2006), therefore it can be assumed the attractiveness evaluation based on extroversion depends on the personality of the judge.

1.3 Aim of the study

Consistent with evolutionary theories postulating that females are more discriminating in their partner selection, the personality of the potential partner could be really important in the process of making a choice (e.g., Buss & Schmidt, 1993). Further, an assumption that perceived personality differences elicited by face traits could play an important role in attractiveness judgements is theoretically important as it provides a new way to interpret the "what is beautiful is good" stereotype. Based on the fact women find in partners as desirable what they consider good, and they perceive faces with desired traits attractive, Little et al. (2006) hypothesise that facial attractiveness reflects "what is good is beautiful" reversing the causal logic of "what is beautiful is good".

However, as far as we know, an empirical arena devoted to attractiveness research did not bring almost any findings exceeding the question of mutual interaction between physical attractiveness and desirable character in the terms considering all together: 1. personality traits of a woman making her choice, 2. physical attractiveness of a male face, 3. personality traits possessed by an evaluated man. Thus, the research question is: *How women's personal characteristics influence the process of male face attractiveness evaluation?*

2. Method

Participation in the research was on a voluntary basis. All participants were informed about the research and the expectations from them in the case of participating in the research. The participants filled out a battery of questionnaires and performance tasks among which they had

to evaluate the attractiveness of a face according to his/her dominance/submissiveness and a face according to his/her extroversion/introversion. Preferences of male's face images are analysed. The connection between females personality traits and assumed personality trait of a male's face image is explored.

2.1 Processed variables

Sex - Participants were asked to choose from two categories of sex. This research analyses only women.

Personality traits - Personality Inventory KUD (Miglierini & Vonkomer, 1986) was used for quick assessment of personality traits which could be presumably related to a face preference. These personality traits are included: dominance/submissiveness, rationality/sensuality, and extroversion/introversion. Each trait is represented by 8 items, with these possible answers: agree/disagree/neither. Sample items: "I'm calm even if I decide about something that I really care about", "Generally, I act upon a predetermined schedule".

Dominant/submissive male face - The stimulus was a version of a computer-generated face with a neutral facial expression (Oosterhof & Todorov, 2008) filtered by Robinson, Blais, Duncan, Forget, & Fiset (2014). The visibility of the visual information that influences the judgement toward higher dominance or lower dominance was either increased or decreased (Robinson et al., 2014) according to the requested effect on the base face (Oosterhof & Todorov, 2008). It is suggested that dominance and submissiveness judgments are driven by information in the eyebrows and jaw areas, thus visibility of the area of eyebrows was increased to induce the dominance effect (see fig. 1).

Participants were asked to answer the question: "Which face do you like more?" The task was to choose from two possibilities: a male face with dominant traits or a male face with submissive traits.

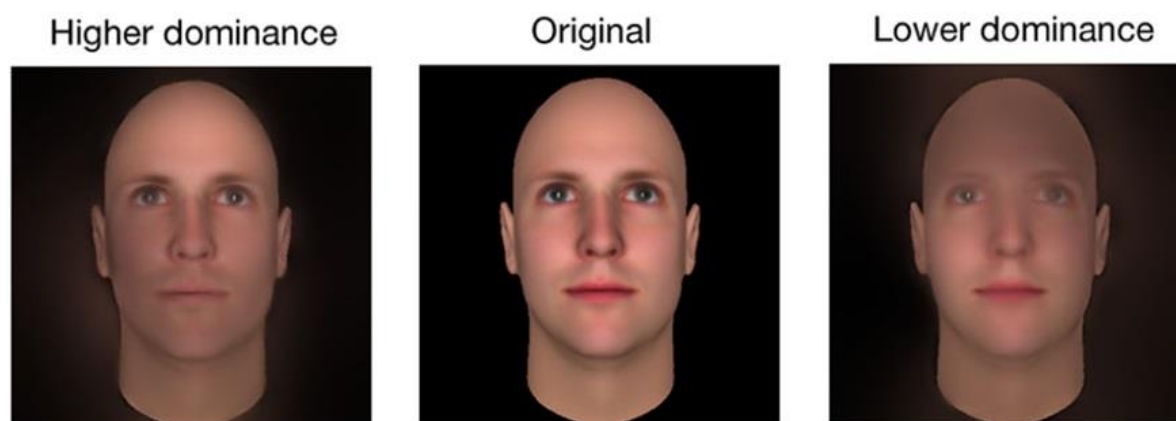


Figure 1. Dominant/submissive male face (Robinson, et al., 2014)

Extrovert/introvert male face - The used stimulus (fig. 2) is a composite face of extrovert/introvert male face prepared by Penton-Voak et al. (2006). The male face is a composite 10% of men (15 faces) scoring highest and 10% scoring lowest on the big five self-report personality dimension - extroversion. The mean X and Y coordinates of each feature point were calculated to generate average shape information.

The procedure in this task was the same, participants were asked to answer the question: "Which face do you like more?" and to choose from two possibilities: an extrovert male face or an introvert male face.



Figure 2. Introvert/extrovert male face (Penton-Voak, et al., 2006)

2.2 Participants

Research sample consists of 288 women. The mean age is 21.23 years (SD=6.135). Any participant engaged in the research after oral consent.

2.3 Methods of statistical analysis

In order to examine the possible typology of women linking the decision about the attractiveness of male faces depending and women personality traits, cluster analysis was executed. Non-hierarchical cluster analysis (two-step cluster analysis) was used due to the fact that categorical variables (dominant/submissive male face preference and extrovert/introvert male face preference combinations), as well as continuous variables (personality traits: dominance/submissiveness, rationality/sensuality, and extroversion/introversion), were used in the analysis.

The variables of the dominant/submissive male face choice and extrovert/introvert male face choice were combined into one variable with four categories for the purpose of the cluster analysis:

- Introvert and dominant male face preference,
- Extrovert and dominant male face preference,
- Extrovert and submissive male face preference,
- Introvert and submissive male face preference.

Due to further analysis of the possible connection between male face preference and personality traits of women one-way analysis of variance was used as well. One-way ANOVA was used to compare groups of women according to their choice in their personality traits: dominance, submissiveness, rationality, sensuality, extroversion, and introversion.

3. Findings

It is expected, that women make their choices by estimation of man's personal characteristics, which are perceived and evaluated from their face, in this case, based on the image of physical beauty. The question is, how their own personal characteristics influence the process of attractiveness evaluation. Thus, the connection between females personality traits and

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attractiveness choice of a male's face image based on the presumed personality trait was explored - aiming to identify possible groupings connecting females personality traits and attractiveness of a male's face image.

The results from the cluster analysis show two main clusters (table 1). The first cluster is characteristic of the most frequent category inside the cluster which is the combination of extrovert and dominant male faces, represented by 119 participants (100% of the same choice in one category). The second cluster has manifested all three other possible choices, most frequent category inside the cluster is the combination of introvert and dominant male faces' choice (44.1%).

Table 1. Cluster analysis results: Clusters of female personality traits and preferences of the male faces

	Cluster 1	Cluster 2
Size	119 (43.9%)	152 (56.1%)
Male face preference	Extrovert and dominant male face combination (100%)	Introvert and dominant male face combination (44,1%), other categories included
Introversion	4.30	6.57
Dominance	8.09	9.34
Rationality	9.05	10.22
Sensuality	7.30	8.49
Extroversion	11.34	11.86
Submissiveness	10.73	10.68

As it is visible in the cluster comparison (chart 1), women who have the preference of extrovert and dominant male faces consider themselves according to the personality traits means less introverted, less dominant, less rational, and as well less sensual. Extroversion and submissiveness didn't manifest itself important. On the other hand, women in the second cluster are rather typical by higher introversion, dominance, rationality and sensuality.

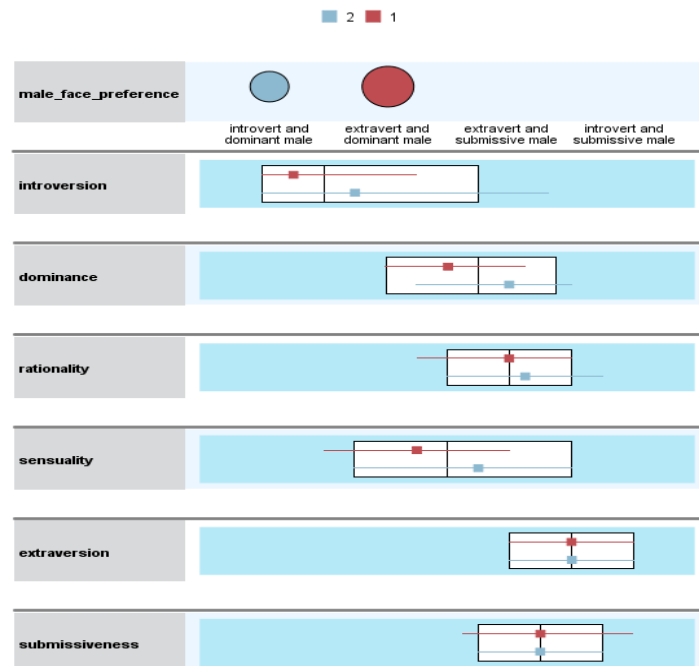


Chart 1. Two step cluster analysis results: Cluster comparison

We have analysed the variance of the personality traits of women according to the four possible preferences (tab. 2) in order to examine further the potential differences among groups of females in compliance with those preferences. Differences were found in dominance, sensuality, rationality, and introversion. In concordance with cluster analysis, extroversion and submissiveness of the participants don't play a role in the male face preference.

Table 2. One-way analysis of variance results

	Preference	N	M	F	Sig	Tamhane	Sig
Dominance	1	122	8.12	3.963	0.009	1 – 4	0.0018
	2	72	9.07				
	3	52	8.56				
	4	39	10.49				
Submissiveness	1	122	10.70	1.652	0.178		
	2	72	10.39				
	3	52	10.44				
	4	39	11.74				
Sensuality	1	122	7.43	3.828	0.010	1 – 4	0.032
	2	72	7.64				
	3	52	8.29				
	4	39	9.95				
	2	72	9.50				
	3	52	10.21				
	4	39	11.54				
	1	122	11.33				
Extroversion	2	72	12.25	1.230	0.299		
	3	52	11.56				
	4	39	11.55				
	1	122	4.33				
Introversion	2	72	5.24	10.464	0.000	1 – 3	0.002
	3	52	6.65			1 – 4	0.000
	4	39	8.66			2 – 4	0.000
						3 – 4	0.035

Leg.: Preferences of the male faces numbering: 1. Extrovert and dominant male face preference, 2. Introvert and dominant male face preference, 3. Extrovert and submissive male face preference, 4. Introvert and submissive male face preference.

4. Discussion

According to multiple motives model of male attractiveness, prevalent male face preference is a face with the presumed features of sexual maturity, dominance, sociability, approachability, and high social status (Cunningham et al., 1990). Since the motives of desired partner's personality can be combined, the relationship between attractiveness and presumed male's dominance may be somewhat unclear, some authors find mentioned relationship (Keating, 1985; Grammer & Thornhill, 1994), others don't (Perrett et al., 1998). As was found out in the current study, the most preferred male's face is the combination of extrovert, and in concordance with mentioned studies (Cunningham et al., 1990; Keating, 1985; Grammer & Thornhill, 1994) a dominant male face.

Women with the preference of extrovert male face and as well dominant male face (first cluster) consider themselves less introverted, less dominant, less rational, and less sensual than women with other preferences (second cluster). The latter women are rather typical by higher introversion, dominance, rationality and sensuality, and by the choice of not preferring extrovert and dominant male faces. It can be assumed, the more a female's personality traits are accentuated the more likely her preference is not the combination of extrovert and dominant male faces.

The relationship between women personality traits, and men face attractiveness evaluation based on presumed personality trait can be influenced by several factors. As it is known personality attributions elicited by a face can have an impact on its attractiveness (Little et al., 2006), personality of the potential partner is more important in the process of making a choice to women than men as opposed to physical attractiveness which is relatively more important to men (Buss & Schmidt, 1993), and it is presumed that desired personality is important in terms of real mate choice and people prefer partners with similar personalities (Little et al., 2006). Hence, we can hypothesise that the evaluation of men faces attractiveness is in the case of women based on the presumed personality of men and the personality traits of women can influence this attractiveness evaluation of men faces. Surprisingly, very little research has investigated whether personality traits of women have a relationship with the evaluation of men faces attractiveness based on their presumed personality.

In these terms, from the differences among the groups of women according to their men faces preferences, an important result appears to be the fact, that the differences among groups in dominance and sensuality are based on the difference between the group with extrovert and dominant male face preference and group with introvert and submissive male face preference. Dominant and sensual women have the tendency to consider introvert and submissive male faces as prettier.

Further, the most rational women consider as well introvert and submissive male face to be the most attractive, this difference occurs among this group against extrovert and dominant male face preference, and introvert and dominant male face. Both of these differences possess presumed dominance in the man's face. Rationality is in the gender approach understood a masculine characteristic, it is connected to planning, one's belief in one's reason and actions. Dominance is traditionally expected to be a masculine characteristic as well. Presumably, a visible masculine characteristic (dominance) in men is not tempting to the masculine characteristic (rationality) in women. Thus, it could be considered that rational women don't prefer dominant men.

Lastly, the more is a female introverted the less she is likely to prefer a dominant partner since the most introverted women prefer introverted and submissive male face opposed to the other choices. The second highest score in introversion have the women who prefer extrovert and submissive male faces. Contrariwise, as found Amhetolgu & Swami (2012) extroversion of the women and dominance of the men didn't prove to have a connection. Possible explanations for our result can arise from the presumption that introverted women do not seek conflict. As such if two individuals rank at a similar degree, even minor conflicts may escalate due to social competition (see Dunbar & Abra 2010). On contrary, hierarchy disparity may reduce the frequency and intensity of conflicts in partnership. Therefore a submissive partner can represent a mating choice for an introverted woman.

Our results provide evidence that not only desired personality influences perceptions of facial attractiveness in opposite-sex faces (Little et al, 2006), but in general, that the women differ in the decision about the attractiveness of male faces depending on their own personality traits, thus, personality traits of women play a role in face attractiveness evaluation according of a presumed personality trait of the evaluated face. The most preferred are the choices of an extrovert face and dominant male face.

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The Role of the Culture and Art Sponsorship Activities in the Process of Creating a Positive Corporate Image

Halil Tastekin

1. Introduction

The culture and art sponsorship is a versatile medium which transcends all boundaries of marketing and public relations. Today, to create a brand image and awareness over consumers, companies often use culture and art sponsorship activities, which is one of the elements of marketing mix. The culture and art sponsorship has three main aims for the purpose of public relations, advertisement and marketing. Because of creating more awareness over target group and being convincing, culture and art sponsorship is very effective.

Nowadays, we live in the era of the images and it is extremely important that have a positive image for the institutions to survive. There are some ways to be able to have a positive corporate image for the institutions. One of these ways is to invest in culture and art sponsorship activities. The culture and art investments gain reputation to the institutions and play a significant role in the process of creating a positive corporate image.

The culture and art sponsorship activities are preferred by many institutions, predominantly are favored by private sector companies. The reason of private sector companies' culture and art sponsorship activities preference is to effort achieving corporate reputation and building a positive corporate image. However, there are some critiques about the culture and art sponsorship activities' hidden purposes. From this perspective, this paper aims to discuss culture and art sponsorship activities' role in the process of creating a positive corporate image.

2. The Importance of Having a Positive Corporate Image for the Institutions

The corporate image is the aggregate perception of corporate identity presentations received by the related target groups. In today's competitive environment, companies have to consider creating a positively perceived image on stakeholders as it is one of the important factors in establishing long-term relations. In addition, corporate image is an important issue for the institutions because it helps to increase the inputs and also plays a catalyst role in reaching the institutional goals. The corporate image transmits the vision, mission, goals, policies and outlook to environment of the institutions to aimed people.

According to Berens, van Riel and van Bruggen (2005), the corporate image basically describes the way of thinking by a consumer about the company and the feelings the organization arouses when the consumer thinks about it. These are the fundamental characteristics on the basis of which the company can develop a competitive advantage for itself. Understanding the corporate image is therefore of a major concern for a long run management of the organization's competitive position. In recent years, the importance of corporate image has been recognized by increasing numbers of the companies. Companies consider that the transmission of a positive image is an essential precondition for establishing a strong relationship with their target groups. According to Barich and Kotler (1991), corporate image also refers to an image which is an impression created or stimulated by a sign or a set of signs. Thus, while describing a corporate image, referring to a notion of a collective or partly shared value and generating signs that has come to represent the organization in the minds of its various audiences, are required.

