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Editors

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ABOUT CTC 2021

The coronavirus, which emerged in Wuhan, China on December 1, 2019, spread all over the world in a short time. The pandemic was declared by the World Health Organization (WHO) on March 11, 2020. Humanity is going through a period called the new normal. Vaccination and drug studies are ongoing against this pandemic. In this period, different sectors have entered into period of transition. Particularly, education and communication sector are at the center of this transition. How were the communication processes shaped during the pandemic period? How did the innovations in the field of communication brought about transform societies by this period? How are convergent technologies (mobile, cloud technologies, robots, virtual reality...) used today to control the pandemic and find vaccines or drugs?

CTC 2021 will discuss the issues of technology, the transformation of society, digital participation, online education around the pandemic that shapes communication ecology. The theme of CTC 2021 is "communication ecology in the age of COVID 19". Manuel Castells named the structure dominated by information and communication networks as informationalism", as for the society formed by this structure "network society". Digitalization quickly leads us in all areas of our daily life.

The new normal no longer will be today's normal. At this point, all interrelated fields have to renew itself, otherwise, the person society, company, state, etc. who does not keep in step with the new world order, As Iris stated, they will not be able to continue their emperorship. It is essential to update each field within the discipline of communication, that is education or academic, and to produce new approaches. In this congress; With the pandemic, it is aimed to discuss the new approach, theory, practice and training pattern in "communication ecology".

Call For Papers

CTC 2021 (Communication and Technology Congress) will take place April 12th-14th 2021. The Congress will bring together academics and professionals coming from different fields to discuss their differing point of views on these questions related to "Communication" while referring to "technology". "Communication ecology in the age of COVID-19" is our theme in this Congress.

MAIN TOPICS OF CTC 2021

Social Sciences (Digital Humantites, Communication Studies, Researches, Applied Studies... etc)

New Media (Web 2.0, Web 3.0, Interactivity, Convergence, Virtuality, Social Media, Philosophy of Technology, Political Economy... etc.)

Digital Arts (Cinema, Video, Television, Photograph, Illustration, Kinetic, Graphics... etc.)

Digital Society (E-community, Electronic Culture, Surveillance Society, Network Society... etc.)

Corporate Communication (Corporate Communication Management, Advertising, Public Relation, Marketing, Gamification, Sustainability... etc.)

Mass Communication (Television, Radio, Newspaper... etc.)

Communication Education (E-learning, Hybrid, Virtual, Blended, COVID-19)

Language Of CTC

Turkish and English

CTC Dates

12th - 14th April 2021

CTC Venue

İstanbul Aydın University

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PREFACE

We live in a world that it is inevitable for not only in education but also in other sectors to organize themselves according to the innovation innovative world, and future. Maybe we had a rehearsal in order to prepare events that will complicate the daily life of humanity such as common diseases, hurricanes, earthquakes, etc. that will refer to as unplanned natural disasters.

Humanity faced many different distresses in previous periods. The humanity suffered from these distresses because maybe they were not prepared enough for those. Some institutions made preparations maybe accidentally by applying the innovations of the digital world and the communication world in different fields of their institutions or sectors in a distinctive way because of this pandemic. Istanbul Aydın University is one of these institutions.

Many long-established universities in the world has been providing education from their centers to all over the world for about 20 years by transforming the education to the online direction now. They even diversified this with associate, undergraduate and graduate programs. They also give diplomas and still continue. Thus, with the transition to the pandemic process, institutions that are into culture, manufacturing, and information technologies, and use the retail and food industry efficiently in digital platforms, succeeded in this transition process easily. They continue their lives without facing any big problems. In this pandemic period, institutions which could not predict to face such disaster and distress before, have the opportunity to be prepared for unexpected disasters in the future. Thus, in this sense, in countries with a certain, medium or below-average level of economic development, or in underdeveloped countries, we all have seen how important digitalization, communication, online platforms, face to face and non-physical works are in this period for sectors and the world. Considering this as a lesson, an example or rehearsal, as the representatives of all humanity, all institutions, and especially the higher education, lightning both the economy, policy and social life, we had to take the lead of these studies and we are doing it.

Our valuable dean of the Faculty of Communication Prof. Dr. Deniz Yengin has many studies. He has established a very good laboratory on New Media. He has been sustaining his studies there effectively for 3-4 years. In this study prepared by Prof. Dr. Deniz Yengin and his colleagues, they held a three-day program with the participation of our valuable instructors and academicians in the topics what does communication mean, how online platforms, digitalization, and electronic age should be used in communication, or what are the benefits of using them. I really thank him and colleagues in his work team. Bringing such an event, such an activity on the agenda, in the field we need the most, is very beneficial for both our academic world, our country, and our friends abroad. Because, not only the academic staff in our country but also instructors and academicians from more than 100 universities within the Eurasian Universities Union, in Europe and Asia, and people who are not in the sector are following this platform which will last three days.

Hereby, as the President of Istanbul Aydın University, I again thank our participant academicians for their participation, exertion and valuable information they will share. I wish health, peace and success to all our participants.

*Assoc. Prof. Dr. Mustafa AYDIN
Istanbul Aydın University
President of the Board of Trustees*

PREFACE

Our lives almost have separated into two periods as pre-coronavirus and post-coronavirus for more than one year. The pandemic which impacted and even paralyzed the whole world, caused radical changes in the education field as in many fields around the world. At this point, which crosses the historical boundaries of education, the first duty of academician directors was focused on organizing academic, physical and social infrastructure conditions in the best way at universal level.

In this congress held by our Faculty of Communication, Covid-19 and the current problems it brings in our world, which is still going through extraordinary processes, new developments in theories and applications in communication and technology, and research results will be discussed. I would like to say that a global perspective in new academic studies in communication and technology will be developed with this congress held by our Faculty of Communication. In this period we internalize communication and technology in every field of our daily lives, and communication and technology increasingly settle in the center of our lives, I thank our esteemed dean Prof. Dr. Deniz Yengin who organized such conference, his work team, and all my colleagues who contributed. I wish success and express my respect and gratitude to participants who will contribute to this conference that many precious speakers will discuss and bring into question extremely important issues.

Prof. Dr. Yedigâr İZMİRLİ
Istanbul Aydın University
Rector

PREFACE

Today, the message highlighted as the fixture of the communication process is changing form with the rapid and unpredictable transformation of communication environments. Today, this environment and applications, which we call the new communication environment, removed restrictive construct of the relationship of time and space, and the obstacles that cause problem. The applications and technologies that have become an inevitable part of the life today, have shown us now that we can discuss the topics we could not even imagine such as physical transition between virtual, real space and real time that going through remove borders between human and machine. Today, we are carrying out the third "International Communication and Technology Congress" we organize as Istanbul Aydın University Faculty of Communication, on digital environment worthy of its name, due to the pandemic conditions.

In the present pandemic environment, we are facing serious times in the education field as in all fields of our lives. This extraordinary situation we are in was a serious challenge especially for us, so the managers. Considering the conditions the digital world offers suddenly, we rapidly created solutions. Suddenly we turn into educators of the digital world. Each of us swiftly accommodated ourselves to the new environment in digital. The transformation here is the transformation of offline to online.

The three-day Communication and Technology Congress will be held in 19 sessions. Researches under the topics below will be discussed and suggestions will be offered in these sessions. These topics are; digitalization, communication and society, communication education in the digital age, new media and discourse reality, digital art and image, digitalization and consumption culture, digitalization and surveillance notion, audio-visual representation and employment, public relations and image making in the digital age, media ethics and news, cinema and viewing experience in the digital age, digitalization and media perception, technology and society. 91 papers in total including 10 international and 81 national, will be presented at the congress. You can listen to both domestic and foreign 166 researchers in total from 28 universities during the conference. In the congress that will continue with 19 sessions, 3 invited speakers, 2 round-table meetings, many valuable researches and studies will be waiting for researchers. I wish the event will contribute to the communication studies field and similar studies will continue without slowing down.

Prof. Dr. Deniz YENGİN
Istanbul Aydın University
Faculty of Communication Dean

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Communication and Technology Congress
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Papers

Legitimization of Gender-Based Violence Through Media

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Abstract

Violence is a problematic phenomenon that has a global impact on both individuals and societies. From the reporting aspect of the news to the composition of television programs, violence has taken over the media. Considering the forms of violence in both social media and mainstream media, the use of language is observed to resemble a favor to the ones who commit these acts of violence, not the ones who are subject to it. Accessibility of the events occurring at any given moment within or outside of the border of individuals and the changing realities is a necessity. All these changes in our daily lives cause paradigm shifts, change the way we live, act, or understand for better or for worse as we are exposed. Media and the news, the prominent mediums of this exposure to life, manifest our current way of thinking and also play a significant role in creating the mindset that is determined to have been socially down the line. In this study, femicide cases that have drawn attention, under the spotlight of mainstream media and social media journalism from 2009 to 2020, providing a platform for individuals to report real-life events amateurly, and adopted the use of language by mainstream media and social media journalists, will be analyzed using content analysis method. Moreover, changes in the use of language adopted by mainstream media and the effects of these uses in the scope of the way we live, act, or understand will be argued.

Keywords: *Violence, Media, Journalism, Social Media, Femicides, Use of Language.*

Universe & Sampling

The universe of this study is determined as the crimes committed against women by men in Turkey from the year 2009 to 2020 and that has been reported by the mainstream media within said timeframe. However, given the alarming increase observed in crime rates committed against women in Turkey in the last 20 years and difficulties in their representation in media due to excessive numbers, the sampling frame is deducted to femicide cases that happened in said time. Samples are chosen accordingly to the most outrageous cases that happened and reported by the mainstream media.

Limitations & Methodology

Timeframe for the study is estimated as 11 years, from 2009 to 2020. Due to excessive numbers of committed crimes against women within the estimated time interval, only the femicide cases have been chosen for the samples. Analyzing the femicides that happened in the last 11 years completely is a challenge due to high numbers, thus, eight femicide cases that caused outrage is chosen as the sample. In accordance with the aim of this study, which is the portrayal of the incorrect use of language adopted by the media in cases of crimes against women and especially in femicide cases, online news articles published by the mainstream media establishments in such cases were studied and the most problematic ones were chosen as a sample. Sample articles were studied in terms of the common reporting and phrasing choices that have been made among these articles. In analyzing the news articles, main themes, phrases, and allegations/accusations were stressed and analyzed by using the content analysis method.

1. Introduction

Media has a formative and transformer effect on society beyond reflecting and representing the society, and interpersonal relations one-sided today. While media builds representations, social events mentioned in media are rebuilt and acquire new identities with the representations on media. There is a spiral relationship between media and its representations affecting one another. In this regard, media owners and employees at all levels of the media must be aware of the consequences of the content they present to the public and the way they are presented and act responsibly.

Violence is one of the most important social problems not only in developing countries but in developed countries. Women are among the most important victims of the phenomenon of violence, which is a significant social problem. The acts of violence against women are common all around the world. These actions performed against women do not only contain physical violence. Violence against women may sometimes occur in verbal actions such as humiliation, disdain, and derision (Köse, 2010). As is known, patriarchal ideology is a system that makes women passive and submissive within the hierarchical structure in which men are prioritized and privileged, in other words, the roles attributed to men and women are determined by men. This system manifests itself in many fields including politics, economy, history, literature, law, education, and media. This power relation increases the victimization of woman and forms the basis of frequently discussed gender inequality in a plane where moral and ethical values are determined with social norms. Patriarchal structure gets its strength from sex differences. The social role and nature of woman are defined based on patriarchal norms in the patriarchal discourse.

Media, which has gradually become an essential part of people's daily life and their relationships established with the world since the late 19th century, consciously or unconsciously assumes a function of shaping the mindset about the perception of woman and women's rights positively or negatively. Media has become an extremely important tool as today's people use it to follow social, political and economic developments. The modern individual following the development outside her inner circle through media is subject to messages by the nature of mass communication. Media, which plays an important role in the formation of the ideas of individuals in modern society and in shaping their behavior patterns, has an institutional structure acting for profit in today's capitalist societies because of its nature. Media has such a power due to this structure and can sometimes use individuals' concerns about security to increase view, read, click, etc. rates. Although individuals living in the society are not the direct victims of any crime, they indirectly suffer from the violence news published or broadcasted on media. Thus, the fact that media shows violence news in an intense manner containing high dose of violence for more views might cause negative impacts on the audience/readers. Mass media has been gaining more and more importance in people's lives. The individual, who tries to follow the development around through mass media, are affected by the language and tone used in the news presented through these tools. Studies examining how male and female genders are represented in mass media have revealed that the images in these

tools contain sexist judgments. Gender discrimination contains stereotypes developed based on female and male genders and expresses discrimination against female sex.

Violence against women is a serious problem that needs to be worked on in different dimensions and permanent solutions should be produced in Turkish society as in all societies. How women are generally represented in mainstream media and social media, and especially how news about violence against women are covered in media are of great importance for this study. Mainstream media and new media were chosen as the media channels where the study was going to be carried out due to their power on setting the agenda and keeping records. This study was conducted to examine the language used in news about violence against women. Therefore, the ones that affected the society the most were selected among the news about violence against women that took place in Turkey between 2009 and 2020, and arouse the interest of the media, and the language of the news was reviewed using the news content analysis method.

The general definition of violence will be made in the first section of the study. Violence against women, the concept of violence, and the definitions of this concept included in news, and their use within the framework of language will be explained, and domestic violence and the forms of domestic violence reflected to the outside world will be examined. Furthermore, the way the cases of violence against women and domestic violence are addressed in new media and mainstream news, their scope and targets, underlying messages will be addressed briefly and recommendations about what must be done to prevent violence will be provided. This study will include femicides, addressed in mainstream media and mentioned in social media platforms where social media journalism is made with personal posts, since 2009 and the use of language preferred in the expression of these murders using the discourse analysis method. Additionally, the change in the selection of language used in mainstream media in time and the effects of such selections on living, behavior and understanding styles will be discussed.

1.1. Violence

Violence is a type of harmful behavior that can be inflicted to the other party in terms of seeing the existence of the other as a threat and for intimidation generally to protect the interests of the individual and sometimes the community except for defense or counter-defense to create authority in people living in a community (WHO, 2002). The concept of violence is used to express physical, sexual, psychological and verbal coercion and forcing directed to a person or a group in many areas. Violence can occur as offensive actions directed to a person by others as well as the actualization of these actions in a very wide spectrum from individual violence to state violence and even as self-violence used by the person against himself/herself. Therefore, it is difficult to define violence and determine its limits.

Violence is quite an intangible concept changing in time and based on power relations, and the results obtained mostly change based on the approach used as a base while making the definition. For instance, while the prevailing approach in studies conducted in the 1960s was that the definition of violence is only acts of physical attack by strangers to each other, physical, verbal, emotional or sexual violence offenses committed by family members to each other are now included in the definition of violence. In this regard, the power and control mechanism one has on another person is emphasized in the definition of violence in addition to applying physical force. For example, behaviors such as naming, humiliating, blaming, or forcing to do or not to do a profession, not providing information about the family budget, confiscation of income are also considered as violence in this regard (Heise, 1998:263).

Violence against women (most commonly as domestic violence against women) are one of the human rights violation, encountered in many places around the world and is yet to be resolved. Women face many forms of violence in many areas regardless of discriminations against being a child or adult, or working or not working. The most common form of violence women is subject to is domestic violence. This type of violence remained a completely invisible form of violence until very recently as a result of the accepting approach of both the state and the society to the issue, and the idea that the private sphere could not be intervened as one of the consequences of the distinction between private and public spheres. Therefore, it has been quite late in preventing domestic violence as well as violence against women in general.

Policies on the prevention of violence against women and domestic violence and the development of penalization mechanisms about these issues started to be adopted and various international regulations in this scope were made especially at the end of the 20th century. With these developments, several modifications have been made especially in the Constitution and basic laws such as the Turkish Civil Code and the Turkish Penal Code in Turkey. Since the Law on the Protection of the Family dated 1998 and numbered 4320, which is the first legal text on domestic violence, has become insufficient in the prevention of violence against women, the Law on the

Protection of the Family and Prevention of Violence Against Women numbered 6284 was enacted in 2012 based on the Council of Europe Convention on Prevention and Combating Violence Against Women and Domestic Violence (The Istanbul Convention). Despite these developments, violence against women and domestic violence continue to escalate rapidly in Turkey and many parts of the world and the need for the protection and direction of women subjected to violence is increasing (Tuskan, 2013).

1.2. Violence Against Women

The act of violence against women is usually classified in four main titles. These are physical violence, verbal, emotional or psychological violence, economic violence and sexual violence. Violence against women is a multidimensional, widespread social problem becoming more and more common every day in society as well as a significant public health problem that can lead to loss of labor force or even loss of life in women and requires health care. The World Health Organization (WHO) emphasizes that the acts of violence against women are not single incidents and that it is a form of behaviors violating the rights of women, limiting their participation in society, and damaging their health and welfare; thus, it must be investigated systematically. WHO also acknowledges that violence against women is a global public health problem that affects about a third of women globally.

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The concept of violence has been defined in a more comprehensive way and the idea that any act that is likely to cause harm or deprivation to a person, group, or community and that would cause a physical, verbal, psychological, or even political and economic disadvantage, should be regarded as violent regardless of whether it is on purpose in addition to physical harm has been adopted. In this regard, the concept of violence has evolved into a wide concept that will express all types of acts and intentions aiming to abuse a person, group or community by dominating over that person, group or community in a way to include the restriction of freedoms and rights. The concept of violence was defined for the first time in the Turkish law in Art. 2 of the Law on the Protection of the Family and Prevention of Violence Against Women numbered 6284 as "All types of physical, sexual, psychological, verbal or economic attitudes and behaviors including acts that result or are likely to result in physical, sexual, psychological or economic harm or suffering, and threats and coercion, or arbitrary obstruction of freedom occurring in the social, public or private sphere." Considering this modification, it can also be concluded that the concept of violence should be widely understood not only as applying physical force but also as mental, verbal, and economic violence. Based on these explanations, the concept of violence against women should also be defined to include not only physical violence against women, but also any other actions that may constitute the abovementioned violence. Thus, the narrow-scoped consideration of violence against women and the limitation of the scope of the protection that will be provided to women will be prevented. Because women can be subjected to violence in all parts of life due to many reasons other than their sex, such as color, race, language, belief, and social status (Collins, 2008:71). Addresses from a broad perspective, violence against women can begin with birth or even before birth. Women who face many forms of violence like not welcoming the female child to be born within the family and close circle, not letting girls go to school, being exposed to sexual assault in or outside the family, forced marriages, humiliating for not giving birth to a boy, marital rape, the threat of rape

in the family and social life, honor killings, preventing women to enter the business life, employing women with low wages, starting the business life at lower positions than men, disregarding their efforts in the house, and human trafficking, suffer especially under gender and male-dominant political preferences.

Violence against women is, above all, a violation of human rights. In contrast, it is not wrong to say that it occurs as a violation of human rights, that is the most common yet the most difficult to prevent, since international law usually deals with state-induced interventions on human rights while states avoid interfering in this area based on the principle of inviolability of the private sphere. The term “human rights violation of women and girls” has been propounded to address the deficiency in these human rights violations that women are subjected to, and to emphasize that these acts of violence are a violation of human rights. Violence against women is defined as a violation of human rights in the Turkish Law in Article 2 of the Law on the Protection of the Family and the Prevention of Violence against Women numbered 6284 as “Any types of attitudes and behaviors that are applied to women just because they are women or that lead to a violation of women's human rights with discrimination based on gender and is defined as violence in this law” (Uzun, 2016).

1.3. Domestic Violence Against Women

The concept, structure and function of the family is defined in many different forms as an institution that varies according to time and place, and the cultural structures of societies. If you want to make a broader definition, the concept of family can be defined as a social institution in which the human being is born and raised, the process of preparing for social life begins for the first time, where sexual roles are designated within certain patterns, is mostly economically autonomous and which mostly consists of people who have blood ties including mother, father and children. Society determines the values to be transferred to individuals, transfers its cultural structure to individuals, adapts individuals to society through this institution; thus, the transition to other social groups occurs starting from the family. The abovementioned definition of family, of which content has been adopted, agrees with the view that family is a community of individuals acting in love, trust, and harmony. The family is understood in a way that, regardless of culture, always referring to an ideal community that protects, nurtures, and supports its members based on these opinions. In contrast, there are also opinions that such classic definitions of family arise from cultural tradition and the purpose of maintaining it, and this covers up unpleasant facts that occur in the family in terms of domestic dynamics. Accordingly, the family is one of the main sources of abuse and is also the place where the person comes closest to being subjected to violence (Finley, 1993).

Domestic violence against women is closely related to gender discrimination based on gender policies and the idea of male superiority, which lead to male dominance over female. Domestic violence, harassment and rape are the most primitive end of the patriarchy, and the fact that such practices still exist today, where wives and children are considered the property of the husband, shows the continuity of the patriarchy. Violence against women is universally due to the existence of a patriarchal structure. In such a social structure and the families formed within this structure, the man is given control over the personality, property, and even thoughts of the woman, and he is assigned some duties such as being the head of the family, assuming economic responsibility, and protecting; thus, all activities regarding the public sphere are carried out via men. In such a structure, the woman is given a secondary and worthless role that can only be defined by the presence of a man and does not have a primary existence independent of a man. Therefore, woman is held responsible for raising healthy children and creating a sacred home, so the concept of a “home”, which is a physical and symbolic space, and the “private space” in which a woman is located, emerge in contrast to the public space that belongs to the man. In other words, the fact that behaviors associated with being male and female become conditioning is due to cultural norms, traditions and habits. Woman naturally accepts this secondary role assigned to her in the family, where cultural values begin to be transferred to the individual from birth, and she is trapped in a surrendering position and feels compelled to remain in this position. Because the institution of family also creates a model for the individual as a source of political power and provides a source of legitimacy for the secondary position of women and violence against women. Precisely for this reason, domestic violence is clearly and often seen as an act committed by “man” against “woman”. Domestic violence cannot be assessed independently of the social structure and social strata of society. Accordingly, domestic violence is fundamentally based on the secondary and worthless position of woman dependent on man (Weisberg, 1993).

Why individuals who are subjected to domestic violence continue to live under these conditions and why they submit to violence can only be explained by social phenomena. Many women continue to live with those who commit violence for reasons such as having children, low self-esteem, economic imperatives, lack of income, religious belief, social oppression, emotional commitment, trivialization of violence, or threats from the perpetrator. Many women continue their relationships because of reasons such as lack of social support and shelter, and in particular because of the fear that they would continue to be subjected to violence, maybe more intensely,

even if they leave the violent person. Legal regulations that mostly remain incapable of protecting women reinforce this actual requirement for women. The concept of domestic violence is defined in a wide variety of forms just like the concept of family (Bozkurt, 2010).

Although domestic violence is understood as attacks that cause physical damage in the narrow sense, domestic violence, as explained in the previous title, includes behaviors aimed at establishing superiority and fear within the family, economic subjugation, coercion and threats, isolation, confinement, and other forms of physical and psychological control as well as verbal attacks. Domestic violence is used to refer to violence inflicted on the women by any individual within the family (or former family member) in the most general sense, and expresses the violence committed by other people who live in the same house together (including partner abuse) within the union of marriage or regardless of the union of marriage. If a definition covering all these explanations is made, domestic violence against women is all kinds of gender-based actions including threats, coercion, control aiming to establish physical, sexual, economic, verbal, and psychological oppression and superiority over women (Htun, 2012:549).

1.4. Types of Domestic Violence

Domestic violence is a phenomenon that can be encountered in a wide range of forms. Even if it is performed with a simple and single act from time to time, it is often inflicted with more than one physical, sexual, emotional, and psychological act that cannot be separated from one another and each of these types of violence has various effects on the person in terms of other types of violence.

1.4.1. Physical Violence

Because physical violence causes pain to a person and often leaves visible damage on that person, it is the easiest to notice from the outside and therefore the most common type of violence. Physical violence is a type of violence that includes a wide range of acts such as kicking, slapping, punching, hitting with an object, injuring with cutting tools, injuring with a firearm, leaving people starved and dehydrated, and aims to scare, intimidate, hurt, neutralize, control the victim by causing pain with the use of brute force. Physical violence is also considered a crime under the Turkish Criminal Code, as it occurs in the form of attacks on physical integrity and health (Htun, 2012:551).

1.4.2. Sexual Violence

Sexual violence is a type of violence that women are often exposed to by their close partners and causes severe psychological and health problems, and it occurs in the form of forced sexual intercourse when the woman does not want and in a way she does not want in the narrow sense as well as physical contact that woman does not like, forced pregnancy or abortion, forced prostitution, degrading women in sexual life, and even early pregnancy and female genital mutilation. Sexual violence refers to the use of sexuality as a means of violence and threat. Sexual violence is a type of violence caused by the assumption that man has the right in any case to force him into sexual union without taking into account the feelings and thoughts of woman, and that he is in a privileged position in relation to sexuality compared to woman. Thus, the sexual identity of a woman is attacked by man, and the sexual control of woman is taken over by man. Sexual violence is a type of violence that is much more difficult to talk about due to both the moral structure of society and religious beliefs than other types of violence; thus, is often preferred to remain secret. Therefore, it severely affects the psychology and mental integrity of the victim in addition to the problems it creates on victims especially related to sexual health. It is a known fact that many victims of sexual violence experience difficulty in mixing with society, sociophobia, self-harm, and even suicidal tendencies. Many of the acts of sexual violence, that are considered crimes in terms of the Turkish Penal Code, remain hidden in Turkey. It was found that 49% of women who were exposed to physical and sexual violence throughout the country did not tell anyone about the violence they were exposed to while 92% of women did not contact any institution or organization in relation to the violence they were exposed to. If the crimes are committed against the spouse especially against sexual immunity, the investigation is attributed to a complaint, and this is a very problematic regulation for women (Uygur, 2011).

1.4.3. Psychological Violence

Psychological violence is also called emotional violence. This type of violence usually involves a threat element and is defined as the suppression or abuse of emotions and emotional needs for purposes such as terrorization, intimidation, punishment, and control. Psychological violence is most performed most intensely in the form of threats, insults and curses that are also criminal. Additionally, acts such as locking the victim in a house or a room, which can constitute a crime of depriving a person of their freedom, are also considered psychological violence. However, psychological violence can also be inflicted with threats and acts of teasing, abusing, blaming, humiliation, constant criticism, infidelity, neglect, and social threats such as not allowing the victim to see their child and preventing the victim to enter life. Psychological violence is also a type of violence that causes the victim to lose respect for themselves and is often known to cause much more lasting damage than physical violence.

1.4.4. Economic Violence

Economic violence refers to the use of income-generating resources (occupation, goods, money) as a means of oppression and control over women. This type of violence occurs as a result of the inequality between men and women occurring on the axis of gender and the unequal power relations between men and women. The actions like preventing women to do a certain job or have a profession, forcing women to do a certain job or profession, preventing them from progressing in business life, bereaving the goods and money from them, preventing their right to purchase, not covering the expenses of the house, not giving enough money to women who have no income or not sufficient amount of income to meet their needs, controlling the expenses of women, and giving money in return for obtaining benefits from women are considered economic violence. The fact that the person who brings income to the family is usually a man causes women to be subjected to economic violence many times in Turkey. The fact that many women, who make effort for their families free of charge, have no source of income, revenue-generating properties and social insurance, in other words they are worked as if unpaid workers, increases the risk of women being subjected to economic violence by men (Altınay, 2008:22).

1.4.5. Verbal Violence

Language is the area where social culture is most intensely reflected, and language constantly feeds culture in a relationship of reciprocity. As a natural outcome of this, it is inevitable that language will also be shaped by patriarchy, the concepts will be made sense within patriarchy, and the language created in these conditions will also constantly feed and reproduce such a culture in a patriarchal society where the source of power is men. People living with such a culture and language also internalize the belief that the man is considered a primary, original, strong, logical creature who must be obeyed while woman is a weak, secondary, obeying, and irrational creature. The effort to establish dominance over the woman is legitimized by male discourse, which sees women as a potential danger to his own power and also as beings to be ruled as an inferior social layer. The frequent use of language, which has an important role in social practice, against women as a means of violence, increases the prevalence of verbal violence (Bourdieu, 2014: 45). Because verbal violence spreads easily to all segments and layers of society through language, which is the most indispensable and integral part of culture, and it constantly targets women with proverbs, idioms, curses that are often used in society.

Although the form and intensity of violence inflicted by targeting women through language vary depending on place and time, such violence is practiced by people such as father, brother, husband, lover, father-in-law and even often by mother, mother-in-law, sister-in-law. This situation, on the other hand, often leads to the victimization of another woman by women, who are common victims of the same power, as revenge for their own victimization and perhaps because of the feeling of having a part of the power in this way. Violence against women through language can also be inflicted by notable people in the society. These people include many well-known names like politicians, artists, academics and writers. This, on the other hand, causes the insulting language towards women to be constantly repeated and become more widespread and entrenched. Domestic verbal violence against women, as a type of violence, is one of the areas where the impact of the abovementioned patriarchal social structure on verbal culture is felt most intensely. In this regard, verbal violence takes its place among the types of violence as one of the methods of maintaining and sustaining the power provided to men by the social structure over the woman in the family (Altınay, 2008:24).

1.5. Violence Against Women in Turkey

We see a similar picture when we examine the extent of violence against women in Turkey. Factors such as patriarchal family structure, gender-based work division, and the upbringing of girls and boys in accordance with these values can be considered as indirect factors that cause the prevalence of violence against women. Violence against women has been addressed as a social problem and non-governmental organizations have carried out effective works on this issue in Turkey especially after the 1980s (Bufacchi, 2005:194). According to social value judgments, the belief that private life should be hidden as it requires secrecy and that it is wrong to interfere with private life prevents cases of domestic violence from being reflected in the public sphere and judicial authorities being a major obstacle before the research and studies that will be conducted in this field.

The most comprehensive research on violence against women and domestic violence in Turkey is the Domestic Violence against Women Research conducted by the General Directorate on the Status of Women (KSGM) in 2009. This research is the first research with the highest representation and broadest sampling across the country, and also provides data needed to understand the prevalence, forms of violence, causes and consequences, and risk factors of domestic violence experienced by women (KSGM, 2008). In this regard, the striking data obtained as a result of the research can be sorted as follows:

- 4 out of every 10 women are subjected to physical violence at any time in their lives. There is not much differentiation in the ratios in urban-rural areas.
- The rate of violence inflicted to married women by their spouses or people they live with is 39% while the rate of violence inflicted on them by people they do not have close relationships with is 18%.
- 15% of married women have been subjected to at least one sexual violence behavior.
- 42% of women are subjected to physical and sexual violence at the same time in many cases.
- The rate of married women who stated that they had been subjected to one of the forms of emotional violence at any time in their life is 44%.
- It is observed that about 4 out of 10 women including those who say that they do not want to work or not able to do so, are subjected to economic violence.
- One out of every 4 married women who have been subjected to physical or sexual violence has been injured as a result of the violence they have been exposed to.
- Women who are subjected to violence are at least twice as likely to experience health problems, consider or attempt suicide.
- The rate of women who have been subjected to physical or sexual violence at least once is 55.7% and the rate of those who have received high school and higher education is 27%.
- The rate of women who agree with the statement that "Men can beat their wives in some cases." is 14.2%.
- Not only women with low levels of education are subjected to violence. Even among women with higher levels of education, 3 out of every 10 women have been subjected to physical or sexual violence by their partner.
- Women rarely seek help from medical institutions, police or other support services.
- 49% of women who are exposed to physical or sexual violence by their partner or the person(s) they are with cannot tell anyone about the violence they are exposed to (Bozkurt: 2010).

Violence against women, which is based on gender inequality, can occur in all its forms in a wide range from men in women's immediate surroundings to men they do not know and women in their family (KSGM: 2009). While the opposite behavior is expected during pregnancy, which is a risk factor, the results of the research say otherwise. The reasons why women are subjected to violence especially during pregnancy are determined as economic difficulties, disruptions in daily works, the husband's psychological problems, not doing the house works as perceived by the husband, unwanted pregnancy by the husband, and often becoming sick medically (Asan, 2010:70). According to the results of the research conducted across Turkey, one out of 10 women who got pregnant at least once were subjected to physical violence by their husbands or partners during pregnancy. The percentage of women who were subject to physical violence during any pregnancy is 18% in the Northeast Anatolia region while this rate is 5% among women living in the Western Marmara region (The Domestic Violence Against Women Research in Turkey, KSGM: 2009). One-fourth of married women across Turkey stated that they were exposed to violence by their husband or partner and got injured because of it. This rate does not differ greatly in rural or urban residential areas (The Domestic Violence Against Women Research in Turkey, 2009).

2. Case Study

2.1. The Case of Münevver Karabulut (2009)

Münevver Karabulut's body was found in a dumpster located in Etiler, Istanbul in March 2009. Right after identifying the teenager, the primary suspect 18-year-old Cem Garipoğlu had run away. After 197 days on the loose, on September 17th Garipoğlu turned himself in to the police. The media reported the event as “severed head murder”, ignoring the identity of the girl and only focusing on the details. However, as time passed by various articles adopted various use of language in the portrayal process. *Hürriyet*, a major newspaper in Turkey, published one of the first reports on the Münevver's murder, titled with the infamous phrase ‘severed head murder in Etiler’ (*Hürriyet*, 2009). The choice of using this phrase would have an impact on society to such extent that even 12 years later from the vicious murder, the mere utterance of ‘severed head murder’ would still be reminiscent of the innocent girl. *Yeni Şafak* reported the murder under the “House of Terror” headline and identified the suspect while reporting the events in a literal manner without adding any unnecessary commentary or irrelevant information as we will see in our examples from the following years (Nergis, 2009). A well-known newspaper became one of the first media outlets that have established a relationship between the victim and the murderer, by establishing a narrative from the murderer's point of view (Habertürk, 2009).