The corporate image has an interaction with the corporate identity and the corporate culture and there is a relationship between corporate image, corporate identity and corporate

culture. Figure 1 shows the relationship between corporate image, corporate identity and corporate culture (Okay, 2013, p. 218):

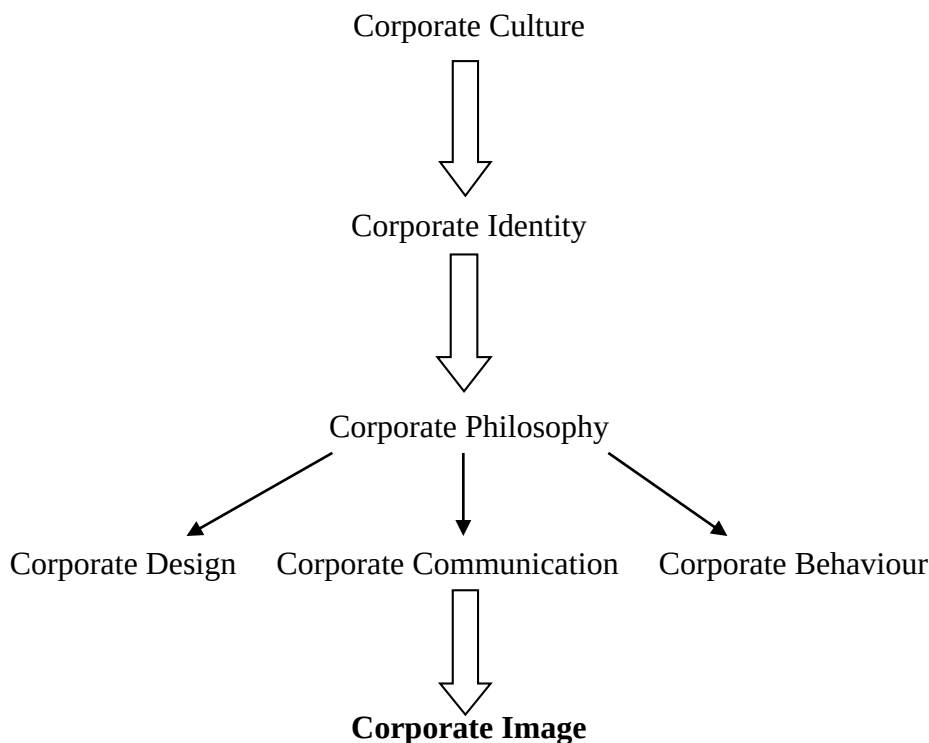


Figure 1. Relationship between corporate culture, corporate identity and corporate image

According to Dominique Bouchet, the concept *corporate image* should draw the company's attention to the way in which it is perceived in the market. Moreover, the concept of *corporate identity* should draw the company's attention to the way it perceives itself. And lastly, the concept of *corporate culture* should draw the company's attention to the less conscious perceptions and procedures.

The process of creation of a brand image is intimately associated with promotional activities, as promotion value will often be a significant element of the process whereby a brand image is created in the mind of the customers (Omar, Williams, Jr., & Lingelbach, 2009).

According to Chaudhuri and Holbrook (2001), a successful corporate image creates consumer trust in the brands of that company and is seen as one aspect of brand associations essential for brand success. This created trust and clear vision of the company that created by the corporate image aids management of the company to take important and strategic decisions as strong corporate image reduce the uncertainty and risk associated with a brand.

In recent years, the importance of corporate image has been recognized by increasing numbers of the companies. Companies consider that the transmission of a positive image is an essential precondition for establishing a strong relationship with their target groups (Berens et al., 2005).

According to Aaker (1991, p. 61), for many organizations, corporate identity creation leads identification within the corporation and that a corporate image begin to develop. In addition, corporate identity provides the central platform upon which corporate communications policies are developed, corporate reputations are built and corporate images and stakeholder associations with the corporation are formed.

Corporate image is not only a PR tool when the strategic and critical work for creating and promoting such an image is considered. Corporate image creation task is complex, it is

expensive, and also can not be handled easily. The question is “What can corporate image promotion achieve that no other promotional tool can?” (Kennedy, 1977). According to Kennedy (1977), following fourteen reasons emerge from the literature as underlying objectives and advantages of corporate image;

- For general promotion value,
- Encouraging favorable behaviour towards the company,
- Affecting the sales of products,
- Giving products an additional advantage,
- Attracting shareholders,
- Attracting employees,
- Aiding good relations with the community,
- Aiding good relations with government,
- Influencing attitudes,
- Creating familiarity to create favorability,
- Reflecting the company,
- Serving corporate objectives,
- Aiding management decisions,
- Competitive tool for the smaller companies.

As it can be understood from these definitions, a positive corporate image is a condition for continuity and strategic success. It is no longer only the field of attention of marketing, but rather a strategic instrument of top management and also plays a significant role for the institutions to realize their corporate goals.

3. The Importance of the Sponsorship Activities for the Institutions

Sponsorship is consist of giving the monetary or other support to beneficiary in order to make its activities financially viable, sometimes for altruistic reasons, but usually to gain some advertising, public relations or marketing advantage (Lardinoit & Derbaix, 2001, p. 172). According to Christensen (2006, p. 62); “Sponsorships can take many forms, from adding a logotype to a brochure soliciting contributions for a worthy cause, to putting logotypes on sports jerseys or along the perimeter of the arena, or may combine the company brand or logo with an event in the form of event sponsorship. Irrespective of form, the many companies that engage in sponsorship do so because they know or assume that these activities offer a way in which to communicate with the consumer in order to build brand equity.”

Additionally all, sponsorship is the fastest-growing marketing medium. Changes in the economy, demographic shifts and the fragmentation of media have all contributed to sponsorship’s growth. According to Ukman (2015), some of the largest factors behind sponsorship’s rise are;

- Decreasing efficiency of measurable media,
- Changing social priorities,
- Shifting personal values,
- Increasing need for two-way communication,
- High consumer acceptance.

On the other hand, public response to sponsorship has been over-whelmingly positive. Sponsorship is viewed favorably because it is seen as a form of marketing that gives something back, that benefits someone else in addition to the marketer. It implies a degree of altruism absent from more commercial types of marketing.

For example, eight out of ten respondents to a survey conducted in Britain said sponsorship makes “a positive contribution to society.”

Actually, there are many reasons that companies sponsor. Companies do not use sponsorship to replace advertising, public relations or sales promotion. The benefits sponsorship offers are quite different, and the medium works best as part of an integrated marketing communications effort that includes the use of all marketing methods. The most common reasons of companies use sponsorship are;

- Increase brand loyalty,
- Create awareness & visibility,
- Change/reinforce image,
- Drive retail traffic,
- Showcase community responsibility,
- Drive sales,
- Sample/display brand attributes,
- Entertain clients,
- Narrowcasting,
- Recruit/retain employees,
- Merchandising opportunities,
- Incenting retailers, dealers and distributors,
- Differentiate product from competitors,
- Combat larger ad budgets of competitors (Ukman, 2015).

Goodwill may be the most important issue that ultimately differentiates sponsorship from advertising and it may serve as the major trigger influencing the response of consumers. In this regards, Table 1 shows the comparison of advertising and sponsorship (Meenaghan, 2001, p. 97):

Table 1. Comparison of Advertising and Sponsorship

Comparative factors	Sponsorship	Advertising
Goodwill	Beneficial	Selfish
Focus	Indirect/Subtle	Direct/Focused
Intent to persuade	Disguised	Overt
Defence Mechanism	Low state of alertness	High state of alertness

As it can be understood from these explanations, sponsorship is an important and effective medium for institutions to reach their corporate targets.

3.1. The Importance of the Culture and Art Sponsorship Activities for the Institutions

In light of the statements in chapter 3 can be said that the culture and art sponsorship is an investment to an art activity in cash or in any other way to benefit from commercial potential. Moreover, the culture and art sponsorships include supporting of art branches such as music festivals, concerts, operas, theatre plays, musicals, concertos, sculpture, painting, photography, performing arts, ballet, operettas, orchestras, choirs, literature, personal arts/artists, movies & TV shows, exhibitions and museums etc. Correctly performed art sponsorships reach the target audience in the shortest and most effective way.

In addition to all these definitions, according to Simpsons Solicitors, culture and art sponsorship is increasingly an important source of income for arts organisations. Many major

exhibitions can take place only because a company has agreed to sponsor the event. This is a fairly new phenomenon in the art world, but it has been commonplace in sport for many years. Nowadays, individual artists are beginning to realize that sponsorship can also be sought for their art projects. It is more important to realize that companies do not involve themselves in sponsorships because they think that the objects of the event are worthwhile. They do so because they have a product or service to promote and to sell and the opportunity to do so will be enhanced by an association with the work or event. Moreover, investing in art also acts as a status symbol that the firm wishes its target audiences to associate it with. This form of art has become the new form of public self-presentation.

Martorella (1990) argues in her study called ‘‘Corporate Art’’ that the healthy and strong economic condition in the United States gave rise to a moneyed middle class willing to support art as an aspect of their community involvement and public relations (p. 7). Therefore, it was in the 1960s that American firms became sophisticated enough to realize the potential of the arts in the way of communicating the company’s humanistic -as well as intellectual- values to the public (p. 13). Moreover, Wu (2003) discusses in her study called ‘‘Privatising Culture’’ that during the 1980s, especially in the USA, companies that invested in art were given numerous financial rewards and incentives associated with their art purchases, and the impact and weight of those economic incentives available to the companies cannot be disregarded. Also, Wu (2003) brings to an issue in her study that among 303 American and 506 British companies which have art sponsorship programs, 92,7% of the British companies and 78,2% of the American companies support art in order to strengthen their corporate image; and, 90,6% of the British companies and 78,2% of the American companies sees art sponsorship as a public relations tool. In addition, it is reported that 97,2% of the British companies and 88% of the American companies declared that supporting art truly strengthened their corporate image; and, 90,5% of the British companies and 90% of the American companies declared that art sponsorship is a successful public relations tool. Additionally all, according to Made (2004), corporate art investment has changed dramatically over the past few decades; a trend for collecting contemporary art has taken place and has become a focus for many large banks and insurance companies. These banks and other businesses all tend to buy contemporary art quite safely with an eye to long-term investment potential, generally only choosing to purchase works from artists that the art market has already authenticated and valued.

As it can be understood from these explanations, the institutions use culture & art sponsorships to ensure a positive perception on public and create a positive corporate image in the eyes of their target audience. And in this way, they realize their institutional aims. In this regards, culture and art sponsorships play a substantial role for institutions to achieve their corporate goals.

4. Discussion

Existing studies and recent articulations show that there are three main types of motivations, namely -cognitive, affective and conative- that exist behind sponsorship involvement. Cognitive targets include enhancement of corporate and brand awareness and enhancement of corporate or brand image. According to Bernstein (1989), with increasing competition, companies need to improve their understanding of customers’ needs, attitudes, and buying behaviors. With these understandings it is even getting more critical to be able to have a good management of corporate image.

Moreover, the emergence of sponsorship as a new and promising tool of marketing is the result of the evolution process from altruistic to commercial nature. Thus, philanthropy, the antecedent of sponsorship, has evolved from corporate giving to a strategic management tool as sponsorship to obtain a tangible return from those activities (Mescon & Tilson, 1987). In

other words, corporate philanthropy beginning from corporate giving has evolved to corporate statesmanship and profit motivated giving (Varadarajan & Menon, 1988).

According to Dolphin (2003), the ongoing evolution process of sponsorship from philanthropic nature to a tactical marketing and communication tool with cognitive, affective and conative targets has ended up with the transformation of sponsorship as a strategic tool. Sponsorship is used by communication professionals to achieve corporate objectives and has transformed itself into a powerful component of integrated communications strategy.

Additionally all, according to Made (2004), corporate art investment has become part of the firm's overall business strategy to promote its brand name and image. Corporations proclaim that they house art in order to create a more enjoyable and beneficial working environment for its employees as well as highlighting the philanthropic nature of its support of the arts. Also, the image and status of the firm has become increasingly important amongst today's brand conscience and focused consumer, perhaps even rivalling with product itself.

From this perspective, it can be said that the importance of art investments for the institutions has increased nowadays. As previously mentioned, there are some ways to have a positive corporate image for the institutions. One of them is to use culture and art sponsorship activities. The culture and art investments help the institutions to reach their corporate aims. Anyway, existing studies and recent articulations show that culture and art sponsorship activities play an important role in the process of creating a positive corporate image. On the other hand, the arts is a very effective corporate communication type all over the world and different societies may come together with artworks. Also, the artworks help the development of culture, art & society and improve the public's perspective in a positive way.

However, there are some critiques about the culture and art sponsorship activities' hidden purposes. From critical perspective, according to Wu (2003), the intensive interest in art is the basis of corporate elites on which their "social distinction," or in Bourdieu's words "hegemonic aims for cultural capital," is based (p. 212). Afterwards, corporate executives make decisions or use their "selection" opportunities to strengthen and ensure not only the image of their companies but also their individual "enlightened and intellectual" statuses in their social environments to the greatest extent (Wu, 2003; Made, 2004). According to Martorella (1990), the role of art in corporate image-making has evolved into a so-called "thematic approach". This has to do more with the art's ability to "mass communicate" than with its fulfilment of historical or aesthetic artistic values (p. 31). She adds that "some companies choose several important paintings for display in their annual reports, or invite important clients to tour their collections. Either as collector or publicist, the corporation in buying and exhibiting art realizes opportunities to gain public recognition and prestige" (p. 5). In addition, Martorella (1990) points out, within the art market, there are influential individuals such as critics, dealers, collectors and patrons who "share certain aesthetic definitions", or, who "define the levels of taste and connoisseurship;" they, in turn, support certain artistic styles to emerge and proliferate and/or elevate certain artists to higher statuses in the market (p. 6-7). In this regards, art is seen as a good investment, and therefore perhaps the conclusion can be drawn that the increased interest in art by private sector companies has, either intentionally or unintentionally, become a significant factor in shifting the art market and its main collectors.

Nowadays, against all odds, the institutions benefits the capacity of culture and art investments for realizing their corporate goals and they use the arts for its elite and prestigious image. For all that, the art investments help the development of culture, art & society. Moreover, existing examples show that the culture and art sponsorship activities play a significant role in the process of creating a positive corporate image.

For instance, the surveys show that, in Australia, more people go to museums and galleries in a year than go to the football. This extraordinary fact underlies the potential attractiveness of the arts to corporate sponsors (Simpsons Solicitors). As another example from

Jack L. Boulton who was art adviser to the Chase Manhattan Bank has pointed out that in the year since the branch began to make specific overtures to its art-minded clientele, its position has zoomed from 185th to 15th on the bank's sales chart in an interview of him (Glueck, 1985). Moreover, British Petroleum has found a positive relationship between arts sponsorship and a company's image and reputation. BP has also examined public reaction to the BP logo built into the set of a performing arts event. Eighty-one percent of respondents has thought the logo was noticeable. Of those, eighty-eight percent has said it was very acceptable or quite acceptable. Only two percent has thought it was quite unacceptable; no one has found it very unacceptable (Ukman, 2015). As another example, J. P. Strimas who is the chairman of corporate contributions committee in Northern Telecom Limited of Canada says that: "We believe corporations would donate more liberally if they were made aware that support of the arts is plain good business. Employees are proud of a firm's cultural support; potential customers gain a more favourable image of a business; and communities are strengthened by the spin-offs from arts activities." (Simpsons Solicitors). So, the art has hereby become a good way for the firms to differentiate themselves from other firms, and has created yet another channel of corporate communication.

As it can be understood from these examples, it is not difficult to see why the institutions tend to use culture and art sponsorship activities and why most corporate sponsorships in the artistic activities have concentrated upon major exhibitions and the sponsorship of music festivals etc. It is simply a way of creating a positive corporate image and maximising corporate exposure for the institutions.

5. Conclusion

As a result, corporate sponsorship and business involvement in the art activities have become increasingly common features of our cultural lives. Because, art is a good way for the institutions to differentiate themselves from their competitors. Anyway, the institutions have started to understand the capacity of culture & art investments and they have started to use the arts for its elite and prestigious image. Moreover, the arts has a strong exchange value all over the world and links up the people. Also, the artworks improve the public's perspective in a positive way. Therefore, the institutions use the culture and art sponsorship activities to reach their corporate goals and also culture & art investments play a significant role to achieve their institutional aims. In addition, the culture and art sponsorship activities facilitate the institutions' the process of growth and evolution in a positive way. In the same way, existing studies and recent examples show that the culture and art sponsorship activities play an important role in the process of creating a positive corporate image. Already, the accuracy of the specified situation has been proved in many studies in recent years. However, there are some critiques about the culture and art sponsorship activities' hidden purposes. Consequently for all that, the culture and art sponsorship activities help the development of culture, art & society and play a significant role in the process of creating a positive corporate image for the institutions.