The latter choice, which will be prominent in the further examples, symbolizes a relationship established between the parties and raised an inevitable question, an unavoidable interrogation that many women and people close to them will be subjected to in the future; “What did she do? Did he have a reason to get enraged? Did she cheat? Did she insult his masculinity?” The individualizing language used in the reports similar to Habertürk takes place as a distraction element which reduces the case from a young girl's unjust murder' to ‘boyfriend kills his girlfriend’. Therefore, legitimizes a potential cause that should probably exist so that a man who loves a woman decides to murder his beloved girlfriend by assigning the relationship in the headline.

Further, it is observed that the narrative starts to change slowly but surely from the direct and factual context to idiomatic parable storytelling, referring to the murder as a fairytale that ended as a horror movie. (Vatan, 2009) Four months after the murder, while the murderer was still on the loose, the mainstream media outlets decided to make changes in their storytelling using sexist Turkish idioms in which one of the many important causes of gender inequality. The objectifying nature of these idioms, referring to the victim as a bird that should have been kept in a cage, a rose that should not have been withered, anything but a human further trivializes the case. Direct and factual reporting of the events, ultimately, should be adopted by the media and a relationship between the parties in case of a violent event could take place in the text if the allegations were confirmed by the ones closest to the victim. In Münevver Karabulut's case, there were many unconfirmed allegations for the cause of this murder which was the prominent result of the existence of a relationship between the parties and the choice made by media outlets about using the victim's and the murderer's photos from their time as a couple has caused a conquest for a legitimate reason for the murder.

2.2. The Case of Ayşe Paşalı (2010)

42-year-old Ayşe Paşalı was brutally murdered on the streets of Ankara in broad daylight. She was stabbed eleven times which resulted in her death. The media almost immediately picked on her story and revealed a dark or rather dreadful story behind the murder, a marriage filled with physical and psychological abuse with failed divorce attempts, sexual assault, assault, kidnapping. Paşalı applied to the court to benefit from Family Protection Law No 4320 and getting a restraining order against him but the court denied her request indicating that divorcees cannot benefit from this law. On December 7th, 2010, Ayşe Paşalı was murdered by İstikbal Yetkin. The presentation of the Ayşe Paşalı's case in the media was observed to be reliant on her identity as a wife and a mother, not an individual that existed before the marriage that has been ended prior to her murder or the mother figure she had become.

Emphasizing the maternal role of the victim further cultivates the social status gained by this mere fact, the necessity of life that is giving birth, reaching into an almost but not necessarily a higher place in society by fulfilling the assigned role (Dudu Karaman & Doğan, 2018). This role assertion paves the way for discrimination in society's perception of femicide cases by manifesting the importance of the murder of a mother while trivializing the ones who do not represent that group (Milliyet, 2010) (İstanbul Haber Ajansı, 2010). A news report (Habertürk, 2010) highlights the fact that Ayşe Paşalı had been physically abused when she was pregnant with her first daughter, quoting the daughter's words for the sake of a click on the article; for this example, Ayşe Paşalı's death is attributed to a different level of importance due to being assaulted during pregnancy. The marriage aspect, on the other hand, is one of the most common assertions used in the media to draw out a relationship that is private

to its participants so that all judgments will be eliminated quickly. Emphasizing a marriage which is seen as a sacred establishment in the Turkish culture, further supports the tradition based on family matters to stay as a secret and no one can intervene with these matters.

Closeting the violence in a family setting could be observed in reports; a news article published in 2011, reports the event as a husband telling about how he murdered his wife however right after the headline, the reporter quickly acknowledges the fact that they are no longer married (Posta, 2011). Stigmatization of women as an ex-wife even though she is not related to that marriage at the moment further consolidates the idea that women are and will always be related to the men, considered and evaluated through that men and no matter what are the circumstances they could never be freed from that identity gained by a significant relationship. Another article published by the same newspaper almost 5 months after the murder withstand with their decision as referring to the murderer as the ‘husband’ and further adds a supposed ‘love’ and ‘regret’ emotions to the narrative and therefore forms an idea of a loving husband that lost himself for a moment and immediately regretted his decision (Posta, 2011). Although the context of both reports seems to consist of facts, the language used to attract attention harms the overall narrative by forming a presupposition; however, another report manages to succeed overall transmission of facts as well as draw attention without dehumanizing or deindividualizing the victim and pointing the finger of blame only to the murderer (Habertürk, 2011).

2.3. The Case of Özgecan Aslan (2015)

University student Özgecan Aslan was the last passenger on a minibus after returning to her home from a day spent with her friend. The minibus driver 26-year-old Ahmet Suphi Altındöken veered into an isolated road, allegedly attempting to kidnap her to sexually assault her, then the young girl becomes alerted. Further details on the timeline and the actions before Özgecan Aslan’s murder is unclear, however, as seen in the many femicide cases that happened in Turkey in recent years, the murderer had accused the young girl of attacking her after getting into an isolated road, she was presumed dead on that spot. Altındöken, his father, and friends got involved in disposing of her body. Her family filed a missing person’s report but attempts to find her were unsuccessful, later on, gendarmerie had suspected the minibus driver, Altındöken, that asked for directions and drove the opposite way. Their suspicions were confirmed after further investigation.

Media coverage of Aslan’s murder was different than the other samples as means of the language choices made in the reporting process, as no relationships were attempted to be established. However, a great deal of the reports studied in the sampling process revealed that the reporters usually did not trivialize her murder, but they decided to use the most gruesome details of the murder and its aftermath in presenting. Sabah, four days after the murder, published a news article on the subject and used the statement given by Altındöken in which he accused the victim of making him angry (2015); the report’s content majorly consist of the statement given by the murderer, however, parts added as a commentary by an anonymous reporter detailed irrelevant information such as ‘Aslan got on the minibus when it was getting dark’, ‘Altındöken family was rich but they went bankrupt and that’s why he was a driver’, ‘the murderer and his friends watch a Turkish tv series together’(Sabah, 2015); furthermore, Hürriyet and Milliyet newspapers followed a similar approach in their news reports in portraying the violent event in detail almost as fiction, and same with the former sample, both formed the report around the murderer’s statement and giving out details about the disposing process (Milliyet, 2021) (Şen & Duman, 2015). Similarly, a commentary article published on a news website reported the event with the same details but in addition to the graphic content the commentary also incorporated sentimental and tragical elements to its narrative, formed a tragic spectacle for its audience (Adal, 2015).

Overall, it has been observed that the violence was reproduced and redistributed by the choice made by the reporters in using the in-depth details the murderer gave in his statement, the violent event that ended the 19-year-old girls' life was described to the extent that the murderer’s consideration about eliminating the possibility of DNA findings by dismembering, how did he struggle in murdering process, the gasoline he requested from his friend in order to burn the body and everything else. Özgecan Aslan’s murder case was presented as a sensational horror/tragedy movie about an innocent girl and the narrative adopted the murderer’s point of view, in-depth explanations given by the murderer in his statement was published by the media outlets and by that the case was turned into a spectacle for masses to consume. The choice of distributing details about a violent event caused stress among the overall audience and provokes outrage, a simple choice of not giving out explicit information would only benefit the masses by reducing the violence exposure as well as not showing directions for new ways to commit crimes.

2.4. The Case of Ülker Demirayak (2015)

Ülker Demirayak was murdered by 45-year-old Osman Türk in her house, right after the event Türk had run away from the crime scene. Demirayak's neighbors called an ambulance to the house however she died on that same day. Türk was captured by the police with the murder weapon, a shotgun, in his possession. Following the event, news reports about the murder were quickly published and many of which headlined the murder with details about her life as a divorcee, a mother of three, who had been in a relationship with a married man, and she was murdered because she had a relationship with another man. (Kuşdemir, 2015) In the course of research for the sampling, it has been observed that almost every other news outlet used the same tactics and choices in their narrative, revealing the private life of a victim who has no control over clarifying the allegations.

In a published news report the reason behind this murder is reported with the words of the murderer, alleging that the husband and father of 2 Türk had a relationship with Demirayak and on that night, after arriving at Demirayak's home, they started to argue over an alleged 'cheating', this argument resulted in her death. (Milliyet, 2015) Another report, staying persistent with the former report, further adds dramatic elements to the story, forming a narrative that suggests she had been the victim of her 'married lover'; romanticizing the event by including the acts performed by Türk, a guy who got angry upon finding his partner's betrayal, got drunk because of the damages in his manhood could not bring himself to bear with this disgrace so on and so forth. (Şok Gazetesi, 2015) Glorifying the acts of murder and resonating as a momentary slip, a crime of passion as well as jealousy is observed to be a common theme in the presentation of this case. (Habertürk, 2015). Considering the fact that the case's summary, information about the victim and murderer might and possibly is coming from the same source, and the majority of the reports are almost identical (T24, 2015); however the entirety of the samples included in this study and the vast majority of the reports accessible appears to agree upon the fact that Demirayak was married and divorced three years ago is important information to report, although her relationships prior to this murder do not hold an importance in the case (Karayol, 2015).

The narrative established and distributed through media plays a significant role in establishing relationships and turning these relationships into a sequence of events that obviously resulted in Demirayak's murder. The details about the marriage that has ended years ago, the victim having three kids, the murderer being already married and the alleged affair between the parties, and the alleged 'betrayal' of the victim establishes a victim-blaming discourse that focuses on the wrong choices made by Demirayak. Victim blaming discourse established by the media often results in victims being blamed for their murder with their choice of people to interact, of outfits, of time that they were outside, etc., and therefore dismisses the actual responsibility from the criminal by utilizing the restrictive cultural norms pushed upon the sexes. This kind of discourse although might be troublesome to detect the outcomes of supporting such discourse could be observed by the public's reactions.

2.5. The Case of Şule Çet (2018)

Şule Çet was murdered on the 29th of May 2018 in Ankara, she was pushed to death from the 20th floor of a plaza she had been working. Çağatay Aksu (34) and Berk Akand (33) called Çet to have an additional conversation about her being laid off from work by the new partner and they will find a solution. However, on the supposed meeting day, Çet was found dead right in front of the street of the said plaza; suspects Aksu and Akand claimed that they consumed alcoholic drinks that night and after getting drunk she committed suicide by jumping from the 20th floor. Further investigation, autopsy, and statements given revealed that she had been sexually assaulted, held against her will, and thrown out from the window.

The initial study of the reports revealed that the death of the young girl was portrayed as a possible suicide, although the event had occurred recently and the investigation was not completed, news reports deliberately distributed the suicide or accident narrative. Further, a news report published by Hürriyet (2018) includes the statements given by Aksu and Akand by describing the events that resulted in her death such as 'she was leaning from the window and told him that 'she was going to jump' and 'he tried to stop her'. Although the reports published later did include the possibility of suspected murder and the existing ones were updated in accordance with the developments in the case, the portrayal of the victim in the reports and the details about her life such as Çet taking a year off from university due to losing her mother and later taking another year off due to her father disease, and finally being able to return to her school contributed to the 'desperate young girl who needed her job to help with her school costs but got fired and is depressed' narrative that has already been distributed to the masses. (Cumhuriyet, 2018) In addition, preliminary information that is present in reports distinguishes the social class difference between the victim and the suspects by including remarks such as 'luxurious plaza', 'university student working part-time as the businessman's assistant' (Haberler.com, 2018) (Sabah, 2018). Reports consisting of the murderer's statements, and the conclusions derived from the fact that a CCTV screen capture of Çet entering

the building with the two men, smiling were used as a sensationalizing aspect in the reports published by Milliyet (2019) and Hürriyet (2019); however, these reports were withdrawn or changed later.

The choices made in reporting are observed to have an assertion in the masses' understanding of the case. Determined discourse plays a role in the awaking a reaction from the target conservative audience by establishing an 'other', an enemy, which moves the opposite way from the cultural expectations; disobedient woman which refuses all of the gender roles assigned to her presented in the media, and the anger targeted towards the victim and her life choices are the mere result of the narrative distributed by the media. Whether if the details about her meeting with the murderers at nighttime, or the alcohol consumption of the parties in that night, or the social status of the parties not being published would change the overall negative assumptions from the Turkish people is another question but it is clear that moving too far from the mere facts causes a distraction and establishes a victim-blaming narrative.

2.6. The Case of Emine Bulut (2019)

The violent event that resulted in Emine Bulut's death was first introduced to the public with a video recording of her screaming in agony, covered in her blood, and her 10-year-old daughter right beside her. 43-year-old Fedai Varan who threatened, assaulted, and stalked Bulut for the last few years and lately harassing Bulut because of the custody of their mutual child was the murderer. On the 18th of August, after taking shelter in a police station and making a complaint about the harassing text messages she received from Varan, she was followed to the restaurant where she will be murdered and the video of her last moments will be taken. First reports on the subject were posted in a video form through social media and the uncensored video quickly become viral therefore immediate attention was obtained.

Initial response to the event other than the uncensored and the censored versions of the victim's last moments going viral, published news reports were quick in identifying the victim and the murderer (Sol, 2019); aside from the identification of the parties, one of the first information about the parties was their marriage ended long ago and their alleged disagreement in their child's custody, not the complaint Bulut made almost two hours ago about her murderer (Gazetekale, 2019). Captured and questioned quickly, Varan's allegations given in his statement about the quasi reason for disagreement were disclosed to the media; already drawn relationship between the parties was elaborated in the further reports with quotes from the murderer such as they have planned to meet, talked awhile, claiming that he asked her if Bulut was going to marry and she said that she will then insulted him and they began to fight which resulted in a stabbing (Akyıldız, 2019).

Same with the previous cases presented in this study, almost every sample encountered and included had enforced the former relationship Bulut and Varan had (Habertürk, 2019), to the extent that a certain number of reports such as we see in the report published by Gözlem (2019) utilizes a similar approach in their narrative by headlining the case as a woman getting murdered by her husband but acknowledging the fact that they were divorced right after the headline. Dramatization being one of the most common themes adopted in news reporting and social media posts (@birtutamlavina, 2019) (@emrebeydemir, 2019), this case is observed to be rich in dramatic elements such as assigning an animosity to the murderer while mentioning the way Bulut was murdered and their daughter (Haberler.com, 2019) – or the blunt use of language when detailing the murder by demonizing Varan while blatantly using the word 'slit' in referring the wounds she took (Euronews, 2019).

In summary, the choices made in reporting of the case is observed to be consistent with the others in which reports were emphasizing the former relationship and forming their narrative around this relationship to the extent that interpretations such as divorce could cause a woman to get murdered if a woman argues with her ex-husband, she might get killed, or desire of moving on from ended relationships into new ones might result in death. These choices in reporting further support the toxic discourse and around women's role in society and paves the way for new femicides while providing methods to kill or how to get reductions for committed crimes. Quotations or remarks from a murderer's statement in femicide cases are significantly similar in their accusations, and it has been common for murderers to accuse their victims with insult, betrayal, and refusing the show their child, etc. Therefore, a language and narrative choice that enables or legitimizes the violence is believed to be harmful for the prevention of femicides and should be avoided by mainstream media.

2.7. The Case of Pınar Gültekin (2020)

Pınar Gültekin's name was initially introduced to the media through social media platforms with efforts to find the young woman who has been missing. The hashtag 'PınarGulTekinNerede' (Eng. WhereIsPınarGulTekin) was a trending topic on Twitter until the day she was found dead. The police started to investigate the whereabouts of the 27-year-old university student Gültekin, upon finding CCTV footage about the last person she was seen, 32-year-old Cemal Metin Avcı was arrested. Initially, Avcı denied meeting with the young woman during the interrogation, however, when the footage was shown Avcı confessed to murdering Gültekin by beating, strangling, burning, burying, and covering with cement. Considering the fact that efforts to find Gültekin was prominent especially on Twitter and many individuals were already speculating about the dangers she might be in, young women's death immediately went viral.

News reports studied in this course showed that the reports did not hesitate to label Avcı as Gültekin's ex-boyfriend even before mentioning him as a murder suspect or giving out his name -then known as C.M.A.- upon his confession. Further, the statement given by Avcı addressing the cause of murder as a fight due to jealousy that ended in Gültekin's death was also reported (Habertürk, 2020). Jealous ex-boyfriend discourse established by the media observed to be polished with the new information about Avcı, a report published by Yeni Şafak (2020) included elements such as 'pub owner', 'married man' and 'has a daughter' into the narrative. Undoubtedly that the newly introduced elements signified the existence of the 'other' and portrayed Gültekin as a woman having an affair with a married man and deviated from the cultural norms; mere examples of such matter were showcased in various platforms resulted in outrage. Birgün (2020) published an article on the subject with forming their report around the murderer, reproducing the violence with report's narrative by detailing the murder with almost it's all aspects and including remarks made by Avcı such as blaming the victim that can no longer deny the accusations; and his justification for the murder by claiming to be 'in love, desperate, did not plan the murder beforehand and was regretting his decision' was also included in the report.

Congruently, an article published by Kafakalem suggested another allegation made by Avcı about accusing Gültekin threatening him with talking to his wife about their affair and blackmailing him; however, the report did not include any quotation marks or did not suggest the remarks as allegations and used the term 'confessing'. In addition, the article made further remarks on the parties did meet because Avcı wanted to talk about alleged blackmailing and Gültekin constantly threatened him (Kafakalem, 2020). Blackmailing allegations mentioned in various reports were somewhat cleared later, a report published by Hürriyet on the subject elaborated on the allegations by including the remarks made by police, questioning the threat messages sent by Gültekin to Avcı and him being unable to show messages, however, the report followed with the murderer's narrative (2020). The same blackmailing remarks were tweeted by an amateur news account, however, this example was observed to be the first to not emphasize the relationship (@bpthaber, 2020). Following the allegations/accusations theme, another report headlined similarly mentioned the murderer's statement on accusing Gültekin of drugging his drink, taking photos of him unconscious, him being sexually assaulted by another man, and her demanding money afterward without demonstrating solid evidence (Sözcü, 2020). Lastly, television channel Show TV broadcasted a new year's special which embodied a segment summarizing the year 2020 and included Gültekin's case in the segment by referring to the murderer as her 'boyfriend'; a remark that caused outrage was, however, the poor choice of music in the clip which could be bluntly explained as 'being set on fire' (@pushholder, 2021).

Media coverage of Pınar Gültekin's case is observed to embody a significant amount of allegations and false accusations to such extent that the established narrative made Gültekin the target of hate comments. Discourse set on concepts such as the crime of passion, blackmailing, affair, threat, boyfriend and to get back together, etc. is observed to be dangerously harmful in this case; justification and rationalization of the murder by emphasizing on such allegations directly as well as indirectly reproduced and redirected the blame to the victim, which is a common result observed in the sample cases an in itself is a reality of media. Efforts to marginalize a victim by stressing their life choices and promoting the murderer's point of view/allegations are observed to be resulted in this violent event to signify an individual problem, which had not been occurred if the victim did not push the murderer to the edge and takes away from the reality that femicides and violence against women are a social problem in a global spectrum.

2.8. The Case of Aylin Sözer (2020)

Aylin Sözer was brutally murdered by 32-year-old Kemal Ayyıldız in her apartment; the police were called on the spot by her sister upon hearing from Sözer's assistant about suspicious messages about a money transfer allegedly sent by Sözer, and the suspicious messages her sister received. The police knocked on her door to check on her, but no one answered, however, they quickly realized someone was inside and quickly kicked

down the door. The smoke coming from the apartment alarmed everyone as soon as the door to her apartment was opened, and Aylin Sözer's murderer Kemal Ayyıldız was quickly arrested.

News coverage of the violent event that ended Aylin Sözer's life is observed to be composed of a media outlet's ineffectiveness in publishing unverified information about the case. In the course of the research, it has been observed that false allegations about the alleged relationship with the victim as suggested by the murderer, to this day, are not corrected in a significant amount of reports (Posta, 2020). Considering that establishing a narrative from the murderer's allegations is a common choice adopted by a significant amount of mainstream media outlets in order to garnish the report to seem appealing, an article published by Sputnik (2020) reported the '(ex)boyfriend' allegations without including any terms that make references to allegations and redistributing the narrative as a fact. After the relationship allegations were denied by Sözer's family members several times and mentioning that Sözer hired Ayyıldız to build a bookshelf when moving in that house and sometime later fired him after becoming suspicious of her credit card getting stolen. Another report, which is not the only report that alleged the same, argued that Ayyıldız took Sözer as a hostage for two days, yet the allegation was never confirmed by any authorities and the source is merely unknown (A Haber, 2020).

Epic storytelling observed in the reports, as demonstrated almost in the entirety of samples, principally focused on the mournful press statements given by the authorities, emphasizing Sözer's identity, not as a human but as an academician; reducing the murder into a very respectful individual getting murdered by an uncivilized individual in such a manner that if Sözer did not been an academician her death would not have an impact (NTV, 2020). In addition to relationship allegations and dramatic narrative, another common choice made in the reporting was not revealing (Yeni Şafak, 2020) or falsely informing the public about the identity of the murderer -who is captured in Sözer's house attempting to set her body on fire- using abbreviations instead of his full name, any information about his occupation; the uncertainty and instability surrounding the murderer's surname reoccurred in many reports (A Haber, 2020) (Posta, 2020) (Milliyet, 2020). Allegations surrounding the relationship, the argument ended in murder, hostage situation or any kind of narrative getting denied repeatedly by the ones who are close to Sözer; and the authorities gathering the CCTV footage of Ayyıldız entering the apartment on the morning of murder with covering his face and wearing gloves; finding of the fact that Ayyıldız messaged people as Sözer to transfer money from her account and sending to an unknown location -which further proves the premeditated nature of this murder were all denied. However, an additional report published by Sputnik still formed their report around the murderer's statement by including the entirety of his false narrative in their report (Sputnik Turkey, 2020). An article published by TRT decided to change the narrative to such extent that even though Ayyıldız was arrested right beside Sözer's body, by headlining as 'suspected murder of academician' and disregarded the violent event, almost narrating the story as if Sözer was found dead as a coincidence (TRTWorld, 2020).

Notwithstanding the truth being revealed, mainstream media stayed persistent with their narrative to the full extent; all of the evidence pointed to the fact that Ayyıldız premeditated the murder, but reports made references such as he tried to cover up the murder as robbery. Nearly every single initiative taken by the media seems to be a failure of every principle and ethics a journalist can and should follow, by disregarding every verified information and further distributing false allegations, reproducing the violence Sözer had encountered and turned into a target which masses fancy to hate. Alienation or otherization discourse that is prominent in Turkish media with utilizing rather harmful gender-based notions -almost every allegation included in this study is eventually weaponized against the victims by society- by describing a diversion from traditions, conservatism, and expectations of religious systems from women and men. Negative outcomes of these choices adopted by the media could be easily observed in comment sections of referenced reports, distribution of these narratives for viewing/clicking sake take away from the serious nature of these femicide cases. A simple attitude change adopted by the media is believed to play a role as a progressive step towards gaining importance on the prevention of gender-based violence or simply how they are being perceived.

3. Conclusion

Violence against women and domestic violence against women is a social phenomenon that deeply affects many people in Turkey and around the world. On the other hand, it is a recent development that regulations on violence against women and domestic violence have begun to be included in national and international legal documents. The reasons for this are that women are mostly placed in the private space in the distinction of public space/private space, and this space is considered a space of privacy and that what has happened in this space over the years has not encountered any reaction; thus, it was considered usual by many people. Women have been considered as a secondary creature compared to men throughout history, and this has caused women, who have been tried to be kept under man's control and oppression, to remain vulnerable to attacks they are exposed in social

life. This situation, which applies to many women from all parts of the world, has been replaced by both national laws and international legal documents since recently. Thus, violence against women and domestic violence have ceased to be the subject of the private sphere and began to be included in the regulation areas of states and supranational structures as the subject of the public sphere. The present study determined the content of the concept of violence against women with the help of the concept of violence and explained the meanings attributed to the concept of violence against women in international documents and within which scope the context is understood.

Physical violence, sexual violence, psychological violence, and economic violence, which are the types of domestic violence against women, were examined under separate headings. Furthermore, the relationship between language and verbal violence was mentioned as language is an important part as well as a source of culture. Considering international texts including the phenomena of violence against women and domestic violence, and the fight against these phenomena, it is seen that violence against women occurs as a result of the unequal power relation especially between women and men as a violation of human rights in essence. It should be noted that recognizing that violence against women and domestic violence are violations of human rights is a very important achievement in preventing cases of violence against women and domestic violence that have been disregarded for many years.

It is clear that a lot of steps have been taken on the national and international levels towards the prevention and complete elimination of violence against women and domestic violence in today's world. However, acts of violence, used as a means of constant oppression against women, unfortunately, continue in Turkey as in all parts of the world, and the perpetrators of these actions often go unpunished, which serves as a reinforcement for the repetition of these crimes. Considering the situation in Turkey, it is clear that institutional support for women victims of violence and policies developed to prevent violence and address inequalities are insufficient. Perhaps the most important of the steps that can be taken especially in Turkey to prevent violence against women and domestic violence against women, namely its most common form, and to completely eliminate it as a future goal is to change the pre-acceptance of violence against women both in society and in practice. A society in which women are constantly left in the background in all areas is a society with a male-dominated mentality. The main problem here is the problem of establishing power over women. There are many traditional, cultural, religious, and social underlying reasons behind this. The role that has been attributed to women beforehand is reinforced in many ways starting from family to primary school books, fairy tales, cartoons, from all educational and professional life in the following period to all kinds of publications through the media, to the approach of law practitioners referred to after the act of violence has been inflicted on the victim.

The most common form of these reinforcements is that the male character fiction is always strong and domineering in mainstream and new media series while the woman is always weak and in need, economically dependent on the man. Additionally, it is observed that men who commit violence against a woman or another man in the series are almost never punished. The messages they contain are always the same both in the language used in news and in the language structured in series and films in terms of strengthening gender roles. The way violence against women is structured and a masculine mindset is formed is a situation that needs to be re-addressed with all aspects in the media from cartoons to reality shows and needs to be carefully regulated both in new media and mainstream media.

This study showed that the language used in news about violence against women in mainstream and social media does not respect gender equality and is prepared in a sexist style violating the most basic human rights of women. Women who are subjected to all forms of violence are once again wronged because they are the subject of newspaper reports in a language that is also sexist and undermines their personal rights. It is necessary to carry out studies for media professionals, generalize courses on gender in faculties, conduct educational studies for future media professionals, organize training to raise awareness in mainstream and new media, generalize media literacy, use rewarding mechanism, make regulations to make public broadcasting/publishing sensitive towards gender equality in order to remedy this injustice.

In this study, it is shown that media utilizing the sensationalizing elements in their narrative in order to draw the public's attention to the said articles manifested itself frequently in the form of sexist remarks; these remarks and the various sexist discourses they contribute to establishing primarily functioned as a crucial tool for victim-blaming. It is evident that the media should stop prioritizing the femicide cases in accordance with the victim's level of education, or the violence level of the event, whether if a victim was married, divorced, or consumed alcohol, or if the murder happened at night, or if there was any cheating/affair involved since these factors do not change the fact that this violence is targeted against women. The eminent products of this established victim-blaming and sexist narratives by the media could be observed in every part of the internet as well as social life since the patriarchally driven Turkish society successfully consumes, internalizes, and reflects these ideas to

every extent of itself. Misogynistic discourses in which the women are marginalized to the extent that almost all basic human acts performed by them is acknowledged as a threat, or a move against men, and even though a woman isolated herself from a certain man she is still considered as a ‘property’ of him is present in the news articles; almost every act of murderer men studied above -including the violent acts they committed- is glorified and romanticized under the disguise of love, jealousy or masculinity, however, every attempt of women such as taking legal action towards their abusers, filing for a divorce, just going out or heading home at night, alcohol consumption or the outfits they chose to wear is weaponized against the victims.

It has been observed that the media alienated and marginalized the violence against women as well as femicide cases by drawing out relationships between the murderer/abuser and the victims and established probable causes for these violent events by including the murderer/abuser’s remarks, allegations, and accusations in their reports, without providing solid evidence which should be avoided in order to prevent a victim-blaming discourse in the society. Murdered women were accused of cheating, committing suicide, having an affair, or any accusation the murderers could come up with and the articles studied in this work showed that the media did not hesitate in the distribution of these accusations while reproducing the violence by means of distribution false information. The sample media outlets did not show any respect towards the victims and their families and distributed every single aspect of the victim’s lives in order to marginalize women in accordance with the patriarchally driven community of the Turkish society’s expectations from women. It is evident that the subliminal messages or ideologically driven discourses presented through the mainstream media as well as the new media should be eliminated before publishing. Fundamentally, the Turkish Journalists’ Association (TGC), Progressive Journalists Association (PJA) and Turkish Press Council share basic journalism principles among themselves in which if these principles were to be followed the crucial problem of violence legitimizing effect of the media would be eliminated, and the primary foundation of misogyny and patriarchal ideology in the society would be distressed, these are: (i) *Private lives of individuals will not be published except it is necessary*, (ii) *violent, humiliating, hateful language or content encouraging discrimination will not be published*, (iii) *unverified information, allegations or accusations will not be published and the truth will not be altered*, (iv) *ideological preferences should be stated or could not be masked behind an objectivity*. The application of these principles, however, remains as a matter of conscience since the ordinary individual -especially the victims and their families- do not have enough resources to take action towards these articles and the discourses they help to establish. Therefore, effective disincentives for targeting, blaming, shaming, or marginalizing the victims should be created in terms of legal bodies and professional associations. It is also crucial to acknowledge in order to move towards a more civilized society that not only by the media but also through the schools, from kindergarten to universities, and by every extent of society, the patriarchal state of mind which violates the most basic human rights of almost half of its population, namely women, should be changed. Considering the fact that the media is a mere starting point for the legitimization of violence, families and the social structure which is driven and shaped by ideologies should also change from their core to prevent such human rights violations.

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Visual Semiology in Architectural Design

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Abstract

Beyond being a shelter, houses are such structures which obtain meanings shaped by the influence of culture, particularly reflecting the society's socio-cultural structure. As a time-*khronos* and space-*topos* pattern, the houses reflect the characteristics of the culture or ethnic group which they are part of, while on the other hand, they reflect the images of the individual's essence as a communicative action. The effect of climate and typology, which are physical components of culture, as well as social components of culture, such as value systems, belief, lifestyle and habits, are cardinal factors in the formation of traditional houses. In this respect, traditional structures are visual representation spaces that narrates their own story, like verbal culture, and they convey their unique codes through visibility. This study, which discusses traditional architecture as a cultural text, aims to reveal traditional Urfa houses through analytical readings, within the context of visual semiology. The samples selected within the scope of the study will be evaluated according to the context of stylistic features they are part of, such as plan and spatial perspective, the location of the houses, and detections regarding the visual culture will be discussed through the cultural and architectural design approach of Umberto Eco.

Keywords: *Visual Semiology, Visual Representation, Culture, Architectural Design*

Introduction

A city can be seen as an organism that lives in the process of historical and social development, before and beyond being a holistic structure, formally arising from the need for collective presence. Like every place, a center of the population must have a center-*umbilicus*, which communicates with the universe. City language forms based on building the identity of a city. Besides military, religious, and public, the structures and places that divide the civil habitats of the individual are designed over submitting obligation. Architecture, which gives meanings to different living spaces, perceives different building representations that emerge as urban artifacts as body language. This aesthetic preference is nothing more than a grammatical rule that controls the language of the city beyond being an artistic style. The fact that the representation of the city depends on an image design that meets what the city is saying does not only want to be understood; this image turns into a sign of authority that instructs the urban to *look* and *obey* (İnatçı, 2009). The spatial and temporal suitability of a city is automatically determined by the predispositions of social activities towards homogeneousness or heterogeneousness, which is related to how dominant cultural nuances are. The rationality and functionality that are shaped based on daily lifestyles and myths transform into the notion of space, according to which the city takes form.

Houses are one of the architectural structures shaped by the influence of the culture. As housing is a system that includes different and multifaceted meanings other than meeting the need for sheltering, it has a socio-cultural meaning as well as physical (Zorlu, 2010). Altman and Chemers (1980) define housing as a window that shows

how different cultures affect the physical environment. Gür, on the other hand, defines a house as an organized pattern of communication, interaction, space, time and meaning. Also, according to Gür, while a house reflects the characteristics, lifestyle, rules of behavior, environmental preferences, images, time and place taxonomies of the culture or ethnic group to which it belongs, it defines the images of the user's essence as a phenomenon that reflects the personality and privilege of the individual with its self-realization and equipment (Gür, 2000).

Housing pattern as time-*khronos* and place-*topos* reflects the characteristics of the culture or ethnic group to which it belongs while transforming images of the essence of the individual into a communicative action. In the housing efformation, in addition to the effects such as climate and topography, which are the physical components of the culture, social components such as value system, beliefs, lifestyle, and habits are also important factors. In this respect, houses are visual representation spaces that tell their own story and contain unique codes, just like the oral culture. Architectural works contain intangible indicators of the social outlook of its time such as the working principles and conditions, the belief systems, and the economy, as well as tangible indicators of its physical composition such as the structure, materials, and construction techniques (Taşkıran, 1997). According to Eco, architectural objects transmit nothing in sight, *they are functional*. No one doubts that the glass makes drinking a liquid easily, as a roof is used to cover a place. This determination is direct, precise, and obviously making functionality something so comfortable and easy to grasp. The first question here is: *Can functions be expounded in terms of communication?* And the second question is: *Does looking at functions in terms of communication help us better understand them and define their functions better?* (Eco, trans. 2019). It is precisely this point that makes architecture provocative for the field of semiotics.

Semiotics, which can also be described as a communication mechanism, not only examines the systems that are clearly seen to be the sign system but also treats all cultural phenomena as if they are indicator systems and tries to reveal the meaning of the systems. This does not mean that all cultural phenomena are communication processes only, but all of them a) *can be accepted as communication processes* and b) *gained cultural functions, especially for being a part of communication processes*. In this aspect, architecture semiotics has a special place among semiotic research (Eco, trans. 2019). It starts from the assumption that culture is fundamentally communication in doing so. If one recalls the first image of the cave in the stone age, it is known that the abstract sample about the cave was first encrypted at the individual level and then it is reasonable to transfer the images of the cave to other people by drawing them. The architectural code thus generates a visual password, and the cave principle becomes the subject, object of communicative relations. Thereby, what Eco mentioned by quoting Barthes comes true. As soon as the society is formed, every use becomes its own indicator (Erkman, cited in Eco, 2016). Based on the semiotic approach as a form of communication, the indicator according to the semiotic approach based on this study refers to the function that refers to the signified, encoded in a cultural context, and at the same time makes possible the practical existence of the signified. Selected parts of traditional Urfa houses, which the study focuses on, will be analyzed based on Umberto Eco's view, in terms of semiotic structure within the framework of architectural function, cultural coding and interpretation.

Visual Semiology

Semiotics, which is based on the concept of sign, is a discipline aimed at grasping how the signs circulate in the process of the formation of meaning in language, and the concept that is accepted as the basic starting point of this discipline is the sign. In philosophical terminology, the sign is produced by the combination of a vocal or written form (*signifier*) and a conceptual content (*signified*). The sign is a term denoting any indicator or marker that expresses something other than itself, evokes the thought of something other than itself in the mind when understood thanks to its ability to substitute anything, that shows something other than itself to the person who interacts with it, and that refers to an object, event, phenomenon, or action other than itself. (Güçlü, Uzun, Uzun and Yolsal, 2003).

According to Guiraud, the sign is a stimulant, a sensory substance. The mnemonic image evoked by the sign connects to the image of another stimulant. The function of the sign is to evoke the mentioned second image in a communicative context. In explaining the substance of the sign, Guiraud analyses the content of a sign under the following headings: *communication, coding, motivation, monosemy and polysemy, denotation and connotation*. Among these headers, he explains denotation and connotation as follows: denotation is the objective understanding of something, however, connotation adds individual sight to the signs because of its format and content. Both denotation and connotation work together in establishing the principal basis of an indicator while they also represent its contradictory meaning (Guiraud, 1975).

Signification is the relationship formed between the signifier and signified in a sign. When we see, hear, or perceive in one way or another a signifier, the meaning that is its signified is formed in our mind. Objects in the real world and the concept formed in our minds may not be identical. In this context, the sign must be interpreted as a two-layered and interconnected structure. It is necessary to relate meanings produced for an image and why, how and when these meanings were produced, and to produce potential meanings from these relations. When it comes to visual images, these are the representation of thoughts, emotions, and a sequence of events or phenomena, and therefore imaginary expression necessitates a process of interpretation and re-interpretation through form and content. According to Guiraud, the signification is the thing that connects an object, a being, concept, an event to a sign that can evoke these in memory. A cloud is a sign of rain. Eyebrows rising upwards are a sign of confusion. A dog's barking is a sign of anger, and the word 'horse' is the sign of an animal. Hence, the sign is a stimulant... The effect of the stimulant on the organism instantly evokes the mnemonic image of another stimulant. It evokes the image of a cloud, rain, a word or being (Guiraud, *trans.* 1999). In this respect, images carry and evoke the meanings and thoughts of the cultural foundation that relate to phenomena such as politics, religion, tradition, arts or climate, with these images participating in the signification process of the same cultural foundation. Therefore, semiotics is about the sign itself as well as how it is reproduced and made meaningful.

Eco introduces the term 'sign function' in the place of 'the sign'. According to Eco, the term 'sign function' refers to the correlation between narrative (*material event*) and content. He reinforces this with an example called the Watergate Model that he provides and reaches a definite conclusion. Thus, a code is formed (a) between the expression plane and the content plane; (b) the sign function is produced by the relationship between the expression system's abstract unit and the content system's abstract unit; (c) thus, a code produces general examples (types), thereby generating laws that generalise concrete signs (tokens), such as signs that occur in communicative processes. Finally (d) continuity presents the unit that precedes the semiotic relation and that has no relation to semiotics (Eco, 1976).

Between the semiotics of communication and meaning, there is cultural semiotics represented by Eco. According to Eco, semiotics is the study of cultural phenomena considered as communication. In this case, stating that 'A sign is anything that can meaningfully substitute something else', the author provided a wider definition for the concept of the sign. However, he accepts Hjelmslev's definition of the sign as a unit that contains both 'content' and the 'expression' form and produced by the connecting of the two. A sign is a unit composed of content and expression connected by common relation with each other and by the 'sign function' (Eco, 1976). According to Fiske, for an image to be evoked and communication to take place, users must accept that image as a sign. Signs that appear in the form of a word or an image have the function of conveying a message and might be for warning purposes or have artistic content (Fiske, 2010). Moreover, the same sign might be interpreted in different ways depending on its context. Thus, we can regard semiotics as a form of perception based on signs.

Studying signs and their meaning relations, semiotics is also important in terms of studying visual signs. Semiology, which deals with signification and the production of meaning, also includes semiotic analysis, which is a reading process. In this respect, it is the act of researching, deconstructing, and reconstructing the structures of signs. Semiotics considers objects that use a planar expression tool as its subject of study. Thus, painting, graphic art, photography can be defined as specific visual fields (Rifat, 2009). According to Eco, the semiotics theory of a given culture gives away information about its structure and semiotic methods. According to him, it is not possible to distinguish the rule system corresponding to a given communicative phenomenon without thereby accepting a structural homogeneity with the rule systems that apply to all other communicative phenomena (Eco, 1976). Thus, everything which humans produce, use, or select can transmits meaning to others.

Semiology and Architecture

In his book "*La Struttura Assente*" (A Theory of Semiotics), Eco considers architectural signs as human-made objects and framed spaces conveying potential passwords and defines them as systems based on habits. Semiotics does not only examine systems that are already clearly seen to be systems of signs. It also treats all cultural phenomena as if they were systems of signs. In this process, he starts with the assumption that all cultural phenomena are systems of signs. That is, he accepts that culture is fundamentally communication. In this context, architectural design is one of the fields where semiotics must thoroughly reckon with reality (Eco, 1976).

One of the concepts Eco emphasises when it comes to considering architectural objects as signs is *functionality*. An example given by Eco is the use of a spoon to bring food to the mouth, which exemplifies the fulfilment of a function with a tool. Here, the tool puts the function in action. The very act of saying that the tool puts the function in action amounts to saying the tool has a communicative function, since the tool also transmits the function to be

performed in the meantime. However, the use of a spoon by a person that is eating is also a sign, a conveying of the fact that in the eyes of those who watch her, she follows certain rules and customs. Therefore, the spoon initiates and carries out a certain type of eating and its meaning is eating in this particular manner. (Eco, *trans.* 2019). Accordingly, an architectural object is a sign that has a denotation as an object of use regarding the meaning it conveys, in addition to its functionality. However, depending on the different functions given to the sign, it moves from the plane of connotation to that of denotation and thus refers to another function as a sign, that of the *communicative function*. As the first level of semiotic signification, denotation depicts the relation between the signifier and signified on the one hand, and the sign and its referent in external reality on the other. Denotation allows everyone involved in the act of signification to make the same inferences. In this respect, regardless of its style and the aesthetic concerns underlying its construction, an architectural structure is above all a structure that meets the need for shelter. Connotation, the second level of the signification process, depicts the interaction that occurs when the sign meets the feelings or excitement and cultural values of the users (Fiske, 2010). In this context, we can say that connotations are culture-specific and are shared by society.

Eco explains the distinction between denotation and connotation in architecture as the equipment that makes a building habitable is its primary signified. For example, when I see a house window, I can often perceive it as a formal element without thinking of its functionality and interpret it in terms of its relationship with other windows. However, an architect can also construct things that would give the impression of a window but do not function as one. These would be perceived as windows in an architectural context. The more clear their aesthetic functions are, the more likely they are to be perceived in this manner. The shapes, numbers and placement styles of these windows do not only serve a function. They also provide information about habitation and use. That is, these produce connotations. Even if an architect or a designer is a genius, she cannot render the new form she creates functional if it is not based on previously existing coding processes. That is, if we cannot perceive the house as a set of signs related to codes that we already know, we cannot use it (Erkman, cited in Eco, 2016). In this respect, it is necessary to know the social and cultural codes of the society to be able to interpret the codes related to architectural structures correctly. According to Eco, an architectural sign is a unit that conveys meaning by itself. Moreover, according to Eco, architectural codes produce visual codes and from this point on, drawings or architectural images become transmitters of a potential function and these coding processes reflect patterns of social behaviour as well (Eco, 1987).

In this regard, in social sciences, it is necessary to also focus on the concept of culture. Culture is defined as all the intellectual, artistic, philosophical, scientific and technical productions and assets of a community, a folk, a nation that form the unity of life, feelings, thoughts, and values (Doğan, 2000). Rapoport defines culture as a shared notion that reflects the order in a group's thoughts and behaviors and shows harmony (Rapoport, 1977). Beliefs, behavior styles, social roles, and daily life practices are parts of culture. Therefore, culture is the determinant of the behaviors that affect lifestyles, and each culture has its own specific meanings. Architecture is also a reflection of these cultural meanings. Cultural codes affect the comprehension and understanding of space. Spaces are the environments that transmit the cultural values of the inhabitants. In this respect, architectural language is a system of signs fed by cultural codes.

Furthermore, according to Rapoport, human behavior, including interaction and communication is influenced by roles, context, and situations that, in turn, are frequently communicated by cues in the setting making up the environments; the relationships among these are learned as part of inculturation and acculturation. Therefore, social structure; roles, status, identity, gender relationships and privacy; regarding Rapoport, status and identity primarily has impact on the cultural expression such as, differentiation between role of female and male affect the activates within the space with house (Rapoport, 1982; 2003).

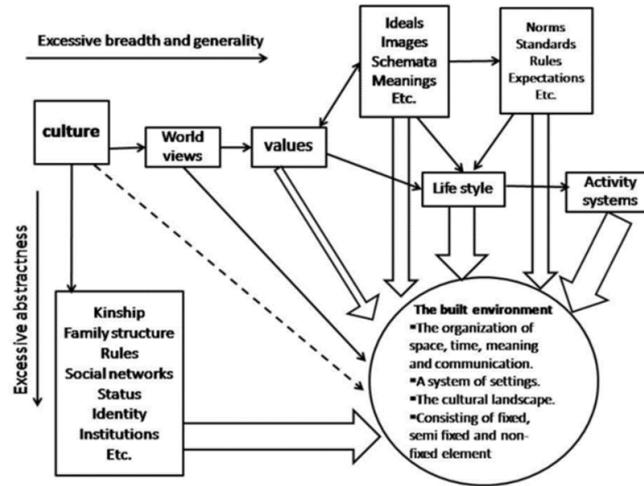


Figure 1: The built environment as product of culture (Rapoport, 2003)

According to Rapoport, a mental scheme shared by any cultural group is effective for the emergence of specific observable behavioral patterns in that culture, and the culture and lifestyles which form in this way shape the house. Within this context, culture and the residents' lifestyle are influential in many factors such as the diversity of the spaces in the house, their arrangement, the relationship between spaces, the organizational character of the spaces, and the organization of equipment based on the patterns of space use (Rapoport, 1969).

In approaches to urban space, semiotics and its concepts are employed in analyzing the architectural forms within the framework of the idea of seeing architecture as a language. For example, architectural codes and their transformation have been discussed regarding whether they are functional or not (Bunt, Broadbent & Jencks, 1980). As a result, architecture is not merely a place composed of form and space; at the same time, it is a place able to convey socio-cultural codes indicated by form and space. Therefore, architecture is considered a communication tool. In this context, traditional Urfa houses will be examined with the reference to Umberto Eco's semiotic structure within the framework of architectural function, cultural coding, and interpretation.

Analysis of Urfa Houses

Urfa houses, which have an important place in Anatolian traditional housing architecture, have been formed based on a design and construction tradition that has lasted for centuries. The historical urban texture of Urfa reflects an organization of space parallel to the Medieval Turkish-Islamic character similar to Anatolian cities. In this context, self-enclosed structuring is eminent among the elements forming the architectural structure of Urfa houses (Kuban, 1968). Urfa houses are structures placed on a smooth topography that is not inclined, have no regular parcel borders, and are adjacent to each other with spaces that are intertwined from an arbitrary position. These structures, which consist of spaces lined up around an open courtyard with two-storey buildings closed to the outside world, emphasize privacy, are based on the daily life and agriculture within itself, and are production centers shaped according to the needs of the economic order.

Stone as a material has been quite significant in forming Urfa houses. These houses reflect the construction techniques of the period, as well as the socio-economic and cultural values of the inhabitants and their lifestyles. Besides, the location and the aesthetic understanding of the owners are also effective in forming these houses. Urfa houses have an introverted character and show an asymmetrical plan around the courtyard. Factors such as climate, security, and privacy have been effective in forming these houses. The stone and wooden ornaments of these houses are remarkable. There are generally rooms, iwan (s), kitchen (tandoori), bathhouse, barn, toilet and cellar around the courtyard (Ören, 2008; Akkoyunlu, 1989).

The courtyard is very significant in Urfa houses. (Image 1). On the ground floor, the daily rooms or winter rooms and service spaces are lined up around an open inner courtyard that forms the functional and visual focal point of the plan, with a water element in which a pool is located and a green image provided with various plants. Courtyard encompasses rooms, eyvans, and verandas. There is a decorated door and window on the surrounding walls. In some houses, there are two courtyards, which are divided as harem usually utilized by women and selamlık usually utilized by men. It provides a certain connection between different spaces; it also provides a resting area in summer. It is used for other household chores such as food preparation, washing dishes, and so on. Urfa houses have been

constructed as separate for men-selamlık and women-haremlik (Image 2-3). The section where the women live is more equipped and bigger compared to where men live in the house where the household is. At some houses, these sections are passed through separate doors from the street side, and first to the men's section, and then to the women's section with two doors. The women's section, which forms the house's actual part where the family lives, has more area than the men's section. Women's section includes service places such as kitchen, barn, toilet, and cellar mostly. Harem is the place for women to be able to sit when foreign men come home. In this architectural arrangement in which the Islamic worldview is dominant, the harem is a common area where all household members are together without distinction between men and women during the day; and this is also the literal dimension of the harem room. Selamlık -The men's section is the section where male guests are hosted. The men section usually includes a courtyard (life), one or two rooms, an iwan, a barn (camel) for sheltering animals, and a toilet. According to connotational meaning the haremlik section appears as a place where the family economy is managed and privacy (mostly of the woman) is secured. Selamlık, on the other hand, represents a space for men who are mostly outside their homes because of work and social interactions, and it sometimes serves as a place for them to meet fellow men at home. It also represents the man as the authority figure, and prestige of the family.



Image 1: Courtyard, (Photo credit: Hasan Doğan, 2016)



Image 2: Haremlik- Female territory (Photo credit: Hasan Doğan, 2016)



Image 3: Selamlık- Male Territory (Photo credit: Hasan Doğan, 2016)

One of the main determining factors in terms of architecture is the iwan (Image 3). The iwan, the symmetrical plan motif with a room on one or both sides, maintains its original form by isolating itself from other spaces in all buildings. Influenced by Central Asian and Persian architecture, it is seen in Indo-Islamic architecture that the four-iwan plan and iwans, in general, is used less and, as a result of strong local influences, as well as the use of different architectural elements, iwans were re-interpreted. Iwan is the open production area in two-storey houses. The middle iwan with two empty rooms on either side is functional and formally dominant. The iwan on the upper floor is not a production but a resting area. In single-storey houses, the superiority of the symmetrical unit with an iwan and one or two rooms next to it is emphasized by raising the ground a few steps from the courtyard level. This symmetrical plan motif, which exists in Urfa houses, reflects the Mesopotamian traditions without any change. Iwan is restricted to the outside and opens to the courtyard in Urfa houses.

In its connotational meaning, iwans, when looked at from the outside with the aim of determining its spatial character, are neither indoor nor outdoor and they have neither interior nor exterior. It can be said that they are semi-indoor or semi-outdoor. They have the features of an indoor space because it is located on the inward-facing side of the walls that define the boundaries of the structure. However, they also have the features of outdoor space because it is an open space in the court of the house. In terms of illumination, the iwan represents the welcoming of the moonlight into the indoor in the night and the sunlight during the day. It creates a half-illuminated space in the night and a half-shadowed space in the day. Iwan represents the middle ground between the light and the dark, just as it represents the middle ground between the indoor and the outdoor. We can find traces of culture codes that root back as far as Zoroastrianism and Manichaeism, which are among the Eastern faiths infiltrated into Islamic mysticism. It is a natural assumption that the iwan is representative of the light-dark dualism. It is possible to even say that the iwan is a purgatory. Of course, this is not a factual definition but rather a hermeneutic interpretation. Architecture is a branch of art, not a domain isolated from cultural or anthropological norms. Semiotics includes information as well as interpretation.



Image 4: Iwan- Eyvan (Photo credit: Hasan Doğan, 2016)

Furthermore, Urfa is one of the cities where doors are effective in architectural manners. One of the most striking elements on the doors of Urfa houses is that the street doors are surrounded by rich stone ornaments. The decorative arches, which are carved structures at the entrance of the building, do not act as carriers. This structure surrounding the space above the door serves as a decoration. The wall of the door is indrawn, and the outer walls are built in the shape of an arch. The sides of the outer walls get closer to each other as their height increases, finally meeting at the top and creating a pointed end. This shape reflects the dynamism of an opened curtain while at the same time conveying the feeling of authority and order. These crown arches can be perceived as binary indicators of power and hospitality, the earthly and the divine, and the commanding and the commanded. The crown, which represents potency and power, is also a jewel that keeps the human levelheaded; it is earthly and human. Also pointing to the divine, this arch looks like a motif of cloud-like lightness. These arches, which become pointed as they go higher and are the most representative of Islamic mysticism, give the feeling of emptiness that emerges when a part of a structure is taken apart, the contrary of which is felt when looked at tombstones. The space left by the indrawn wall of the door represents life, and the rest of the structure represents a tombstone, the last stop. Urfa houses' doors, which are quite diverse and magnificent in general appearance, are essential in understanding the region's cultural and socio-economic structure. The door of an iwan is also an indicator of the status of its owner. The door's width and height, the expensiveness of the material used and the number of decorations manifest what kind of influence the owner has in the community. This communicative effort towards the visitor or the passer-by also reveals the relationship between social status and the feudal community structure.



Image 5: Doors (Mızrak, 2011)



Image 6: Door (Mızrak, 2011)

Conclusion

As a cultural phenomenon, houses differ according to the characteristics of communities living in similar physical conditions. For this reason, culture has an impact on the architecture of the houses and the shaping of the settlement as much as the physical conditions. Buildings and settlement patterns reflect the culture that created them (Rapoport, 1969). Barthes states that not only urban space but human space, in general, has always had a meaning. The place where human lives (namely “*oikumenē*”) creates a real discourse with its symmetry, reflections, place contrasts, and paradigms (Barthes, trans.1997).

In this study, traditional Urfa houses are made meaningful within the framework of semiotics. Thus, architectural signifiers have been handled and evaluated with their connotative dimensions along with their literal meanings. In this way, it was attempted to reveal the semantic layers of architectural signifiers. In this respect, it is clearly seen that element evident in everyday practices such as the socio-cultural structure or value judgments reflect on the architecture of houses as much as the physical elements such as the climate and topography of traditional Urfa houses. Cultural phenomena such as the privacy of the family, especially the woman’s, and the structure of the extended family are the factors for shaping the Urfa houses. Particularly the spatial arrangement, the hierarchy between spaces, and the configurations of the characteristics of the spaces can be seen as a reflection of the cultural components of the society on the settlement layout of the houses. Broadbent defines the building as container for human activities, the building as modifier of the given climate, the building as cultural symbol, and the building as consumer of resources (Broadbent, 1980). Cultural differences stem from the interpretation of memories, emotions, symbols, meanings, and values of individuals who belong to specific groups. Consequently, the traditional houses are places that relate to individuals’ culture and lifestyle. Intangible cultural values play a determining role as a functional element of architectural structures. At this point, architectural structures can be assumed expressive of meaning as a signifier of cultural values. Thus, each culture has peculiar architectural features consisting of common elements (signs) exposed by the building’s components.

Semiotics, which treat and examine cultural phenomena as sign systems, assume culture as communication. From this viewpoint, architectural semiotics perceives and evaluates the functionality of structures as cultural forms at the same time. In this sense, architecture is the outcome of religious, philosophical, or cultural tendencies that lead to the emergence of forms with specific characteristics beyond a structure satisfying the housing need.

Note: The photographs (image 1,2,3,4) used in this study were taken by co-author Hasan Doğan. The houses used in the photographs were restoration houses affiliated with the Şanlıurfa Province Culture, Education, Art and Research Foundation.

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Bibliometric Analysis of Public Relations Axis Postgraduate Theses Related to Social Media or New Media Concepts

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Abstract

Public relations and social media are basically based on communication. Changing the order of communication along with the development of new technologies affected all fields of work as well as the field of public relations with the implementation of new practices and tools. Social media applications, which are included in public relations studies, have entered the research field of academic studies on this occasion. In this manner, the subject of this study has been carried out in Turkey and named "public relations" with the concept of "new media" or "social media" concept constitutes the graduate theses. The aim of this research in public relations axis graduate of surveys conducted in Turkey in social media and taking in conjunction with new media concepts to what extent to put forth that takes place in the general population and post is to establish a general map of this thesis. The bibliometric analysis method was used in this study. From this point of view, the year of the thesis, the title and thesis advisor, university and department, the research method, the data collection method of this research, the number of pages and keywords categories were created and the data of the theses were recorded. In the first stage of the analysis, 41 theses containing the words public relations and social media were reached, and 13 theses containing the words public relations and new media in the second stage. It was determined that 54 theses obtained as a result of these scans were carried out between the years 2006-2020. It has been determined that there are 11% of 577 graduate theses, which are in the general universe between these years and have the concept of public relations in their names. As a result of the analysis made, it was determined that the graduate theses with the words social media or new media in their names together with the words of public relations are highly postgraduate thesis. It has been revealed that these theses were published by 31% of Marmara University and 67% were studied in the Public Relations and Publicity Department. In addition, it was determined that the content analysis method was preferred as the data collection technique in these theses with a rate of 63%. In addition, 214 keywords were reached in theses, and it was recorded that ring relationships came in the top rank with 53 frequencies and 25% of these keywords.

Keywords: Public Relations, Social Media, New Media, Postgraduate, Turkey.

Introduction

Changing global communication order and new media technologies led to changes in the fields of study. The importance of speed and accessibility features for institutions is increasing day by day. Many applications such as Facebook, Twitter, Blogs, Podcasts, Youtube, Flickr, Googlegroups can be listed as applications used in many fields of activity such as promoting organizations, structuring their images, ensuring continuity in corporate communication activities. In addition, it is known today that mixed reality applications provided by new media technologies are also used for the promotion and marketing activities of institutions.

With these developments, academic studies are carried out on new media technologies and social media applications, which have started to be included in public relations methods and tools. New researches also shed light on practitioners and students studying in the industry. In addition to this, studies are carried out especially at master's and doctorate degree within the field of study. Based on these points, the subject of this study is the theses named with the concepts of public relations, social media and new media. The study of new media and social media or word located thesis carried out in conjunction with public relations and word name in Turkey aims to map out the situation by recording. In the first part of this research, the relationship between public relations and new media technologies and social media applications will be included. The next section will focus on the place of digital transformation in public relations education. Research methods and findings will be included in sections 3 and 4, and the findings will be evaluated in tables.

New Media Technologies and Social Media Applications as a Public Relations Tool

Internet technology, which has spread from homes to workplaces, from computers to phones, through the developing technology, has caused social media to become a medium where people are always used and followed. In this way, it can be said that no technological invention has affected the lifestyle, awareness of individuals and social behaviors that much. Advances in communication tools have enlarged the boundaries of effectiveness in the fields of science, education, arts and trade. The development in this area has manifested itself most clearly in mass communication (Hayta, 2013). The concept of new media: Internet, which connects millions of computer networks around the world through many standards, is a technology that transcends the boundaries of the characteristics of communication technologies and causes a wide change in communication in practice (Başaran, 2006). Yengin (2012) enables new media to fulfill the personal and mass communication requirements that arise with the development of computer technologies both-sided and in a short time, enabling individuals or institutions to stay online in order to manage different communication processes without time and space limits, explained as the name given to all of its vehicles. In today's globalizing world, he states that the new media has a structure with digital technology, unlike traditional media, and new media, which includes information-processing, communication and broadcasting structures, enables mutual communication to be established in the digital environment by the disappearance of the difference in the tools and environments in the traditional media (Törenli, 2005; 88).

Public relations experts are aware of reaching different target groups by different means. Rapid developments in technology have added new ones to traditional public relations tools (Okay & Okay, 2005). The bidirectional symmetrical model ensures that institutions and public relations practitioners are created mutually constructive relations, perceiving the public as stakeholders, investigating the perceptions of stakeholders about the processes, integrating these perceptions into the process, and maintaining the dialogue during all this period (Ertürk, 2016). New media applications provide this opportunity to public relations practitioners, so every day new media applications are tried to be used more widely and effectively.

While traditional public relations activities were limited to corporate web pages in web 1.0, with web 2.0, it turned into a structure where the audience can create content. This new structure, which is realized over the internet and called digital public relations, has left businesses face to face with a faster, more planned, more strategic and more complex environment. The first thing to do about digital public relations is research, planning, implementation and evaluations in accordance with digital platforms. Due to the rapid development of the Internet and digital platforms, network infrastructure and interactive features, the unidirectional asymmetric communication structure in other communication channels has transformed into bidirectional symmetric communication (Koçyiğit, 2017).

Internet and web environments, which are a new and important communication tool in terms of public relations studies in today's dynamic environment, are very important in terms of opening new horizons and providing appropriate solutions to problems in line with the needs of multi-directional service for the healthy functioning of local governments, which are increasingly important in the country's administration (Bayraktar, 2020). Public relations practitioners should focus on the internet and start using this communication tool in their public relations strategies and practices (Kazancı, 2004). Being one of the vital dynamics of the 21st century, Internet, social media and its tools have an important place in this changing strategic structure of public relations with their participation, openness, dialogue, communities, connectivity, access, accessibility, usefulness, innovation, permanence and many other features (Onat, 2010). Social media is similar to the discipline of public relations with its versatile structure as an environment that underlies communication. Social media; websites, blog, microblog, forum / wiki,

virtual worlds, online communities, Facebook, Twitter, Youtube, Instagram etc. It is a wide application area that can be listed in social networks such as (Peltekoğlu, 2012)

Therefore, the public relations discipline, which aims to establish communication between the institution and its stakeholders, to spread and manage the communication processes, can achieve these goals by integrating the social media media and tools into the public relations processes (Türkal and Güllüpinar, 2017).

Public Relations Education and Digital Transformation

The development in information and communication technologies require training of qualified personnel who can actively use these technologies. In the internet world we live in, when it is considered in terms of public relations, the target audience has gotten out of traditional media channels and gained a place in digital or social networks, the interaction has increased and it has offered some facilities to reach the right target audience. In addition, digitalization has created new and dynamic channels for product sales, building audiences, increasing traffic to the website, and increasing awareness of problems. With the two-way feature of social media, it has created opportunities in terms of creating, maintaining and managing relationships (Alexander, 2016).

The Commission on Public Relations Education 2017 Report on Undergraduate results include results on Public Relations and technology developments. In this report, it is mentioned that technology is a compelling factor in terms of public relations and has become a strategic tool for effective public relations. It is also suggested that both students and educators should learn about communication tools and platforms, messaging features in different channels, how masses use the media, and how to analyze existing data. It is mentioned how students can write in different digital platforms, as well as the need to include courses dealing with technology-based subjects such as social media, analytics, web coding and graphic design in the curriculum. In addition to these, it is stated that students can learn different practices, channels, media and management practices in order to support corporate goals and meet the needs of the target audience in the best way when they enter the sector, and therefore, digital technology that provides habits, experience and use should be included in public relations programs. In addition, it is emphasized in the report that the trainers should also receive trainings to keep up with the developments and to be aware of new technologies.

In the changing new world order, innovations in the sector regarding the ability of public relations practitioners to catch up with the developments are closely followed. In addition, new media and social media applications increase their importance as a public relations tool at educational level - undergraduate and postgraduate levels. From this point of view, the theses that the undergraduate ironing level students studying public relations studied and published constitute the subject of the study.

Method of Research

This study was carried out in Turkey and the subject of the names in the "public relations" with the concept of "new media" or "social media" concept constitutes the graduate theses. The aim of research in public relations axis graduate of surveys conducted in Turkey in social media and taking in conjunction with new media concepts to what extent to put forth that takes place in the general population and is the manifestation of a general map of the written thesis.

In the research, the year of the thesis, the title of the thesis advisor, the university, the department of the research, the method of the research, the data collection method of the research, the number of pages and keywords were recorded. In the first phase of the research, the words "public relations and social media" were written in the "advanced search" tab on the YÖK Thesis Search page and the "in" filters were marked, and 41 theses were reached. In the second stage, public relations and new media words were carried out by marking the "in" tab and 13 theses were reached. The research analysis was carried out on these 54 theses.

Findings of the Study

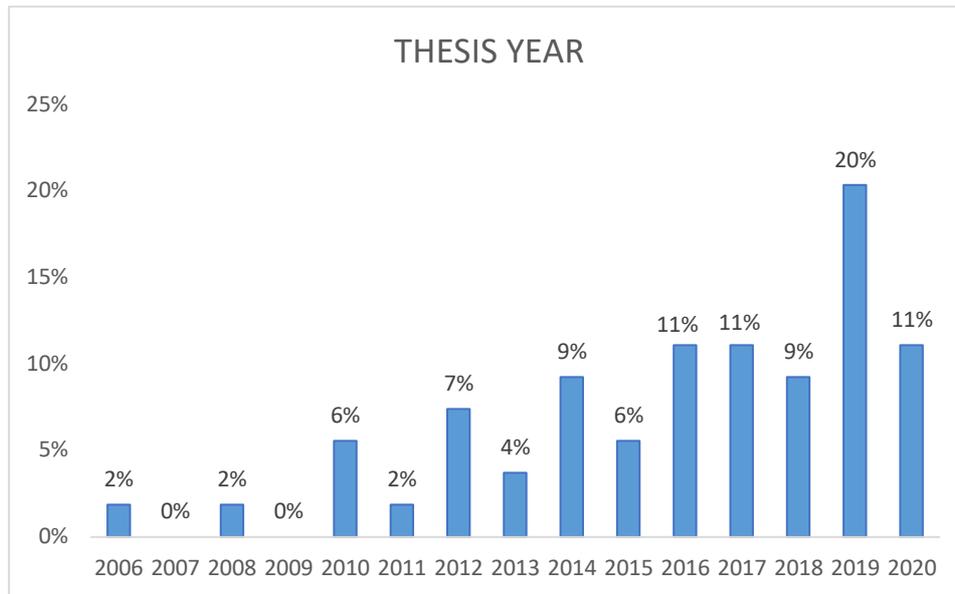
As a result of the analysis carried out in the first phase of the research, it was determined that 54 theses were realized between 2006-2020 and that there were 11% of the 577 graduate theses that were in the general universe between these years and were named public relations.

As seen in Table 1, 87% of the 54 theses determined were carried out at the master's level and 13% at the doctoral level.

Table 1. Thesis Degree (Doctorate-Master's)

THESIS LEVEL	FREQUENCY	PERCENT
Post Graduate	47	87%
Doctorate	7	13%
TOTAL	54	100,00%

As can be seen in the Graphic 1 below, it is seen that the theses were carried out between 2006-2020. 1 in 2006, 1 in 2008, 3 in 2010, 1 in 2011, 4 in 2012, 2 in 2013, 5 in 2014, 3 in 2015, 6 in 2016, 6 in 2017, 5 theses were published in 2018, 11 in 2019 and 6 in 2020. According to these data, it was determined that the highest rate of 11 theses and 20% was published in 2019.