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Managing Diversity in International Companies: A Case Study for Diversity Management of PricewaterhouseCoopers

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1. Introduction

Diversity concept first introduced in literature in 1990 for the first time with the article named "Diversity in the Workplace" on the June issue of HR Magazine, by explaining initiatives of human resources specialists toward disadvantaged groups in companies (Hays-Thomas 2004:4). Issues regarding the diversity management actually started after World War II, following the demographic change in the workforce; and gained prominence with the increased need for skilled workers.

Especially in the US in 1964, allowing the implementation of legislation related to diversities with the law no. 11246, which paved the way for positive action approach, drew attention to diversity management (Luthans, 1998; Hays-Thomas, 2004). On the other hand, increased number of diverse workforce such as seniors, young workers, skilled employees, disabled staff, minorities, immigrants, and women accelerated the implementation of diversity management (Elmuti, 1993; Jamieson and O'Mara, 1991; Barkema et.al., 2002). Thus in the 90's, diversity management was recognized as the most important and powerful management tool, becoming the hottest topic of HR strategy in the organizations (Litvin, 1997). However, when having a diverse workforce and taking various actions regarding diversity started to be handled within the scope of corporate social responsibility, organizations added diversity management to their strategic management topics in an effort to fulfill their social responsibility towards employees, customers, suppliers, partners, and public (Point and Singh, 2003).

Negative/pessimistic approach to diversity explains that diversity leads to unfavorable consequences and cause foul interactions by creating divisions in groups (Weaver et.al., 2003; Agocs and Burr, 1996). On the contrary, positive/optimistic approach to diversity focuses on the possibility that valuing diversity will create better results for organizations; hence for the public. However, the diversity of workforce in business entails homogeneity, while contributing to gaining experience and different perspectives. In the groups where diversity is embraced, different perspectives create efficiency in decision making and problem solving processes (Mannix and Neale, 2005; Hubbard, 2004; Esty et.al., 1995). Today, the number of pro-diversity organizations is increasing and these organizations not only handle diversity as a means to meet the needs of changing workforce, but also regard it as an asset that improves the business by benefiting from the full potential of employees (Thomas, 2001).

2. Literature Review

Until the 20th century, the notion of diversity had been regarded equal to the notions of race and ethnicity. As of 20th century, people started to claim that words 'race' and 'ethnicity' fall short in explaining diversity; and that diversity is not limited to particular biological features of human beings, but include invisible/non-physical qualities (McMillian-Capehart, 2003, ss.21-22). The concept of diversity, which is specific for it is personal, is related to social structures because it has a contextual nature. Diversity refers to any visible or hidden feature that distinguishes a person/thing from another person/thing (Kreitz, 2007, s. 2). Diversity refers to all of the features that distinguish people from each other, such as age, gender, skills, sexual orientation etc. (Martens and Dehaes, 2003; Larkey, 1996), not bearing resemblance to one another (Sadri and Tran, 2002), and features that cause a person to be perceived differently (van Kinippenberg et.al, 2004). When the classifications made for explaining diversity are examined,

it can be seen that the concept is handled in different binaries such as narrow-broad, primary-secondary, visible-invisible, superficial-thorough etc. When the differences are defined on the primary level, they are explained by age, disability, religion, sexuality, values, ethnicity, education, lifestyle, beliefs, physical appearance, social and economical class; however, on the secondary level they are explained by attitude, behavior, beliefs, values, expectations, skills etc.(Lumby, 2006; Hays-Thomas, 2004; Hubbard, 2004; Mannix and Neale, 2005).

The concept of diversity management was considered as a sustainer or a complementary practice for equal employment opportunities (Jones et.al, 2000). Once the organizations progressed from accepting and approving the differences to valuing and managing them within the equal employment approach, diversity management was identified as a strategic management tool (Friday and Friday, 2003). In this context, diversity management is defined as creating a workplace where employees with different features feel valued; think their skills are utilized and that they contribute to organizational aims; work effectively together (Gordon, 1995; Rosado, 2006). Organizations perform diversity management practices/programs based on the strategy and policy created in line with their approach towards diversity. Generally, diversity management policies can help organizations designate long-term proactive policies covering the entire target audience including employees, partners and customers; and reactive policies focused on just one particular situation/issue, to solve a problem or to implement certain procedures (Kirton, 2003; Sippola, 2007).

As part of diversity management strategies and policies, each organization determine its diversity programs by conducting research and making plans on diversity. Diversity management program refers to the implementation of improving or sustaining practices that include all features of organization's diverse workforce (Peretz et.al.2016). The objectives of diversity programs can be raising awareness as well as solving a problem related to diversity (Holladay and Quinones, 2005). Diversity programs involve diversity trainings that aim to inform employees about the topic and eliminate prejudices towards diversity. Primary aim of diversity trainings is to raise awareness for diversity-related topics and prejudices; secondary aim is to avoid conflicts that may arise or already happening due to differences; and find a solution for them (Curtis and Dreachslin, 2008; Holladay and Quinones, 2005; Overmyer,1995). Another practice in diversity programs is creating diversity teams by putting people with a lot of differences together. These differences include race, ethnicity, gender, age, education and personal traits (Egan, 2005). Diversity teams are effective in solving problems of the organization that require different approaches (Sonnenschein, 1999). In addition, especially multi-cultural organizations that practice diversity programs create diversity networks/social networks or become members of existing networks (Outi, 2008). Through these social networks, it is aimed for people who differ culturally or share same differences to get to know each other, share information, eliminate prejudice, and discover new qualities (Stephenson and Lewin,1996). As part of diversity programs, mentoring practices among managers and employers are utilized to overcome the obstacles resulting from differences and achieve desired career goals (Kossek and Lobel, 2006).

3. Method

The aim of the research is to identify the diversity management practices of an international organization in line with its diversity program strategies and policies; and also to determine what local and international differences the diversity programs of the international organizations bear. For this purpose, research sample was determined as purposeful sampling for Qualitative Data Collection. Purposeful sampling is a technique in qualitative research for the identification and selection of information-rich cases for the most effective use of limited resources (Patton, 2002). In this context, the sample of the study is determined as

PricewaterhouseCoopers (PwC). The reason for selecting PricewaterhouseCoopers is that the international company was at top five in the 2016 DiversityInc ranking. Besides, the company has been at top five in DiversityInc rankings since 2011; even became number one in 2012. It was deemed suitable for the aim of the research that PricewaterhouseCoopers, which started global diversity management practices in 2004, has been practicing diversity management program in Turkey, in line with their diversity management strategy since 2006.

Qualitative case study is chosen as the research method. According to Sturman (1997: 61), case study "is a general term for the exploration of an individual, group or phenomenon." Descriptive case study is chosen from among the types of case studies. Descriptive case study helps identify a specific situation or phenomenon that occurs in a real life environment (Yin, 2003). Accordingly, a semi structured interview with PricewaterhouseCoopers Turkey HR team was carried out. "Semi-structured interviews are often preceded by observation, informal and unstructured interviewing in order to allow the researchers to develop a keen understanding of the topic of interest necessary for developing relevant and meaningful semi-structured questions" (Cohen and Crabtree, 2006). Through the information obtained during the interview, the experiences expressed by both researchers were identified; definitions were interpreted; and grouped into categories. Analysis and interpretation of each category was checked by another researcher afterwards. In the end, category-based interpretations were made and different categories were regarded as sub-categories of other categories.

4. Findings

About PricewaterhouseCoopers

PricewaterhouseCoopers (PwC) is UK based audit, assurance, tax and consulting company. PwC began its operations in the mid-19th century as two firms. The company, which took the first steps towards its current structure in the second half of 19th century, created the name and structure it has today in the late 90's after a number of partnership and mergers (Pong and Burnett, 2006; Popovici, Moraru and Ionitã; 2011). Today, PwC operates in the 157 countries with more than 200.000 employees. Main research areas are stated as audit, consulting and tax services. Company provides services in Turkey to the business since 1981 located in four cities with almost 1.500 employees.

Diversity Levels and Approach to Diversity at PwC

PricewaterhouseCoopers (PwC) expresses its approach towards diversity with the motto, "Creating value through diversity. Be yourself. Be different." Also, the Chairman's definition of diversity is reported as "It's not just gender diversity that's important – but also other dimensions of diversity such as age, ethnicity and experience." In this context, PwC Turkey HR team explains that there is an inclusive company culture and therefore diversity subject is handled together with inclusiveness. Inclusiveness at PwC is basically adapted to company culture and the term 'inclusiveness' is expressed by concepts such as support, recognition, understanding, and acceptance. In this context, they define diversity and inclusiveness as follows:

"Diversity not only defines visible differences like age, gender and race; but also defines other differences (e.g. diversity of thought) including how we put forward different perspectives in our daily work. Inclusiveness, however, is how we maintain diversity within the network. As an individual and global network, creating an atmosphere where our uniqueness prosper and our employees succeed by nurturing a trustworthy culture."

In line with this approach, PwC focuses on five diversity and inclusion priorities in its diversity policies and strategies. These are stated as driving leadership commitment and accountability, increasing network awareness of diversity and inclusion with all leaders and employers,

building the right pipeline through a focused and monitored change management plan, influencing internally to embed Diversity&Inclusion within all critical business activity and enhancing external diversity and inclusion profile. It is expressed that, they aim to create a more diverse leadership, workforce and culture through behavioral, cultural and process-oriented changes these priorities create.

Within the scope of these 5 diversity and inclusion priorities, diversity management practices have been carried out internationally since 2004 and in Turkey since 2006. The most basic goal of these practices is to "create an inclusive work environment where employees can show their full potential or skills, and build a successful career path. Turkey HR team says that "ensuring diversity in work environment and bearing the value that diversity contributes to the work life and customers are among the general policy" and that "using skills that vary from person to person in business life" forms the basis of the general strategy.

Diversity management practices are handled within the scope of diversity levels and various practices are carried out according to each of those levels. In terms of the diversity profile, PwC primarily prioritizes the distribution of male and female employees; and as a result, 51% of its employees are female and 30% of these women work at the top management positions. By adopting the %50 principle in terms of gender, PwC works to maintain this ratio and pay utmost attention to it during recruitment processes. Turkey HR team notes that 52% of the employees recruited in 2015 is female. Additionally, the HR team explains the gender diversity at PwC as follows:

"When we talk about gender at PwC, women and men are discussed together. To increase the diversity all across PwC, participation in international exchange programs are encouraged."

Another important level of diversity at PwC is generation/age. It is believed that age diversity brings different perspectives to business life and contributes to it. It is also stated that each age group has its own unique perspective in topics such as flexible working hours, communication, technology use and career; and these are necessary for a friendly business environment. Accordingly, another important diversity level is skills. In this sense, it is reported that people with different skills are recruited in different levels and departments in the company to create a structure supporting diversity, which in the end will lead to success. About disability, which is another level of diversity at PwC, diversity practices are included in diversity and inclusion plan both internationally and in Turkey. Another difference discussed in terms of diversity is sexual orientation and LGBT individuals. There are mentoring practices about LGBT both in Turkey and international arena. PwC grabbed one of the top slots in the ranking of Human Rights Campaign, which is one of America's non-governmental organizations concerned with LGBT equality.

PwC Diversity Unit

During the process of determining diversity management programs/practices, PwC Global creates its annual program according to diversity and inclusion priorities set by ongoing research on diversity. Determining and implementing diversity management programs are carried out by Diversity Unit, which works together with Human Resources Management locally and globally but focused only on research on diversity. The tasks of diversity unit follows practices carried out in PwC Global. In local branches, for example in Turkey, the unit tracks activities organized by different organizations to ensure participation and plans events to raise awareness regarding diversity. Also internationally, within the diversity unit structure is Leader Diversity Team led by Chairman. Members of this leader team carry out their duties as territory diversity leaders in their regions and report directly to Chairman about execution of each event. As Global Diversity Leader, one of the leaders in this team is responsible for the events in his/her region as well as for the events in Europe, Middle East, Africa, and India.

Turkey HR team states that they encourage employees for diversity both globally and locally; and that they focus on three main areas in this sense.

"We support our employees to make a good start by expanding their diversity. We support the success of PwC professionals by bringing out leaders who embrace diversity. We try to improve cultural intelligence and skills that help all of our employees understand people from different social circles or with different perspectives, communicate with them and work with them.

Diversity Management Programs/Practices

Diversity Circles (Network)

PwC holds diversity circle meetings to raise awareness for diversity and inclusion; and creates communication networks via webcast and blogs to communicate with groups. Diversity Circles are defined as forum groups created to make female, minority, parent or LGBT employees within PwC provide mentoring, learning and development to each other. Another aim of these forums are described as helping member employees improve by reaching their role models in the company. Some Diversity Circles in the company can be listed as: Minority Circles, Women's Networking Circles, Parenting Circles, Professionals with Disabilities Network and Lesbian, Gay, Bisexual and Transgender (LGBT). Disability Caregivers Network is a new communication network created in an attempt to provide support to disabled employees or employees with a disabled relative across the nation. Additionally, The Gender Agenda is a corporate blog where pro-gender equality PwC employees share their work journals. It is also considered as an important network to learn about the events related to diversity both within and outside of the company.

Diversity Meetings/Trainings

PwC organizes its own International Women's Day with the aim of implementing gender-based practices on a particular topic every year on March 8th. During this event, internal publications such as Next Generation Diversity: Developing tomorrow's female leaders, The Female Millennial: A New Era of Talent, Modern mobility: Moving Women with Purpose are published. Webcast event series, where global programs for college students are carried out and presentations are shared, are published under the title, "Aspire to Lead." Under the program, workshops are held for college students with different perspectives about business life, career and leadership development. Activities carried out under Aspire to Lead are explained as follows:

"In the global Aspire to Lead" forum held for the first time in April 2014, Facebook COO Sherly Sandberg and the founder of Lean In organization were among key guests. Women and Leadership topic was specially discussed during the event. The focal point was how to guide women during their transition process from campuses to business life. Next year, global Aspire to Lead forum was held in the London office with 200 students in attendance. In order to draw attention to The Confidence Code, The Confidence Code writers Katty Kay, Claire Shipman and Global PwC Leaders attended to the event. The 3rd Aspire to Lead global forum was held in February 2016. While world-famous award winning actor Geena Davis talked about perspectives on gender in media, one of PwC partners, Martha Ruiz drew attention to noticing blind spots and how to fight them. In 2015, TurkishWin student representatives met with PwC Turkey Director and some company partners in Turkish office. In the Aspire to Lead global event held by PwC Turkey, case studies were organized for TurkishWin student representatives."

Global Diversity Week, which was started in 2014 in PwC, is a series of activities carried out across company with the aim of improving behavior changes by adopting

inclusiveness and diversity; providing leadership support to diverse groups; and raising awareness for diversity. These activities are carried out in accordance with four key goals, which are understanding the business case and our strategy, exploring valuing differences, engaging in gender equality, committing to action.

Globally, mentoring programs are held for LGBT people. Also, diversity and inclusion trainings are organized in order to improve inclusive attitude towards LGBT people and raise awareness. In addition, disability is among topics that are considered important and prioritized within company. "Ability Reveals Itself" events are held to provide trainings and give briefings on the topic. In this context the company organizes events such as Ability program that connects individuals who self-disclose a disability with champions; AbilityWorks accommodations process and Professionals with Disabilities Network and a national employee resource group.

Gender Diversity - Practices for Women

PwC cares deeply about gender diversity among others. The company emphasizes the role and importance of women within diversity practices. Figures prove how the company supports women in business life. Between 2004 and 2014, the number of female partners rose from 11% to 18%. 50% of global graduates recruited in 2015 are female. Global leadership development program also saw a 35% female attendance in 2015 across PwC. In this sense, HeForShe, Empower Women, The Women's Way, Empower Women, Wellbeing Woman practices are carried out.