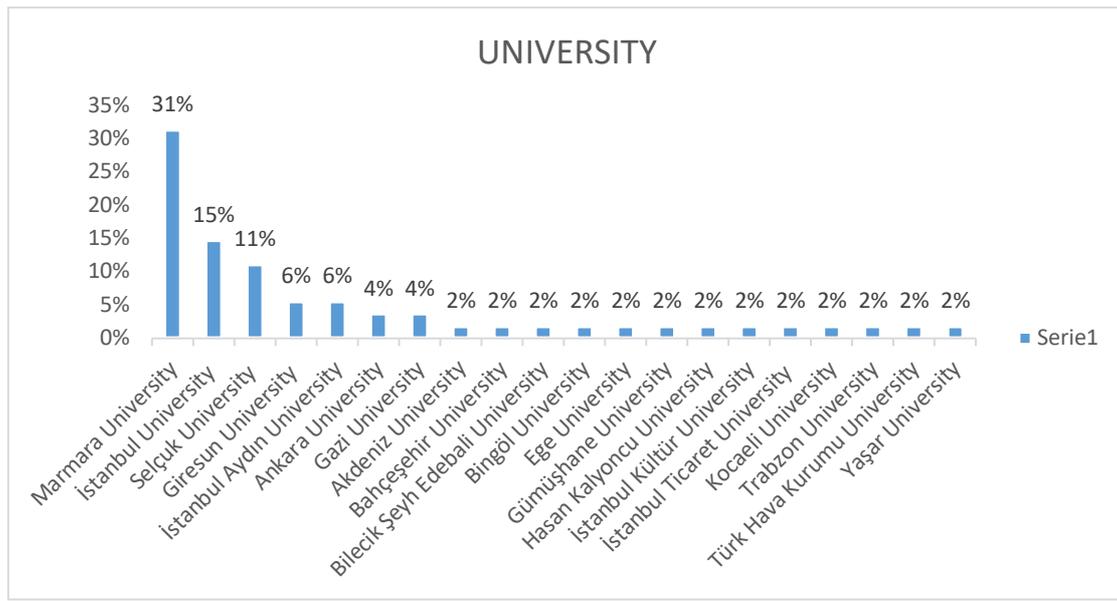
Graphic 1: Distribution of published theses by years

As can be seen in Table 2 below, when the distribution of thesis advisors according to their titles is examined, 7 frequencies are Ass. Prof. Dr., 25 frequency with 46% rate Assoc. Dr. and 22 frequencies are Prof. Dr. has been recorded as. Information is included in Table 2 below.

Table 2: Distribution of published theses according to the titles of the supervisors

Title	FREQUENCY	PERCENT
Ass. Prof. Dr.	7	13%
Assoc. Dr.	25	46%
Prof. Dr.	22	41%
	54	100%

In the Graphic 2 below, the universities where the theses are published and their rates can be seen. Accordingly, it was determined that the theses were published from 20 different universities. Accordingly, it was determined that 17 frequencies were broadcast by Marmara University with 31%, 8 frequencies by Istanbul University with 15%, Selcuk University with 6 frequencies 11%, Giresun University with 3 frequencies 6% and Istanbul Aydın University with 3 frequencies 6%. Ankara University and Gazi University with 2 frequencies 4% Bahçeşehir University, Bilecik Şeyh Edebali University, Bingöl University, Ege University, Gümüşhane University, Hasan Kalyoncu University, Istanbul Kültür University, Istanbul Commerce University, Kocaeli University, Trabzon University, Turkish Aeronautical Association University and a thesis called public relations and social media or new media words with one-to-one frequency and 2% from Yaşar University.



Graphic 2: Distribution of theses by universities

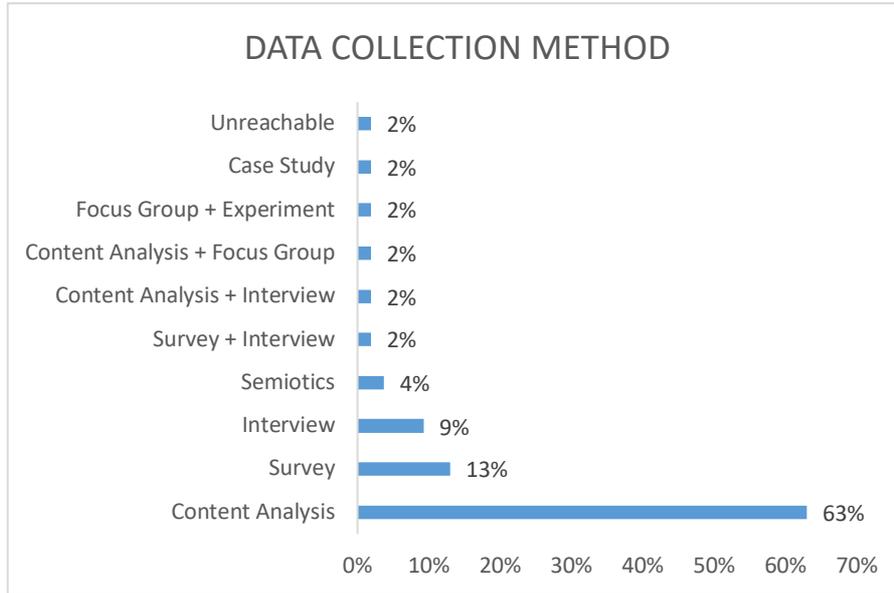
Table 3 below contains the information from which departments the theses are published. 36 frequencies of the theses are from the Public Relations and Publicity Department with 67%, 6 frequencies from the Public Relations Department with 11%, 5 frequencies from the Department of Business Administration with 9% and Journalism, Communication, Physical Education and Sports, Communication Sciences and Marketing Communications, respectively. and Public Relations Departments.

Table 3: The departments in which the theses are published

DEPARTMENT	FREQUENCY	PERCENT
Public Relations and Publicity	36	67%
Public relations	6	11%
Business	5	9%
Journalism	2	4%
Communication	2	4%
Physical Education and Sports	1	2%
Communication Sciences	1	2%
Marketing Communications and Public Relations	1	2%
		100%

The distribution of the theses in the Graphic 4 below is given according to the data collection methods. Accordingly, when the data collection methods of the studies were examined, it was concluded that 34 frequencies were used with content analysis with 63%, 7 frequencies with 13% of the questionnaire, 5 frequencies with 9% of

the interview, and 2 frequencies with 4% on semiotics. In addition to these methods, low frequency mixed methods were used, and research data collection method for a thesis could not be reached.



Graphic 3: Distribution of theses according to data collection methods

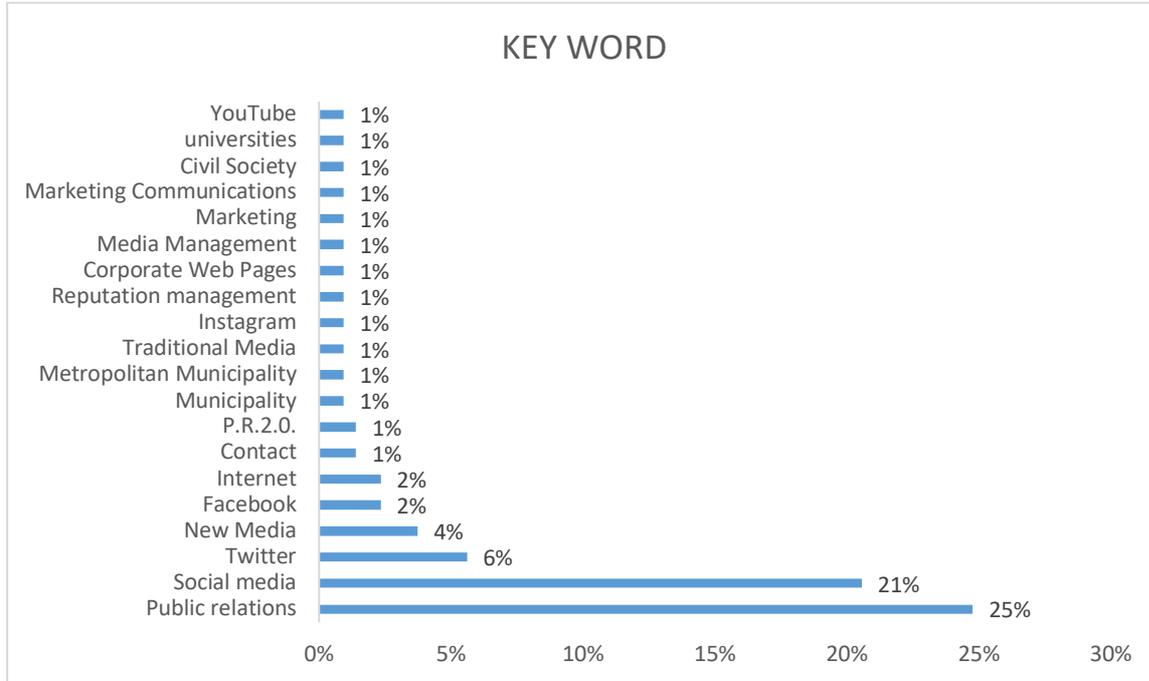
The distribution of page numbers of the theses in Table 4 is given below. Accordingly, theses have 1 frequency between 0-50 pages with 2% ratio, 3 frequencies between 51-100 pages with 6%, 15 frequencies between 101-150 pages with 28%, 19 frequencies between 151-200 pages and It has been recorded that 6 frequencies are between 201-250 pages with a rate of 11%. Again, 6 frequencies between 251-300 pages in the table are 11%, 1 frequency between 301-350 pages is 2%, 2 frequencies between 351-400 pages are 4%, 1 frequency is 2% between 401-450 pages. is seen.

Table 4: Distribution of the page numbers of theses

Number of pages	FREQUENCY	PERCENT
0-50	1	2%
51-100	3	6%
101-150	15	28%
151-200	19	35%
201-250	6	11%
251-300	6	11%
301-350	1	2%
351-400	2	4%
401-450	1	2%
TOTAL	54	100%

The key words of 4 of the registered theses could not be reached, and 214 keywords were recorded in other theses. Among these words, "public relations" comes first with a frequency of 53 and 25%. Next are "social media" with 44 frequencies 21%, "Twitter" with 12 frequencies 6%, "new media" and other keywords with 8 frequencies 4%. As can be seen in the table below, the proportional distribution of 20 of these keywords is given. In addition to these words, Black Mirror, Environmental NGOs, Online Communication, Online Reputation, Online Reputation Management, Democracy, Digital Media, Dialogue, Dialogical Relations, The Nature-Woman Metaphor, Eco Feminism, Electricity Distribution Incorporated Company, Ethic, Phenomenon, Fiat, Football Clubs, Semiotics, Eye Tracking Technique, Hyperreality, Influencer, Two-Way Symmetric Communication, Public institutions, Public administration, Mixed Reality, Participation, Personal blog, Compulsive Online Buying, Speaking

language, Konyaspor, Corporate communications, Small and Medium Business, Brand, Brand awareness, Melih Gokcek, Mustafa Sarigul, Message, Mobile Applications, Museology, Car, Specialty Museums, Pilot, Advertisement, Official language, Renault, Risk, Risk Society, Virtual Environment, Purchasing Behavior, Civil Society Organizations, Social networks, Political Communication, Sports Clubs, Telecommunication Companies, Strategic Management, Media Created by Consum The words ers, Web 2.0., X, Y, Z, Alpha Belts, New Generations were also recorded with 1 frequency.



Graphic 4: Distribution of the key words of the theses

CONCLUSION AND DISCUSSION

It was determined that 54 theses were conducted between the years 2006-2020. It has been determined that there are 11% of 577 graduate theses, which are in the general universe between these years and have the concept of public relations in their names. As a result, in the analysis made, it was determined that the graduate theses with the words social media or new media in their names together with the words of public relations are highly graduate thesis. It has been revealed that these theses were published by 31% from Marmara University and 67% were studied in the Department of Public Relations and Publicity. In addition, it was determined that the content analysis method was preferred as the data collection technique in these theses with a rate of 63%. In addition, 214 keywords were reached in theses, and it was recorded that public relations came in the top rank with 53 frequency 25% of these keywords.

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Political Communication in the Digital Age: Algorithms and Bots

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Abstract

Technology is one factor that has formed the basis for change in the media throughout history. Analog data and information shared by verbal, visual or written methods are now stored, processed, reproduced and shared in digital format due to developments in information technologies. On the other hand, social media, which is an important part of the digital media system, has become an important medium for political communication studies due to its prevalence and big data. As political actors better understand the value of data sets of millions of users, their interest in social media has also increased. However, this growing interest has also brought concerns such as digital profiling, informatics surveillance, systematic disinformation, and privacy violations. It has long been discussed that the practices of governments and technology companies for creating a structure similar to the gatekeeping in traditional media by taking social media under control. In recent years, some of these discussions are (ro)bot accounts on social media because online social networks are no longer just connecting people. Machines talk and interact with people, and even machines do this with other machines. Automatic posts made by bot accounts through algorithms to imitate people's behavior on social media are liked, reposted or commented on by people and other bots. Bots that make political shares are also used by political actors worldwide, especially during election periods. Politicians use political bots to appear more popular on social media, disrupt their rivals' communication strategies, and manipulate public opinion. This study aimed to reveal the effects of bots on political communication. After explaining the concepts of propaganda, algorithm, bot and computational propaganda, how political bots could affect the public sphere and elections were discussed in the light of current political communication literature.

Keywords: *Political communication, propaganda, computational propaganda, Twitter, algorithm, bot.*

Introduction

Political communication is the efforts of communication and persuasion in which propaganda techniques are applied to achieve certain ideological goals by gaining the trust and support of the public (Aziz, 2003: 3; Uslu, 1996: 790). Propaganda refers to the management of collective attitudes by manipulating important symbols (Lasswell, 1927: 627). Channel and message, in other words, media and information, which are the elements of the basic communication process, are also very important for propaganda aiming at attitude management. For effective propaganda, these two elements must be in perfect harmony. In other words, the information prepared to convince the receiver should be conveyed to the receiver by using the most appropriate media required by the target audience and current conditions. In his aphorism, "the medium is the message", McLuhan (1994: 7-21) emphasizes the importance of reaching the receiver by choosing the most appropriate media in parallel with the technological developments as well as the content of the information.

Many tools have been used to convey propaganda messages to the masses throughout human history. According to Bektaş (as cited in Erkiş & Summak, 2011: 296), the common forms of communication in the ancient world were rhetorical and visual images (sculpture, painting, carving and animation). In the Middle Ages, iconographic figures were tools for persuasion. The religious rhetoric used in preaching chairs, which Zygmunt Bauman treated as a kind of mass media, formed the basis of propaganda in the 16th century when religious and sectarian wars emerged in Europe. As orators do with rhetoric, painters in this period also used pictures for religious propaganda (Briggs & Burke, 2011: 16,38). Martin Luther's portraits, painted by Lucas Cranach, were hung in homes as symbols of loyalty to the Reform Movement. With the halo and the dove on his head, Luther was portrayed as a kind of saint in these portraits, and it was emphasized that his inspiration came from the *Holy Spirit*. Such images for religious propaganda facilitated communication with traditionally minded, religious,

ordinary people and was quite successful in managing attitudes (Briggs & Burke, 2011: 86). Theater and music were among the other tools used to influence the people's attitudes towards the Catholic Church since the early years of the Reformation. While Swiss printer Pamphilus Gengenbach depicted the earnings of the clergy from the confessional act in the street theater called *The Eaters of the Dead* as the destruction of the person's body at the dinner table, Johann Sebastian Bach increased the participation of the people in religious ceremonies with the hymns he wrote in the mother tongue about a hundred and fifty years after Luther (Briggs & Burke, 2011: 85-87).

Newsletters became widespread in the 16th century, as the literacy rate increased due to the printing press. In the 17th century, newspapers containing news about the country's administration and politics were published (Özçağlayan, 2008: 133-134). In the 18th century, when the concept of nationalism spread and nation-states emerged, topics in newsletters and newspapers shifted from religion to politics (Erkiş & Summak, 2011: 297) and propaganda began to be used as a political concept. With the mass and serial production that started after the industrial revolution, propaganda activities (advertising) for commercial products accelerated. States that realized the importance of propaganda in the 20th century used the media as an important force in the 1st and 2nd World Wars. The first states to use propaganda systematically and widely were the Soviet Union and Nazi Germany in World War II (Erkiş & Summak, 2011: 297-298). Books, magazines, newspapers, radio and television used to transmit propaganda messages formed the traditional media. As the amount of audience reached by traditional media expanded quantitatively, the social impact of the messages transmitted increased. In other words, through the developments in mass communication tools, the time to send and receive messages has decreased, the communication process has accelerated, and therefore the reaction time of the society has been shortened, and faster action has been taken.

Studies aimed at understanding and explaining the power of this effect have led to many communication theories. In the first studies, it was argued that the effect was strong. Over time, the hypodermic needle of powerful influence gave place to concepts such as threshold keeper and opinion leader (Communication Encyclopedia, 2018). While Lazarsfeld argued that the media might have limited influence in changing the voting behavior, Gerbner introduced an innovation to Lasswell's linear communication model by addressing the effect as partial, added and long term (Erdoğan, 1998: 158). Today, the digital media system, which enables simultaneous and interactive information sharing, defines the communication environment conceptualized as new media.

The change of media and propaganda methods from ancient times to the present, as summarized above, proceeds in parallel with technological developments. Analog data shared in the traditional media in verbal, visual and written forms is now stored, processed and shared in digital format through the possibilities offered by information technologies. Social media, an important component of the digital media system, has started to become widespread since the early 2000s. Data sets accumulated in social media have become more valuable for many sectors such as health, education, tourism, and entertainment. It did not take long for politicians to realize the value of personal data belonging to millions of citizens using social media. Social media has become an important medium for propaganda as traditional media. Using social media, political actors deliver their messages to the public and use the personal data of millions of users on these platforms in decision-making processes. The fact that governments and technology companies manage the traffic on social media causes concerns such as surveillance, control, and privacy violations. Computational propaganda methods, which have become more widespread in recent years, increase these concerns even more. In this study, the effects of bot accounts that make political shares on public opinion, election results and the public sphere were examined. First, the concepts of algorithm, bot and computational propaganda were explained. Then, studies on the effects of political bots were reviewed and evaluated.

Concepts of Algorithm and Bot: Definitions, Examples, Detection Methods

Today, social media is not just connecting people. Now machines can also talk and interact with people and other machines. The posts made by bot accounts created by algorithms to imitate people's behavior on social media are liked, re-shared and interpreted by people and other bots.

The concept of the bot is generally used in conjunction with the algorithm. The algorithm is defined as "the process of solving a problem or reaching the result in the fastest way by applying step by step well-defined rules and operations according to the decimal number system in the Middle Ages" (Turkish Language Association, 2011). The algorithm, derived from the name of the mathematician Al-Khwarizmi, expresses the systematic approach applied in problem-solving. In the algorithmic method, possible options are determined for the problem's solution, and the processes are carried out step by step (Britannica, 2006). The process steps used in the algorithm are expressed visually with the flow diagram. Programming languages are used to make the processes that need to

be followed to solve the problem on the computer. That is, the computer is programmed to perform the processing steps determined in the algorithm automatically.

On the other hand, the *bot* is an abbreviation of the word robot, which refers to a mechanical human. Derived from “robota”, meaning slave, forced labor in Czech, the word robot was first used in the work of *Rossum’s Universal Robots*, written by the Czech author Karel Capek in 1920 (Moravec, 2021). The bot is an algorithmically working computer program planned to perform online tasks, just like a robot (Woolley & Howard, 2016).

Although it is seen that developments in this field have accelerated after Facebook announced that it would activate chatbots in Messenger in 2016, the studies on the bot and human-machine interaction date back to much older. Joseph Weizenbaum (1966) introduced the chatbot ELIZA, which enables human-machine communication in natural language after Alan Turing’s (1950) article on artificial intelligence, which started with the question “Can machines think?” Designed as a psychotherapist, ELIZA succeeded in establishing human dialogues with questions and answers created by the development of artificial intelligence technologies in those years.

Nowadays, the usage areas of bots developed with artificial intelligence technologies such as machine learning, natural language processing, deep learning and rule-based systems have increased. Bots are used in many sectors such as airline, finance, law, health, tourism, education, and media. There are some examples such as airport chatbots (e.g., Carisi et al., 2019), cryptocurrency trading crypto bots (e.g., Trading Strategy Guides, 2021), lawyer bots (e.g., Arruda, 2017), journalist bots (e.g., Tosyalı & Aytakin, 2020), personalized chatbots used in hospitality (e.g., Putri et al., 2019), robot editors that can compile news about a game using statistics from sports competitions (e.g., Beckett, 2015).

There are bots on Twitter for different fields, especially politics, health and marketing (Sayyadharikandeh et al., 2020: 2725). It was estimated that there are between 9 and 15 percent of bot accounts on Twitter (Varol et al., 2017: 280). There are two methods to create a bot account on Twitter. The first method is to use the Twitter API (Application Programming Interface) Platform after obtaining the necessary permissions by making an authorization application to Twitter to open a developer account. API is a conversation method that enables computer programs to exchange data among themselves (Twitter, 2021). Advanced bots that can collect tweets and conduct emotion analysis or make smart shares using artificial intelligence technologies such as machine learning, deep learning, and natural language processing are created using this method. The second method is to open an anonymous account with a fake e-mail or fake phone number. Since Twitter is not authorized in this method, API Platform cannot be used. For this reason, what can be done is limited to things like tweet liking, retweeting or tweeting fixed sentences. These operations are performed using screen recording programs that record and replay mouse and keyboard movements or send commands that enable the cursor to be positioned at the desired points on the screen from the code line. Bots that periodically share the sentences stored in an Excel file, like / retweet the posts made by the selected accounts or follow certain accounts to increase the number of followers.

Early examples of Twitter bots lacked basic account information such as screen name, profile photo, and biography. These accounts have become known as *egg accounts*, mainly because they use Twitter’s default photo as their profile photo. However, today many better-prepared bots follow many accounts, gain followers, have a profile photo and biography. When both the image of the account information and the shares it makes are examined, it becomes increasingly difficult to answer whether a human or an algorithm manages the account.

Although there are bots that perform useful tasks for various sectors, the damage caused by maliciously created bots is also critical. They can play bad roles such as participating in conversations by pretending to be people, cheating by capturing accounts belonging to others, causing political disinformation, identity theft and manipulating the stock market (Karataş & Şahin, 2018: 10-11). Especially bots created for political purposes to misinform the public can negatively affect democracy and the public sphere by sharing like a real person. According to Ünver (2017: 7), bots now look like real people by making advanced posts that adapt to the language of a political movement instead of sharing pre-determined fixed sentences. For this reason, it is becoming increasingly important to develop methods that can produce accurate results for bot detection.

Twitter conducts various studies on detecting bots by using its technical infrastructure within the scope of disinformation prevention. The company conducts joint analysis with organizations such as the Australian Strategic Policy Institute and the Stanford Internet Observatory to suspend and permanently delete suspicious accounts. Twitter also applies this process to troll and cyborg accounts that spread fake information. One of the

large-scale deletions was implemented in 2018. Twitter announced that it started deleting millions of accounts that caused disinformation and were not owned by real persons in July 2018. After this process, the total number of Twitter users decreased by 6 percent (Confessore & Dans, 2018). Users in Turkey were also affected by this global transaction. The total number of followers of politicians nominated in the Turkish Presidential Election in June 2018 decreased by around 200,000 after the deletion (Tosyalı & Sütçü, 2019: 73). Twitter's last announcement within the scope of disinformation prevention was made in March 2021. In a statement, the company announced that it would permanently block accounts that are found to constantly spread false information about COVID-19 vaccines (Spring, 2021).

On the other hand, such blockages and statements made by Twitter occasionally cause the reactions of governments and politicians. For instance, the report dated June 12, 2020, stating that 7,340 accounts were closed from Turkey since they were used in propaganda activities related to the state. The report claimed that the closed accounts were fake accounts that created a discourse in favor of the Justice and Development Party with artificial agendas and were used to support the President (Twitter Safety, 2020). Presidency and Party officials denied the allegations, accusing Twitter of targeting and applying double standards (Altun, 2020; Ünal, 2020).

Donald Trump was also one of the politicians who reacted to Twitter because Twitter deleted many followers' accounts and added a verification tag to some of his tweets. Indeed, Trump used Twitter as his primary communication channel during his presidency, stating that he owed Twitter to win the 2016 US Presidential Election and stated that it helped make his voice heard. However, Trump accused Twitter of interfering with the 2020 US Presidential Election after his account was suspended indefinitely and argued that legal regulations should be drafted and sanctions should be imposed on Twitter (Barber et al., 2017; Baykan, 2021).

There are also many academic studies conducted to detect bot accounts on Twitter (e.g., Chavoshi et al., 2016; Chu et al., 2012; Efthimion et al., 2018; Gînscă et al., 2011; Minnich et al., 2017; Rodríguez-Ruiz et al., 2020; Yang et al., 2020). In these studies, some parameters used to determine whether an account is a bot are as follows: the harmony of the sentence structure of the tweets with the natural language, the average number of tweets and retweets shared from the account per day, the geographical features of the tweets, the correct use of punctuation marks in the tweets, the compatibility of the shared topics, average number of hashtags, mentions and links, time intervals of shared tweets, profile information (username, photo, URL associated with the account, number of followed-follower accounts, similarity of the profile with known bots), interactions with known bots in the networks which the account is associated (Subrahmanian et al., 2016: 40-41).

Algorithm and Bot Usage in Political Communication: Examples of Computational Propaganda

Recent academic studies on the use of social media in political communication and propaganda activities were mostly limited to research examining politicians' social media usage practices within the rhetorical and critical analysis. However, with the increase in political bot activities, the number of studies using methodologies related to big data and social network analysis has gradually increased, and the concept of "computational propaganda" has started to be used frequently in the literature.

While these studies reveal the detection of bots and their effects on political tendencies, they also ensure the development and dissemination of the concept. According to Woolley and Howard (2019: 4), this new type of propaganda uses algorithms and automation (bot) to share misleading information on social media deliberately. Data-driven techniques and tools such as algorithms and automation can work as a megaphone for malicious individuals and groups to quickly spread false information. However, defining the concept of "computational propaganda" with mechanical terms such as algorithm, coding, automation, bot, and handling it only with a technical perspective makes the propaganda act seem neutral and inevitable. For this reason, the concept should be handled from a socio-technical perspective; the power relations that produce algorithms and automation, the actors behind the scenes and their motivations, should not be ignored since anonymity as well as automation are at the center of the concept of "computational propaganda." Automation refers to the automatic application of the model applied to solve a problem and decide using a machine (e.g., computer). Anonymity means that the perpetrators behind the scenes remain anonymous. Therefore, the concept of "computational" does not simply mean that acts of persuasion occur on a computer or online. Rather, it underlines that the methods applied are based on data science and computer technologies (Woolley & Howard, 2019: 5-7).

Samuel Woolley (as cited in Ünver, 2017: 7) divides the political bots used for computational propaganda into three: "follower bots" that increase the number of followers of politicians, "barricade bots" that disrupt competitors' strategies and manipulate popular hashtags, and "propaganda bots" that automatically attack

government-threatening speeches. Scholars are curious about how political bots affect public opinion, election results, and the public sphere.

Woolley (2016) analyzed the news about computational propaganda activities in various countries through content analysis to determine the purposes and strategies political bots are used. According to the research results, political bots are used with more than one purpose (e.g., election, protest, security, political support) in Argentina, China, Russia, Turkey and Venezuela. Government representatives in countries with a longer history of democracy than in other countries (Australia, Italy, United Kingdom, United States) use political bots to increase their number of followers. In countries where the government is considered mostly democratic, such as Argentina, South Korea, and Mexico, governments use political bots to neutralize opposition by silencing and spreading messages from government representatives or pro-government messages. It is seen that political bots are also used for such purposes in more authoritarian countries such as China, Russia and Venezuela. In strictly authoritarian countries such as Azerbaijan, Bahrain and Syria, government representatives are not interested in showing many followers. In these countries, bots share pro-government messages and silence opposition.

Various studies were carried out to reveal the effect of computational propaganda on political elections. The 2016 US Presidential Election was one of the most researched elections in recent years. Some of these studies uncovered some Russian-based computational propaganda activities aiming to manipulate the election (Linville & Warren, 2020; Mueller, 2019; Twitter, 2018). In some studies, how the candidates participating in the election use political bots was examined. According to Bessi and Ferrara (2016), approximately 20 percent of all content related to the elections on Twitter was produced by bots. 8.3 percent of the supporters of Hillary Clinton's presidential candidate on Twitter were bots. For the other candidate Donald Trump, this rate was found as 10.9 percent. As a result, the researchers, who reveal that political bots have the potential to negatively affect the democratic debate environment, confirmed that the content created by bots can manipulate public opinion and endanger election security.

Howard et al. (2018) stated that bots were used in the 2016 US Presidential Election with strategies such as increasing the number of followers of the candidates, exposing the voters to these messages by retweeting their messages, and sharing automatic tweets to defame the rival candidate. Research results showed that political bots might effectively coordinate attacks on opposition journalists and damage the rival candidate's image rather than changing voting behavior. Another result obtained from the research reveals that one of the purposes of using bots in this selection is to interact with donors and supporters. In addition to the people involved in the election campaign, the bots also analyzed the hashtags and identified the shares in favor of their candidates. These detected posts were automatically liked and retweeted by the bots. Thus, interaction with almost all donors and supporters was achieved.

Another Twitter survey regarding the elections was done by Keller and Klinger (2019) on the 2017 German Federal Election. According to the research results, all parties participating in the election used computational propaganda strategies. Active bots that share tweets, like, retweet or even comment on other users' tweets were used in this election. The parties participating in the election also used passive bots to increase their follower numbers. In this way, candidates and parties were made to appear more popular and social than they are. According to the researchers, this situation also encouraged human users to follow and like these accounts.

Rheault and Musulan (2021) applied the methodology they developed to detect bot accounts on Twitter to the 2019 Canadian Federal Election. Approximately 13 percent (2.4 million tweets) of the 18.9 million tweets examined within the scope of the research were found to be shared by bot accounts. The bot accounts that made these posts consisted of about 8 percent of all accounts participating in political discussions.

Yetkin (2020) researched the computational propaganda activities in Turkey based on the example of the 2019 Istanbul Mayoral Election. In the research, the increase and decrease in Twitter followers of Ekrem İmamoğlu and Binali Yıldırım, who were candidates for the election, were examined. In addition, 15 thousand follower clusters of both candidates were taken into consideration, and some parameters such as their daily shares, account history and the features of the networks they were included in were analyzed. The research results revealed that there were automated accounts such as cyborgs and bots among the followers of both candidates and that such accounts were used by politicians and interest groups trying to set the agenda.

Keller et al. (2020) investigated political astroturf attacks on Twitter during the 2012 South Korea Presidential Election. The concept of astroturf is used for centrally coordinated actions of disinformation where participants appear to be ordinary citizens to create the impression of broad-based public support on a topic (Keller et al., 2020: 256). Astroturf attacks carried out by South Korea National Intelligence Service (NIS) agents in favor

of the ruling President by controlling 1,008 bot accounts were detected after the election. Those involved in these attacks were tried in court and punished. Researchers have developed a methodology that examines approximately one million archived tweets shared on Twitter during the election period and identified 921 of these accounts. They confirmed their results by comparing them with the lists reflected in the court records. On the other hand, research results revealed that NIS bot accounts, one of the first examples of computational propaganda, have only a limited impact on social media discussions.

Elmas et al. (2021) examined the astroturf attacks in Turkey. Researchers detected over 19 thousand artificial Twitter trends supported by more than 108 thousand bot accounts between 2015 and 2019. These astroturf attacks on trend lists constituted at least 47 percent of the top five daily trends in Turkey and at least 20 percent of the top ten global trends on a world scale. The research identified 6,566 unique keywords used in astroturf attacks on trend lists in 2019. Two thousand one hundred thirty-one of these were used for advertising purposes, especially illegal betting sites. One thousand two hundred nineteen of the keywords were requests to the government (e.g., demand for cadres for various professions, amnesty for detainees, demand for paid military service), 802 of the keywords were political slogans and manipulations, 592 of the keywords were support for various groups and their imprisoned leaders, 92 of the keywords were used for a boycott call for some companies, and 1,730 of the keywords were related to various campaigns, television shows or different slogans. According to the results of the research, 348 astroturfs attacks supported the Justice and Development Party (AKP), 124 attacks were against the opposition, especially Republican People's Party (CHP), 118 attacks supported the CHP and its candidates, 42 supported other parties, and 20 anti-AKP attacks were detected.

Conclusion

The effects of political bots discussed in the studies examined within the scope of this study can be categorized as follows: disinformation, intellectual manipulation, changing the agenda, directing the public opinion, threats to the public sphere. The tweets shared by bots can silence discussions that are wished to be brought to the agenda by hashtags by large masses of people. Real public movements defending various political views are also detected by algorithms and attacked by bots almost as soon as they appear. Political bots can manipulate real public movements and change the real agenda with such disinformation efforts implemented systematically. On the other hand, it is possible to create highlighted agendas and direct public opinion with astroturf attacks using political bots, even though they do not have a response at the public base or broad masses.

Threats to the public sphere constitute a part of the debates on the effects of political bots. Political bots have the potential to distort the basic principles of the public sphere in modern democracies. Fake Twitter trends created by astroturf attacks or follower lists inflated with bots can be cited as examples of situations where this potential emerges. Using such artificial methods, pretending that millions of followers and tweets support a political idea or actor, even though it is not, prevents the public from receiving real popularity clues. Pluralism is a concept which the modern public sphere is linked. Pluralism defines an ideal field of discourse in which all kinds of thoughts and tendencies in society can exist and speak. Political bots threaten this pluralistic field of discourse against public movements. Bots that are not programmed to listen and understand opposing views cause noise and create an unsound discourse with the tweets they share. In such an environment where the rational discussion environment is disrupted, users are also exposed to intense intellectual manipulation. Over time, the user feels like a minority and becomes unable to share and becomes silent.

These effects of computational propaganda, which threaten the functioning of basic democratic processes, make it even more important to develop different methodologies for the detection of bots. In addition to bot accounts, Twitter detects all kinds of accounts that cause disinformation and implements a blocking and closing process. However, some restrictions imposed by Twitter on certain political parties, politicians and their followers cause reactions. The company is criticized for not being impartial because Twitter has closed thousands of accounts in various countries by accusing them of creating discourse in favor of governments and does not apply similar restrictions for opposition structures in these countries. The governments in these countries activate the legal regulations and supervision mechanisms that are considered non-democratic to protect their power. Such regulations cause public reactions suggesting that social media interferes and people are trying to be silenced. For this reason, social media platforms should avoid practices that may cause such interventions by governments and apply more accurate and impartial methods in determining the accounts to be restricted.

Two methods draw attention in academic studies on bot detection. In the first method, the follower lists of political parties or actors are analyzed. This method reveals how much the candidates benefited from the bots rather than analyzing the political discourse created by the bots. In addition, in this method, it is also possible to detect passive bots that do not share but only aimed to increase the number of followers. These types of studies

are generally carried out during election periods. In the second method, the accounts that share and participate in the discussions about the determined political hashtags are analyzed. Since the analyzed accounts actively share and interact with other accounts, such studies focus on the effects of bots on political discourse. This method is also used in studies aimed at detecting astroturf attacks. In such studies, statistical models and network densities are used to detect astroturf attacks. While the shares regarding a real public movement show a linear development as spreading from a certain center to time, in astroturf attacks, the shares occur simultaneously in different networks with very short periods. Most of the bots included in these networks do not have a sharing history which, in other words, it was created recently for astroturf attacks. Thus, these accounts are either closed or fall asleep after sharing, but real users continue to share and actively use the account.

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Art Exhibitions During the Pandemic

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Abstract

Along with other sectors and fields, art environments were also faced shutdowns during the COVID-19 Pandemic, which was caused by a type of coronavirus that affected the whole world and resulted in a new period during which people had to work from home and adjust their lives accordingly. In this period, many of the exhibitions were continued online. The prolongation and uncertainty of the period made it necessary to present online exhibitions with more realistic solutions. And this created a new trend towards virtual reality applications that offer closest experience to reality. Virtual reality exhibitions became a notable alternative to online exhibitions in a lot of respects such as allowing typical curatorial arrangements as well as adding digital methods, and making the audience feel like they are actually visiting an exhibition. However, it obviously causes overcrowding and loss of aura as a result of a phenomenon based on excessive display in structures open to the participation of everyone. In order to preserve the aura of art and exhibition and to maintain its compatibility with new technologies, it's necessary to introduce new curatorial understandings, new aesthetic perceptions, and new quality elements. In this study, the existence of art exhibitions in online environments, especially during the pandemic, will be evaluated within the context of qualitative descriptive analysis.

Keywords: Virtual Reality Exhibition, Online Exhibition, Pandemic Exhibitions, Simulation, Metaverse

Introduction

Throughout the art history, the exhibition of art has been an important matter of topic as much as the art itself. Art exhibitions are events that act as a bridge between the artist, the work and the receiver. They are held in large organizations such as fairs, biennials and festivals. Art exhibitions, in which the works meet the audience and are showcased in a sense, possess great functions including the reception of art, its promotion and purchase. Apart from various alternative or experimental practices, exhibitions that usually require an open or closed space take place temporarily or permanently.

Although the requirement for a space confines art to boundaries, it's a fundamental way for artists to ensure their sustainability, visibility, and ability to acquire a network of receivers and collectors. It also gives the artists a chance to meet the art world's decisive creators. Space constraints of physical places limit the number of works to be exhibited, too. The lack of works and artists in relevant environments force artists to be out of the sector and the market, hindering their visibility. Moreover, this situation causes the artworks to be kept in warehouses. Even if the artists agree to work in those places, they are obliged to act according to the rules and contracts of the institutions. And this can only mean corporate monopolies.

When the effects of digitalization on art exhibitions are taken into account, it is fair to say that the space limitation has disappeared, and the institutional monopolies have relatively lost their influence. The exhibition of art via online applications has been made possible in a dimension without time and space. And artists have obtained a relatively free environment. Yet these circumstances have lead to an excess display of images. It is also clear that online platforms only offer presenting images and providing information, far from the real exhibition visiting experience. These exhibitions and presentations, which are far from classical curatorial approaches, affect the aura of art as well. Virtual reality (VR) exhibitions, which give the closest feeling to the real experience among other digital methods, include applications that can produce works, design spaces, support curatorial understandings, and benefit from multimedia.

Though digital methods are functional and have been used for a long time to display art, there are still institutions and artists that prefer to stay away from these methods for certain reasons. In addition, artists who were unable to use digital methods continued working with classical methods. With the COVID-19 pandemic in 2020, the world has entered into a new process that includes quarantines and shutdowns, and life was sustained from homes. In this period, art places had to remain closed as the other fields and industries. And most of the canceled

exhibitions and art organizations were continued online. Virtual reality applications have also been an important source of reference for the quarantine process since they technologically provide the closest experience to reality. It is evident that virtual reality will continue as a crucial exhibition alternative for the future. For this reason, it is highly necessary to contribute to the qualified evolution of this process by making evaluations on some examples with critical analysis.

Exhibition of Art

A work of art is an original and a unique one. It creates various emotions in its audience during the process of reception. Its aura, the emotions it arouses, the perception it creates merges with the space where it's exhibited. And in fact, these change in every space. While the work itself creates an appeal, it settles into new contexts and gains new meanings with the aura of the space and the curatorial order. The aesthetic of reception is shaped according to the space where it is exhibited.

Art exhibitions have been pretty important bearers since the time when art morphed into a more conceptual structure and acquired an autonomous space. Artworks are exhibited for many purposes other than being presented to the audience. These include being recognized, getting involved in the art market, and meeting with buyers. According to Üstünipek (2007: 13-14), "exhibition" can be defined as the presentation of works of art in a certain space, for a certain period, to the widest possible audience; and following its completion, it is presented for economic or intellectual needs or for different reasons to people who are expected to perceive it. The process of perception may take place in the artist's workshop right after the work is completed, or it may happen in the hall of a museum centuries later. The perception of the work can be experienced by many people at different times and under different conditions, and it might change each time depending on the characteristics of the perceiver and the process. As stated by another definition, an exhibition is the presentation of art products for a limited period of time in galleries, museums and similar exclusive places, by selecting them according to their qualities within the framework of certain criteria (Eczacıbaşı, 1997: 1642).

The exhibition of art, its exhibition environment, places, institutions, structures and organizations that provide it have been pretty important topics in the art history, as much as the work of art itself. Artists in these environments have become more visible figures in the art environment and they have been given chance to shine. On the other hand, there have been artists who willingly or unwillingly stayed out of these environments, and some of these artists took role in pioneering lots of movements that shaped the art history and helped thriving the field.

With the diversification, recognition and growing number of the exhibition spaces, the field has expanded. As a consequence, more artists began taking part in exhibitions that have a very important role in meeting with the audience, getting popular, acquiring a collector network, advertising and PR management. Nevertheless, as these places or events are under the management of certain organizations and institutions, they are being shaped by their managers' mission, vision or commercial approach, which obstruct the freedom of the artists.

Thanks to the digital age, artists have acquired a freer environment where they can manage the processes such as sharing, exhibition, or sale of their work all by themselves; as well as increasing their popularity and positioning themselves in the field according to their abilities, reaching the world market and collector network. Some long-established monopolies have been mostly destroyed. However, the artists' responsibilities have increased with occupations other than production, and the artists needed to spend time and effort to tackle these difficulties.

Groys, (2014: 96) who defines the artwork as the exhibited object on the practices of today's art, states the following remarks on this topic: "At the moment the basic unit of art today is not the artwork as an object, but the art space where objects are exhibited: the exhibition and installation space. Today's art is not the sum of certain and particular things, but the topology of certain and particular places". Growing exhibition practices with the use of virtual environments has actually created a phenomenon in organizing exhibitions rather than presenting works of art. Virtual exhibition areas have started to be used as an important alternative with many features such as free to use approaches and applications that reach a wider audience, allowing various arrangements, and rendering the concepts of time and space useless.

Digital Approaches in Art Exhibitions

Just like the production of art, the exhibition of art also shaped by the tools, environments, practices and approaches of its age. Forms, curatorial designs, and methods used appeal to the people of the period. The sense of aesthetics also changes depending on many understandings, but the important thing is to always mind a certain aesthetic aspect. Exhibition environments lacking aesthetics may affect the visibility of the artwork, make it difficult to achieve the desired influence, and problems might occur in the contact of the artwork with the audience.

Innovations have occurred in the exhibition patterns and spaces in accordance with the digital age. Along with the physical environment, virtual environments have been used as a secondary environment or even as the main one. In addition, new aesthetic values have emerged. Because the digital environment include multimedia,

along with its interaction feature and interdisciplinary structure, it created expansions in the logic of the art exhibition. In the virtual exhibitions, the works are not kept under surveillance in a certain place, nor they have to be left alone in the warehouses: they are spread over an endless space. They can be preserved in their original form by defying time. With the virtual environment, which is an important bridge in reaching the masses, art exhibitions have started to take place on the global platforms without any time and space restrictions.

When art exhibition practices in virtual spaces taken into account, websites and social media platforms worth mentioning. The artworks are published on the websites in the form of images containing the visuals, tags and information of the works. Although these cannot be considered as direct exhibition techniques, they can be included in the presentations where artists and galleries introduce themselves and their works. Nonetheless, it can be said that a new exhibition logic has emerged in this way with aesthetic and creative presentations. In 360° tours, which are more compatible with the exhibition logic, methods such as taking a picture of an existing physical space in 360° form and transferring it to digital environment or creating a 360° exhibition directly in the digital environment emerged. The key thing in these exhibitions is to reflect the curatorial order, aesthetics and atmosphere of the space together with the information about the work. Though it is far from the real experience of visiting an exhibition, it is healthier in that it shows the images with all their elements, rather than just presenting sequenced visuals without any information. Virtual reality systems are used as the closest applications to the actual experience of visiting exhibitions. “Virtual reality is the creation of a virtual environment targeting our senses in such a way that we experience it as if we were there. And it uses a range of technologies to achieve this goal” (Scales, 2018: 68). Similar to many other areas, with virtual reality technology, which is a part of the digital process, exhibitions that are quite realistic and even exceeding the physical reality are made possible.

...another key feature of VR is its ability to create experiences that do not follow the physical laws to which we are bound in physical reality. Several sub-attributes based on this observation are important to highlight. For example, virtual representations can jump through space and time, presenting recreations of physical environments that existed centuries in the past or those that have not yet come into existence. Because traditional laws of nature need not be followed, experiences like flying, breathing under water, controlling objects through telekinesis, or any others can be created. (Steffen et al., 2019: 690).

Virtual reality applications also contain highly advanced methods in the field of exhibition organization in addition to creating a feeling close to the experience of visiting an exhibition in the audience, Supernatural practices and dream ambiences that are not possible in the physical world can be created, and fantastic and futuristic approaches can be revealed. Therefore, VR exhibitions that allow creative and different experiences may be considered as a key to attracting more viewers, increasing popularity, acquiring a wider collector network, and taking part in the world art market. “Building more layers in the virtual world means that the structure will be larger while having more and less layers at the same time. This is a description of creativity as well as chaos and implies the necessity of a continuous process of construction and deconstruction” (Burnett, 2018: 150). However, it is a vital point that the purpose of exhibiting works does not turn into the exhibition of new technologies and techniques, changing its purpose and creating confusion in innovative and versatile applications. It is necessary to pay regard to the creation of qualified works without leaving the artistic framework and without destroying the aesthetic views.

Simulation is one of the subjects that is discussed when mentioning virtual reality exhibitions and it causes perhaps a little abstaining. Simulation, which can also be explained as hyper-reality, refers to a phenomenon that goes beyond the reality and replaces it. According to Baudrillard; “We live in a world of simulation, in a world where the greatest function of the sign is to push reality into oblivion and covering its disappearance by doing so. Just like the media, art does nothing else; hence both are doomed to the same fate” (Baudrillard, 2014:36). Baudrillard states that the simulation process has reached the power of reality in mass communications: “Reality is destroyed and evaporated in favor of *this new reality of the model*, realized by the device itself” (Baudrillard, 2013: 146). In this scope, there is a possibility that virtual reality exhibitions, which have quite advanced techniques and advantages compared to the physical exhibits and places, might replace and wipe out the physical ones. Yet it is debatable whether the priority is to preserve the physical spaces, or allowing art to progress through a way where it’s qualified, functional, spread over more areas and people, creating strong effects and experiences. While the preservation of historically and culturally important places is essential, it is obvious that in the event of the destruction of other physical places, certain financial cycles will falter, and some others will change direction. Art depends on the economy to sustain, and there are already emerging economic areas suitable for new systems. New ones continue to be created in the process, and innovation takes place in the new environment where it is not possible to progress with the old systems.

Art has also been introduced in social media, which is the socialization and sharing environment of the digitalization process. It is seen that artists, institutions and organizations, art-related or even non-art-related users share their works and use social media as a presentation platform, especially the platforms like Instagram, Facebook, and YouTube. However, apart from certain aesthetic aspects, publications with proper information, and shares, the works are generally transformed into visual materials and used as meta-images, information is scattered, insufficient, or works are shared anonymously.

Digitalization seems to have allowed the image to be independent of any exhibition practice. Images now have the ability to create, produce and distribute themselves quickly and anonymously, without any curatorial control, over the wide range of digital images, i.e., contemporary means of communication such as the Internet or cell phone networks. (...) Of course, it can always be assumed that behind any extremely powerful image there are hidden curatorial practices and major hidden agendas - but assumptions remain as doubts that cannot be proven "objectively" (Groys, 2014: 85-86).

Social media, where communication and interaction is intense, has also become an effective platform for art communication and interaction. However, due to issues such as curatorial incompetence, anonymizing, commodification, and excessive image mass, an attitude towards quantity rather than quality has emerged in exhibiting on social media. According to Manovich, with the excessive increase of media, it is necessary to contemplate about what it means to live with more media; instead of dealing with old media or new media. It must be questioned whether the rise in the number of available platforms and the appearance of new tools, rules to access them, will lead to a new aesthetic in the works of art themselves and new patterns in their reception. We should proceed towards this situation as an opportunity to discover new forms suitable for our world, and invent information-aesthetics. (Manovich, [30.04.2021]) Therefore, focusing on evolving from quantity to quality, and creating high-quality quantities poses great importance in terms of benefitting from abundance and opportunities available at the moment.

With the video game sector, which is one of the most effective areas of digitalization and has actually become a big industry on its own, forms suitable for realistic experience in virtual environments have gained momentum. The interaction elements mostly used in the gaming industry have begun to be integrated into different areas. Especially 3D virtual games are used in various fields in terms of interaction and experience dimensions. Together with the concept of "metaverse" that combines physical and virtual space, the concept of "simulation", which has been mentioned for a long time, has turned into an interdimensional product. The metaverse is an extension of the physical and virtual reality universe where people can interact with each other in a 3 dimensional world. In the Metaverse we can connect the physical world to a digital replica of the physical world in an enhanced virtual world. (Page, [30.03.2021]). Metaverses are parallel digital universes that offer users a series of unique experiences, which can be accessed via a computer, virtual reality headset or smartphone. Metaverses, which have become places where people can socialize, explore, play games and even earn money, act as a continuation of the real world in many ways as lots of activities that can be performed in real life have now extended to these areas (Republic, [30.03.2021]). On top of that, particularly with the COVID-19 pandemic, art exhibitions have begun benefitting from these areas. The shutdown of art spaces has made metaverse spaces an alternative. Art exhibitions have been organized and works have been sold in these areas where the physical world and the virtual world combined in a hybrid way. From a general perspective, it can be said that these areas are very advantageous in many ways since they offer the most realistic approaches of the virtual environment. These include exhibiting art, presenting it to the audience with realistic approaches, and selling works. The systems where hyperreality integrates with reality and perform in coexistence, thus creating systems with more functional structures should be taken into account, instead of the simulation phenomenon where the hyperreality that's created in metaverse destroys the reality.

Exhibition Approaches During the Pandemic Period

Digital methods have brought practices that allow the exhibition anywhere in the world to be experienced in different areas with various options. Nevertheless, though these methods have been used directly or indirectly in the comprehension of exhibition for years, some concerns and digital approaches that do not comply with the essence of the reception of art caused art to not be fully included within this scope. Because art reception is based on vivid, realistic, and complete personal experiences.

Art galleries and organizations were closed down during the pandemic. In consequence, abstinence and reactive attitudes towards digital areas were left aside and the disadvantages were tolerated. Digital methods, which have already been used for years, have taken a vital role in the pandemic period. With the cancellation of organizations and the closure of art venues, the art space has turned to digital methods for its visibility and sustainability. Thus, the virtual space has completely attracted art to itself as a platform from which art directly benefits. In some environments, the exhibition methods that are used extensively have increased even more; in addition, there has been an overuse in the partially used ones, and also completely new methods have emerged. It can also be said that there are interactions that cannot be physically caught, perhaps far beyond the normal process, due to the fact that everyone was online. But the quantity in the exhibitions has greatly increased. Because of this, it has become even more important to create awareness for increasing the quality.

Since social media is a field based on image consumption fundamentally, it's used extensively in terms of presenting works of art in digital forms. It is seen that artists, art institutions and organizations, art experts, ordinary people interested in art, as well as everyone related or unrelated to art, share their works of art in their personal accounts. Although this situation seems like a rapid spread of art, it stands out more in terms of creating

large meta-image masses. During the pandemic, social media has virtually been bombarded with works of art along with the promising, beautiful propagandas about art that has created a positive influence. Exhibitions have been organized more than ever before by various groups on social media, such as galleries, artists, schools, and accounts used for various purposes. In these exhibitions, there are visual shows and flows without any artistic order and criteria, yet there are also exhibitions where posters, contents, announcements are published, juries are present, catalogs are made and participation certificates are given, just like in a real exhibition. Still, it is fair to say that social media exhibitions lack curatorial order and are generally weak in terms of criteria. At this point, the effect of the “show society” is undeniable. Because “the show presents itself as a huge positivity that is indisputable and inaccessible. It says 'what is shown is good, and what is good shows itself' and denies everything else,” (Debord, 2016: 37). The fact that what is shown is good means that it is qualified and sufficient. However, the concept of multiplicity is in a way equivalent to the concept of absence here. Because it is clear that what is created is more of a “presentation flow” than an exhibition, and these flows are surrounded by the purposes of increasing counts in terms of watching, sharing, commenting, and following. Therefore, a condition has emerged where the phenomenon of displaying in social media has progressed towards presentation fetishism.

Cancellation of certain art organizations has created a pretty significant democratization in the name of art as the closed organizations continued on social media or more comprehensively, on virtual space where they shared their archives with the aim of maintaining their visibility. The subject of global access to the field of art without any time and space limits has peaked in this period. For instance, the performance exhibition titled “Akış / Flux”, which was prepared in cooperation with the Marina Abramović Institute (MAI) and Sakıp Sabancı Museum (SSM) was interrupted because of the pandemic. But later on, it was resumed on the YouTube account of the Sakıp Sabancı Museum. Since the essence of the performance consists of the concepts "here and now", maybe those records would not have been opened in the normal process. And those who could not go to the exhibition due to different issues such as time, distance, and economic reasons couldn't have seen the exhibition. But now the performances have transformed into data and taken their place as important memories for the future. Evidently these data cannot provide the actual experience of seeing an exhibition, but they remain as meaningful sources of information.

One of the prominent applications during the pandemic period was online viewing rooms. Many great galleries and art organizations of the world have taken their places in there. This method has been used for years by many, but the use of online viewing rooms has increased during the pandemic period.



Figure 1: Luc Tuymans, *Monkey Business*, David Zwirner Gallery Online Viewing Room.

Online viewing rooms are planned and curated similar to a physical gallery space presenting exhibits in 3D. It also grants a particular artist's work a special look in a 3D environment. In such situation, the potential buyer can view the selected works without being distracted. A lot of art organizations used these platforms due to cancellations and restrictions caused by COVID-19. Especially physically canceled art fairs such as Frieze, Art Basel and Art Hong Kong have been turned into online viewing rooms. (Munchies Art Club, [30.03.2021]) Online viewing rooms can range from simple websites with direct digital photos of works to variations rich in editorial content and sometimes even high production value in terms of market data. Detailed shots, installation views, videos, links to source materials, information on art history influences may be present (Schneider, [30.03.2021]).

Virtual reality exhibitions, which create really close experiences of visiting exhibitions, have also been among the applications that have taken the task of saving art during the pandemic period. Websites with virtual reality application infrastructure such as Artsteps, VR All Art have become an important alternative for art exhibitions with their simple interfaces and structures that appeal to the use of a wide population. At the same time, the features of embedding in personal or corporate websites provide advantages. Virtual reality exhibitions involves many features that carry great importance in a physical exhibition, such as curatorial arrangements, space and light design, and more.



Figure 2: International Virtual Engravist Printmaking Biennial 2020 - Brown Hall

International Virtual Engravist Printmaking Biennial 2020 is the world's first virtual printmaking biennial held during the pandemic. Like a real biennial, it had jury selections, certificates of participation, and a catalog of works; and was held by a team based entirely on volunteers, without any financial resources or any cost requirements. More than 600 artists from 54 countries took part in the biennial, and the works were exhibited in 7 virtual galleries (Engravist, [30.03.2021]).

One of the remarkable initiatives in the field of exhibition during the pandemic period was the fact that it began to be carried out on virtual game platforms that contain experiences close to the metaverse.



Figure 3: Decentraland Virtual Exhibition

I.e., an art event was held in Decentraland for 10 days with exhibitions, parties and discussions, and the works of many artists were exhibited in galleries (Decentraland, [30.03.2021]). In Decentraland, a virtual reality platform powered by the Ethereum blockchain, users can purchase virtual pieces of land where they can roam, make benefit and build their own center of attractions. A movie production company can buy or rent a piece of land to build a movie theater and enable people to watch movies there. In this area, there may also be stores where real or virtual clothes can be sold. Therefore, it is accurate to say that there are enough possibilities to create a believable and interesting world (Hoogendoorn, [30.03.2021]). From these perspectives, an art gallery can also be built and the works can be sold. Its difference from other online applications is that it allows entities close to the real world, creates environments that surpass it, and creates a new interdimensional world by building a bridge between the real world and the virtual world.

Moreover, the exhibition of art has progressed towards more realistic structures, and expanded to more complex form within digital approaches. With the combination of physical space and virtual space, it has outdone itself and reached environments where it will diversify its range of action. Consequently, creativity in the field of exhibition has taken a somewhat more adventurous path and has paved the way for surprise developments in curatorial practices.

Conclusion

It is clear that the pandemic period acts as a powerful push for digitalization. Usually there are opportunities lying beneath crises, and it can be said that the crisis in the world has led to expansions in the field of exhibition and brought renewals. Digital methods have already been in use for exhibition practices, but with the increase in their use in the pandemic, new applications appeared. Creative processes have been strengthened, interdisciplinary structures have diversified with different components.

The shutdowns that were experienced primarily physically during the pandemic period have taken a different route with virtual openings. Until this period, the works were partially in quarantine, with limited viewing. In contrast, now people are in quarantine, while art has come out of quarantine and started to circulate and spread freely. There have been expansions into infinite space, where the totally virtual spaces or the hybrid of the virtual and the physical spaces can coexist. The field of innovative, creative, qualified applications and methods have diversified.

With the digitalization, spatial problems in exhibition have been solved; however, with the increase in tools, practices, methods and the inclusion of more and more people, excesses of masses have occurred in exhibition. From documentation-based systems that are far from the real exhibition experience to applications that are quite realistic and even beyond reality, many innovations have been accomplished. As a drawback, exhibiting has turned into performance, and image masses have occurred. Though these images are important in terms of obtaining information, archiving, and memory, it should be noted that it is difficult to reach the valuable among the large mass. It should also be kept in mind that in the case where exhibiting becomes a fetish, instead of increasing visibility, it would probably melt away the visibility in the flow.

Apparently, spaces and people that fail to be digitalized in the new world order will have more problems in ensuring their sustainability. For this reason, it can be emphasized that blending classical methods with new methods without breaking the connection with the physical world while taking part in the virtual world will create more striking results in the exhibition of art.

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Customer Requirement Factors in Selection of E-Commerce Infrastructure Service Provider in Post-Covid-19: An AHP Application

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Abstract

In today's complex world, businesses actively use various methods to deliver goods and services to customers. Due to the active entry of the internet into people's lives and the increase in the number of purchases made on the internet recently, businesses must actively use the internet in their marketing activities to achieve a competitive advantage. Especially after COVID-19, many businesses have had to perform their activities over the internet due to public health measures. In addition to supporting the promotion activities of the internet, direct marketing, customers purchasing products through e-commerce, and delivering some services online has become a competitive strategy and one of the methods actively used by businesses today. In this context, businesses have become more willing than before to set up their own e-commerce websites. To this end, this study reveals the features that businesses can use in determining the features they need in the selection of e-commerce infrastructure. The study suggested that 21 features for e-commerce sites were grouped among themselves in the context of e-service quality dimensions included in the ES-QUAL and e-Recs-QUAL scales, and importance ranking was performed using the AHP method.

Keywords: *E-commerce, E-service, Service Marketing, E-retail, Electronic Commerce, E-Sales, Marketing, AHP*

Introduction

Businesses presently want to sell their products through various platforms and search for new alternative channels. Although there are different platforms that enterprises can choose at these stages, one of the most preferred methods is to establish their own e-commerce website. For this, businesses use diverse software to establish their e-commerce infrastructures and sell their products on the internet. Due to the increasing interest from companies in e-commerce and the increase in demand in this regard, many software companies create e-commerce infrastructures and websites and offer them to their customers. These companies serve businesses by creating a turnkey e-commerce website from A to Z for any enterprise.

E-commerce website infrastructure service providers, which serve businesses that want to establish an e-commerce website, offer many basic features to their customers through various packages. While some of these features are among the indispensable features of e-commerce, some contain features that can be used as a competitive weapon, although they are not mandatory. In addition to all these, businesses trying to sell their products on the internet do not have information about all of these features. Selecting many features and packages consisting of these features emerges as a vital decision problem for businesses. Hence, this study aims to reveal what the customer needs are in selecting e-commerce infrastructure businesses.

E-COMMERCE AND E-SERVICE CONCEPT

Today, businesses introduce and sell their goods and services to their customers in different ways. The concept of e-commerce has recently become a key concept, mainly due to the development of technology and the introduction of the internet in all areas of life. Moreover, consumers and businesses make their lives easier by using the internet to perform the works they need in many areas (Özdağoğlu and Güler, 2016: 1109). Although the concept of e-commerce refers to the sale of products produced by businesses in a narrow sense, it is a concept that includes all processes in reaching customers with the production of a good in a broad sense. The concept of e-commerce has started to be discussed in the literature, especially in the 2000s. In the literature, businesses that carry out e-commerce transactions are called e-retailers, and those who buy these products on the internet are e-customers, and many new concepts such as these are introduced (Kipman, 2013: 45).

On the other hand, e-services have become a crucial research subject, especially after introducing websites into people's lives and the advance of the internet. Consumers are now acting fast on the internet due to the concept of "*speed in business and transactions*" that is emerging today (Yun and Good, 2007: 4). For this reason, the concepts of e-service and quality have become critical day by day (Nardali et al., 2020). After the 2000s, many studies were conducted in literature and practice on e-services. Early work was more interested in website functionality, while issues such as service compensation were also involved in the following period. Recently, various scales were developed by considering websites operating in a wide range of fields and disciplines. These scales are shown in the table below.

Table 1. Studies Conducted in Literature on E-Service Quality

E-Service Studies in Literature - Scale Name and Author	E-Service Dimensions
WebQual (Loiacono et al., 2000)	Interactive interaction, trust, response time, comprehensibility, website visuality, innovation, task-compatible information, intuitive operation, emotional appearance, consistency, integrity, and alternative superiority.
Webqual 2.0 (Barnes & Vidgen, 2001)	Website design, usability, nature of information, trust and empathy.
SiteQual (Yoo & Donthu, 2001)	Security, ease of use, website aesthetic design, computing speed.
E-SQ (Zeithaml et al., 2002)	Access, navigation, effectiveness, flexibility, reliability, personalization, confidentiality, responsiveness, site design, warranty, and price information.
Qual (Francis & White, 2002)	Functionality, product descriptions, terms of ownership, delivered products, customer service, and security
E-TailQ (Wolfenbarger & Gilly, 2003)	Website design, transaction processing and reliability, privacy and security, and customer service.
E-S-QUAL (Parasuraman et al., 2005)	Efficiency, system availability, fulfillment, and privacy.
ETransQual (Bauer et al., 2006)	Design, enjoyment, reliability, enjoyment, and responsiveness.
WebMedQual (Provost et al., 2006)	Web design, content, content author, links, user support, privacy, accessibility and convenience, and e-commerce.

E-Service Studies in Literature - Scale Name and Author	E-Service Dimensions
PeSQ (Cristobal et al. 2007)	Web design, customer service, security and privacy assurance, and order management.
EGOSQ (Agrawal et al. 2007)	Assurance, interaction, informing, accessibility, fast orientation, website design, emotional commitment, organized interface, and active service improvement
E-SelfQual (Ding et al. 2011)	Customer service, service suitability, service fulfillment, and perceived control

E-S-QUAL is a scale that stands out the most among these studies and is used by many other researchers in literature. The ES-QUAL scale developed by Parasuraman et al. (2005) is a popular scale (Kim et al., 2006; Fuentes Blasco et al., 2010; Zui Chih & Hodges, 2012). Another scale is the E-RecS-QUAL scale, which is put forward by the same working group and focuses more on service compensation. These two studies are two important studies that emerged due to trying to determine the service quality factors of e-services.

In the E-S-QUAL scale, research was carried out by focusing on 549 customers in 2 groups. A model consisting of a total of 22 items and 4 basic dimensions was introduced. These dimensions are “*efficiency*” for speed and convenience, “*fulfillment*” for the availability and delivery of the product, “*system availability*” for the successful operation of the system, and “*privacy*” for security and protection of customer data (Parasuraman et al., 2005). On the E-RecS-QUAL scale, a study was conducted for a sample size of 200 for websites. There are 11 items and 3 dimensions on this scale. The dimensions are *responsiveness*, *compensation*, and *contact*. Customer requirements addressed within the scope of this research were analyzed as a research subject by considering the E-S-QUAL and E-RecS-QUAL dimensions. In Table 2, e-commerce site features are discussed in this context. These features were revealed as a result of studies in the literature, sector reports, and semi-structured interviews with experts working in the sector.

Table 2. E-Commerce Systems Features in the Context of E-Service Quality Dimensions

E-Service Quality Dimension	E-Commerce System Features
A- Efficiency: Speed and convenience	Convenient Interface SEO-Friendliness Using CDN
B-Fulfillment: Delivery reliability, Product availability	Order Management Cargo Management and Integration Virtual POS Compatibility
C- System Availability: Working successfully with its functions	Mobile Compatibility Content and Blog Management Marketplace Integration
D- Privacy: System security, protection of customer information	SSL Certificate Coding Backup
E- Responsiveness: Addressing problems and effective feedback	Comments and Feedback Social Media Integration Alert Price Drop / Item in Stock
F- Compensation: Compensating for problems	Complaint Management System (Ticket Support) Coupons Review System

E-Service Quality Dimension	E-Commerce System Features
G- Contact: Customer representatives support	Call Center Chat Order Notes

RESEARCH PURPOSE AND RESEARCH QUESTION

Businesses can easily set up their own e-commerce websites by purchasing services from software companies. However, the first of the most voiced questions that arise is the question of which of these e-commerce websites with very different infrastructure and characteristics for businesses to choose from. Especially business owners who do not have knowledge, experience, and knowledge in informatics have difficulty deciding which infrastructure package to buy at what price. Most of the time, they purchase software that does not meet their needs or has features beyond their own needs, and they make a wrong purchase activity. In this context, it is aimed to determine the needs of businesses to assist them in choosing the e-commerce system and reveal what the customer needs are by considering the e-service quality dimensions.

RESEARCH METHOD

Within the scope of this study, first of all, determining customer requirements for e-commerce websites based on literature, sectoral reports, and personal experiences, taking into account the needs of businesses in e-commerce transactions, and weighting these features with the Analytical Hierarchy Process (AHP), which is one of the multi-criteria decision-making methods, with semi-structured interviews with business executives doing e-commerce business were conducted. These research activities were carried out with 4 business founders and managers operating in the retail sector and operating an e-commerce website to determine customer needs. During these interviews, 21 basic customer requests and needs were evaluated and determined. Next, the importance weights of the requirements were defined.

Multi-Criteria Decision-Making Process and Analytical Hierarchy Process (AHP)

Analytical Hierarchy Process, which is one of the multi-criteria decision-making processes, is a method that started to be used in the 1970s and is frequently used in decision-making problems. It emerges as an application that especially requires the experts' opinions. (Yıldırım and Önder, 2018: 21). One of the most essential features of this method is that it can include subjective opinions and evaluations of the decision-maker in the method and objective opinions (Kuruüzüm & Atsan, 2001). In the AHP method, expressions are evaluated by making pairwise comparisons.

RESEARCH FINDINGS

In this research, the features examined under each e-service quality dimension were weighted within their own category, and the three main features were listed by calculating the weights among themselves. These weights are shown in Table 3. Accordingly, the most important feature is that an e-commerce website within the scope of the efficiency/quality dimension has a useful interface (0.466). The SEO-friendliness of the e-commerce system (0.277) and the use of CDN in the infrastructure (0.256) were ranked consecutively with similar rates. The properties of the results about the transaction processing dimension have very similar results. However, while virtual POS compatibility was more important with a weight of 0.356, order management weighted 0.340, and the lowest weight was cargo management and integration (0.303).