PwC aims to eliminate social and cultural obstacles preventing women and young girls achieve their full potential with the help of the movement started in 2014 to support gender equality worldwide thanks to the initiatives from UNWomen, especially the HeForShe movement. Turkey HR team pledged alliance with HeForShe movement in 2015 during Staff Party with the aim of raising awareness. Empower Women panel, where strategic topics related to women are discussed, was held in cooperation with UNWomen in the US in March 2016 and in Switzerland in June 2016. The Women's Way, which consisted of workshops where female students shared their thoughts, was held in Switzerland in March 2015. PwC sponsored seminars on women's health with the purpose of cooperating with Wellbeing of Women organization and support its activities. PwC Turkey team, on the other hand, attends annual Women's Leadership Platform since 2014; contributed to YASED's report called "Practices and Suggestions for Raising Women Representation in Senior Management" in April 2016; joined SKD's (Business and Sustainable Development Foundation) women's employment and equal opportunity working group, which was put together by Koc Holding in 2016.

Diversity Research and Publications

In the scope of Talent Diversity and Mobility project, PwC conducted a research where male and female employees shared their opinions about talent diversity and global mobility. Additionally, it is reported that desired metrics can be achieved by conducting Diversity Management, Global People Survey, Talent Diversity and Mobility surveys across company simultaneously. There is a section in the annual Employee Satisfaction survey where figures related to diversity and inclusion can be found. The results are reported globally with the help of these numbers. PwC Global organizes reports on LGBT. In PwC Turkey, results of the research conducted in cooperation with the universities are used in strategy development. In addition, Female Millennial program includes practices based on an international research that involve 70 countries and initiated by University of Southern California and the London Business School in 2008. PwC has publications that aim to draw attention to diversity and inform about the matter. Those are: Gender and Gen Y (consists of the contents of gender and Generation Y-related activities held in China), Arab Women (involves evaluations based on social data of women in Arab countries), Empowering Women to Empower the Earth (discusses

global sustainability based on gender equality and female empowerment), Global Diversity Week, Ability Reveals, Making Diversity a Reality, and The Female Millennial

5. Conclusion

The case study of PricewaterhouseCoopers has provided important observations and information on practices related to diversity management. The case primarily shows that diversity management is a part of strategic management and corporate culture in PricewaterhouseCoopers. Diversity management practices are carried out by diversity management unit and human resources, with the support and approval of top level management. It can be seen that PricewaterhouseCoopers focuses on both primary level differences (gender, age, disability) and secondary level differences (talent) while performing the diversity management practices. At this point, it stands out that PwC cares deeply about gender diversity, supports women's involvement in business life and performs a great number of practices towards the cause.

It is noted that PwC emphasizes inclusiveness by discussing diversity management as diversity and inclusion; and in this context, it involves all employees in the process of diversity management through diversity teams and their leaders. It can be added that the company holds meetings and organize trainings about diversity with the aim of raising awareness for diversity both within company and in public. The youth are especially included in these events. PwC conducts annual research on diversity management and employee satisfaction; and the results shape diversity management programs. At this point, it can be said that diversity management offers many positive contributions to organizations and employees; and ensure organizational development (Curtis and Dreachslin, 2008). Additionally, it is seen that PwC's diversity management practices are planned globally and performed locally. In this sense, when global and local practices are assessed, practices are bent to fit the particular country's cultural structure and employee characteristics. At this point, creating diversity programs according to national cultural values or adapting global programs into local branches according to cultural values is required to achieve success (Peretza et.al.2016). In this context, it can be seen that PwC works with Leader Diversity Team in order to ensure coordination between global and local practices and monitor them in planning and performing diversity management programs. Also it can be expressed that PwC helps all groups communicate via Diversity Circles. It can be suggested for the future research on diversity management to examine diversity management objectives and results.

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Exploring Risk Culture in Turkish Commercial Air Transport Industry

Cengiz Turkoglu, Vahap Önen

1. Introduction

Despite a few high-profile accidents within the last couple of years, the commercial air transport industry has achieved a remarkable safety performance over the decades. The current accident rate and number of fatalities are relatively low and some argue that the system has become ultra-safe. Nevertheless, if the accident rate cannot be further reduced, the projected growth of air traffic in coming years represents the risk of an inevitable increase in accident numbers. This may ultimately have an impact on the travelling public's confidence and subsequently become a barrier for further growth. Global initiatives driven by International Civil Aviation Organisation (ICAO) such as 'State Safety Programmes' which mandate the implementation of 'Safety Management Systems' (SMS) by all certificate holders such as airlines, maintenance organisations across the entire world, aim to achieve further reductions in the accident rate. (ICAO, 2014) From a regulatory perspective, rigorous rulemaking and effective oversight activities are fundamental for at least sustaining and improving the current safety level in the future. It is also widely recognised that safety promotion activities are equally important and potentially more effective in impacting on human factors, which are crucial to improve safety performance.

The industry is currently focusing on studying and addressing various factors impacting on human performance such as fatigue, mental health and perceived over-reliance on automation as well as cultural challenges. The air transport industry, as a complex socio-technical system, has a relatively good safety culture in comparison with other modes of transport. (Bjørnskau and Longva, 2009) Many tools and techniques have been applied by various airlines and maintenance organisations to assess and measure safety culture and safety climate. Nevertheless, high profile incidents which are the result of excessive risk taking at various levels in organisations continue to happen in all domains. The crisis that financial industry faced in 2008 is probably the most significant example of extreme risk taking, which damaged entire economies." (Fionda, 2010) Events related to organisational culture and risk taking behaviour also occur in commercial air transport. Thousands of flight cancellations occurred in the US airline industry in 2008 as a result of Southwest Airlines' decision to fly part of its fleet with known non-compliances with airworthiness directives. This action resulted in a Congressional Public Hearing due to its impact and implications on the wider society. Today, one may argue that, societal pressure from various groups drives policy makers to take a 'blanket approach' to the implementation of passenger rights legislation including mandating airlines to pay compensation for a number of circumstances beyond their control such as technical delays. These challenges continually put pressure on airlines but more importantly, on front line operators such as pilots and engineers, to take difficult risk decisions on a daily basis. Therefore how risk, in other words uncertainty, is perceived and managed at different levels in organisations is crucially important for sustainability of the business.

2. Literature Review On Safety Culture Studies

While organizational loss factors and administrative responsibility have been in the industrial safety literature for years (e.g., March & Simon, 1958; Heinrich, 1959), the idea that organizations create working environments that promote or inhibit safety is relatively new. Dov Zohar, an industrial/organizational psychologist, proposed the notion of "safety climate" in 1980, and the term "safety culture" first appeared in the analysis of the Chernobyl disaster in

1986 (Cox & Flin, 1998). From Zohar's 1980 study until 2000, only about two dozen safety climate studies were published (von Thaden & Gibbons, 2007).

Safety culture/climate studies have been conducted in such diverse domains as industrial/organizational psychology (Wallace and Chen, 2006; Zohar, 1980, 2000), human factors (Wiegmann, et al., 2004), management (Barling et al., 2002). Industries investigated include manufacturing (e.g., Cooper and Phillips, 2004; Griffin and Neal, 2000; Zohar and Luria, 2003), construction (e.g., Dedobbeleer and Beland, 1991; Probst et al., 2006); health care (e.g., Gaba et al., 2003; Westrum, 2004; von Thaden, et al., 2006), aviation (e.g. Reason, 1997; McDonald et al., 2000; Hudson, 2001; Gibbons, et al., 2006; von Thaden, et al., 2008; Marx, 2013), and numerous others.

Reason's model (1997, p.195-196), one of the most widely known in aviation, suggests that an "informed safety culture" is created only if four preconditions are met. This framework names four key elements: reporting culture, just culture, learning culture, flexible culture. What appears so simple can yet be difficult to implement.

3. Discussion

3.1 Critical Review of Some of the Safety Culture Models used in Commercial Air Transport

The ICAO Safety Management Manual (Doc 9859) and many other guidance materials published by the regulatory authorities around the world refer to models and frameworks such as '4 Components of Safety Culture' (Reason, 1997), 'Typology of Organisational Cultures' (Westrum, 2004), 'Culture Ladder' (Hudson, 2001) and 'Just Culture' model (Marx, 2013). Therefore, the organisations involved in commercial air transport have so far considered these perspectives in terms of measuring, assessing and developing their safety culture.

While these models are valid and – when effectively applied – can have positive impact on an organisation's safety performance, it can also be argued that these models seem to be very much focused on collection of past event data, which does not specifically aim to explore how risk is perceived and managed at different levels in organisations. This data does not explore the risk decisions taken by the front line operators. It also fails to explore if senior management, presented with the same circumstances requiring a judgement based on available information, would take the same/similar decisions? In other words, are different groups in different levels in organisations more risk averse or risk prone than each other? If so, what does it mean from a safety perspective as well as for the overall business? Unfortunately none of these kinds of questions are addressed by the existing safety culture frameworks.

3.2 Introducing Risk Culture as a new component of 'Safety Culture'

Risk Culture has been studied and recognised as an important part of organisation culture in other risk oriented industries such as financial institutions and some safety critical industries. Additionally, the role of 'risk culture' in overall risk management process is clearly stated in 'ISO 31000:2009 Risk Management – Principles & Guidelines'. Investigating and understanding what kind of risks are accepted and how risk decisions are made in organisations involved in commercial air transport will introduce a new dimension to existing 'Safety Culture' framework. An international study was initiated in 2015 to develop a 'Risk Culture' assessment tool for commercial air transport industry. Based on this on-going research, this paper aims to explore the 'Risk Culture' particularly in commercial air transport industry in Turkey.

The idea of introducing ‘Risk Culture’ as a new component of ‘Safety Culture’ has links with a number of previously mentioned models. For example, clarification between ‘Acceptable’ & ‘Unacceptable’ risks - however subjective and difficult it may be - can enable a proactive application of ‘Just Culture’ policy. Collecting data on ‘accepted vs rejected risks’ may give management the opportunity to identify - potential - excessive risk taking by front line operators so that risks (unacceptable to the management) can be clarified/addressed and such behaviours can be hopefully avoided before an actual incident or accident occurs. Otherwise, those who accept some level of risk may not realise that their actions are not acceptable to the management and they are not aware of this until an event with a bad outcome occurs, which will – most likely – lead to a disciplinary action. The impact on ‘taking disciplinary action’ on reporting culture (mature reporting i.e. reporting one’s own mistakes) is inevitable in many organisations. The concept of ‘Risk Culture’ may proactively identify such issues and address them through organisational development and learning. Also, inevitably the question of ‘how much risk is excessive’ will always be subjective just like the non-existing line between ‘risk taking and negligent behaviour’. (Marx, 2015) Nevertheless, if the front line operators are taking risks based on their perception and certain circumstances, and these are not acceptable to the line or senior managers, then at least there will be an opportunity to address underlying causal factors (systemic issues) or giving clear messages about the unacceptable risks. Furthermore in some countries, the degree of ‘can-do attitude’ that operational staff have can be a driving force for excessive risk taking because people genuinely care about their employer and they believe that they are saving the day (i.e. releasing or accepting an aircraft with an ambiguous defect in order to avoid huge cost driven by a technical delay.)

It can be argued that the ‘Risk Culture’ as a rather new approach is also linked with the concept of Safety I (learning from what went wrong) and Safety II (learning from what goes right). (Hollnagel, 2014) The data on ‘ACCEPTED’ and ‘REJECTED’ risks collected so far have examples of lessons learned from both. While ‘Rejected risks’ are more relevant examples of Safety II and the data on ‘Accepted Risks’ can have both Safety I and Safety II examples because in some cases certain risks are accepted only after specific mitigation measures were applied. So the data collected by this methodology may also enable identification of ‘practical mitigation strategies’ applied by professionals so that they can be shared across the industry.

4. Research Questions & Methodology

4.1 Research Questions

The main aim of the research will be to investigate if and how another dimension such as ‘Risk Culture’ can be integrated within the existing ‘Safety Culture’ framework currently used in the commercial air transport industry.

Phase 1 – Evaluation of ‘Acceptable and Unacceptable Risks’ in organisations

- Is there a significant gap between front line operators and management in terms of acceptable and unacceptable operational risks?
- If there is, how can this gap be addressed by integrating the ‘Communication & Consultation’ (ISO 31000) into the existing risk management processes such as hazard identification, risk assessment and risk control/mitigation?
- If risk appetite is uniform across the organisation, does the organisation accept excessive risks or alternatively has it become too risk averse?

These questions, particularly the first two, will be strongly linked with the concept of ‘Just Culture’, which has been recently mandated by the ‘Occurrence Reporting’ legislation (Regulation (EU) No 376/2014) and also supported by the ‘European Corporate Just Culture

Declaration' signed by many trade and professional associations. By proactively identifying the potential gap in risk perception between operational staff and management, it is hoped that acceptable and unacceptable risks and/or potential excessive risk taking can be identified. These issues can be addressed by communication, developing new training or alternatively by addressing the systemic underlying causes.

Phase 2 – Developing a 'Risk Culture Assessment Tool' within the existing Safety Culture framework.

The second phase of the project will aim to develop a methodology to assess organisations' 'Risk Culture' based on the guidance material produced by the Institute of Risk Management (IRM) as well as other qualitative and quantitative safety culture assessment tools. The main questions, which will be focused on at this phase of the research are:

- Can 'Risk Culture' be measured?
- Are 'Qualitative' or 'Quantitative' Assessment methods more suitable for assessing 'Risk Culture'?

4.2 Methodology

Phase 1 - Evaluation of 'Acceptable and Unacceptable Risks' in organisations

One of the key areas this research will focus on will be how risk is perceived at different levels across organisations. In order to explore this, a number of case studies will be conducted and both qualitative and quantitative data will be collected from pilots, engineers and their managers. The two fundamental questions will give participants an opportunity to share their past experiences or potential scenarios where they may take risks (ACCEPTED as well as REJECTED RISKS). The data set of 'ACCEPTED & REJECTED RISKS' will either confirm the acceptable level of risk across the organisation or identify potential gaps in risk perception amongst the population and between the frontline operators and management. The reasoning behind focusing on this area is because it is the researchers' experience in the industry, and observations based on audits, that the majority of risk decisions including risk assessments do not involve many stakeholders, or people who are exposed to the risks assessed. As a result of that, Safety Departments who do carry out risk assessments receive criticism for underestimating the risk when events occur. (Leite, 2015) This conflicts with the requirements described in ISO 31000 specifically with reference to link with 'Communication and Consultation' at every stage of the risk management process. (ISO, 2009)

Phase 2 – Developing a 'Risk Culture Assessment Tool' within the existing Safety Culture framework.

'Risk Culture' guidance material developed by the Institute of Risk Management and other well-known theoretical frameworks such as, 'Competing Values Framework'⁸ (Quinn and Rorbaugh, 1983) and/or 'Grid-Group' framework (Douglas, 1978 cited in Mamadough, 1999) will be used for the development of 'Risk Culture Assessment Tool', which will be customised for commercial air transport. The framework and the assessment tool will either be verified by the participating organisations or validated by interviews with the safety practitioners in the industry.

⁸ "The Competing Values Framework (CVF) is one of the most influential and extensively used models in the area of organizational culture research". (Tianyuan Yu, 2009)

5. Safety Management System (Sms) Implementation & Safety Culture Studies In Turkey

ICAO introduced the Safety Management Systems (SMS) related standards in multiple Annexes (i.e. Annex 6 - Operations of Aircraft, Annex 8 - Airworthiness of Aircraft) in July 2010. Subsequently as an ICAO member state, Turkish Regulatory Authority 'Directorate General of Civil Aviation' (DGCA) initiated its own rulemaking activity and eventually SMS regulation in Turkey entered into force in January 2012. The new SMS regulation required all airlines as well as maintenance organisations to implement SMS within the following 24 months. Additionally, Turkish DGCA issued a memorandum to mandate all scheduled airlines to be IOSA (IATA Operational Safety Audit) registered, which also requires the implementation of SMS. Although both regulations and IOSA standards include various requirements for risk management processes and safety promotion activities, the subject of 'safety culture' has never been included in the regulations or standards which require auditing and – when necessary – enforcement. ICAO and regulatory authorities around the world preferred to provide information about 'safety culture' within guidance material such ICAO Safety Management Manual (SMM); therefore the assessment or measurement of safety culture is treated as best practice rather than compliance matter.

Some airlines in Turkey attempted to measure their safety culture by using existing models without statistical validation. Additionally, multiple academic studies were conducted focusing on safety culture in organisations involved in commercial air transport. "A study of challenges to the success of the SMS implementation in aircraft maintenance organizations in Turkey" found that 'just culture' related problems would be the main challenge. (Gerede E, 2014) Another recent study, aiming to measure the safety culture within a cargo operator and Type Rating Training Organisation (TRTO) by using the '*Safety Culture Indicator Scale Measurement System*' (SCISMS) model, found that the weakest point of both organizations was the "management commitment. (Ercan H. Onen V., 2016)

Although some airlines have been using ISO: 31000 model in addition to the regulatory requirements, no information could be found about how strategic and operational risk decisions are made within these organisations and what the acceptable and unacceptable risks are particularly in different levels in the organization. In other words, literature review did not identify any material on the study of 'Risk Culture' in these organisations.

6. Conclusions

Introducing 'Risk Culture' as a new component of 'Safety Culture' is a rather new idea in commercial air transport industry. This rather simple but potentially beneficial concept of exploring 'acceptable and unacceptable risks' across the organisation may identify some significant hazards which may not be reported through the usual reporting processes such as 'occurrence or hazard reporting'. Such hazards can be 'excessive risk taking' attitude and practices amongst the frontline operators and also some systemic issues driving or encouraging risk taking behaviour. Identifying such issues may enable top management to understand the challenges front line operators face and address them.

Just Culture is an enabler to develop a healthy reporting culture in the organisation. While it ensures that genuine mistakes are tolerated to encourage self reporting, it also aims to identify situations where employees have taken excessive risks and - when necessary - disciplinary action is taken. However the adverse effect of a single disciplinary action on 'reporting culture' is inevitable and it may take a long time to regain the trust of front line operators. Ultimately exploring risk culture in the organisation may prevent situations that disciplinary action has to be taken because of the common understanding of risk and a common risk appetite across the organisation.

Moving beyond the existing ‘Safety Culture’ framework used in aviation and introducing a more proactive dimension such as ‘Risk Culture’ may have the potential to further improve safety, particularly for those organisations that have already achieved a level of maturity in their safety culture development journey.

Although the studies focusing on safety culture in airlines and maintenance organisations in Turkey have shown lack of maturity, considering the main issues identified are related to just culture and the lack of management commitment, exploring risk culture in Turkish organisations may also reveal some beneficial results.

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University Students And Social Responsibility

Osman Utkan

Methodology

The study is a qualitative one aimed at identifying social responsibility awareness of students conducting activities based in Erciyes University.

The Rationale and Importance of Study

The main objective of the study is to clarify the knowledge of students making activities under the clubs registered to Erciyes University about the concept of social responsibility, their viewpoint about the concept, their attitudes and the social responsibility activities.

The studies on social responsibility are mostly corporate oriented. The unique point of the study is the analysis of social responsibility activities maintained by university students under clubs. To this end, the following questions were forwarded to club leader students:

- 1- *What is your understanding of social responsibility? What's social responsibility according to you?*
- 2- *For what grounds do you maintain social responsibility actions?*
- 3- *What social responsibility activities have you conducted so far?*
- 4- *Have there been any changes in your social responsibility activities so far? If yes, what was the reason for change?*
- 5- *What kind of benefits do social responsibility actions create?*

Limitations of the study

The focal group negotiations included the actively working representatives of clubs maintaining actions under Erciyes University Students Activities Commission.

The Population and Sample

The population of the study includes the students registered as a member to the clubs maintaining actions under Erciyes University. There are currently 5658 students registered to clubs at Erciyes University. The population was comprised of club representatives under the clubs actively maintaining actions. A population group of 20 people including club representatives who actually took part in social responsibility actions are subjected to open-ended questions in focal group negotiations. When choosing the sample, easily accessible state sampling method was applied. The reason for this is to avoid losing time and effort when accessing those students.

The study has been conducted with the participation of Erciyes University Club Representatives. The participants were initially asked questions about the concept of social responsibility then followed by other questions to clarify the level and field of their social responsibility studies.

Data Collection and Analysis

The study applies focus group negotiations and there are 5 open-ended questions. The groups are divided into three in the form of 6 + 6 + 8 people. All the negotiations took place at the academic meeting hall of Erciyes University Faculty of Communication on a daily basis for

each group. The negotiations with group were voice recorded and then deciphered. The participants were pre-informed about the content of negotiation and voice-recording. The students' responses were categorized and illustrated in the form of tables. In this sense, each student was given a specific code. As for gender identification E is used for boys and K for girls. The following table indicates what the codes stand for.

GENDER BREAKDOWN	
BOYS	f:17
GIRLS	f:3

Table 1) Gender Breakdown

Findings

The first question forwarded to participants was “**What is your understanding of social responsibility? What is social responsibility according to you?**” and 6 of respondents preferred the choice of “activities about social problems”, 5 of them “to work for social benefits and 4 person said “environmental activities”. Other participants highlighted the expressions regarding voluntariness, trust and equality.

What is your understanding of social responsibility? What is social responsibility according to you?		
Working for social benefit	%25	f:5
Social actions taken voluntarily	%10	f:2
Actions about social problems	%30	f:6
Environmental activities	%20	f:4
The process to build social trust and equality	%10	f:2
No reply	%5	f:1

Table 2) Defining the concept of social responsibility

While the club representatives at Erciyes University produce various definitions about the concept of social responsibility, they mostly gathered under the main scope of social responsibility. In this sense, the most highlighted points were making activities for social issues, social benefit and environment.

The question “**For what grounds do you maintain social responsibility activities?**” was replied by from 6 of participants (E8, E9, E12, E13, E14 and K1) as to communicate and make empathy, 4 of them (E3, K2, K3, E14) indicated religious grounds, 6 participants (E5, E6, E7, E13, E15, E17) to raise awareness, 5 of them (K1, E17, E14, E15, E16) for social wealth, while E1 and E11 to provide solutions for issues, K1 and K2 for a health life, E5 and E6 for happiness, E2 for benevolence, E4 for freedom and democracy and finally E10 to ensure accurate use of technology.

For what ends do you conduct social responsibility actions?		
For communication and empathy	%19.9	f:6
To provide solutions for issues	%6.6	f:2
For benevolence	%3.3	f:1
For religious purposes	%13.3	f:4
For a health life	%6.6	f:2
For freedom and democracy	%3.3	f:1
To provide information to society	%19.9	f:6
For the wealth of society	%16.6	f:5
To ensure accurate use of technology	%3.3	f:1
For happiness	%6.6	f:2

Table 3) **Objectives of social responsibility actions**

The answers given to that question indicated that the club representative students maintained activities for a large number of purposes. Among these purposes, mostly preferred ones are communication and empathy, awareness raising, social wealth and religious values. The reasons for students to maintain their social responsibility actions could be gathered from their answers to other questions, as well.

The participants provided more than one answers to the question “**What kind of social responsibility activities have you maintained so far?**” 16 of participant indicated they maintained their activities in the field of health and wealth, 21 of them expressed their answers as education, culture and arts, 6 of them global issues (refugee crisis), 6 of them the elderly, 3 of them technology, 3 of them for children and the remaining 3 participants for the disabled.

In what fields have you conducted social responsibility activities?		
Ecological environment	%3.3	f:2
Health and wealth	%26.6	f:16
Education, culture and arts	%35.0	f:21
Technology	%5.0	f:3
Global issues (refugees)	%10.0	f:6
Abandoned children	%5.0	f:3
The Elderly	%10.0	f:6
The Disabled	%5.0	f:3

Table 4) **Fields of Social Responsibility Actions**

This question is forwarded to Erciyes University club representatives to identify in what fields they maintain their social responsibility actions. The students made their actions in accordance with their objectives. In this respect, social responsibility actions are found to be maintained

mostly in the fields of education, culture and arts as followed by the fields of health and wealth. It is observed that the children, disables and elderly people are particularly emphasized. In addition, the students are found to pay great attention to the refugee problem which has become a big issue in recent years. They didn't forget about the Bayırbucak Turks and Uyghur Turks in their activities about refugee problems.

The students maintained some social responsibility activities under their clubs including charity sales, hospital visits, activities for child protection, conferences and seminars to raise awareness, opening courses in several fields, making reading campaigns, establishing libraries, collecting books for libraries, publishing journals, meeting the elderly in visits to eventide homes, activities to instil love of sports, dibbling, forestation, awareness activities about the disabled, blood donations, making activities aimed at abandoned children, making donations to associations and foundations working for the sake of society, theatres, cycling for healthy life.... It should be noted that a participant making action in the field of technology printed out a hand for a disabled person who lost his hand from a 3d printer. And as a club they provided training for their members to ensure they learn about this technology.

The question **Have there been any changes in your social responsibility activities so far? If yes, what was the reason for change?** was forwarded to participants and E4, E5, E13 and E14 stated they had no changes in their social responsibility actions. Other participants stated that they had some changes in their social responsibility actions.

Table.5) Changes in social responsibility activities

Have there been any changes in your social responsibility activities so far? If yes, what was the reason for change?		
A change has happened	%80	f:16
No changes has happened	%20	f:4

It is observed that participants stating that they didn't make any changes in the field of social responsibility maintain their actions more in the fields of education, culture and arts. 9 of the participants (E1, E2,E3, K1, E9, K3, E12, E16, E17) indicating that there has been a change in their social responsibility actions had their changes in accordance with social issues, while 6 of them (K2, E6, E7, E10, E11,E15) based the changes on social issues and E8 based the changes on technology.

In what fields have social responsibility actions made a change?		
A change has happened according to social needs	%30	f:6
A change has happened according to technology	%5	f:1
A change has happened on specific issues	%45	f:9
No change has happened	%20	f:4

Table 6) the benefits of Social Responsibility Studies

Social responsibility activities are found to change more in parallel with social issues and social requirements. While global issues were not included in social responsibility activities in the previous years, they have become a matter of concern in recent years. In this respect, one of the participants, E1, indicated that they launched Arabic courses to enable people to learn the language in order to understand the problems of refugees.

The question **“What kind of benefits do you think social responsibility activities have?”** is forwarded to participants and they provided more than one specific response. Relevant responses could be classified as 18% of them highlighting unity and cooperation, 15% for raising consciousness, with similar rates 13% for spiritual satisfaction, social benefit,

communication and interaction and happiness. 10% of participants indicated self-confidence and 3% achievement and the remaining 3% equality.

What kind of benefits do you think social responsibility activities provide?		
Spiritual Satisfaction	%12.5	f:5
Social Benefit	%12.5	f:5
Communication and Interaction	%12.5	f:5
Happiness	%15.0	f:6
Awareness	%15.0	f:6
Unity and cooperation	%17.5	f:7
Self-confidence	%10.0	f:4
Achievement	%2.5	f:1
Equality	%2.5	f:1

Table 7) the **Benefits of Social Responsibility Activities**

Social responsibility has been beneficial in both individual and social respects. It is observed that positive outcomes have been obtained from this. The positive outcomes of social responsibility activities on students could be listed as raising social awareness, cultivation of a feeling of self-value, a feeling of being individually effective, raising social competences, establishing good communication and the ability to establish connection with individuals from different socio-economic backgrounds and origins.

Result

The importance of which is being recognized more clearly each passing year, social responsibility activities have become more carefully studied specifically from the point of enterprises. It is observed that the enterprises have started to feel more responsible towards the society in which they provide service and facilitating their works in this respect. This has happened both as an outcome of relevant pressures and legal regulations as well as their own voluntary efforts. Now, enterprises look for ways to ensure public consent in their actions beyond making profit. Social responsibility actions are of great use for enterprises in that sense. By this way, enterprises obtain a place which is on good terms with society as well as being welcome.

Social responsibility actions, bearing profitable outcomes for enterprises, are also maintained by voluntary associations frequently. Voluntary associations mostly originate from ideas to establish and maintain social wealth. The role of universities is of great importance in that sense. Specifically, the social responsibility actions of university students under clubs are of great value.

In this respect, the study analyzed social responsibility perception and awareness of Erciyes University students through focus group interviews. It is observed in the study conducted to identify social responsibility awareness of students registered to different clubs under Erciyes University that students know about the concept of social responsibility and maintain substantial efforts in this sense. Among the more prevalent fields of social responsibility actions are culture, arts, social wealth and health. It is identified that social responsibility actions have changed in accordance with social problems and needs in the course of time. University students

expressed that unity and cooperation have been established, social benefits have been gathered, and communication and interaction have been guaranteed through social responsibility actions they conducted. As a result of all these spiritual satisfaction has been ensured and happiness is promoted.

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The Role of Positive Self-Evaluation and Attachment for Existential Meaning Among Young Women

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1. Introduction

This article deals with the topic of how young women make sense of life and focuses on crucial factors that may play an important role in their lives as existential meaning makers: core self-evaluations and adult attachment. Positive core self-evaluations represent individual fundamental positive evaluation about themselves, their own abilities and their own sense of control. It may be expected, the positive self-attitude should be a protective factor against the feeling of existential frustration. Further, an individual is inherently living in social boundaries, as such, close relationships are essential for process of meaning in life creation. Due to importance of rearing in the development of actual relationships, the examination of father's rejection was included.

1.1 Existential meaning

As claims Emmons (2003, p.105): “as far as we know, humans are the only meaning seeking species on the planet” and meaning-making is an activity which is distinctly human. This statement has been emphasised mostly by Frankl (1984, 1985); according to whom, the deepest human motivation is the search for meaning or, more specific, “will to meaning”. Meaning refers to making sense, order, or coherence out of one’s existence (Frankl, 1978 in Reker, Peacock & Wong, 1987). According to Frankl (1984), the existential meaning occurs in several areas of a human life, a person acts freely and responsibly when one is in accordance with his/her own sense impressions, emotions and thinking. Humans have the ability to distinguish oneself from the surrounding world and as such we are able to look at ourselves as an object of evaluation (self-distance) and as well to be motivated to pursue meaning (self-transcendence). This motivation involves a purposeful life dedicated to loving others or serving a greater cause (Wong, 2016).

If people do not act along the lines of their noetic (spiritual) sensitivity but follow primarily their drives (lust, search of power) they become existentially frustrated. This usually leads to the lack of motivation, sense of emptiness and meaninglessness, ergo the symptoms of the existential vacuum (Frankl, 1985). Given the importance of focus on aspects of positive functioning, yet several decades ago some authors have called for defining the essential features of psychological well-being, e.g. Ryff (1989), who postulates a definition of happiness that at individual level comprises meaning, self-actualization and personal growth. The relevance of life meaning construct examination is well documented, e.g. French & Joseph (1999), and Robak & Griffin (2000) identified purpose in life and a sense of coherence (indicators of meaningfulness) as predictors of positive functioning, whereas anomie or alienation (indicators of meaninglessness) are associated with pathology and psychological distress (Baumeister, 1991; Keyes, 1998; Seeman, 1991). Empirical research has demonstrated that a strong sense of meaning is associated with life satisfaction and happiness, and a lack of meaning is predictive of depression and disengagement (Reker & Wong, 1988; Wong & Fry, 1998). More recent studies have also confirmed an assumption that failure to achieve existential meaning in life may result in psychological distress (Loonstra, Brouwers, & Tomic, 2009; Steger, 2012; Brouwers, Tomic, 2012).

There is diversity in perspectives regarding how to achieve meaning in life (Steger, Frazier, Oishi, & Kaler, 2006). Because there is no universal meaning that can fit everyone’s

life (Frankl, 1984), each person must create meaning in his or her own life. Seligman and others (Seligman, 2002; Peterson & Seligman, 2004) developed the orientations to happiness framework, which proposes that there are three different pathways to happiness; pleasure, engagement and meaning. The four life meaning categories of achievements/work, relationships/intimacy, religion/spirituality, and self-transcendence/generativity appear to encompass most of the domains in which people strive for a sense of meaning (Emmons, 2003). One of them we focus on is the ability to love and to engage in warm and trusting close relationships. Ability to achieve intimacy is the hallmark of psychosocial maturity and a key component to psychological growth (Ryff, 1989; Emmons, 2003). Empirical research has proved the crucial importance of attachments; close, intact relationships predict health and according to Myers (2000, p.62), “a mountain of data reveal that most people are happier when attached than when unattached”. Delle Fave, Brdar, Freire, Vella-Brodrick, & Wissing (2011), based on their research, have defined happiness as a condition of psychological balance and harmony. According to above mentioned authors, among the different life domains, family and social relations were prominently associated with happiness and meaningfulness.

1.2 Core Self-Evaluations

Baumeister (1991) proposed that a feeling of meaning can be attained by first meeting needs for value, purpose, efficacy, and self-worth. It seems, one of the proper constructs worth examining in this area could be represented by the concept of core self-evaluations, initially introduced by Judge, Locke, & Durham (1997) in an effort to provide a broad, latent, higher-order trait that would be a useful predictor of job satisfaction, as well as perhaps other applied criteria. Core self-evaluations (later CSE) are defined as fundamental, bottom-line evaluations that people make of themselves (Judge, 2009). This construct is broader than self-esteem in that it also reflects beliefs in one's capabilities to control one's life and one's competence to perform, cope, persevere, and succeed. Another crucial contribution of CSE is the general belief that life will turn out well for oneself. CSE is viewed as a broad latent concept, indicated by at least four traits: self-esteem, generalized self-efficacy, locus of control, and (low) neuroticism (or high emotional stability).