Table 3. Research Findings and Weights

E-commerce Website Feature and E-Service Quality Dimensions	Weight
A- Efficiency:	
Convenient Interface	0,466
SEO-Friendliness	0,277
Using CDN	0,256
Total	1
B- Fullfillment:	
Order Management	0,340
Cargo Management and Integration	0,303
Virtual POS Compatibility	0,356
Total	1
C- System Availability:	
Mobile Compatibility	0,285
Content and Blog Management	0,350
Marketplace Integration	0,363
Total	1
D- Privacy:	
SSL Certificate	0,086
Coding	0,634
Backup	0,278
Total	1
E- Responsiveness:	
Comments and Feedback	0,275
Social Media Integration	0,283
Alert Price Drop / Item in Stock	0,440
Total	1

F- Compensation:	
Complaint Management System (Ticket Support)	0,485
Coupons	0,388
Review System	0,125
Total	1
G- Contact:	
Call Center	0,538
Chat	0,241
Order Notes	0,220
Total	1

Among the features examined in terms of system availability, marketplace integration is the most crucial feature with 0.363 weight, followed by content and blog management (0.350) at very close values. In the last order, the mobile compatibility of the e-commerce website has a 0.285 weight. Among the privacy dimension features, clean and reliable coding of the e-commerce website has a high weight of 0.634. The existence of the backup system has a weight of 0.278, while the website's SSL certificate has a relatively low weight of 0.086.

In the responsiveness dimension, alert price drop/item in stock has the highest weight value with 0.440. Social media integration (0,283) and comments and feedback (0,274) are two other close features. The complaint management system (ticket support) feature, which is among the service compensation dimensions, has the highest weight with 0.485. Shopping coupons (0.388) and scoring system were also ranked relatively lower than others, with a weight of 0.125. The last dimension was the call center (0.538) in the communication factor, while the chat system (0.241) and order notes (0.220) were listed one after the other.

CONCLUSION

As a result, although an e-commerce system has many features, some features are more important than others. Hence, this study aimed to reveal the features that businesses can use in determining the features they need in the selection of e-commerce infrastructure. In this sense, the features in the context of e-service quality dimensions included in the ES-QUAL and E-Recs-QUAL scales for e-commerce sites were grouped among themselves, and the importance ranking was made using the AHP method. With the findings of this study, businesses are expected to find the points and features they should pay attention to when choosing e-commerce infrastructure providers and select a package or service according to the weight of importance.

Nevertheless, each study has its own limitations. For this study, the number of experts and time in the application part is considered a key constraint. For this reason, customer voice weighting can be reapplied with institutions and experts or customers with different characteristics. The research content can be reconsidered in the following periods, and future research can be repeated due to changing customer demands and needs with changing conditions.

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Towards a Single Culture in Cross-Cultural Communication: Digital Culture

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Abstract

Culture is a multifaceted, complex process which consists of knowledge, art, morals, customs, skills and habits. Based on this point of view of Tylor, we can say that the culture is the human in the society, his learning styles and the technical or artistic products that originate from these learning styles, in other words, the content. In anthropology it is argued that when the concept of culture is considered as a component in a social system, the combination of the social and cultural areas form the socio-cultural system. Approaches that handle culture within the socio-cultural system are functionalism (Malinowski), structural-functionalism (Radcliffe-Brown), historical-extensionist (Kluckhohn, Kroeber), environmental adaptive (White), while the approaches that treat culture as a system of thought are cognitive (Goodenough), structural (Levi Strauss) and symbolic (Geertz) approaches. In addition to these approaches that evaluate cultures specific to communities, another definition is made according to the learning time: Margeret Mead, Cofigurative Culture. In order to evaluate today's societies in terms of culture, we are observing a new culture which has cofigurative features under the influence of convergent technologies (mobile, cloud technology, robots, virtual reality): Digital Culture. This study aims to discuss the characteristics of the digital culture, which is observed after the theoretic approaches that define different cultures in cross-cultural communication (Hofstede's Cultural Dimension and Cofigurative Culture) and called as network society by Manuel Castells and accelerated during the Covid19 pandemic, in other words the common communication culture. Common cultural features will be studied through methods of semiology and text analysis upon digital contents which are starting to take hold of cross-cultural communication, a comparison between cross-cultural communication and communicative ecology will be made, the alteration in the cultural features of the society will be examined via visual and written findings obtained.

Keywords: *Culture, Cross-cultural Communication, Hofstede's Cultural Dimensions, Cofigurative Culture, Manuel Castells-Communicative Ecology, Digital Culture.*

Introduction

Human history has witnessed the transmission of knowledge across generations through the sharing of signs, symbols, pictures and finally the letters that make up the writing. Sharing of information, which constitutes the memory of the history of civilization, can also be observed as the most important indicators of the cultural wealth of societies. Over time, these riches, which shed light on anthropology and archeology research in enlightening the cultural characteristics of societies, gradually became the evidence of the production of knowledge.

Cultural characteristics of the process of producing and sharing knowledge began to differ in the stages of societies' discovery of new technologies and their use of these technologies. Thus, it has become inevitable to carry out researches aiming to reveal the elements of these differences, which will ensure the successful transfer of knowledge as the cultural characteristics of societies begin to differ. Countries have been identified with cultural classifications and cultural models by investigating information and communication behavior in cultural differences.

Cultural structures of societies are the indicators of their values, different cultures will help us to understand different value judgments. However, in the inevitability of the rapidly developing possibilities of technology to turn the world towards a single culture, questioning what cultural values it will bring is also of great significance for the future of humanity. Because, according to Camus, if we do not believe in anything, make no sense in

anything, and allow no value, everything becomes possible and everything is insignificant; At this point, the murderer is neither right nor wrong anymore; Evil and virtue become coincidences and temporary wishes. (Camus, 2016, 15). Harari warns about cultural forms and values that are presented with pre-prepared algorithms before they come out with the experiences of the society; Those who work in the life sciences and social sciences should always question themselves, consider the possibility of overlooking things while reducing life to data processing and decision-making: Could there be something in the universe that cannot be reduced to data? (Harari, 2016, 411).

How can social formations starting to participate in our lives in a way that has never been experienced, change the values of people? Oskay sees social formations based on alienation, not individual-society contradiction, at the source of communication problems that people experience in modern societies and at the basis of the problem of not starting a liberating communication process. (Oskay, 2000, 299).

Society is a dynamic structure, changes occur constantly, and technology, which is the product of human thought, changes the way people work and their lives. (Sütçü & Aytekin, 2018, 67) Taking the volatility of societies and the positive effects of technology as predictable as their negative effects will enable the people to choose the values they will gain in the future.

This study aims to determine the situation with the references of theoretical approaches explaining different cultures in intercultural communication and by examining the digital culture indicators observed during the pandemic.

1. Conceptual Framework

1.1. Reflecting on Knowledge

When we think that culture is formed by the transfer of knowledge, it will be useful to focus on what knowledge is; knowledge creates surprises. What makes something worth knowing is organized around the concept of expectation illusion. It is interesting not when the action schemes work, but when they do not. The most important thing to understand about the mind is that it is a learning device. When people say they are bored, they actually mean that there is nothing to learn (Schank, 2015, 166). The learning adventure that begins with the addition of one piece of knowledge to another occurs when individuals share with each other, society and societies with other societies, but Schank believes that curricula need to be renewed for a healthy learning to take place. (Schank, 2015, 172).

In a similar approach, Doğan Cüceloğlu states that "information education" offered by the current curricula is not sufficient at the point to be reached with the philosophy of knowledge and education philosophy, and it will be beneficial to balance between the human nature and the universal truths pointed out by Kant in the process of producing and sharing knowledge. (Cüceloğlu, 2017, 21).

We can examine the philosophy of knowledge systematically and in terms of possible problems that are related to each other under the following six main headings; Problems with the nature (definition), accuracy, justification, source, limits and types of information. (Cevizci, 2010, 9). Philosophy of knowledge or epistemology takes knowledge and examines problems related to knowledge in terms of possibility, source, nature, accuracy and limits of knowledge; The term epistemology can also be used synonymously with the terms theory of knowledge or the science of knowledge. Psychology, which is another discipline that deals with knowledge, explores how perception arises in the mind through mental phenomena and thus mental acts that make up knowledge (Blanche, 1983, 29).

Philosophy of knowledge handles information in terms of being knowledge and it aims to examine all the items that go into the knowing process. As the element that determines modern culture in the modern period began to be science, philosophy of knowledge or epistemology, one of the two basic disciplines of philosophy, has taken precedence over metaphysics and philosophy of existence. Cevizci points out the correctness of talking about two separate epistemological traditions; The first is Classical Epistemology, dating back to Kant and 20th century analytical philosophy. The second is the Continental Epistemology, which is associated with the movements and thinkers of Nietzsche, phenomenology, hermeneutics, critical theory, poststructuralism, and feminism. Although the approaches to the philosophy of knowledge vary, they also differ in terms of the geographies where they are effective and where they have an area of application.

While Classical Epistemology treats knowledge as an abstract form, isolated from everything, Continental Epistemology has a tradition of discussing knowledge in relation to the conditions of its production and acquisition.

At the same time, it proceeds by detaching the truth from its absolute and unchangeable context and making it relative, mostly relating it to politics (Steup, 2008, 508).

According to Cevizeci (2006, 75), studies on defining knowledge go back to the founder of Elea School, Parmenides, and they require the properties of knowledge, mental, objective judgment. In other words, in the distinction between the knowing and the known, the subject knows only if he makes comparisons, distinctions, and reaches conclusions with connections. Therefore, the elements of knowledge, the knowing mind, the subject of knowledge, and the inference in the relationship between these two elements are listed as knowledge.

Communication studies assert that there are differences in the production and transmission of information and being influenced by that information, and cultural studies in the field of anthropology should be taken as the basis in order to evaluate these differences. As a result of the researches made by scientists working in the field of anthropology, classifications revealing the cultural characteristics of the countries were made. Cultural models explaining these classifications have been useful in providing information about the general cultural characteristics of many different countries, and contributed to the effective and correct communication between different cultures and cultural studies.

1.2. Concepts and Cultural Values

Although culture is defined as common values and meanings that hold society together, today it has begun to transform into common values that are developed and shared in digital media dominated by technology. On the other hand, while cultural codes carry the common values of societies, they may not always proceed in parallel with the benefit and free will of humanity as a result of the conditions of production and technology.

According to Baudrillard (2004, 125), the universal authority becomes the ideal reference and increases to the extent it loses its own meaning. Art, which aims to bring society to reality and beauty, on the other hand, becomes propaganda contents that command certain meanings to be accepted as values in this changing environment of meaning and sharing (Acar, 2013, 202). Consumption culture, which turns artworks into symbols of a certain ideology, turns art products into commodities that are produced in large numbers and sold quickly. The result of the culture industry is the level at which people think similar things in a global context, produce similar things with repetitive products, which is called 'abdication of reason' by Horkheimer, and what Marcuse calls 'human unidimensionality'. Thus, instead of developing common cultural values and characteristics of being unique, individuals try to be included in the masses, because they feel worthless unless they are the same and become isolated (1996, 45). According to Ünsal Oskay (2000, 246), in this cultural environment where the differences created by global values, consumer culture and culture industry have begun to erase, people can only exist by adopting the roles of voters, party members or citizens by collectivizing their consciousness.

On the other hand, definitions made by taking the production styles and lifestyles and expressing the emerging class structures as the basis for the concept of culture can be critical. According to Terry Eagleton (2005, 10), the semantic change of the word is quite paradoxical: urban dwellers are 'developed', whereas those who actually live by cultivating the land are undeveloped. Those who improve the cultivation of the soil have less opportunity to improve themselves. Agriculture leaves no time for culture. According to Edward Said (1998, cited in. Eagleton, 2005, 25), all cultures are intertwined; none are single and pure, all hybrid, heterogeneous, highly differentiated, and none at one piece. On the other hand, when we consider it as a specific set of values, culture is on the side of sensitivity rather than passion; in other words, it stands for the stylish middle class rather than the angry crowds.

Although the cultural approach and the cultural codes vary, Turner states the common ground of all cultures are indicators; we make sense of ourselves in our culture through the signs that are suitable for us; We select and combine the signs in relation to the rules and habits inherent in our culture in order to limit and identify possible meanings that can be inferred by others. (Turner, 2016, 28)

Harari interprets the consequences of modern culture brought on by the strong and continuous cultural development that has not been seen in history until today on humans as not being able to find comfort with an existential anxiety that has never been seen in any culture before. Modern humanity is captured by an endless "Fear of Missing Out" (FOMO). Although we have more choices than ever before, we are losing our ability to focus on our preferences (Harari, 2016, 376).

Stating his concerns about the future of modern culture and technology, another scientist Stevenson warned that in the future, developments in the use of technology will cause new cultural changes and that in this change the

market will replace the state as the main ruler, and cultural lives will be in the form of a commodification of a daily life dependent on money and technology. (Stevenson, 2008, 357)

We also need to explain the changes in the structure of units and roles in societies as a result of the cultural change that occurs through the production and sharing of knowledge and the transformation in technology. One of the approaches that explains this change in roles between generations and families is the Reverse Socialization theory.

The foundations of the concept of Reverse Socialization were laid by Margeret Mead's (1970) study "Culture and Commitment: A Study of the Generation Gap". Mead has demonstrated that as a result of the advancement in technology, we live in a world where knowledge is freely and rapidly acquired, and that adults cannot serve as advisors or mentors in such a world. (Aslan, 2010, 4)

According to a similar approach, Postman asserted that children and adolescents are more curious than adults; On the other hand, adults represent authority in terms of their physical and financial power, and the development of the tools that cause the rapid spread of information is in a sense a process of recalibrating the balance between curiosity and authority. (Postman, 1995, 114) The restoration of this balance can be called the search for a new set of values in the transmission of intergenerational culture. In the global media culture, this phenomenon displays a double-sided and dynamic situation. Cultural transitions between generations always occur as a result of some events or a transformation of values set (paradigm shift); sometimes it is a social event, sometimes it is a war, and sometimes it is a transformation based on technology.

With the Reverse Socialization theory, Mead states that, due to the acceleration in cultural change, adults are not only individuals who transfer the existing culture to future generations, but are themselves learners of the newly emerging culture. (Aslan, 2010, 10-11)

The concept of 'ominopolis', which is one of the concepts we use to explain the concept of culture; explains the aspect that the new media do not create a new variety of reality, but rather cause a narrowing in the field of view. In this respect, the media imposes a culture of speed and instantness that dulls the human senses. "The point that Ominopolis aspect draws attention is that the speed factor of developing technologies integrated into the lives of individuals desensitizes people and thus the exposure to popular culture elements intensifies. Ultimately, it is that the actions taken in these new media tools are perceived as unconscious" (Kafiliveyjuyeh & İlhan, 2017,13).

Kartari put forward the concept of cultural vigilance concerning how people can get rid of the effects of the rapid change of cultural values, which are the symbols of social dynamics and development. According to Kartari (2016, 269), the individual's understanding of his own culture and the culture of other individuals and awareness of how they will affect each other is defined as 'cultural awareness'. Cultural awareness includes awareness of the impact of culture, understanding the differences between common human behaviors as well as cultural behavior patterns. If cultural awareness is not achieved, misunderstandings and unresolvable problems may arise in the communication of different cultures. In order to prevent this and to be sufficient in cross-cultural communication, individuals should learn how discussions are held and how information is determined in the culture they interact with.

1.3. Cultural Models and Classifications

Communication studies agree that there are differences in the production and transmission of information and being influenced by that information, and that it would be useful to consider cultural studies as a basis to evaluate these differences. Studies that reveal the cultural characteristics of countries are presented with classifications and cultural models explaining these classifications. Cultural models aim to provide information about the general cultural characteristics of the countries and to ensure that the communication between different cultures is effective and accurate.

It has shown that cultural classifications and cultural models provide general information about the society, but not every individual in that society behaves the same. In order to explain cultural differences, Edward T. Hall made classifications that reveal the differences between high and low-context cultures and monochronic-polychronic cultures, and investigated the information and communication behaviors of different cultural groups. In addition, Hall has reached conclusions that relate how individuals who make up societies react to sounds, images, odors and physical stimuli that they receive in large numbers with the cultural characteristics they are in, and interpreted this situation as one of the functions of culture. (Soydaş, 2010, 48-55).

Hall evaluated Northern Europe, Anglo-Saxon countries and North America in the 'Low Context Societies' classification; stated that they display low-context cultural characteristics and prefer to communicate directly (Lustig, Koester, 1999, 33-34). Low Context Communication Features in these countries are as follows; limited contextual information is needed, jobs do not require personal relationships, communication takes place directly with words and meanings are clear, access to information is through statistical data or reports, not from the immediate environment, reading is at the forefront in obtaining information.

He identified Latin, Mediterranean and Middle Eastern countries in the 'High Context Societies' classification and their communication style as indirect communication. High context communication features of the countries in this classification are as follows; A high level of contextual knowledge is needed, personal relationships are prioritized, information is indirect communication transmitted not only with words but through the use of tone, body language, silence, close friends such as relatives and friends are preferred in accessing information, listening is more important than reading in obtaining information.

In another classification, where Hall examines societies in terms of their use of time, he divided cultures into Monochronic and Polychronic Cultures. He stated that North America, Canada, Anglo-Saxon, Northern European countries have monochronic behaviors, while Latin America, Middle East, Mediterranean countries and Turkey have polychronic characteristics. When we look at the features of this distinction, individuals in Monochronic Cultures in general defined as follows; patient, quiet, capable of forward planning, doing a single job at a time and systematically following up, punctual, following the plans, conforming to the facts, using statistics and databases, giving importance to reference, being introverted and business-oriented.

General characteristics of individuals in polychronic cultures are as follows; impatient, talkative, having a general vision, doing multiple jobs at the same time, experiencing system confusion, working at variable hours, not punctual, changing plans, discussing facts, using verbal information, extroverted and person-oriented (Morden, 1999, 24).

According to anthropologists Kluckhohn and Strodtbeck's research, 'Values Orientation Theory' (1961); Cultural values, implicit or explicit, are concepts that help to differentiate individuals or groups and to choose among existing behavior patterns, tools or consequences. According to the authors, without a value system, people cannot know what they need and their goals, so values affect people's behaviors and their evaluation of events. Kluckhohn and Strodtbeck listed the problems that cultures need to solve as human structure, attitude to nature, understanding of time, activity, social relations and explained that there are different solutions in solving these problems according to the geographical, economic and technological development of cultures.

Geert Hofstede expressed the concept of culture as 'mental programming' in his research on 'Value Dimensions of Culture' he conducted within the scope of the IRIC Institute studies he founded; He stated that people's emotions, thoughts and behaviors have been programmed like a computer with their social environment since childhood.

Hofstede used this theoretical approach with the 'onion diagram' as he explained that culture consist of four layers; symbols (3rd ring), heroes (2nd Ring), rituals (1st ring) and values (core). With this diagram, he concluded that the difference in behavior of the individual is related to how they use and interpret cultural elements.

Hofstede explained the elements that distinguish the national cultural characteristics from the cultural characteristics of other countries under 12 different headings. Language, religion, topography and the level of near settlement, colonization, economic systems, economic development, technological development, political boundaries and systems, industrial structure, media, education systems, climate (Hofstede, 1994, 11-12). Hofstede revealed the dimensions of cultural values as Individualism-Collectivism, Power distance, Masculinity-Femininity, Uncertainty Avoidance in his research on the citizens of 50 countries; later added Confucian dynamism to them.

Regarding why the research results we deal with on Turkish society are not made by researchers in Turkey, Bozkurt Güvenç is of the opinion that social scientists are not reliable observers about the culture and problems of their own societies, and that societies teach their social scientists to see what is natural or normal (Güvenç, 2004, 149).

When we look at the results and interpretations obtained by researchers and to the studies conducted by researchers who are not from Turkish culture, there are differences as follows: According to the dimensions put forward by Hofstede; Turkish society is a society with high power distance (high tendency to see some people as superior to

ourselves) and in direct proportion to this, high uncertainty avoidance tendency and female (helping, affectionate) characteristics; it is also relatively communitarian, solidaristic and collective behavioral.

On the other hand, Hall explained in the results of his research that Turkey shows high-context (indirect communication, saying maybe, so as not to upset), and polychronic (wanting to do or do many things at the same time) cultural characteristics in terms of time usage.

When we look at the results obtained by examining Turkish culture in terms of cultural classifications; Stating that there are many different cultural regions within the national borders of the country, Bozkurt Güvenç described the historical sources of Turkish culture as; Anatolian, Central Asian, Turkish-Islamic, Western, cultural synthesist (scientific) views (Güvenç, 1984, 114).

1.4. Other Cultures: The Two Culture and The Third Culture

Defining culture as intellectual development and the development of the mind, Snow made the analogy that traditional culture, which has a literary quality, behaves like a state whose power is rapidly exhausted; He stated that the greatest enrichment that scientific culture will offer to the society will be moral enrichment (Snow, 2005, 25-27).

Another approach to culture demonstrated by CP Snow, who worked on the cultural aspect and political impact of science (novels and research), with his speech titled 'The Two Cultures and the Scientific Revolution' (Snow previously titled 'The Rich and the Poor') at Cambridge's public Rede Conference in 1959. (Snow, 2005, 2). In the concept of two cultures, Snow pointed to 'literary intellectuals and naturalists'; He argued that there was a deep mutual suspicion and lack of understanding between these two cultures that reduced the success of technological developments in solving world problems, and asked how rich countries should help the poor.

This interpretation brings to mind a social change that we can call digital culture and digital revolution with the rapid transformation in today's technological and economic life. However, this time, while the economic superiority of the developed countries with technology continues, an important distinction is the opportunity of the idealist young people who have the upper hand in the use of technology over the bureaucrats who rule the world with traditional methods.

Despite the expectations of young people and their demands for a cause, Snow conveys his alternative thought with the following words; "Peace, food, population as the earth can handle. This is the case, once the trick of getting rich is known, as it now is, the world can't survive half rich and half poor. It's just not on." (Snow, 2005, 137). In *The Third Culture*, edited by John Brockman, scientists' predictions about the future culture, ideas with utopian or dystopian approaches are discussed. The debates conclude that in order to seriously ponder philosophical or social questions, we will need to understand the latest developments in science more than ever. (Farmer, 2015,359).

According to Hillis, who is in the same research group; new technology is equivalent to new perceptions. As we create tools, we recreate ourselves in their images. Newtonian mechanics led to the heart being likened to a pump. A generation ago, we started to think of the brain as a computer with the advances in cybernetics, informatics and artificial intelligence (Hillis, 2015, 375). In addition, Hillis thinks that the non-computing part of our mind is largely a kind of man-made cultural product; a person who has not been raised close to other humans is not an intelligent machine at all. Part of what makes us intelligent is our culture and interaction with each other, so part of what makes an intelligent machine intelligent is that it interacts with people and is a part of human culture (Hillis, 2015, 375-380).

In order to explain our assumption that modern culture and the use of technology are beginning to eliminate cultural differences, the network society theory and digital culture representations will be useful in this section.

1.5. Network Society and Digital Culture

According to Manuel Castells, who was influenced by Marx and Touraine, but who also embraced the ideas of McLuhan, Innis and Baudrillard, a new society is emerging on "knowledge capitalism" and "culture of real virtuality". In the continuation of this new formation, globalization will affect capitalism by increasing the function of financial flows. By removing time and space constraints with information and communication techniques, it

will facilitate the development of capitalism and save social relations from the problem of hierarchy. The new abc of today, multimedia culture, will satisfy the desire to dive into a universe of networks where there is no stratification and where information about the truth and others will come on their own. The idea of a universe without bureaucracy, free from massiveness, focusing on the individual is seductive; because it corresponds to the aspirations that some sociologists define in contemporary cultures. However, it is also far from originality, as it continues the tradition of ideologies and end-of-class war thinkers. Rather, it is based on a clearly stated determinism. It cannot form or work with a complex interaction, or even partial confusion in terms of social informatics and communication techniques, it is only identical to them (cited in. Maigret, 2014, 330).

On the other hand, according to the determination of Jan Van Dijk, the one-dimensional depiction of technology and society pulverizes all differences and leaves room for only a very modern or semi-modern ideology. This ideology also combines the Enlightenment's dreams of democratic emancipation with a cold rationalism devoid of political choices and values left to people. Solid results prove invalid; modern capitalism is not questioned by networks, it operates on the principle of division of labor markets for a very long time, with a market of "well-trained, well-informed people, and a market that does not conform to this principle." For most people, information and communication techniques are not easy to adopt; virtuality is not a metaphysical whole that provides access to a society free of social weights. In short, attributing a peculiar existence to the information society or the society of networks to praise it or sinking it into the ground will only lead to wrong (cited in Maigret, 2014, 331).

According to Harari, another researcher who explains the change in the living traditions of people; modernity turned the world upside down and convinced people that balance was worse than chaos. Lust for money fostered growth, the power of growth was good and necessary. Modernity encouraged people to ask for more, so the thousands-year-old teaching about nonindulgence was destroyed (Harari, 2016, 231).

Eric Maigret explains that internet, the common medium of the digital world, develops in the form of stacked layers which increase gradually and often have different logic, since it does not transmit anything harmonious, but rather adapts to contradictory social demands. On the other hand, Maigret adds that the internet is an extraordinary tool for public disclosure and storage of data; that it has no superior virtue to explain the emergence of a new universal thought; that it cannot provide the key to understanding the data it contains and will need a source of information, interpretation and conceptual framing. However, he reminds that research on the effect of computational tools on education has shown that they do not improve the process of acquiring knowledge, and that they can facilitate exchanges between educators. (Maigret, 2014, 332).

According to Ünsal Oskay, the fact that the outside world constantly gives new warnings creates anxiety in the person that the external world he knows is changing. This means living in insecurity again and in result, the person runs into a contradiction that is very difficult to re-resolve. On the one hand, he wants to have a clear and stable picture of the outside world, on the other hand, he is faced with the situation of trying to solve the dilemmas created by the warning and information coming from an ever-changing external world (Oskay, 2000, 352).

Making another warning about the features of the digital world, Computer expert, Electronic Engineer and Applied Mathematician Prof. Dr. Erol Gelenbe says, "Artificial intelligence is mathematics," at the "Science Academy Conscious Network Systems" conference and adds; "Communication networks are endless, widespread, scattered, quite extensive and unknown. Information delay is slow and late in cases of control lag. In short, real-time online conventional optimization is impossible." (URL-1)

In this context, it is undoubted that computers and the internet fed with mathematics, in other words, the digital world will continue to require a scientific view. It is predicted that a new perspective in education and new educational curriculum arrangements will be needed in order to develop digital culture for the benefit of people and society. In education, it is recommended that social sciences converge with science, mixed topics, interdisciplinary research, enrichment of engineering courses with social science course options, therefore basic mathematics and verbal skills meet (Snow, 2005,14).

According to Harari, the formula offered by the scientific revolution: Knowledge = Empirical data x Mathematics. However, Harari thinks that this method cannot answer questions about value and meaning; that societies cannot survive without value judgments, and liberals cannot find an answer to the question of whether freedom rather than equality or whether individuals should be valued more than society, because science is not concerned with questions of values. (Harari, 2016, 249-293).

In terms of how humanity should establish a balance between values and data, Raymond Williams thinks that the unconscious components of culture are valuable; (Cited in Eagleton, 2005, 152):

“Culture, while being lived, remains always partly unknown and partly unnoticed. Building a community is always a discovery. Because consciousness cannot precede creation, and there is no formula for the unknown experience. Therefore, a good community, a living culture, both makes room for and actively encourages everyone who contributes to the progress of consciousness that is our common need... We need to think carefully about every bond, every value; Since we do not know the future, we can never be sure what will enrich it.”

A good community, a living culture, therefore both makes room for and actively encourages all those who contribute to the progress of consciousness that we have in common ...We need to think carefully about every link, every value; Since we do not know the future, we can never be sure what will enrich it.(Williams, 1993, 40). Developments in the process of creating and sharing knowledge, which is the starting point of culture, become visible with the cultural characteristics of societies. Considering that the most important indicators of cultural characteristics are works of art, the change that occurs in the sharing of knowledge through works of art is also the reflection of cultural changes in societies.

2. Methodology

The method of semiology stipulates looking at the underlying structure and focusing on the symbols in the field of social communication in order to understand the apparent events and phenomena (Güngör, 2011, 222). Saussure speaks of the birth of a science that will examine the lives of signs in society. The sign can be a word, sound, image on the screen, musical note, movement, object, or clothing. In addition, semiotics provides us with a terminology and conceptual framework for the analysis of non-linguistic signs. Semiotics is part of the cultural studies vocabulary for this reason alone. The value of this method lies in its power to explain sound, image and the relationship between them (Turner, 2016, 27-31).

John Fiske points out the necessity of a research according to the signs, the codes arranged by the signs and the culture in the codes in the semiotics method application. Therefore, he defines the sign as a physical thing that refers to something other than itself and that we can grasp with our senses and its existence depends on the users' acceptance of it as a sign (Fiske, 2014, 123).

Roland Barthes expressed the semiotic signification as denotational and connotational. Denotation is the literal meaning of the indicator; Connotation is the interaction of the sign at the moment it combines with its intellectual level, and it emerges when it encounters the emotions and cultural values of its users; denotation is what is photographed; connotation is how it is photographed. (Barthes, 2009,85).

3. Cultural Indicators

When we look at the examples of the current cultural values ranking published in digital media, we see artists, scientists and people who are devoted to learning in DW 'Turkey's Values' interviews. Among these names, philosopher Prof. Dr. İoanna Kuçuradi, Psychologist Gündüz Vassaf, Child Health Specialist Prof. Dr. Olcay Neyzi, Architect Zeynep Ahunbay, Master of Dead Languages, Sumerologist Veysel Donbaz, Musician Cahit Berkay, Artist Nevra Serezli and Lawyer Canan Arın are all sincerely talking about themselves. It would be more appropriate to explain the question of why these names were chosen as values with quotations from their own words: (URL-2)

Architect Zeynep Ahunbay criticizes the projects in our country with the words 'engineering projects take precedence over cultural assets'. Gündüz Vassaf describes the loss of value in societies as 'immorality, shamelessness'. Choosing the rebellious philosophy, İoanna Kuçuradi thinks that "it is harder to manage human relations than going to Mars". Prof. Dr. Olcay Neyzi gives the information that "If child health and vaccination studies were not carried out in Turkey, one in six children would die, as before the 60s." Veysel Donbaz says, "With the advantage of working at the Istanbul Archeology Museum, there is almost nothing I cannot read, I examined 10 thousand tablets." Cahit Berkay says, "The most important element of rock is its opposing nature, we wanted to explain social problems in our songs. I love all people, the biggest problem in our country must be lovelessness, conscience is needed to find the truth." Nevra Serezli expresses her passion for theater, "I feel very sorry for those who have not tasted true love, I went to the theater course and I saw that there were teachers like Haldun Dormen, Yıldız Kenter, Müşfik Kenter, Ayla Algan, Haldun Taner, Melih Cevdet Anday, I said that I am enrolling immediately. I think I am very lucky to be with these people." According to Attorney Canan Arın, who

has made important contributions to women's rights, "we strive to protect our existing rights today, the strongest and best opposition is the opposition of women. I think a good lawyer should know philosophy, sociology and psychology."

We think that it is insufficient to limit cultural signs merely as reflections of social values that are given above because the digital environment is transforming at the point of creating a new value that allows all kinds of production and sharing. The identity of the artist of these social values points to the unpredictable changes in the definition of works of art and the sharing of these works. As things stand, neither the artist himself, nor the art environments, nor the sharing of art will be able to continue with the usual methods.

British street artist Banksy's work titled 'Game Changer', put up for auction to donate to healthcare professionals (Picture 1), found buyers for £ 16.75 million (approximately 183 million lira). In this drawing, signifier is the boy's new hero as a paramedic, while the superheroes of the past have lost their values, are in the garbage. Signified, on the other hand, emphasizes that the values and heroes in the society change and lose their meaning during the pandemic process, and the mental symbol of the common culture in the world during the pandemic. (URL-3)



Picture 1: Banksy, "Game Changer"

Tank Tolunay, the creator of 'living' maps that reflect the history and present of Istanbul, sold his work titled "Pandemi" (Picture 2) in the NFT world for 36 thousand dollars. (URL-4)

We can rephrase NFT (Non Fungible Token) as unique and unchangeable money chips. NFT also means a unique token, digital certificates, encrypted on the blockchain network. Token is the numerical expression of the record of this value in the blockchain. The association of NFT, which has been implemented in various countries around the world, with one of the important symbols of our society, Istanbul and its pandemic experience, again points to culture both in terms of meaning and technique.



Picture 2: Tank Tolunay, "Pandemi"

"The First 5000 Days" by American digital artist, graphic designer Mike Winkelmann (Beeple) was sold on March 11 for \$ 69.3 million. (URL 5)

This work, certified as NFT, went down in the history of digital art as the third highest amount an artist reached during his lifetime. The production of the work, NFT sales and its being in demand in social media and news sources in the world and in our country are indications that the same technique is accepted as an example.



Picture 3: Mike Winkelmann (Beeple), "First 5000 Days"

"Machine Memories: Space" exhibition by Refik Anadol Studio (RAS) with 14 languages speaking artists, architects, data scientists and researchers from 10 countries. Once again, the fact that each work in the exhibition allows the use of millions of international data, addresses humanity's common dreams about the future, and emphasizes our state of being surrounded by the inevitable data that we all live in can be regarded as an indicator of digital culture.