To date, research on CSE has largely been within industrial-organizational psychology (Judge, 2009). However, many of the principles and findings generalize to other areas of psychology, including personality and social psychology, health psychology, clinical psychology, and, of course, counseling psychology. Judge, Erez, Bono, & Thoresen (2002) found that an overall core self-evaluations factor could be extracted from the correlations among the four traits, and that this common factor was an important positive predictor of life satisfaction (Judge, Locke, Durham, & Kluger, 1998; Judge, Erez, Bono, & Thoresen, 2003), engagement (Rich, LePine, & Crawford, 2010), popularity (Scott & Judge, 2009), and a negative predictor of stress, strain, and depression. It seems, individuals with higher CSE are able to cope with external constraints and experience beneficial emotions, CSE contribute to self-regulatory functioning (Judge, Bono, Erez, & Locke, 2005). Traits of CSE have shown to foster self-regulation as well, they are related to coping and task performance (Judge & Bono, 2001; Spector, 1982 in Johnson, Rosen, & Levy, 2008).

Repeated interpersonal experiences within the family form the mental representations basis of the self in relation to others. The responses from parents to infants become internalized into working mental models, which are a set of beliefs for organizing information about the self (De Hart, Pelham, Tennen, 2006). People's self-evaluations are formed through interactions with parents (e.g. Bartholomew, 1990), as well as their self-esteem and self-concept is influenced by those interactions, more precisely by the parenting style (Venugopal & Urs,

2015). Given this information, it seems reasonable to assume there is a possible relationship between parenting and CSE.

1.3 Aim of the study

As far as we know, the relation among above mentioned constructs (CSE, adult attachment, parental rearing, and existential meaning) have not been studied to present. Thus, we decided to focus on important predictors for life meaning creation, mostly on intimate relationships and attachment to significant others. Concurrently, we suggest that there is solid interconnection between trust in oneself (represented by CSE) and trusting others (represented by ability of bonding to others) and that this interface can possibly create a significant basis for one's life existential meaning.

Given previous findings we hypothesize the core self-evaluations, low anxiety and avoidance in adult relationships, and low paternal rejection, high emotional warmth, and (over)protection predict existential meaning in women.

2. Method

2.1 Research sample

The research sample consists of 383 women ($M=24.68$; $SD=4.33$). Women included in the research sample are heterosexual, employed, and come from complete families.

2.2 Methods

The Existence scale (ES; Längle, Orgler, Kundi, 2003) is a self-rating questionnaire assessing the degree of existential meaning, it is possible to assess the opposite of it as well; existential frustration. The questionnaire allows to assess to what degree and in which ways one's life is filled with meaning or, conversely, suffer from the lack of a meaning and experience life as meaningless. The questionnaire is based on Frankl's theory of search for meaning in life and evaluates noetic dimensions in life. The questionnaire consists of 46 items and determines the degree of existential fulfilment on four scales: self-distance (SD), self-transcendence (ST), freedom (F), and responsibility (R). The self-distance is a ability to distinguish oneself from the surrounding world, it is a protecting factor against becoming dependent on other people or circumstances. The self-transcendence is characterized as a psychological maturity, in which a person interacts with his/her environment in a balanced way. The sum of scores of self-distance and self-transcendence forms personality factor (P). The factor of freedom refers to the ability of making decisions based on a person's conscience without fear. Responsibility is connected to the determination to act upon one's decisions. The sum of scores of freedom and responsibility is termed existence factor (E).

The Experiences in Close Relationships-Revised (ECR-R; Brennan, Clark, Shaver, 1998, trans. Bieščad, Hašto, 2009) is a questionnaire assessing the adult attachment, it contains two subscales: relationship based anxiety and avoidance. It is possible to identify a typology of attachment in adulthood through achieved scores in anxiety and avoidance. Four types are included, namely secure, dismissing, fearful, and preoccupied attachment. The answers are expressed at the 7 point scale (1 = strongly agree and 7 = totally disagree).

The Core Self-Evaluations Scale (CSES; Judge et al., 1997, trans. Karasová, Očenášová, 2014), core self-evaluations is a stable personality trait which encompasses an individual's fundamental evaluation about oneself, these evaluations are identified by self-efficacy,

emotional stability (ergo low neuroticism), inner locus of control and self-esteem. The scale consists of 12 items, each item is measured on a 5 point scale (1=strongly disagree; 5=strongly agree). Sample CSES items include, “I am confident I get the success I deserve in life” and “Sometimes when I fail I feel worthless” (reverse scored).

The questionnaire My memories of upbringing - short form (s-EMBU; Arrindel et al., 1999, trans. Poliaková, Mojžíšová, Hašto, 2007) examines remembered parental rearing. s-E.M.B.U. is a shortened version of the questionnaire E.M.B.U. It consists of 23 questions for the mother and 23 questions for the father grouped into three subscales - denial, emotional warmth and (over)protection. The answers are on a 4-point Likert scale. In our study the issues arising from the relationship with one's father is analyzed.

2.3 Methods of data analysis

Multiple regression analysis was used with the aim to identify predictors, which may have the malleable potential on level of the existential meaning. Identified predictors were anxiety and avoidance in relationships (ECR-R), core self-evaluations (CSES) and paternal rejection, emotional warmth, and (over)protection (s-EMBU).

The research sample was divided by the level of the core self-evaluations into three groups. Subsequently, the women who are low core self-evaluated and women who evaluate themselves highly were compared in anxiety, avoidance, paternal rejection, emotional warmth, and (over)protection, and all areas of the existential meaning by Mann-Whitney U test.

Lastly, Chi-squared test was used to compare four types of adult attachment (secure, dismissing, fearful, and preoccupied attachment type) with three levels of the core self-evaluations.

3. Findings

Multiple regression analysis was used with the dependent variable existential frustration (in the sense of the existential meaning absence). Suitability of the regression analysis was tested by verifying the residuals' independence ($DW = 1.973$) and verification of the normal distribution of dependent variable errors. As the regression analysis proved to be adequate subsequently we came to the realization of regression analysis with the Stepwise method.

In the table below are shown the monitored variables which proved to be significant in terms of the existential frustration. The amount of variance of existential frustration predicted by independent variables is 52.6% (adj. $R^2=0.522$). These independent variables are the core self-evaluations, anxiety and avoidance. The most important predictor of the model is CSE since the amount of variance predicted by this predictor is 49.6%. The lower core self-evaluations, the higher existential frustration ($\beta=-0.590$; $p=0.000$). Important predictors confirmed are as well the attachment-related anxiety ($\beta=0.167$; $p=0.000$) and avoidance ($\beta=0.077$; $p=0.049$). The model is significant ($\beta=285.660$; $p=0.000$).

Table 1: Linear regression analysis results with dependent variable existential frustration.

VARIABLE	ΔR^2	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
		B	SE	Beta			
Core self-evaluations	0.496	-2.383	0.171	-0.590	-13.905	0.000	1.440
Anxiety	0.025	3.721	0.957	0.167	3.888	0.000	1.471
Avoidance	0.005	2.040	1.033	0.077	1.975	0.049	1.202

The average score in core self-evaluations is 32.512 (SD=6.899) with a range from 14 to 53 in the research sample. Using the frequency analysis, three levels of core self-evaluations were created. The focus is on the comparison of the low core self-evaluated women against the high core self-evaluated women in anxiety and avoidance in relationships; perceived paternal rejection, emotional warmth and (over)protection; the areas of the ES: self-distance (SD), self-transcendence (ST), freedom (F), and responsibility (R) and existential meaning as whole. Since the groups are not equally distributed, Mann-Whitney U test was used (tab. 2). Differences between the groups have occurred in all of the examined constructs.

Table 2: Examined differences between women with high CSE and women with low CSE - Mann-Whitney U test

VARIABLE		N	Mean Rank	Mann-Whitney U test	Sig
Anxiety	low CSE	73	93,11	470,000	,000
	high CSE	56	43,44		
Avoidance	low CSE	73	84,09	975,000	,000
	high CSE	56	50,36		
Paternal rejection	low CSE	73	79,49	1232,500	,000
	high CSE	56	53,88		
Paternal emotional warmth	low CSE	73	55,99	1539,500	,016
	high CSE	56	71,91		
Self-distance	low CSE	73	40,13	651,500	,000
	high CSE	56	84,08		
Self-transcendence	low CSE	73	32,17	205,500	,000
	high CSE	56	90,18		
Freedom	low CSE	73	31,43	164,000	,000
	high CSE	56	90,75		
Responsibility	low CSE	73	32,14	204,000	,000
	high CSE	56	90,21		
Personality factor	low CSE	73	32,85	243,500	,000
	high CSE	56	89,66		
Existentiality factor	low CSE	73	30,57	116,000	,000
	high CSE	56	91,41		
Existential meaning (total score)	low CSE	73	30,57	116,000	,000
	high CSE	56	91,41		

In order to examine further the relationship between CSE levels and adult attachment, we decided to prepare the attachment styles as categorical variables into secure, dismissing, fearful and preoccupied attachment types by computing the median score of avoidance (Me=2.28) and anxiety (Me=2.83) in our research group (for further reference: Fraley, Waller, Brennan, 2000). We are aware of the reduction of precision of the measurement and reduction of the statistical power caused by this step, therefore we consider this calculation as supplementary. Subsequently, the adult attachment types are compared to the CSE levels by Chi-squared test (cross-tabulation shown in tab. 3).

Table 3: Cross-tabulation of the adult attachment types and CSE levels

VARIABLE			Adult attachment				Total
			Secure	Dismissing	Fearful	Preoccupied	
CSE levels	low CSE	Count	8	5	16	44	73
		% within CSES levels	11,0%	6,8%	21,9%	60,3%	100,0%
	average CSE	Count	89	47	33	85	254
		% within CSES levels	35,0%	18,5%	13,0%	33,5%	100,0%
	high CSE	Count	33	14	6	3	56
		% within CSES levels	58,9%	25,0%	10,7%	5,4%	100,0%
Total		Count	130	66	55	132	383

Chi-squared test has proven to be significant ($X^2=60.219$; $df=6$; $p=0.000$), between CSE levels and adult attachment styles is moderately strong association ($V=0.280$; $p=0.000$). Women with low CSE are mostly characteristic by preoccupied type of attachment (60.3%). As can be seen in the cross-tabulation (tab. 3), women with average CSE tend to have either secure (35.0%) or preoccupied attachment type, other types of attachment are in this level of CSE represented slightly less. In compliance with the previous result from Mann-Whitney test, women who consider themselves higher CSE feel less anxiety and avoidance, these women bond prevalently secure (58.9%) with other people.

4. Discussion

It has been found out that it is justified to claim the core self-evaluations, the adult attachment-related anxiety and avoidance are connected with the level of existential meaning (or existential frustration). In the model, the most important predictor appears to be the level of core self-evaluations which has a negative relationship with existential frustration. Given the high importance of CSE in life meaning creation it can be assumed (in accordance with Judge et al., 2005), that individuals with a favourable core self-evaluations level are able to cope with external constraints successfully and experience beneficial emotions and attitudes and that this ability could be helpful in search for meaning process. Indeed, people with favourable CSE are reasonably expected to set and pursue intrinsically motivating goals and be resilient when faced with frustrations, among other mediating processes, all of which culminate in greater satisfaction and performance (Johnson et al., 2008). Further, a confrontation with obstacles or more severe stressors often leads to a shattering of individuals' meaning systems (Park, Edmondson, & Blank, 2008) and could initiate "meaning making" efforts to rebuild them. In this process, "a general sense that life will turn out well for oneself" (Judge, 2009, p.58), represented by CSE, may be crucial.

Paternal rearing has not proven to be an important predictor in terms of existential frustration, or existential meaning respectively. In like manner, Cheng & Furnham (2004) found maternal care, in contrast to paternal care, as an important correlate of happiness in life. More precisely, maternal warmth to the child is beneficial in increasing happiness. We assume paternal rearing to have indirect connection with existential meaning. It may presumably have a mediation role in existential meaning creation since it has been found the connection between rearing and CSE and subsequently level of CSE predicts the level of existential frustration. The results suggest the qualities of paternal rearing are in favour of higher core self-evaluated women in comparison to the other group. As it seems, desirable CSE level is connected to more nurturing and affectionate interactions with the father.

An important result seems to be as well the difference between examined groups in existential meaning, the women with lower CSE are characteristic by lower levels of existential meaning. These differences are rather straightforward, high core self-evaluated women tend to judge themselves as more self-distanced, self-transcendent, more free, and as well more

responsible, which is connected with higher existentiality and personality factor. Similarly, Halama & Dedova (2007) proved a positive connection between meaning in life and self-esteem. From the point of view of the findings, to judge yourself as high core self-evaluated can presumably have a positive outcome in achieving meaning in your life.

Other important predictors of existential frustration (existential meaning respectively), except from CSE, are the anxiety and avoidance in relationships. The more is a woman anxious or avoidant in her relationships the higher her existential frustration is. Results of the regression analysis are supported by the other findings: in terms of close relationship adult attachment, low core self-evaluated women and high core self-evaluated women experience different levels of anxiety and avoidance. Women who consider themselves higher CSE have the tendency to feel less anxiety and avoidance in relationships, respectively, they have presumably more often secure attachment with people. As was analysed, women with low CSE are mostly characteristic by preoccupied type of attachment. Attachment types connected with average CSE are mostly secure and preoccupied attachment type, and other types of attachment are associated with this level of CSE slightly less. Lastly, women who consider themselves higher CSE bond prevalently secure with other people.

Findings of the present study are in compliance with the statement by Chang, Ferris, Johnson, & Rosen (2012) who claimed that neuroticism is an indicator of an avoidance temperament; neurotic individuals tend to experience more avoidance-related emotions and focus on negative information. In a different words, approach/avoidance differences influence the extent to which people focus on positive or negative information when evaluating situations (Ferguson & Bargh, 2008). With regards to mentioned above, we could assume a woman with a more prevalent neurotic trait (included as one of the factors in CSE), thus, with more avoidant nature of personality, evaluations, motivation, and emotion, would probably engage less in close, intimate relationships. And they, as we know, are a fundamental part of the basis for existential meaning creation.

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Common ground of advertising slogans

Gamze Yildiz Erduran, Fatma Lorcu

1. Introduction

Advertisements which aim to increase the sales of a product and service serve as sources of information and publicity agents for consumers and business enterprises, respectively. Consumers can have an idea of what a product offers and avail by means of advertisements while business enterprises can explain why consumers should prefer themselves to their competitors within the competition environment (Percy & Rosenbaum-Elliott, 2016). Slogans, which are one of the basic components of advertisements (Leonardi & Khoutyz, 2010), are one of the critical factors for the brand construction process (Vakratsas & Ambler, 1999). Advertisement slogans are the mottos and moving sayings that deliver the pledges of the brands in general (Kohli et al., 2002). A slogan should leave a mark of the brand on consumers. Kotler (2002) emphasizes that slogans should consist of words highlighting the pledges of that brand instead of praising the brand. Whether a slogan is successful or not depends on the statement of the long term benefits that are pledged.

Cakirer (2013), points out that it is the slogan that sets forth the philosophy and position of a brand and that prompts consumers to buy a product or service during the purchase decision process. He also underlines that brands follow the good slogan, good image, increasing sales and branding steps to become “superior” and “the best” compared to their competitors.

A slogan helps to specify the concept of a brand (Arko: Real men need no more), to indicate the position of a brand compared to its rivals (Head&Shoulders: Number 1 Dandruff Shampoo in the World), to draw attention (Blendax: Dazzling and Sparkling Hair) and to gain corporate identity (Bosch: I would rather lose money than trust) (Yeygel & Yakin, 2007; Ersoy, 2014).

Advertising copies and slogans aim to define and put forward a product and service with the most explicit, catchy and precise statement possible (Dalyan, 2010). For that reason, various linguistic tools are utilized for the advertisement copy and slogan writing. Humour, equivocation, artistic and poetic tools are preferred to influence the target group (Bathes, 1985). Inarguably, the language of advertising should have the qualities of the target group. At this point, culture as a factor comes into play. The diversity of taste, life style and sense of humor as a result of cultural differences is closely related to the identity of the target group to whom the business enterprises plan to sell (Dalyan, 2010).

Text mining is a kind of analysis method which helps to detect the hidden patterns that are hard to analyze with traditional methods in big data (Loudon et al., 2013). In this study, advertisement slogans are examined by use of text mining. The reason why advertisement slogans were chosen is that they are the most widely used marketing tools. The advertisements reaching the consumers especially on social media and the Internet help the business enterprises expand their target group (Haciefendioglu, 2011).

2. The Literature Review

Advertising is a marketing activity which persuades consumers to buy a product and service (Tasyurek, 2010). It can be said that advertising is an important factor shaping the competition in terms of modern marketing. For that reason, business enterprises tend to have big budgets for advertising expenditures (Fettahlioglu et al., 2014).

Advertising is a promotional activity which aims to create a brand identity, to sell a product and service and increase the demand (Bati, 2005). Advertising represents the image of a brand and the pledged value on behalf of the consumers. Its purpose is to get the consumers to forge a

bond and identify themselves with a product and service. Thereby, it aims to take part in the lives of consumers and become a part of their life styles and habits (Mengu, 2006).

Several advertising components are utilized for the persuasion of consumers to buy and their identification process, which are visuals, slogans, main text, conclusion and format (Leonardi & Khoutyz, 2010). A slogan is the conveyance of the creative idea in the advertisement in the shortest and most impressive way possible. It is the shortest and most expressive explanation of the subject of the advertisement to the consumers (Topsumer & Elden, 1996).

Slogan is usually defined as the transformation of complicated information into a plain and simple format that can be understood by a large segment of the society. Human communication becomes easier and faster with the help of slogans. In addition, slogans are like “shortcuts” to convey commercial, political and religious messages to the target group (Sharkansky, 2002).

Goddard (2003) defines slogan as the statements and expressions that is attached to a product or service highlighting its memorable quality. Schultz and Tannenbaum (1997), on the other hand, states that as human memory being limited drives the brain to be selective while interpreting the messages, a good slogan should be clear, short, rhyming and memorable.

In short, advertising slogans, which aim to turn individuals into consumers, should be able to express social tendencies and mold public opinion. Hence, the main idea in research done on slogans is that a slogan should consist of meaningful, short, impressive and memorable words (Bektas, 2000).

Slogans are created in a different format compared to the normal use of language. Hafer and White (1977), define advertising language as a very special communication which includes artistic and entertaining elements. The language of advertising bears both humor and equivocations as entertaining elements and poetic tools as artistic elements (Barthes, 1985).

The use of key words that are consistent with a brand is a common case in slogans. The high level of consistency between the slogan and the brand will probably increase the influence on consumers (Moon & Millison, 2003).

Ong (1995), emphasizes the relation between a slogan’s success and to what extents it has become a classic and states that whoever hears the classic slogan tend to remember the brand, too as in the case of Nike’s (Just do it). He underlines that slogans having traditional patterns just like proverbs are likely to be more successful.

The language used in a slogan is of high importance especially for the business enterprises operating in the global market. Global business enterprises aims to sell products and services to various target groups that have social, economic and cultural differences. For that reason, social, economic and cultural elements should be considered while creating a slogan (Foster, 2001). For instance, while Coca Cola have been using the slogan (Life tastes good) all over the world markets, (May Ramadan light brighten the tables) were used in Muslim countries.

Slogans can differ in line with the social elements. Dagtas (2003) implies that individual consumption is more about the individual’s desire to make social bonds than the product bought. Luxurious brands who targets consumers who aspires to have a higher status and the sense of belonging to a certain class usually focus on (Being different, unique and the best) in their slogans as in the case of Audi (Be one step ahead) and Machintosh (Think Different) (Kadioglu, 2013).

The differences in slogan elements based on economic elements are generally used to emphasize the luxury and non-luxury qualities of brands. For instance, while Sok Supermarkets with (All the good brands from factories to people) or Hangar Shoes with (A bit more expensive than free of charge) slogans express that their target group is the common people, De Beers with (A diamond is forever) slogan targets consumers who want luxury.

Consumers can analyze the message conveyed by the advertising slogans based on the available information in their memories which is a combination of educational background, culture, life style and habits (Cangoz, 2005). Culture is considered a great contributor to the creation of

slogans. Culture is a set of learned behaviors resulting from interaction between people and reflecting the life style of society (Sahin, 2010). Therefore, it is a must to take culture factor into account to create slogans that strike the minds of consumers (Adorno, 2003).

The differentiation in slogans based on cultural elements is usually generated with the use of coding templates (Chaney, 1999). For example, while Coca Cola's (May the meals we have together be everlasting) slogan used for large bottles emphasizes family and sharing, (Feel the chill, energize) slogan for the glass bottles underlines being young and urbanite.

3. Method and Findings

The advertising industry is a huge structure that shapes the popular culture and changes consumers' buying behaviors and habits (Yavuz, 2006) and slogans, which are inseparable from advertisements, are one of the most important components of this structure (Mengu, 2006).

Every slogan has its own characteristic features and use of language which includes colloquial language, short sentences without predicate, associations, equivocations, metaphors, proverbs, idioms and newly-formed words. Figures of speech like hyperboles, metaphors, repetitions or alliterations are often used in slogans (Dan, 2015).

The aim of the study is to reveal the hidden but meaningful relationships in the data set consisting of advertising slogans. The common and discrete properties of slogans were examined. Turkish and global brands' slogans were examined with the use of association rule and clustering analysis. The common words that the slogans have and its cultural effects were observed.

First of all, three different data sets were formed for the advertising slogans that were taken from various websites. The first data set included 562 slogans published in Turkey, while 132 slogans making up the second data set were from United Kingdom and the rest 198 slogans in the third data set were from the global market.

The slogans in the data set are text data and they are defined as unstructured data in text mining (Han & Kamber, 2001). Firstly, prior processing was done to structure the data and to be able to analyze it. In this process, numerous operators should be used in RapidMiner program. The operators used and the prior processing are shown in Figure 1. These operators are often used to create meaningful word-document tables by breaking down words into roots, finding conjugates, sorting words that are in the spaces within a text, defining optional letter limits for words or lower casing the letters.

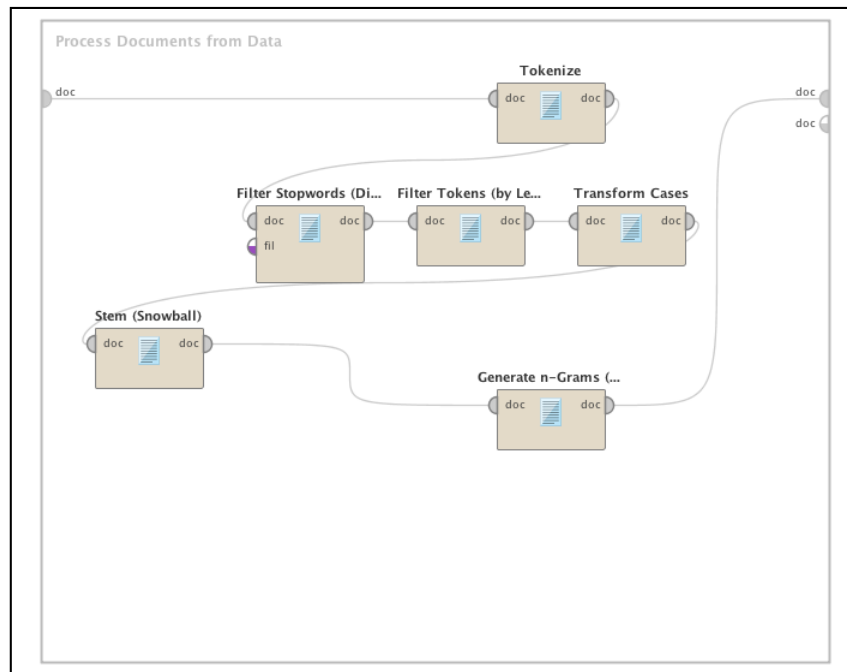


Figure 1. Prior processing of the data

During the prior data processing, a word-document table was created after the each word as a variable and the prevalence of the words were calculated.

Table 1. Turkey, UK and global ads word-document table

Advertisement Slogan In Turkey			Advertisement Slogan In UK			Global Advertisement Slogan		
Word	Attribute Name	Total Occurrence	Word	Attribute Name	Total Occurrence	Word	Attribute Name	Total Occurrence
world	world	17	your	your	10	your	your	20
life	life	28	milk	milk	8	Coca-Cola	Coca-Cola	16
drink	drink	17	good	good	7	home	home	14
Turkey	Turkey	20	when	when	6	good	good	13
			want	want	5	what	what	6

While the most frequently used advertising words in Turkey are “world, life, drink and Turkey”, it is “your, milk, good, when we want” in UK and “your, home, coca cola, good and what” in global advertisements.

When we look at the global advertising slogans, we see that words like ‘best, more, king, love’ are often preferred. Especially, adjectives like “good, better, etc.” are utilized to address consumers.

UK advertising slogans usually have several characteristics in common with the global slogans as they are both in English.

In Turkey, more general statements like “Number 1 brand in Turkey”, “Taste of life” and “World brand” are favored to address consumers. Following the prior processing, the data was transformed into a more suitable structure for the analyses. Association and clustering analyses, which are commonly used in data mining, are also utilized as methods in this study.

The probability of word of phrase collocations in a slogan text or the slogan texts as a whole can be calculated with the association analysis method. The main objective here is to detect some patterns that are called association rules depending on the assistance, trust and threshold values used. As the data used in the study is heterogeneous, threshold value was kept low.

Common Ground Of Advertising Slogans

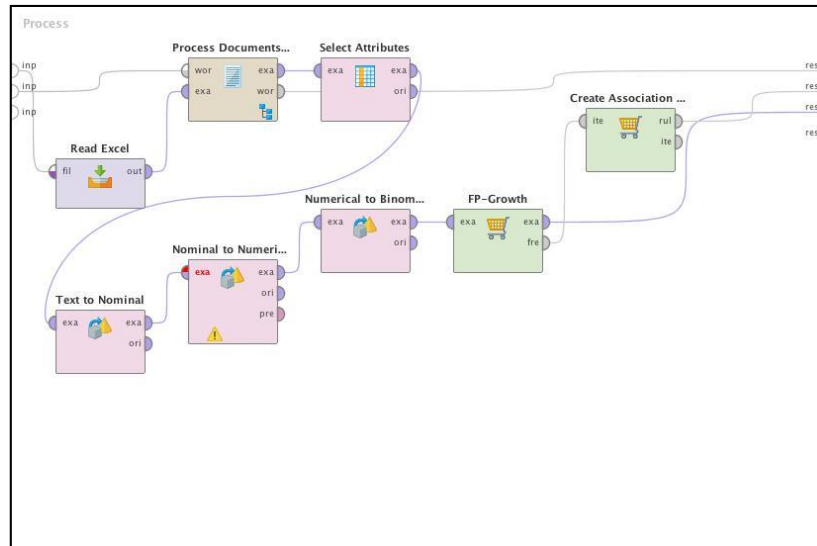


Figure 2. Association analysis process in RapidMiner

According to the results of association analysis done for the global advertising slogans, there emerged 177 rules and these rules pointed out the association of the words “diamond and forever” while there was no association rule found in UK advertising slogans. 50 association rules revealed the words “more and much” in the ads published in Turkey.

Clustering analysis is the process of dividing the data into subsets with similar properties. While data groups can be clustered using the similarities, dissimilarities or differences can be used as well. Therefore, homogenous data groups can be obtained from heterogeneous data (Silahtaroglu, 2008).

K-means and k-medoids are the most commonly used non-hierarchical clustering algorithms used for text clustering. The property that distinguishes the two algorithms is the way the cluster center points are assigned. While each cluster in k-medoid algorithm is represented by an object, in k-means algorithms each cluster is represented by its own objects. As the data set used in this study is not too big k-medoid algorithm was considered more useful (Aggarwal & Zhai, 2012).

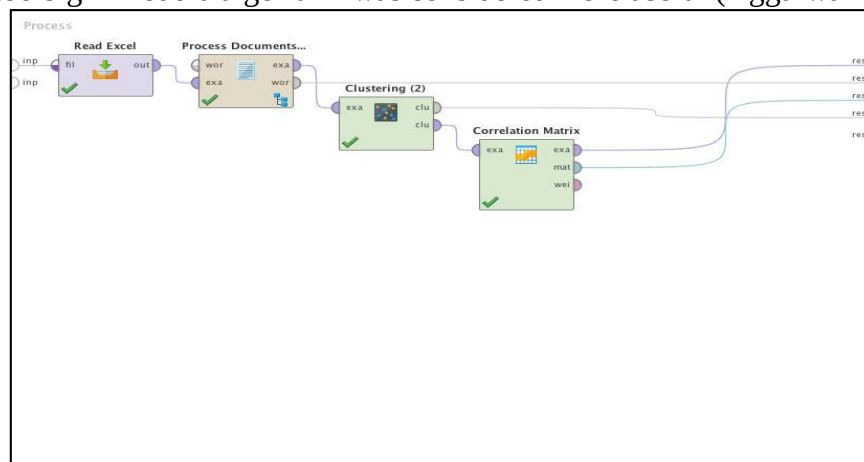


Figure 3. Cluster analysis process

The cluster analysis here helped to find out the closest and the most distant slogan groups. The process and the process attachments applied are presented in Figure 3. K cluster number was found 5 randomly with the use of k-medoid algorithm. Euclidean distance formula was used as the distance calculation criterion. The clustering models formed for the three data sets used are shown in Table 2.

Table 2. Cluster models

Advertisement Slogan In Turkey	Advertisement Slogan In UK	Global Advertisement Slogan
Cluster 1: 263 items	Cluster 1: 18 items	Cluster 1: 75 items
Cluster 2: 28 items	Cluster 2: 77 items	Cluster 2: 16 items
Cluster 3: 30 items	Cluster 3: 16 items	Cluster 3: 17 items
Cluster 4: 5 items	Cluster 4: 8 items	Cluster 4: 89 items
Cluster 5: 236 items	Cluster 5: 13 items	Cluster 5: 1 items
Total number of items: 562	Total number of items: 132	Total number of items: 198

Clustering analysis led to the list of words that helps the formation of document similarities in the clusters. The words in Turkish slogans with highest similarity in Cluster 1 are “soft drinks, wafer, coke, cakes, legend, to taste, to take a shine to, star, entertainment, chocolate, life, who and you”, which leads us to the conclusion that Cluster 1 includes a lot of food and entertainment slogans. To express the food and entertainment elements the predicates “taste and take a shine to” were chosen. The pronoun “you (2nd person plural)” were used more often than the others. With the phrases like “Your brand or your taste” an attempt was made to provide a sense of unity with consumers.

Cluster 2 is represented by the words “perfume, insurance, child, baby, newspaper, sign, you (2nd person singular), you (2nd person plural), life, among us, indescribable, to share, right, today”. The words “among us and to share” have the highest document similarity in this cluster. Cluster 3 and 4 are represented by the words “different, time and every” and “love, one, satisfy”, respectively. Cluster 5 is grouped around the words “new, soul and leadership” and includes automobile slogans in general.

The words representing the advertising slogans in the UK and the global ones are shown in Table 3.

Table 3. The words representing the UK and global advertisement slogan clusters

UK Slogans	Global Slogans
Cluster 1={cook, fast, hello}	Cluster 1={be, better, burger, come, connect}
Cluster 2={win, radio, new}	Cluster 2={big, enjoy, coca cola, happy}
Cluster 3={appliance, science, of, the}	Cluster 3={zoom, first, good}
Cluster 4={be, us, you, can, all}	Cluster 4={solex, style, eat, fresh, love, it}
Cluster 5={beef, where, the}	Cluster 5={petroleum, marathon}

When we look at Table 3, the pronouns “you (2nd person singular) and you (2nd person plural)” were also used in the UK slogans and it seems that they even represent the clusters. Cluster 2 is represented by the word “new” and it generally includes the slogans of technological products. “Where” is used as the interrogative pronoun here.

When we look at the formation of the clusters for the global advertising slogans, we see that the words “love, happy, enjoy” representing the clusters are used. It seems that the global advertisements are group around the words that invoke happiness or pleasure. In Cluster 4, which has the maximum number of items, the words “eat, fresh, love, it” has the highest prevalence and it generally includes food advertisements.