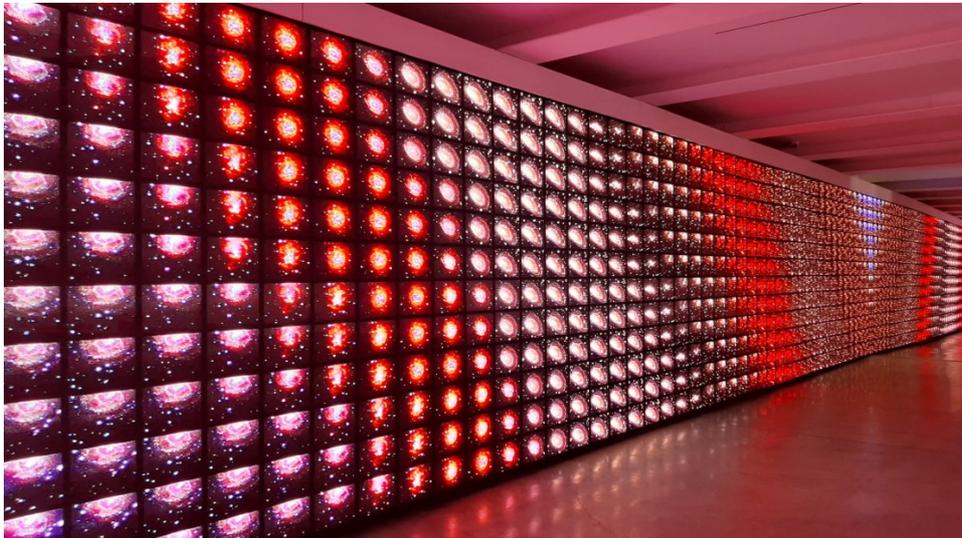
Picture 4: Refik Anadol, "Machine Memories: Space" Exhibition

The image of more than 2 million raw data in the Data Tunnel is transformed into pigments, tables and sculptures by going through the analysis processes. These images, which oscillate between abstract representation and concrete data, are not only the scientific research process behind the exhibition, but also the simulation of the idea of 'being surrounded by data', one of the main themes of the artistic representation of the research. Simulation of looking at ourselves from space, where the places we can't go are experienced.



Picture 5: Refik Anadol, "Machine Memories: Space" Exhibition (Photo: Olcay Uçak)

It seems that the developing culture necessitates scientific perspective, the convergence of social sciences with natural sciences in education, and enabling interdisciplinary studies. It is represented by individuals who use technology in every field. Artists are associated with social media users and entrepreneurial identities who want to make money on the blockchain.



Picture 6: Refik Anadol, "Machine Memories: Space" Exhibition (Photo: Olcay Uçak)

How is digital culture produced and consumed? It is rapidly produced and consumed by people under the age of 40 who are creative, unlimited in imagination, innovative, multinational, multilingual, sharing, urban, and who are beginning to dominate the markets and carries risk. The distribution and use of digital culture is regulated by the leading institutions of the information sector or by the persons or institutions that acquire production information from those sources. The new digital art, in the words of Gene Youngblood 'Expanded Cinema', which comes with the use of the creators of digital culture, artificial intelligence and millions of data, prepares us for new experiences.



Picture 7: Refik Anadol, "Machine Memories: Space" Exhibition (Photo: Olcay Uçak)

Whether the new cultural signs will reach fearful rates in the direction that Frederich Jameson predicted is unknown, but technology inequality between societies is reaching to a frightening level. According to Frederich Jameson, the new millennium contains hints that cultural wars will begin, and it is predictable that this war will gradually increase. This situation, which is described as NATO high culture and shows the cultural dominance of developed western countries over other countries, continues to accelerate today with the opportunities of technology. (Cited. Eagleton, 2005, 66) There has never been such a high rate of biological distinction separating the rich from the poor, let alone access to the Internet today. Today, nearly 1 billion people live on 1 dollar a day (Harari, 2016, 361).

Sharing in the exchange of cultural changes between generations shows that the conventional methods are subject to abandonment. Young people no longer keep a diary, they first record their experiences, then upload and share them. (Harari, 2016, 404). It is possible to observe that in every event or organization related to culture and art, young people prefer to shoot shots which show that they witnessed that scene instead of looking or thinking, they want to share this with everyone. In other words;

“We are right at the crossing point and there is something behind following us...We are heading for something that will happen very soon, and fundamentally different from anything that existed before in human history... perhaps it is telecommunications that will transform us into a holistic organism... I find this both scary and exciting.” (Hillis, 2015, 38)

According to Ünsal Oskay, in today's social life, which has been theorized and made open to manipulation, people are alienated from each other in a way that each sees the other as a means for them to come to a place or to achieve something. The point reached in this process is the alienation of the person from himself by reducing himself to a means as well after being alienated from others. The modern age man, who leans to play games in order to make the work life bearable, plays as a means of forgetting the games he plays currently in the face of the social life in which he can only take place as a passive element. For example, through delayed gratification, or the adoption of professional ethics, the alienation of the person who becomes 'the human caricature of the human being', who lives by not having enough rest, not having fun, not getting married, by giving up the interest in literature as much as before, by submitting to degrading treatment when faced with it, to reach certain positions in a professional hierarchy. (Oskay, 2000, 168-169) Which methods to develop that will enable people to avoid or ignore alienation is one of the benefits of using technology.

As people have continued to specialize for thousands of years, it becomes easier to replace people with computers over time. What will people do? Art is often our ultimate sanctuary. In a world where computers displace doctors, drivers, teachers, will everyone turn to artists? (Harari, 2016, 331-337). It is also questioned whether the methods to be chosen by a person who searches for his own identity and meaning will be methods that develop values such as art or methods that he has taken shelter in since his existence, such as games.

According to Jean Baudrillard, there is no such thing as modern art anymore; There is no difference between contemporary art and technical, advertising, media or digital processes. There is no longer a scene that tries to

reflect artistic transcendence, difference, and the contemporary world in its current form. In this sense, there is no such thing as contemporary art, because there is no difference between it and the world, both are the same thing (Baudrillard, 2005, 103). The systems in which you deal with the connection of the internal and external are where you allow life to play its full game in a world as real as the biological systems themselves (Varela, 2015, 385-386).

According to the results of the research conducted by founder of ACLU (Algorithmic Justice League Association) and researcher within the scope of postgraduate studies at MIT (Massachusetts Institute of Technology), Joy Buolamwini, who defines algorithms as mathematical weapons of destruction (URL-6);

“The social consequences of artificial intelligence are alarming. It is racist, sexist, unfair. Currently, there are 9 companies, including Facebook, Apple, Amazon, Google, Tencent, and Microsoft, that are preparing the future of artificial intelligence. Artificial intelligence does not care for the public interest, it is for profit. "The future is already here, but not everyone can reach it." Intelligence without ethics is not intelligence.

New technologies are first tested on the poor. Our view of the world is driven by artificial intelligence. We cannot improve socially with artificial intelligence algorithms. Facial recognition algorithms that do not recognize black people, algorithms that do not give credit to women or accept their job applications (Amazon, etc.). The issue is what power owners can do with artificial intelligence. Algorithm should be kept under surveillance. White males create the algorithm, and they are recognized.

Members of the U.S. Congress passed a law on June 25, 2020, banning facial recognition technology at the federal level. San Francisco is the first city to ban facial recognition technology. Laws are required about machine learning. There is no law on algorithms. It is not always human to be efficient, sometimes it is disobedience that is human.

Since the inevitability of technology and change will be the common destiny of people, deciding which values and principles to continue this sharing requires the free choice of people.

As Chris Wiggins points out, issues such as transparency, privacy, informed consent, harm to users, and security, including information security, are topics that need to be considered ethically in data science. Wiggins suggests some basic principles on how to think about the effects of research and technologies with an ethical mindset: (Sütçü & AYTEKİN, 2018, 147).

1. Respect for people: a. Informed consent b. Respect for the autonomy of individuals c. Respecting the affected individuals d. Protection for individuals with reduced autonomy or decision-making
2. Philanthropy: a. Do no harm b. Determining the risk
3. Justice: a. Equal evaluation b. Fair distribution of research benefits c. Fair selection of topics d. Equitable allocation of loads
4. Respect for the law and the public interest: a. Legal due diligence b. Transparency in methods and results c. accountability
5. Security

Briefly, as Gudmundsson and Horton stated (2017); We should remember that human communication cannot be explained solely by computer technology, while discovering technology as a force that shapes identity and culture, we should avoid using our ability to differentiate or change nature for the sake of personal and social tendencies, in short, technological determinism. (Sütçü and AYTEKİN, 2018, 66).

4. CONCLUSION

With the introduction of the Internet into human life, it has been quickly adopted and used without experience and knowledge; This usage has increased rapidly with the addition of social media tools in our lives. The unpredictable increase in usage of internet and its transformation into new media and digital world have caused significant changes in people's lifestyles and cultural values. This new environment, where adults are learners rather than transmitters of knowledge and hence cultural values, seems at least as ambiguous and frightening as the uncertainty of the virtual environment. This digital environment, where young people start to produce knowledge and values, has attractive entertaining opportunities as well as an unsafe environment with high risks. Apparently; This

alternative environment, which pushes the boundaries of acculturation, socialization, an almost limitless and unregulated life, where everything is tried to be lived, will create its own values.

While the problems created by the world and media affiliated to the traditions of the past are left behind, we need to think and question, by whom and for what purposes the digital media is being developed. Today, the main problem of the digital world is not only the inequalities in access to technological resources as in the past; It is the unfair content, biased algorithms faced by even those who own the technology.

After Tarkovsky's Solaris or Ridley Scott's Blade Runner, where we started to question the machine-human relationship with cinema, we observe that a new culture created by humans with machines was prepared. With the use of the creators of digital culture, artificial intelligence and millions of data, the new digital art, in the words of Gene Younblood, 'Expanded Cinema', prepares us for new experiences that can lead to discoveries that we cannot predict. Art, the oldest consolation in human history, will continue to unite with the game in the future, bringing the individual closer to the social. As long as he can continue on his way without forgetting the values that make human beings human while creating the new.

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A Critical Reading on the Visual Production of Infodemic

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Abstract

The problematic relationship between communication technologies and information is among the essential discussion topics of the academy. Concepts such as information bombardment, disinformation, and misinformation refer to incorrect, distorted, and corrupt information disseminated by means of communication. Unhealthy information and knowledge are seen as the biggest obstacle to the formation of a healthy public opinion. In the Covid 19 epidemic, which affects the whole world, the relationship between communication tools and information has come to the fore again. An "infodemic," which can be defined as "false, distorted information epidemic/pandemic," describes the truly distant information flowing to the public about the Covid 19 pandemic through different communication tools. On the other hand, today, visual images have become the most crucial source in disseminating information and the production of meaning. With digitalization, our daily life is shaped by an image-filled culture surrounded by artificial visuals more than ever before. The curiosity of this work is "How is infodemic produced through visual images?" It is based on the question. For this purpose, Twitter has been chosen as the research universe of important social networking sites. The study showed how the infodemia spread about Covid 19 vaccine in Turkey was produced visually on Twitter and analyzed with content analysis. The critical visual literacy method proposed by Douglas Kellner was adopted for analysis. In line with the suggestion of Kellner, the political, ideological, religious, and so on semantic load has been tried to be interpreted.

Keywords: *Infodemic, Visual Image, Critical Visual Literacy, Instagram, Covid 19*

Introduction

The first reflection of the Covid pandemic to the world public opinion took place at the end of 2019 when the Chinese National Health Commission announced that there were various pneumonia cases of unknown origin in the city of Wuhan (Wang vd, 2020). After the scientific findings that the first symptoms pointed to a new type of coronavirus, the epidemic disease called Covid-19 had spread to more than 50 countries within a few months.

Measures to be taken against a virus encountered for the first time in the history of medicine began to be discussed globally. Both the classical responses to be given by scientists and political forces against the epidemic have become the most critical issue of the media on a global scale. Just in this period, in addition to the dangers posed by the virus, another danger began to be frequently mentioned both in the medical world and in communication studies: Infodemic.

"Infodemic" which can be defined as "epidemic/pandemic of false, distorted information," describes the far-reaching information about the Covid-19 pandemic that is flowing to the public through different means of communication. The infodemic, which made the fight to the solution of the epidemic more difficult (WHO, 2018), started to spread faster than the virus itself due to the global connection of communication tools. In front of the

authorities who had to fight the pandemic, false/distorted information emerged, especially on social media, as a new field of struggle.

In addition to non-scientific information-based content about the virus, the size of the epidemic, death rates, and treatment methods, many conspiracy theories such as global powers, secret organizations, dark centers trying to take over the world began to become widespread in the communication environment during the pandemic period. In this process, the fight against the infodemic was undoubtedly undertaken by academia, in addition to politics, as a decision-making area. Many studies conducted in a short time focused on revealing the harms of the infodemic, revealing the speed of distorted and false information.

A study conducted by Solomon et al. shows that the prevalence and danger of infodemia have pretty striking results. According to the study, the infodemic, which spread rapidly with the pandemic, stands out not only in the social media posts of ordinary people but also in many scientific, academic publications (Solomon et al. 2020).

In the study conducted by Brainard and Hunter based on modeling on different epidemics, a strong relationship was found between the decrease in the harmful information and wrong treatment recommendations in the online environment and the decrease in the severity of the epidemics (Brainard and Hunter, 2019). The common point of the research and especially the World Health Organization calls to fight infodemic reveals that it is necessary to fight the misinformation epidemic through risk communication. Risk communication can be defined as a strategy that aims to fill the gap between what the public wants to know and what the experts should give information, and in this way, to minimize the effects of the pandemic (WHO 2016, Abdelwhab and Hafez, 2011).

In the first step of the communication strategies to be developed against the infodemic, it is necessary to describe the current infodemic conditions and take a picture of the situation that has arisen due to the infodemic. What are the sources of the infodemic, what are the themes and topics that make up the infodemic, which media texts (video, sound, graphic, picture, etc.) are included in the communication channels, will provide a substantial resource base for the strategies to be developed to combat the infodemic.

The primary purpose of this study is to determine the main topics and themes in the visual messages that produce the infodemic. The study's central question can be expressed as: "How is the infodemic produced through visual images?" Twitter was chosen as the research universe. In the study, how the infodemic about the Covid-19 vaccine spread in Turkey was visually produced on Twitter was analyzed by content analysis. The critical visual literacy approach proposed by Douglas Kellner was adopted for the analysis. In line with Kellner's suggestion, an attempt was made to understand the ideology behind the visual content. The contents were analyzed according to the categories of politics, science, economy, and religion determined for this purpose.

Conceptual Framework

The increase in misinformation in society directly affects rational decision-making processes. Accepting gossip and urban legends as accurate, replacing fictional information with truths can be shown among the most important problems in front of society's access to authentic and accurate information. The source of false or distorted information is quite diverse today. Inaccurate and distorted information is encountered from the mainstream media to the information produced by various interest groups for specific purposes, from the states to individual productions in the social media. Especially with the rise of the Internet and the increase in user-oriented social media channels, there is almost no sound barrier to spreading false information.

Of course, disinformation is not a new concept. Forged documents, controversial edited photographs, deceptive advertisements, maps, and government propaganda have existed in the media for years. With the standard dictionary definition, disinformation is "an intentional dissemination of misleading information, either publicly or by a government or specifically an intelligence agency" (American Heritage Dictionary of the English Language, 2006).

Disinformation is usually written or verbal information. However, other types of misinformation (e.g., tampered photos) can also be disinformation. People can be dramatically divided through disinformation, as in political advocacy (Alesina et al., 2018).

In the age called post-truth, journalism based on research and facts has left its place to a media environment where personal beliefs and opinions are predominant. The concept of "fake news" is broadly defined as the spread of disinformation and misleading news in the media and online (Allcott & Gentzkow, 2017). "Fake news" is a controversial term, but it often refers to the wide variety of disinformation and misinformation circulating online and in the conventional media.

The news ironically makes the term itself a form of disinformation. Regardless of how the subject is tagged, disseminating false or misleading information has real and negative effects on the public's consumption of news. Even when misinformation is refuted, it can continue to shape people's attitudes.

From an academic point of view, it is seen that various studies have been carried out on misinformation in recent years. Cognitive psychology, political science, education, computer science, and communication studies are increasingly trying to understand misinformation, its sources, spreading rate, production motivations, and effects.

Misinformation-based false tendencies can turn into extreme beliefs that can be called ignorance after a while. For example, people who reject scientific findings on climate change may think that they have the most accurate information in society (Cook et al., 2015:2). With a worse inference, it can be said that misinformation is immune to correction. The reason for this immunity lies in the fact that false information is recorded once and continues to circulate, primarily through social media. Even if experts and scientists correct the wrong information, distorted information continues to make its way in cyberspace. From this point of view, the new media has a power that cannot be compared with the conventional media in the spread of misinformation. Therefore, it is important to separate the types of misinformation that exist and explore their motivations for their creation and spread (Marwick & Lewis, 2017).

Misinformation impacts societies where information is scarce and in well-informed societies where new communication and information technologies are used (Cook et al., 2015:2). From the perspective of the pandemic, it is seen that misinformation or disinformation is the source of anti-science beliefs and campaigns. Social acceptances have begun to rely on beliefs disseminated through disinformation.

The breaking of the link between scientific consensus and members of society causes a series of misinformation to become socially established. Misinformation created through gossip, conspiracy theories, and conventional media in the past when HIV emerged still maintains its validity in the regions where the disease is seen (Mian and Khan, 2020: 1).

Opinions based on wrong information can have terrible consequences for both individual and public health. Misinformed people can make decisions that will put them and their families in a difficult situation in terms of health. For example, an anti-vaccination site on the Internet may prevent families from vaccinating their children. Such misinformation-based decisions facilitate the spread of vaccine-preventable diseases in the community. Growing hospitalization rates, death cases, and significant financial losses may result from wrong decisions (Lewandowsky et al., 2012).

Today's Covid pandemic is the first in history where people use new communication technologies and especially social media on a large scale to stay informed about the disease. At the same time, the technology we rely on to stay connected and informed is enabling an infodemic that continues to undermine the global response and jeopardizes measures against the pandemic. This misinformation epidemic, which the World Health Organization defines as "Infodemic" and mobilized to fight, causing the spread of false information about the prevention, treatment, and effects of the disease and a second threat to human life with the virus (who. int, 2020).

An infodemic can also be defined as an overabundance of information, both online and offline. The infodemic includes attempts to deliberately spread misinformation to undermine the public health response and promote alternative agendas of groups or individuals.

The World Health Organization (WHO) organized conferences with the concept of "Infodemiology" after claims and conspiracy theories such as "alcohol beats the Coronavirus," "the disease is a planned experiment," "the virus was produced in the laboratory," and "infodemiology."

Visual Meaning Production

Computer-mediated communication diversified how people who were receivers in the previous conventional media period. The Internet is the source of the global spread of social and political interests by crossing local networks faster than ever. People can freely circulate the content on the Internet causes all kinds of information to circulate on social networks without any barriers.

According to Castells (2012:21), who has an essential place in the sociology of new media, the Internet provides ordinary people with the opportunity for self-communication outside of the professional media-dominated meaning-making processes. The autonomous decision of the ordinary people who create the message can be considered as self-communication. Again, according to Castells (2012:20-22), symbolic constructions today are based mainly on messages produced, formatted, and circulated in the new communication environment.

The self-communication environment formed by ordinary people is the name of a platform where individuals build their autonomy against all kinds of established institutions as social actors. Thanks to this historically inexperienced platform, people create their own meanings quickly, cheaply, and easily.

On the other hand, the prevalence of visual images increases in the production of all kinds of meanings, especially with the increasing possibilities of new media tools. Visual image production led by cinema and television in conventional media has been reinforced with today's digital world, and visual culture has come to touch every aspect of our lives. From the perspective of today's communication history, it has become the name of a cultural environment surrounded by visuals more than ever. Ordinary people can express their thoughts and attitudes in the communication environment by producing meaning with the help of written language and the visual images they use. In addition to classical visual materials such as photographs, pictures, and cartoons, new visual genres such as "meme," "infographic," "caps" appear as essential tools in terms of meaning production and expression of thought.

In the production of visual meaning, social sharing applications occupy a predominant place. In addition to the production of written linguistic meaning, Twitter also allows ordinary people to produce and share meaning through visual images. Twitter, where messages based on visual images flow unlimitedly, has become an important source in understanding ordinary people's meaning production.

Method

The content analysis method was used in the research. The data obtained through content analysis has been tried to be interpreted with critical visual literacy suggested by Douglas Kellner (2002). For the study, the images shared on Twitter between 01.06.2021 and 01.16.2021 under the hashtags #aşılmayacağım (I will not vaccinate) and #aşıyahayir (no to the vaccine) were examined using the detailed search option. The reason for choosing this period for the study is that the first Covid-19 vaccine came to Turkey during this period. The Ministry approved the emergency use of Health for the Coronavac vaccine brought from China during this period.

Within the scope of the research, it was seen that many images were shared with similar hashtags to criticize the anti-vaccine. Such sharings are excluded from the scope of the research. In the study, the photo tab on Twitter was preferred, and the video tab was excluded from the study.

In the study, the focus is on the types of visual images the users prefer to produce meaning through. Because, according to Kellner (2002:82), today's culture is surrounded by artificial visuals. Multi-media visual images have risen to a central position in culture. Instead of photography that freezes the "moment," artificial visual production becomes very easy in the digital environment with the new opportunities provided by both technological tools (computer-based communication tools) and social media. While the reproduction of raw visual material with the help of different technologies required a professional effort in the conventional period, it has become an ordinary operation of ordinary media users today. Compared to producing meaning through raw images, it is obvious that the intended meaning can be revealed more easily through artificial visuals, and emphasis will be made more easily.

For this reason, firstly, two categories were determined: Raw visual, artificial visual. The raw image category includes visual content such as photos and images that users share without any action. The category of artificial visuals, on the other hand, consists of techniques such as collage and photo-montage, as well as images with different content such as text and emoji, cartoons, and drawings. The last category refers to the content that computer-based communication tools have allowed in recent years, in which the digital media image of another user is photographed, recorded, and shared. In this category, it is assumed that the meaning of visual content is produced through "sharing" rather than "production."

Kellner (2002:84) proposes that disclosure of bias, ideologies, and the intended effects are hidden in visual material. Revealing the understanding behind the representation presented with visual material emerges as an important goal of critical visual literacy. It is crucial to determine whether images refer to positive values such as democracy, individual rights or negative values such as sexism or racism. In the study, it was determined that while producing the prejudices, ideologies, and negative values framed by Kellner, images showing or implying certain people, institutions, and structures. For this reason, a second categorization was made in order to determine which subjects were based on while producing these negative values: science, politics, economy, and religion. Then, the main themes in these categories were determined and interpreted.

Findings and Discussion

In the study, a total of 180 visual posts were examined. Nineteen posts were excluded because they had irrelevant content. In the first category, only 13 of the content consists of raw photos that have not been modified. The remaining 148 posts fit the artificial image category. This confirms Kellner's (2002:82) finding that today's digital culture is surrounded by artificial visuals. It is seen that people distort raw images to produce visual content within the framework of the infodemic. The manipulations are usually made by collage and photo-montage of the raw image used to evoke other meanings. For example, the montage of health-related emblems or signs with devil symbols can be shown as a simple example of the use of artificial images in the production of meaning.

In addition, it has been seen that many images have been transformed into memes by using various writings to produce intended meaning.

The categories and numerical data determined in the second stage of the study are as follows:

Science: 110

Politics: 92

Religion: 17

Economy: 12

The science category is built around the themes of trust and mistrust. The prominent themes in this category can be listed as "not trusting science and scientists" and "reliable scientists," mainly consisting of healthcare professionals and academics whose identity is unknown. In such posts, people show the impossibility of finding a vaccine in a short time as a rational justification. In addition, the development of vaccines in foreign countries was interpreted with suspicion in most of the posts. Rumors about Uğur Şahin and Özlem Türeci, who developed the BioNTech vaccine, they have not been vaccinated were posted quite frequently.

It has been seen that the most important posts that feed the distrust theme are the news of uncertain origin. Message images based on unidentified health personnel who stated that the vaccine caused deaths or severe health problems, and news with unknown sources, primarily written in foreign languages, were presented as rational reasons for distrust. On the other hand, the theme of anti-vaccination is based on the sharing of messages and news of unknown origin about some scientists. Images of words and comments allegedly belonging to an unknown health worker or academician feed this theme. It has been observed that visual contents related to this theme are sometimes shared without even showing any irrational reason.

It has been seen that the contents of the visuals in the politics category are basically based on four themes. These themes can be listed as "unreliable politicians," "reliable politicians," "unreliable foreign countries," and "global political system."

In the first theme of the images, the claim that politicians are not actually vaccinated and pose for the press "as if they have been vaccinated" to mislead the public has emerged. In some posts, it was written that the syringes, which are shown as vaccines, actually contain water or insulin.

Only four examples have been encountered that deal with the theme of not getting vaccinated through reliable politicians. One of these examples is the adaptation of a word attributed to Necmettin Erbakan (deceased Turkish politician) with the subject of "games of foreign powers" to the vaccination campaign. Another example is an image of Muammar Gaddafi's alleged speech at the United Nations in 2009. According to this post, Gaddafi made a speech pointing to the current pandemic. The last two examples are the news about Iranian supreme leader Ayatollah Khamenei's statements showing his opposition to vaccination.

China takes first place in the theme of unreliable foreign countries. The fact that China is both the first place where the Covid-19 virus emerged and one of the countries that developed the vaccine has been presented as a rational basis for anti-vaccine opposition. In addition, the screen shares of the news that China received vaccine from Germany are also among the justifications of this theme.

"Political evilness" of China has also been cited as an excuse for anti-vaccination. In many visual contents, it is stated that it is not necessary to be vaccinated because of China's East Turkestan policy. As the last theme of the politics category, criticisms about the "global political system" occupy a prominent place in the visuals. It has been observed that generalizations have been made in the visual contents supporting this theme without giving the name of a specific international institution or organization or making a definition. These generalizations were mostly made with the emphasis of "globalists" and "global gangs."

Religion is the third category in research. The central theme in the category is the emphasis on "halal / haram." It is frequently emphasized in the images that pigs and monkeys are used in vaccine production (Eating the meat of pig and monkey is haram in Islam). Emphases such as the risk of transmission of pig's DNA to human one of the important justification of this theme. It was seen in the two images that the theme of "religious opposition" was used for vaccine opposition. In these images, it was tried to rationalize the opposition to the vaccine by sharing the information that the Pope approved the use of vaccines.

The last category is economy. The only theme of this category is the emphasis on "economic exploitation." It is emphasized that the rich people of the world use the vaccine for exploitation, and the actors with economic wealth use the vaccine to rule the world. It has been seen that the photographs of "Bill Gates," as the only embodied actor of this theme, are used in artificial visualizations.

Conclusion

One-way transmitting of information/knowledge in conventional media constitutes an essential point of criticism in media studies. According to these critics central, selected information can be distorted by news professionals for economic, political, etc. purposes and used for propaganda. Concepts such as disinformation and misinformation have emerged as concepts used in conventional media criticism.

The equalizing structure of the new media, its democratizing features of information/knowledge, its features that allow communication have constantly fed a hope in academic interest compared to conventional media. However, in the new media environment, which transforms the viewers/listeners / readers of the conventional media period into users and thus allows for decentralized horizontal communication, it is seen that distorted information flows without borders.

The Covid 19 pandemic, which affects the whole world, has been among the most important Internet-based new communication environment issues for more than a year. The infodemic, which describes the sharing of false information, which has become widespread with the pandemic, and the sharing of this information by adding further comments, is more common in new communication media than conventional media.

Distorted information about the virus, pandemic, and prevention methods far from rationality both endanger individual human health and prevent the global fight against the pandemic. Many attitudes such as refusing to use masks, opposing treatment methods, and protection rules are consequences of infodemic.

The most important of these consequences is the attitude towards the vaccines developed as the most effective protection method against the pandemic today. In which vaccine opposition is evaluated within infodemics, this study has been focused on which meanings are produced in the images in the new media environment. Because today it is in a visual culture surrounded by visual images as never before in world history.

In the study, it has been seen that people exhibit an attitude far from rationality in the production of meaning following the concept of infodemic. For users, anti-vaccination is based on the categories of politics, science, economy, and religion. However, it is the sense of national identity within the framework of "others and us" that is felt in the texture of all themes. Both unreliable politicians, unreliable scientists, and the global system are defined as "aliens who are others."

Distrust of others can be easily seen in the structure of all themes. According to the posts, the economic system revolving around the vaccine does not benefit Turkey but others. Vaccinations are not suitable for Turkish people religiously, but for others.

In addition to the meanings produced through opposition, another emphasis is seen in the themes of political opposition. It has been observed that people with opposing political views have developed an opposition to vaccination over politicians in administration.

It has been seen that there is no need for a rational justification in all meaning productions. Most of the meaning productions that are tried to be rationally justified are based on the above-mentioned "others and us" dichotomy. As a result, it can be said that the visual meanings within the framework of the infodemic, are loaded with the rationality of irrationality.

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Using the Concept of “Social Distancing” in Advertising Designs: A Comparative Analysis

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Abstract

Corporate social responsibility is one of the activities that goes beyond philanthropy, based on volunteerism in line with the responsibilities of enterprises towards society. This concept, which offers businesses the opportunity to look after and develop their brand image in the eyes of society, has become a necessity, not a choice, especially in today's world. In order to meet social expectations, the effectiveness of static and dynamic advertising messages implemented in all social benefit-based studies for human development such as environment, health and education is very important in terms of ensuring audience communication. In the second half of 2019, people were confined to homes and life came to a standstill all over the world in order to reduce and prevent the impact of the pandemic within the scope of the “New Type Corona Virus” (COVID-19) measures, which are from the sars-cov-2 coronavirus family, which is spreading rapidly globally starting from Wohan, Hubei Province, China. As a basic protection module for humanity against corona virus, it has incorporated the concept of social distancing into their lives in order to reduce the contact of staying at home and increasing hygiene, except in mandatory situations. During this extraordinary period, many brands on a global scale have included the concept of “social distance” in their advertising messages with the awareness of corporate social responsibility and have started to inform and educate the community about this issue by emphasizing the importance of the process. Within the scope of this research, advertising designs prepared by brands acting with corporate social responsibility awareness through the concept of social distancing during the Pandemic period were discussed and how the meaning structures behind the messages were created and transmitted. The research is limited to 3 (three) advertising designs determined by the 'judicial sampling' method (selective method). In the sample of the study, advertising narratives of brands in different sectors were explained in general framework and similar and different aspects of messages were uncovered by performing comparative analysis between messages in line with the findings obtained from the narratives. In this context, it was determined that the contrasts of “pessimism and optimism, hope and despair, happiness and unhappiness, death and life, strong and powerless, youth and old age, unity/togetherness and separation, struggle and defeat, nature and culture” were constructed as the main discourse.

Keywords: *Covid-19, New Type Corona Virus, Visual Design, Advertising Analysis, Semiotics, Communication, Corporate Social Responsibility.*

Introduction

Undoubtedly, human beings who have a very fragile structure in the context of their biological pattern are affected directly by the changes in nature in the Universe in they live in. Known for its efforts to exist in a globalized, weeping world, man is directly affected by all kinds of ecological, biological or economic changes. Throughout the ages, humanity has been under the influence of many epidemics, large and small, and has made great efforts to eliminate some of these epidemics in whole or in part. Even looking back to the periods before B.C., there were various outbreaks that caused great suffering and loss in the ordinary lives of communities, but the most well-known of these were “The Plague of Athens (430-426 BC), the Plague of Antoninus (165-180), the Plague of Iustinianos (541-542), the Black Death (1346-1353) (Asset, 2020:16).” The trade and transportation networks involved in the life of mankind in the late Middle Ages advanced day by day, especially with the development of seafaring, and geographical discoveries also caused the contact of societies to increase, making it inevitable that humanity would meet epidemics with similar or completely different structures. Transportation networks, which gained great momentum with both railways and steamships by the 19th century; in addition to previously known diseases such as smallpox, yellow fever; caused many diseases such as plague, cholera and

AIDS to enter the global circulation. These outbreaks, which have occurred in various ways until the present century, have posed great risks to virgin populations that do not recognize the pathogens of infections. These epidemics, which can lead to mass deaths, have also brought great destruction and suffering for irreversible humanity.

In the second half of 2019, sars-cov-2 coronavirus family “New Type Corona Virus” (COVID-19), which is defined as the last link of humanity and its peers, has taken over humanity in a very short time in this century where distances have shortened, making it inevitable to experience changes in the ordinary life of the societies and continues to do so.

In the global health problem caused by the “New Type of Corona Virus” (COVID-19), which threatens human life, countries have pondered within the scope of mandatory measures in order to reduce its impact and/or to prevent interpersonal transmission. In this respect, this infection-based disease, which has been declared as a Pandemic by the World Health Organization, brought along the necessity of keeping the measures quite wide and pushed all the countries in the globe to unite under the umbrella of precaution.

Considering these measures in order to reduce the effect of the disease, which can be transmitted from person to person through droplets; the main rules such as cutting off contact between individuals, not being in public places, masks, distances and hygiene have caused the change of the specific habits of societies and therefore in the life of the individual in a short time. The new order and habits created by this epidemic, which can cause various destructions in both political, economic and biological contexts, have greatly increased the importance of the concept of “social distancing”.

Corporate social responsibility, known as the sensitivities of brands or enterprises on a social or global scale, has caused people who started to spend more time at home due to quarantines and restrictions during the pandemic to watch the attitudes and behaviors of brands or enterprises more closely during this period. As it is known, advertising is one of the most important of common and universal communication channels. “In addition to being a form of communication, advertising is also a way of using forms of communication to create the desired effect (West, 2013:6). In this context, brands that strive to act with the awareness of giving what they receive from society to society have tried to raise awareness with these campaigns to organize a wide range of advertising campaigns in order to fulfill their social responsibilities during the Pandemic that has swept the World.