The correlation of the words that make up the slogans for the advertisements published in Turkey shows that the words “shock” and “sugar/sweet” has the highest correlation in the ratio of 0.90 while it is the words “be” and “us” in the UK with 0,91. There were also high correlations found between the words “driver” and “want” with 0,87 and the words “king” and “you” with 0,74. In global advertisements the highest correlation with 0,84 was found between the words “give, break” and “me”. There were also high correlations found between the words “eat” and “fresh”, “see” and “smile”, “life” and “met”.

4. Conclusion

The words chosen for the advertising slogans were analyzed in three separate data sets in this study. The UK and global advertising slogans were observed to have similar words in general. The words “your, good” and “what” were detected as the junction where the UK and global advertising slogans usually met. English as the common language used in both of the advertising slogans is thought to be the leading cause of this case.

It is interesting that the name of the country is so prevalent in the advertising slogans published in Turkey. “Being the best in Turkey” is considered very important for the products to be sold in Turkey. Consequently, it is a characteristic that distinguishes Turkish advertising slogans from the others.

The junction of all the advertising is to convey that consumption is good, fun and enjoyable. The common characteristic of all the slogans is that words with negative connotations are not used. Besides, being original, being the first, being the best in the country or world is also emphasized in all the slogans.

Mengu (2006), states that advertising is an intellectual product aimed at consumption. He claims that consumers do not consume the products at first but the advertisements and that they consume the products according to the advertisements. Therefore, words that address the popular culture and gain acceptance in a fast and easy way should be preferred for advertising slogans.

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SMS: Still a viable option for reaching youth?

A. Mücahid Zengin, Güldane Zengin, Hüseyin Altunbaş

1. Introduction

Cell phones are the most personal devices among the communication and computing devices. Television, desktop computers, laptops and even tablets may be shared among family and peers. Cell phones on the other hand, belong to one individual. Cell phones are always on, always close to its owner. All cell phones, including “smart” phones, have an old technology, which can be used to asynchronously communicate even without an internet connection: SMS.

SMS is the abbreviation of “short message system”, also known as “text messaging”. The first SMS message was sent in 1993 (Krum, 2010). It is the process of sending messages that are no more than 160 characters long. Most SMS messages are sent from one cell phone to other, however it is possible to send multiple messages simultaneously (Dushinski, 2009). Until 1998, SMS messaging was limited to GSM operators own networks. This was limiting the widespread use of messaging. Operators signed agreements to lift this limitation (Doyle, 2001). The 160 character limit is also a thing of the past, since cell phones can split long messages into several parts when sending and combine them when receiving (Network Dictionary, 2007).

As a way of sending and receiving messages, it did not take long time for marketers to realize the potential use of SMS for marketing communications.

2. SMS Marketing

SMS marketing can be used as narrowcast or broadcast, which gives it a greater range than its rivals. An SMS message can be sent to one individual, or millions of people (Tapp, Whitten, & Housden, 2014). If marketers want to use SMS marketing properly, they should treat it as a narrowcast medium and send personalized messages to interested prospects. However, it is easier for the marketer to create one message for all, and send it to masses, hoping that “someone would read and respond”.

SMS messaging is essentially a means of direct marketing. A proper direct marketing campaign should follow these principles:

- Messages should be clearly targeted and personalized
- Messages should be sent to interested prospects
- Messages should provide value to the receiver
- Messages should be sent at the right time and place

Failing to meet these criteria results in irritating the receivers of the message. An SMS marketing campaign is no different than any direct marketing campaign. Carefully crafted and personalized SMS messages should be sent to the right people, at the right time and place, with prior permission. Marketers have all the technology to create outstanding SMS marketing campaigns and send their messages directly to their intended audience.

SMS marketing should begin with permission. Any direct marketing campaign should follow the rules of permission marketing. Since cell phones are the most personal devices, it is even more important in the case of SMS marketing. The rules are similar to e-mail marketing. Permission is, asking potential customers for their permission to include them in messaging lists. “Opt in” means getting recipients permission. “Opt out” means refusing to receive any further messages. This gives consumers more control over the amount and type of messages they receive, helping companies prevent wasting their budget on uninterested individuals. The idea is that, if an individual opts in to a firms messaging list, he or she is a qualified lead, who

is interested in the firms offerings and may purchase from the firm in the future (Moriarty, Mitchell, & Wells, 2012).

Mobile Marketing Association (2014) compiled a list of best practices in their document titled “Marketer’s Guide to Messaging: Trends & Best Practices”. These include:

- Sending messages to those who gave their permission to receive messaging from the company.
- Always giving consumers to opt-out at any time.
- Sending messages that are relevant to the consumers and their life styles. Relevance is very important since untargeted messages lead to resentment.
- Understanding firm’s target audience and sending personalized messages, based on existing consumer data. This will lead to far higher conversion rates than generic messages, so integrating with the brand’s customer relationship platform is essential.
- Not sending bulk messages to uninterested consumers.

3. Advantages and Disadvantages

There are several advantages of SMS. The first and one of the most important aspects is its being asynchronous. SMS messages are stored in the cell phone and can be read or responded to at any time (Ling & Yttri, 2004). Another important aspect of SMS is its being sent to a very personal device, the cell phone. The receiver of the message is a single individual, thus it can be highly personalized. As Dickenger et al (2004) states, personalizing the message increases its impact. And this personal device does not stay at home as personal computers do: Cell phones are always in close proximity to their owners (Moriarty, et al., 2012). In addition, being a digital form of message delivery, marketers can use various technologies such as location based targeting (Drossos, Giaglis, Lekakos, Kokkinaki & Stavraki, 2007). Once the message is sent to prospects, marketers can measure response rates to fine tune the campaign (A Marketers Guide to Messaging, 2014). Finally, as one of the oldest forms of mobile communication, it is supported by almost all devices (Mobile Advertising Guidelines, 2011) and there is no need of a mobile data subscription to receive SMS messages.

Despite these advantages, we should also note the disadvantages. SMS messages are simple text messages. There is no formatting, and messages cannot contain images (Tapp, et al., 2014). However it can be said that this contributes to the simplicity of SMS. The rising number of spam messages can be a concern too, since it creates message clutter. Finally, SMS is interruptive in the sense that it is more immediate than other forms of digital marketing (Rowles, 2014). This is why marketers make sure that every message is valuable for the consumer.

4. Types of SMS Marketing

There are two message formats: Initial SMS Ad (Appended) and Complete SMS Ad (Full Message). The first type of message is a non-advertising message, such as weather information. The advertising message is appended at the end of the message. Complete SMS Ads on the other hand, use all of the 160 characters to promote a product or service (Mobile Advertising Guidelines, 2011).

SMS messages can be used for various marketing purposes. One of the most basic ways of SMS marketing is sending information about products, services or discounts and calling the receiver to action. SMS can also be used for contests, mobile coupons, text subscriptions, sending web links, alerts, polling and more. These can be detailed as (Dushinski, 2009):

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- Text subscriptions: Product or service information that requires regular communication, information service subscriptions (quote of the day, news, weather)
- Mobile coupons: Discount coupons that are sent to customers cell phones. They are trackable, promote loyalty, attract new customers and increase sales from existing customers.
- Operational/Experience messages: Messages that are helping customers with the experiences with a company. Examples include a delivery company sending SMS messages when the package is delivered, or a dry cleaner which lets customers know their clothes are ready for pick up. This type of messages are highly beneficial for customers.
- Mobile site links: Companies may send links to their web sites via SMS messages. Directing the recipients to a web site may seem like a good idea to provide more information, but marketers should take into account that some people may not understand that the links are clickable or they may deliberately avoid clicking in fear of mobile viruses.
- SMS voting: Text messaging can be used to get replies from customers in the form of votes. Some TV shows are implementing this idea to select winners and make the viewers feel important.
- Contests: Similar to text voting, contest may be useful for brands in engaging with their audience.
- Text-to-donate: SMS can be used for donation campaigns. Since contributing to SMS campaigns is easy, it can dramatically increase the number of donations.

5. SMS Marketing Regulations in Turkey

Due to the improper use of SMS messages for marketing and customer complaints, Turkish government passed a new law to regulate SMS marketing practices of companies. The new regulations were effective on 1 May 2015. According to new rules, marketers should obtain permission of the receiver and should provide a way of opting out of messaging lists. They should interpret silence of the consumer as rejection and should not include in messaging lists. Those who do not comply with these rules may face charges (Elektronik ticaretin düzenlenmesi hakkında kanun, 2014).

The present paper seeks to reveal the difference, if any, on the attitudes and perceptions of young consumers toward SMS marketing before and after the changes in regulations.

6. Method

The data for this research is collected in April 2015 and April 2016 in Konya, Turkey. The first dataset was collected before the new regulations on SMS marketing took effect. The questionnaire form consists of 41 questions. Last 22 questions were in 5 point Likert scale (Strongly Disagree, Disagree, Neither (Undecided), Agree, Strongly Agree).

7. Participants

The participants of this study are selected from Selcuk University, Faculty of Communication. 126 and 120 questionnaire form were found to be usable for 2015 and 2016 data respectively. Aged between 18 and 27 they are an audience which uses mobile technology actively. 32,5%

of the participants of 2015 survey are female and 67,5% are male; while 34,2% are female and 65% are male in the 2016 survey.

8. Findings

Before the new regulations on SMS marketing came into attention of the public, 11,1% of the participants stated that they took the necessary action to opt-out of SMS marketing lists. After the new regulations, it is required by law to inform consumers about the ways of opting out. However, only 18,3% of the participants reported trying to opt-out in 2016.

We have asked to self-report the number of marketing SMS messages they receive in a week. The responses point to a decrease in the excess amounts of messages they receive. While 55,6% of the participants were receiving more than five messages in a week, this number decreased to 42% in 2016. We have also asked, “What do you do when you receive an SMS message intended for marketing”, 20,8% stated that they read it immediately in the 2015 survey. This ratio is down to 14,2% in the 2016 survey. About one-third of the participants stated that they delete the messages without reading both in 2015 (33,6%) and 2016 (33,3%). Around %40 of the participants prefers to read messages when they have free time (42,4% in 2015 and 40% in 2016).

How much of the SMS messages are being read by the participants? More than half of the participants state that they quickly scan the message (54% in 2015 and 54,2% in 2016). There is a 5,2% increase in the participants who stated that they read all of the SMS message carefully, which is only 4% in the data gathered in 2015.

We have asked questions about SMS usage and the usage of mobile messaging programs such as WhatsApp. The means for SMS usage is 2,91 in 2015 and 2,72 in 2016 which points to a -0,18 decrease. The means for “Using WhatsApp-like programs for chatting” is 4,61 in 2015 and 4,67 in 2016. It is clear that mobile messaging apps are being used much more than SMS. To further understand if mobile messaging applications were used as a modern replacement for SMS, we have asked two questions. The first one states that “I prefer sending messages to my friends through programs like WhatsApp instead of using SMS”. The participants are in high degree of agreement with this statement (4,47 in 2015 and 4,28 in 2016). The second question states that “If my cell phone didn't have the capability to send or receive SMS messages, I wouldn't miss its absence”. The participants are undecided about this statement (2,94 in 2015 and 3,01 in 2016).

Permission and the ability to opt-out is important in SMS marketing. Participants are hesitant to give permission to firms to send them SMS messages (2,53 in 2015 and 2,55 in 2016). They are undecided about the statement “If I inform companies that I don't want to receive marketing SMS messages, they stop sending messages” (2,83 in 2015 and 2,93 in 2016). However, the situation seems to be getting better, since there is a 0,1 point increase on the agreement of this item.

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Table 1. Mean differences for annoyingness factor

Annoyingness Items	Mean (2015)	Mean (2016)	t	df	Sig.
Same companies send too much SMS messages	3,85	3,47	2,611	239	0,01
I receive marketing SMS messages in inappropriate times	3,57	3,27	1,742	237	0,08
I receive marketing SMS messages from companies that I didn't gave my number	4,15	3,88	1,735	242	0,08
I receive marketing SMS messages that are irrelevant to me	3,72	3,60	0,656	242	0,51
Total	3,82	3,55	2,592	244	0,01

We have analyzed three variables in this study. The first variable, annoyingness, consists of four items. Total mean for this variable is 3,82 in 2015 and 3,55 in 2016 which points to a -0,26 decrease. Independent sample T-test revealed that there is a significant difference between the year 2015 (M=3,82; SD=0,81) and 2016 (M=3,55; SD=0,77); $t(244)=2,592$, $p=0,01$. According to these results, it can be said that, although the participants find marketing SMS messages less annoying, the means are still in the range of high annoyance. We must also note that highest decrease is on the items "Same companies send too much SMS messages" and "I receive marketing SMS messages in inappropriate times" which are also close to significance ($p=0,08$ for both items).

Table 2. Mean differences for benefit factor

Benefit Items	Mean (2015)	Mean (2016)	t	df	Sig.
I use marketing SMS messages to take advantage of low price opportunities	2,43	2,29	0,947	241	0,34
Marketing SMS messages provides the opportunities I want	2,29	2,09	1,490	242	0,137
Thanks to the messages that informs about discounts, I can shop from stores that I normally couldn't	2,51	2,35	0,963	243	0,33
Marketing SMS messages are good sources of information about products and services	2,75	2,63	0,827	244	0,40
Total	2,49	2,34	1,329	244	0,18

All four items of benefit variable have lower means compared to the data collected on 2015. Total mean for this variable is 2,50 in 2015 and 2,34 in 2016 which points to a -0,15 decrease. There is no significant difference on any of the items compared to previous year.

Table 3. Mean differences for attitude factor

Attitude Items	Mean (2015)	Mean (2016)	t	df	Sig.
I find campaigns conveyed with marketing SMS messages appealing	2,32	2,22	0,753	240	0,45
I like being informed about campaigns by SMS	2,49	2,30	1,229	243	0,22
Marketing SMS messages affect my buying decisions about products and services	2,23	2,19	0,266	241	0,79
I attend to campaigns advertised using marketing SMS messages	2,14	2,15	-0,118	244	0,90
Total	2,29	2,22	0,613	244	0,54

There are four items under the attitude variable. Although there is a slight increase on the mean value of item “I attend to campaigns advertised using marketing SMS messages”; total mean for attitude variable is 2,29 in 2015 and 2,22 in 2016 which points to a -0,07 decrease. There is no significant difference on any of the items of this variable.

9. Conclusion

This study examines young consumers’ views on the SMS messages sent by firms and compares the data gathered before and after the SMS marketing regulations. According to the results, it can be said that the new regulations have a slightly positive effect on SMS marketing in general. Marketing SMS messages are less annoying for young consumers, although the results are still in the range of high annoyance. The number of messages they have received in 2016 is lower, compared to 2015. Only 9,2% of the participants read messages, but this number is lower (4%) for 2015.

Although new regulations have a little positive impact on the annoyingness factor of SMS marketing, the problems of SMS marketing persist. The participants do not think that SMS messages sent by firms are beneficial for them. Thus, their attitude towards SMS marketing are leaning toward the lower end of the scale too. A closer look at the items of the annoyingness variable reveals that the participants are receiving SMS messages that are not related to them; which are sent by firms that they did not gave permission; and these firms are sending too many messages. Even though all four items of annoyingness variable have lower mean scores compared to previous year, it seems that firms have much more work to do.

SMS marketing is a form of direct marketing, and it is the most personal form of it. SMS messages are sent to consumers’ cell phones. Cell phones are owned and used by one person, which makes them more personal than “personal” computers. And these are devices that people carry around everywhere they go, unlike computers. They are the first thing people look in the morning and last thing at night. Whether they are commuting, waiting in the line or sitting at home, cell phones are always in close proximity to their owners. This opens up tremendous opportunities for marketers. The marketing communications messages sent by firms will be almost certainly read by the intended recipient. And the underlying technology makes it possible to deliver these messages instantly, based on location (such getting close to a shop) or other triggers (such as actually making a purchase from that shop). So, the marketer has no excuse to send mass SMS messages to unwilling recipients. As with any direct marketing technique, the marketer must try to carefully craft the SMS campaign. It is evidenced by our findings that SMS messages still lack the value they need. Firms must work on their databases to send the right people more personal, more beneficial, more timely SMS messages without

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annoying their target audience, and they should ease the opt-out process too. It is better to make every message count, rather than sending huge number of messages to an undefined audience. Less is more in SMS marketing.

An interesting finding of this study was the low number of opt-out attempts of the participants, even after the new regulations came into effect. Future studies should examine the reasoning behind this. The participants may be unwilling to spend time and resources to opt-out of SMS messaging lists, or they may believe that trying to opt-out is useless. Another direction for future studies may be the firms sending SMS messages, especially SMEs. Their message sending practices and motivations behind sending them in bulk may be examined.

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