Concepts defined as social distancing, masks and hygiene and defined as the module for the protection of humanity from the epidemic have also been widely included in the agenda of the brands world and have become the main topics of various campaigns. The advertisements of many brands, which sometimes come across as a challenge, sometimes as unity and togetherness, sometimes as indirect product promotion, have started to meet with the target audience in traditional and new media. During this extraordinary period, many brands on a global scale have included the concept of “social distance” in their advertising messages with the awareness of corporate social responsibility and have started to inform and educate the community about this issue by emphasizing the importance of the process.

Within the scope of the study, the concept of social distancing discussed by brands in the context of corporate social responsibility was examined. All messages that the advertising designs of these campaigns have were evaluated in the context of meaning structures. Within the scope of the research, three advertising designs with different techniques and contents in different fields were discussed and the similarities and contrasts between these messages were discussed. However, due to the need for the study to be conceptually framed, the “New Type Corona Virus” (COVID-19) outbreak and the development process of the epidemic are included first. In addition, the concept of “social distancing”, which forms the outlines of the study, was explained conceptually and a general evaluation was made based on the discourses of the samples selected in the study.

1. HISTORICAL FRAMEWORK: THE DEVELOPMENT OF CORONA VIRUSES AND ITS IMPACT ON HUMAN LIFE

On January 30, 2020, the New Type of Corona Virus (Covid-19), classified by the World Health Organization (WHO) as an international public health emergency, is defined by scientists as a wide variety and single-helix RNA virus that is 80% similar to SARS-CoV (Severe Acute Respiratory Syndrome Coronavirus), which is called Severe Acute Respiratory Syndrome Syndrome. Coronaviruses (CoV) were discovered in the 21st century and are common viruses all over the world, which after 1960 were found to cause mild respiratory diseases in humans (McIntosh and Perlman, 2015:1930).” Coronaviruses (CoV) are a large family of viruses that are easily transmitted from person to person, such as the common cold, but can lead to very serious infections, pneumonia and cause life-threatening risks compared to mild infections. Although there are cold-causing subtypes of the coronavirus family (HCoV-229E, HCoV-OC43, HCoV-NL63 and HKU1-CoV), there are many subspecies detected in animals belonging to this family (e.g., MERS-CoV in single-humped camels, SARS-CoV in musk cats). As a result of researches it has been revealed that the ability of the virus to pass from animal to human can cause the risk of this disease to be at a serious level.

Humanity first met with SARS-CoV from the coronavirus family, which was found in Wohan, Hubei province of China, in the second quarter of 2019, in February 2003 in the Guangdong region of China. SARS-CoV, which was described as a mysterious virus at the time, emerged from bats to civet cats and then to humans, causing millions of deaths by showing its effectiveness in 33 countries from 5 continents in a short time. “Scientists quickly discovered that the factor that led to this syndrome was a new variant of CoV, which was previously unknown to cause disease in humans, and named this variant SARS-CoV (Inal, 2016:38). Although there were no sars-cov-like case reports to the World Health Organization from 2004 to 2012, MERS-CoV, another member of the Coronavirus family in animals, was first found in two male patients with a history of travel in Jeddah, Kingdom of Saudi Arabia, first among intensive care workers at a hospital in Zarqa, Jordan, and then in Jeddah, Kingdom of Saudi Arabia. Scientists who were suffering from respiratory distress, high fever and sore throat and were skeptical that two patients would die from kidney and respiratory failure found that the two cases were 99.5% identical. “This new coronavirus is called “Middle East respiratory syndrome coronavirus” (MERS-CoV), which can be expressed in Turkish as “Middle East respiratory failure syndrome coronavirus” (Inal, 2016:38).” The new and mysterious disease of the period, which soon spread from the Arabian Peninsula to 30 different countries, caused economic problems in the global context and restrictions in areas such as travel and tourism in order not to cause global spread. Acting in this context, the World Health Organization (WHO) announced on September 23, 2012 that “two confirmed cases are a new type of Coronavirus, warning other member states to take precautions to determine public health outcomes (URL-1).” Coronavirus (CoV), which has four genera: Alpha-CoV, beta-CoV, gamma-CoV and delta-Cov; although it can cause respiratory tract and intestinal infectious diseases in many animals such as rats, bats, cats, dogs, beluga whales, chicken, turkeys, rabbits, pigs, dromedaries, it has been observed that it rarely progresses with a severe picture. Mers-CoV type coronavirus, which was seen in 26 different countries until June 2016 and detected in South Korea outside the Arabian Peninsula in 2015, has been detected in very few countries outside the Middle East until then. Although it is stated that the majority of the cases encountered are middle east travel histories, it has been found that the disease is severe in chronic patients (heart, kidney, respiratory disease, neurological disease, etc.) who smoke and/or have a life risk. “The virus is thought to be transmitted to humans from animals (camels, bats) (URL-2).” Since it is thought that the gathering of more than 10 million Muslims from 184 different countries for Hajj and Umrah visits to Saudi Arabia each year due to religious rituals will cause the spread of MERS-CoV disease, the World Health Organization (WHO) declared the disease an epidemic at the time and published a series of travel safety recommendations to prevent its spread. Mers-CoV virus, which can be seen at any time of the year, has increased in the number of cases, especially after March 2014. In this context, scientists stated that the disease has a seasonal pattern and “it is thought that the cause of this is the calving of camels in the spring (Vulture, Wolf and Nazlıcan, 2014:219).”¹



Figure 1. Distribution of confirmed MERS-COV cases between March 1, 2012 and November 5, 2014 by country reported and possible sources of infection.

Source: (Akbaba, Kurt and Nazlıcan, 2014:219).

For the first time in 8 years after the MERS-coV outbreak, which has no effective treatment, a new mysterious virus with an 80% similarity to SARS-CoV has appeared in Wohan, a city of 11 million people in Hubei Province, China, and has started to threaten human life. On December 31, 2019, 27 people who had contact with the Huanan Seafood Market in Wohan reported the virus, which is characterized as a mysterious disease, to the World Health Organization (WHO) by Chinese health authorities. Indeed, it has been found that a person infected with the virus with infectious properties can infect roughly 1 to 3 people other than himself. By March 28, 2021, the outbreak had been reported worldwide with “127,34,000 cases, 2,783,000 deaths, and 102,391,000 recovered (URL-4).” The disease, which is initially described as an “epidemic” due to its impact on China and its environment, was explained by who when the calendars showed January 2020 that bats were the main host of the virus that caused the disease.

¹ **Epidemic:** “it is defined as an epidemic of diseases that occurs in a large geographical area and affects an extremely high proportion of the population. An epidemic is an event in which a disease is actively spread. The pandemic, on the other hand, is related to geographical spread and is used to describe a disease that affects the whole country or the whole world (URL-3).”



Figure 2. A post posted by WHO (WHO) on the Twitter social media account on March 11, 2020, announcing that the virus is of a pandemic-like character.
Source: (Akbaba, Kurt and Nazlıcan, 2014:219).

“Tedros Adhanom Ghebreyesus, Director General of the World Health Organization (WHO), announced at a press conference at the Organization's headquarters in Geneva that the coronavirus outbreak had killed 4,291 people worldwide by March 11th (URL-5).” After WHO announced the disease to be transmitted from person to person on January 20, 2020 the disease named as New Type Coronavirus (Covid-19) by WHO on March 11, 2020 was described as a pandemic disease by the same organization. The New Type of Coronavirus (Covid-19) has spread rapidly in Europe except China and making the outside world, especially Europe, which has spread globally in a short period of time, the epicenter of the epidemic. When the calendars showed March 17, 2020, many countries switched to remote working systems and life came to a standstill. Press releases have been issued to prevent the rapid increase in pandemic spread, including the Organization of the European Union (EU), the United Nations Organization (UNO), and in this context, simultaneous / simultaneous travel restrictions and curfews have been announced in many countries.²

2. NEW TYPE CORONA VIRUS (COVID-19) PHENOMENON AND CONCEPT OF “SOCIAL DISTANCE”

As is known, pandemic is a process that penetrates the life of societies at international level and affects the usual daily flow such as education and business life, including the social activities of societies, and brings economic losses. This situation, which varies depending on the course of the pandemic, also causes disruption of public order and natural functioning and also challenges the individual, which is the smallest building block of society, mentally and psychologically.

With the number of infected exceeding 200,000 on March 19, 2020 due to the New Type Corona Virus Pandemic, the measures have been increased and the world has been alarmed on a global scale to prevent the spread of interpersonal transmission. On the grounds that the WHO is continuing its vaccination efforts against the New Type of Corona Virus and that there is no treatment to completely eliminate the disease; mask, social distancing and hygiene rules are explained as the most important measure. In this context, humanity has incorporated the concept of “social distancing” into their lives in mandatory situations in order to increase hygiene and reduce contact, not to be in public areas as a basic protection module. The concept of social distancing, which was previously used mostly with the meanings of personal or private space, social space, purpose, function, authority and authority, has expanded its meaning by going beyond definitions within the scope of epidemic measures. Social distancing in this context; “to finish a known and functional work, to meet with a person, to be informed, the average distance of 1.5-2 m is redefined as a distance of more than 1.83 meters, which is the distance of the person to protect himself for health and to protect others for self-preservation (Özşenler, 2021:13).” Social distancing from these rules, which are vital for predicting scenarios related to epidemic spread and achieving fast and effective solutions in diseases transmitted through droplets within the measures, “individuals can be contagious; therefore, it is designed to reduce the interaction between individuals and people in the wider community (Engin, Ses, Aydın and Caliskan, 2020:83).” In addition to the similarity of the case cases, the different way of the disease has increased the importance of the concept of social distancing.

The definition of social distancing is based on William F. Wells, a scientist and sanitary engineer who worked on tuberculosis, especially during the period of various researches on similar diseases around 1930-1940. Social distancing, or physical distance; “it is defined as attitudes and behaviors that include reducing the physical meeting of individuals to prevent transmission of disease, maintaining a physical distance of 1.5 meters in coexistence environments, and reducing contact (URL-7).” As a matter of fact, it is known that the New Type Corona Virus

² **Pandemic:** “The spread of a disease or infection in countries, continents, even the whole world. (URL-6)” Different effects and severe influenza are seen in the world from the 16th century to the present day at irregular intervals. “In the 20th world,” he said, “we're going and four types of pandemics in the 21st century: Spanish flu (1918), Asian flu (1957-1958), Hong Kong flu (1968-1969), Influenza A(H1N1) (2009-2010) (Ankara: T.C. Ministry of Health General Directorate of Public Health, 2019), 10, 2019.

transmitted through droplets is generally spread by respiratory droplets produced by coughing, sneezing or sneezing of the infected person, and these droplets typically move between three and six feet. “In Wells' work, droplets tend to land within three feet (approximately 0.91 meters) when they come out of the body through respiration (Engin, Sound, Aydın and Caliskan, 2020:83).” However, evidence from preliminary research and field reports suggests that this distance is not sufficient and suggests that the species known as SARS-CoV-2 is also at risk of airborne transmission until proven otherwise. In this context, sars-cov-2 viruses are foreseen to hang in the air, but it is recommended that the transmission of the virus will accelerate due to the severity of coughing or sneezing of the infected person, so “the distance between people both indoors and outdoors should be avoided at 6 feet (approximately two arm lengths). (URL-8).”

When looking at human history, it is obvious that deadly infectious diseases are among the worst-case scenarios that partially or completely disrupt social life and threaten the life of the individual during every period in which it arises. SARS-CoV-2, which can cause even stronger destruction than war or natural disasters within geographical areas, has shown unrestricted rapid spread and effect. For the purpose of preventing the spread of the New Type Corona Virus (Covid-19), which first appeared in China and is defined as a member of SARS-CoV-2

Comprehensive papers have been published and announced by scientists, power holders, media spokespeople, ministries on the importance of social distancing around the world, and warnings have been widely covered by both academic and media measures. Countries that expanded their measures after a while with concerns about causing an economic global crisis have placed pictograms on places, seats on public transport, elevators, indoor doors and walls to implement the social distancing rule without closing areas such as markets, hospitals, educational institutions, pharmacies, workplaces or shopping malls, especially in public spaces where communities are united; solutions such as tape between seller and customer in places such as pharmacies, gas stations and grocery stores with narrow area length, use of voice announcement methods in environments where communities can coexist, restrictions on walking have been produced. He participated in this process in individuals regardless of the famous consonant and supported the process with the hashtag “stay home” on social media platforms. In traditional media, public spotlight-style information ads have been replicated. In addition, these developments have been followed by developments such as the monitoring of health data and the design of various digital applications both in Turkey and around the world in terms of hygiene rules.

As it is known, “communication; it is the transfer of emotions, thoughts and knowledge from source to destination in any conceivable way (Yengin, 2014: VII).” In this context, all kinds of media used to transfer information produced by any source to the masses play a very important role in the context of directing the society in which it is located. In terms of brands that have a financially profitable value today, communication has increased its importance day by day in the context of the target audience. In this respect, the resulting concept of brand communication; “In order to achieve the objectives of the enterprises, it can be considered as an integration of all the communication studies they plan (Tosun, 2010: 192).” Creating a strong image in the potential and existing target audience or maintaining the existing brand image, maintaining its position in the market, complicating the marketing process in today's world where the boundaries for brands are disappearing, in this context, building a brand in the mind of the consumer has become the 1st role of the marketing field. As a matter of fact, the diversity of production methods, increased competition in the market, the unimaginable progress of technology, the elimination of the communication and transportation boundary, the expansion of geographical areas, the development and transformations of societies due to social, political and cultural change have also revealed the need to expand the concept of brand communication for enterprises. In the crying world, the individual who reaches the information with a click, consumes it quickly and can share it with the masses quickly expects to assume various responsibilities from social and global enterprises as well as individuals in his or her age. In fact, although meeting individual requests and needs by businesses and brands is not enough for the target audience, individuals expect activities that show sensitivity to social issues from their preferred brands and can develop solutions for this. In this context, the concept of corporate social responsibility is gaining importance. “Corporate social enterprises are large-scale activities undertaken by an institution to support social purposes and to complete corporate social responsibility obligations (Kotler and Lee, 2013:3).” This concept, which offers businesses the opportunity to look after and develop their brand image in the eyes of society, has become a necessity, not a choice, especially in the 21st century, which is full of feedback. In order to meet social expectations, within the areas of performance application that are based on social benefit; There are studies on human development that concern people such as environment, health, abuse, employee rights, human rights, equality, freedom, employment rights and education. In the announcement of these studies, ads undoubtedly appear among the most effective methods of communicating. As a matter of fact, advertising, known as the art of persuasion, is not only product or service based, but is one of the most effective intermediaries used by brands in the announcement of corporate social responsibility campaigns. In this context, for advertisements with institutional social content, “a type of message implemented in order to create awareness in society and to create changes in beliefs, attitudes or behaviors as a result of consciousness can be defined as Yengin shim studies. (Önder, 2020: 415) In the light of these definitions, the concept of “social distance” (physical distance) between individuals, which started in the second quarter of

2019 and which constitutes an important part of the methods of protection from the pandemic, which continued its effectiveness until the period in which the study was carried out, has become one of the issues that brands address with the awareness of corporate social responsibility. As is known, the narrative process consisting of image and word in the advertising narrative is articulated into the process of meaning through the formal fiction of reality. From this point on, the concept of social distancing, which has been raised within the framework of responsibility towards society by businesses and brands that cannot be considered independent of society until the day of the work, has been the subject of various advertising designs, regardless of location and status in different sectors.

Within the scope of the study, static and dynamic advertising narratives discussed through the concept of social distancing were examined in a selective way and the messages were analyzed in the context of visual, design (technical) and linguistic elements. The concept of social distancing used in the messages is analyzed through indicators and a general evaluation is given on similar and different aspects of the advertising designs included in the sampling section in the result section.

3. METHODOLOGY OF RESEARCH

3.1. Purpose and Importance of Research

The aim of this study is to reveal the hidden indicators (what the text says and wants to say) in the advertising texts that hide their code through the concept of social distancing, although they may seem like clear strings and clear works at first glance, to interpret the meanings and also to reveal the principles of editing of meaning in the text with the help of linguistic, semiotic and semantic terms, intertextual relations (ni). The main purpose of the study is to contribute to the literature with new perspectives by giving selective analysis of advertising narratives prepared for the concept of social distancing, which is one of the important concepts of today. In the advertising narratives examined, the transfer of the concept of social distancing focused on the way the meaning is corrected and transferred to the target audience; It is aimed to carry out a study that can be added to the existing work area in accordance with the analysis sample based on the purpose and importance of the study in terms of the period. By drawing a general framework of the advertising narratives selected as subject-objects in the study (by subtract), the objective that the article study will shed light on the work that will come after it in the context of the field as an alternative study shows the importance of working.

3.2. Limitations of Research

The research study is limited to 3 (three) advertising texts determined by judicial sampling method (selective method). Different types of advertisements were selected for the study and the practice of the study was carried out on these texts(n). In the study, the advertisements selected as samples were evaluated by determining a selective method and interpreting and explaining them, as in general context.

3.3. Universe and Sampling of Research

Advertisements for brands in different sectors constitute the universe of work. However, due to the multiplicity of advertising narratives covered in the context of social distancing and limitations in working time, sample usage was used in the study. Another reason for the use of sample narratives that are subject to research is that the images examined within the scope of the study create similar topics and contents. In this respect, advertising analyses were carried out for 2 different sectors determined according to the purpose sample method.

3.4. Method of Research

The field, which is one of the social science study methods in terms of creating a theoretical basis for the study, was created by the method of scanning the summer. The analysis of advertising narratives is described with a general framework through the discourse of “social distancing” used in advertising content and analyzed using the judicial sampling (selective method) method in the practice of the study.

3.5. Findings and Interpretation of the Research

3.5.1. USE OF THE CONCEPT OF SOCIAL DISTANCING IN ADVERTISING DESIGNS

A. Analysis of “Love, Jack” Ad Design:

- Qualitative Analysis of Visual Messages Used in Ad Design:

Jack Daniels' commercial for the Tennessee Whiskey brand, developed by energy BBDO Advertising Agency, appeared on social platforms in November 2020 under the name “With Love, Jack”. The 60-second message,

which was put together by the advertising agency, consists of images taken by real-time residents who stay at home during the process of social isolation.

-Operational Resolution of the Message:

Lovingly, Jack, the masthead of the ad design is as shown below:

Table 1. “With Love, Jack” Commercial Analysis.

Brand:	Jack Daniel’s
Title:	With Love, Jack
Advertising Agency:	Energy BBDO
Creative Team:	John Gross & Pedro Pérez
Creative Director:	Lucas Owens
Song:	“True Colours”
Vocals:	Kenny Fleetwood, Whitley Little

Source: Prepared by the researcher.

- Description of Visual messages contained in the message:

The message, which emphasizes “hope” and “optimism” in response to the outbreak due to the virus, indicates that people who are far from each other but within a phone of each other can overcome feelings such as bewilderment and anxiety due to the outbreak. Throughout the message, there are images that make video calls to each other and at the end of the message, even the celebrations, which are one of the activities performed together in friendships, can be provided despite the distance. The story of people who quickly adapt to the social distance between individuals with emotional references filled with meaning given in the advertising content is told and the brand congratulates them for their conscious behavior. The camera motions used in the commercial prepared on the sequencing plane were combined simultaneously with the shooting scales and a series of (the entire film) appeared. In order to achieve clear and clear results in the ad message analysis prepared for Jack Daniel's, an analysis method must be determined. However, in terms of advertising, it is impossible to address the message from a structural point of view and to make a one-dimensional analysis for it in today's conditions. Therefore, a multidimensional method suitable for the conditions of the age was adopted when analyzing the advertising message. According to this method, the impact and effectiveness of the ad narrative were taken into account and the arrangement of the message according to linguistic and visual elements was examined. In the analysis, 'judicial sampling' (selective method) was used without ignoring the concepts adopted by the School of Semiotics, which is adorned with complementary features, and the Process School, which attaches great importance to message transfer. In this context, the message prepared for Jack Daniel's was first examined superficially and then inferences were made on the deep plane contained in the message. Within this method, evaluations were made about the effectiveness of the advertisement based on the readability, detectability and recollection of the message using a triple criterion. The relationship of all encrypted images presented beyond the real meaning of the message is important. In this context, the message contains three basic elements. These are the ones that are going to meaning, indicators, and objects form the main idea of the message. In addition to this, the transmission of the message with the melody/song also feeds the message in a linguistic dimension, and the meaning of the linguistic messages in the image and the tune/song takes its meaning one dimension further. The scenario in question is in addition to visual transfers, it includes music and tunes/songs.

The whole of the advertisement was handled and numbered via the photoboard and it was tried to be evaluated in general terms. The number of scenes detected in the message was accepted as 19.

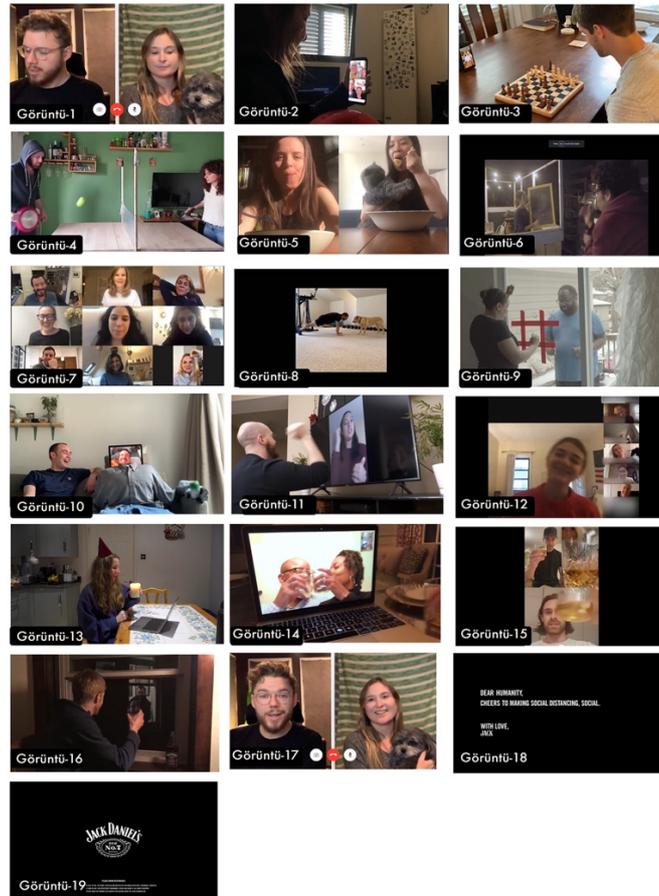


Figure 3. Screenshots of the advertisement design “With Love, Jack”.

Source: <https://youtu.be/nmVRFui61U4>.

All images in the advertisement message take place indoors and contain a low level of social isolation emphasis depending on the conditions of the period. The message begins with a demonstration of the video call activities of singer and songwriter Kenny Fleetwood and Whitley Little, and the song/tune (see Image-1) It provides integrity of meaning in all subsequent images that continue in the background throughout the message. The images of people who had to stay away from each other share their happiness, activities and special days. The viewer sometimes shows people smiling while video chatting on the phone (see Image 2, 6, 8,10,11,12, 13) sometimes comes up with ordinary records of ordinary people who carry out outdoor activities to the home environment (see Image 7). The images also show humorous activities involving games or entertainment in an environment of physically distinct people (see image 3, 5, 7, 8, 9). Message that conveys social distancing emphasis without hiding it in images (see Image 4,7, 14) refers to the hope of people who can be happy despite all the negativity at the bottom level and congratulates them on their optimism, which follows the rules but nevertheless.

- Linguistic Analysis of the message:

The tune/song that accompanies images and images that adapt to social isolation throughout the advertising message underlines that social distancing does not interfere with love or communication between individuals. The linguistic messages contained and transmitted in the lyrics not only provided image sound integrity by creating similarities and contrasts with visual messages in terms of content, but also benefited from repetition and consolidation, which is one of the frequently used methods in semantics in semantics and aims to gain a permanent place in the viewer's mind. When the lyrics accompanying the images are taken into account in the ad message, it is seen that a burning commercial language is used as the narrative format language. As a matter of fact, in such transfers, images are predominant and while the use of sound or words creates the consolidation of meaning, it is also seen that “it is the advertising language applied to advertisements that prioritize unconscious motivations aimed at thinking about the target audience, using the imagination, mobilizing their emotions (Küçükerdoğan, 2005:43).” It can also be said that the images used in the message have an effective function according to the terminology of linguist R. Jakobson, since the brand that created the image in the advertising message tries to think and influence the target audience with the cooperation of songs and images.

Table 2. Lyrics and visual transmission in the “With Love, Jack” ad design.

Original lyrics	The image accompanying the digital message
<i>You with the sad eyes</i>	Image 1
<i>Don't be discouraged</i>	Image 2
Though I realise it's hard to take courage	Images 3, 4
<i>In a World full of people</i>	Image 5
<i>You can lose sight of it all</i>	Image 6
<i>and the darkness inside you makes you feel so small</i>	Images 7,8,9
<i>But I see your true colours shining through</i>	Images 10,11
<i>I see your true colours and that's why I love you</i>	Images 12,13,14
<i>So don't be afraid to let them show</i>	Images 14,15,16
Your true colours, true colours are beautiful	Images 17,18,19

Source: Prepared by the researcher.

The lyrics from Cyndi Lauper's “True Colours”, which is also recorded and interpreted from home by Kenny Fleetwood and Whitley Little, which has a complementary feature with the visual transmissions shown in the message, transmit positive emotions such as “optimism”, “courage”, “power”, “togetherness”, “intimacy”, “happiness” on the thematic plane, despite the days of anxiety. In addition to the positive meanings contained in the lyrics and images, the negative references such as “pessimism”, “weakness”, “separation”, “distance” and the contrast captured in the message all emphasize the concepts such as “unity”, “courage”, “love” that the brand wants to give.

- Language Level Used in Message:

The language used throughout the whole contains a certain rhythm and leanness so that all linguistic messages containing tunes/lyrics can be detected and understood from the viewer/reader's point of view. Complementary lyric structures have action characteristics.

- How the Message Is Addressed:

In line with the integrity created by visual messages in the narrative linguistic content plane, we use a narrative way of speaking. As a matter of fact, the events/situations conveyed by the images cover a period in which the concept of social distancing and social isolation gained importance due to the period in which the message was published and is about real human stories. However, the linguistic messages in the message that accompany the images are presented in a narrative/life-appropriate framework. As is known, in the forms of voiced voice defined as sensual, the person or object that transmits the message calls to the audience that is receiving the image. Considering the words that accompany the images in the advertising message, the individual use of the words is noticeable, which gives us the sensual narrative.

-In Terms of Technical/ Design Features:

The Balance:

In the ad message that is analyzed, it can be said that there is equal formal conformity in the narrative when it comes to the figures and objects that exist in the successive sequenced images. Thanks to the symmetry and asymmetry of the images shown as ordinary and novice, the message has become more fun, intimate and intimate than creating a boring or static effect. The message, which is constructed with a sequencing straight, emphasizes the experimental and emotional properties of the message thanks to the height of the camera angles, clarity, blur, variability in light values. The fun-built editing of images on distance and distance communication has helped to sustain the message.

Music/Tunes Usage:

The use of music in ad messages is known as one of the important elements for the effectiveness of the message. The music used in the advertising message, which is completely “homemade / homemade”, provides integrity with the activities of people who stay at home during the isolation process. When the lyrics of the song are taken into account, it is seen that the lyrics have an encouraging, emotional quality that speaks to different people. Successive tunes and lyrics in a certain tone include transfers such as “beginning”, “end”, “strength and courage”, “solidity”,

“understanding”, holistic. The emotional connection captured in the lyrics by the singing of the song by musicians with a known and quite large audience is reinforced by references such as “put-away,” “in the same situation”.

Slogan / Catchword:

Looking at the semantic trace conveyed in the message, “Dear Humanity, cheers to make social distancing, social- With love, Jack / Dear Humanity,” which summarizes the images before it. Here’s to socializing social distancing. Love, Jack,” he concludes. When the selected typeface is examined, it is seen that the character is suitable for the subject. In this context, typography captures contrast with the ground and has readable properties. In addition to being remarkable, the linguistic message, which is placed in white color on the black floor without majors and fingernails, is modern in the structural context but is stimulating. As a matter of fact, while the use of the message on black ground indicates the pessimistic period caused by the epidemic, with the white color used in typography; It makes iterations of meaning such as “optimism”, “hope”, “happiness”.

At the end of the message, the brand attaches its signature, attributes the reason for this unity of integrity to the brand, and transfers to its audience such as “I am always with you”, “I understand and feel you”, “we are the unifying power of love/me”. In the construction of contemporary myth, the message shows the viewer of real life itself, while making an intimate transfer with the use of familiar, ordinary and usable people.



Figure 4. “With Love, Jack” image-18 (left), image-19 (right)

Source: Prepared by the researcher.

When examined from a technical point of view, the brand positioned its signature in the middle of the frame that constitutes it. When the brand signature (logo) highlighted by female use is followed, the descriptive text is positioned in the middle. In the relevant text title, it is emphasized that the drink containing alcohol should be used correctly, but the content of the product is also mentioned in the text. Thus, although the brand keeps the product in the background throughout the message, it provides meaning transfer with the brand signature and descriptive text, which is complementary to the images in which the product is shown.

Table 3. Review of “With Love, Jack” in Terms of Technical Characteristics of Advertising Design.

Type in Message		Newly Added Meaning to The Message (Signification)
	Close Up	It is frequently used in the message, especially in the images where the product is shown, and it emphasizes that the semantic unifying power is actually the product, and that people who have a hard time are always with the brand. In the images shown with close-up transfers such as mediocrity, sincerity, daily life, being strong and happy were made. Establishing an emotional connection with the audience in messages is the main goal. (See images 14 and 15.)

Shooting Scales	Waist Shooting	In the message, male and female heroes playing table tennis are shown with this gravity scale. Thus, two people were fit into the frame and this activity, which was done at home outside of the usual environment, was emphasized. The two ends where the players are positioned to perform the game also refer to social distance. Although the emotional intensity is less in such narratives, attention is drawn to the spatial area of the heroes and the relationship between the object and the heroes. (See image 4)																		
	Size Shooting	It is generally preferred before moving on to detail or close-up. It is used to give information with images that convey the relationship between space and people. (See Images 11, 15, 30, 39, 43, 48, 49, 53, 60 and 64)																		
	Shoulder Shooting	It is one of the most widely used shooting scales in the advertising message. Thanks to this shooting scale, which emphasizes emotions, an emotional bond is established between the audience and the message. Another contribution to the construction of meaning is the lyrics of the song accompanying the images. The viewer sees different activities in each image presented with this scale. (See images 1, 2, 3, 5, 10, 11, 12, 13, 16 and 17)																		
	Chest Shooting	This shooting scale, which shows the moods of the heroes, was presented to the audience with a digital video interview application. The negative situation was turned into a positive one the smiles of the players. Thus, the mimics and gestures used contribute to the strengthening of the meaning. (See image 7)																		
Type in Message		Newly added meaning to the message (Signification)																		
Image Transitions (Punctuation marks of the display language)	Cutting Technique	Although no effect is used in the whole message, a rhythm is created by connecting all the plans. The images of ordinary marks of people who perform different activities are arranged one after the other to achieve semantic integrity, thus achieving fluency and effectiveness in the message.																		
Light	Using the White Light	<p>The white light we encounter in the entire message often provides information in the context of time and spatiation. White light, which we encounter in artificial or natural lighting, increases the effect of reality in the message and plays a leading role in reinforcing the meanings such as everyday and mediocrity. When the message is considered as a whole, it overlaps with the main idea in terms of having meanings such as life, hope and serenity at the same time with this light. The representation of people of different origins in the message strengthened the meaning of pluralism thanks to the heterogeneous structure of white light. In this context, what is wanted to be conveyed in the white color used in the advertisement message can be listed as follows.</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td>Nature</td> <td>Culture</td> </tr> <tr> <td>Struggle</td> <td>Reality</td> </tr> <tr> <td>Innocence</td> <td>Hope</td> </tr> <tr> <td>Today</td> <td>Future</td> </tr> <tr> <td>Happiness</td> <td>Togetherness</td> </tr> <tr> <td>Spirituality</td> <td>Belonging</td> </tr> <tr> <td>Spaciousness</td> <td>Boredom</td> </tr> <tr> <td>Serenity</td> <td>Holism</td> </tr> <tr> <td>Heterogeneity</td> <td>Pluralism</td> </tr> </table>	Nature	Culture	Struggle	Reality	Innocence	Hope	Today	Future	Happiness	Togetherness	Spirituality	Belonging	Spaciousness	Boredom	Serenity	Holism	Heterogeneity	Pluralism
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Type in Message		Newly added meaning to the message (Signification)																						
Use of Color	Color White	<p>The white color, which is the representation of goodwill, is used in typography and amrka signature in the last scenes of the message, as well as lighting. Representing adjectives such as bright light, cleanliness, salvation, innovation and sincerity in many cultures and mythologies, white is the representation of all positive and negative colors. White color creates a balance between all colors because it brings clarity to the color to which it is added. In this context, participatory has meanings such as freedom. In this context, what is meant by the white color used in the advertisement message can be listed as follows</p> <table border="1"> <tr><td>New beginnings</td><td>Hope</td></tr> <tr><td>Equality</td><td>Life</td></tr> <tr><td>Belonging</td><td>Freedom</td></tr> <tr><td>Struggle</td><td>Reality</td></tr> <tr><td>Goodwill</td><td>Future</td></tr> <tr><td>Balance</td><td>Togetherness</td></tr> <tr><td>Heterogeneity</td><td>Pluralism</td></tr> <tr><td>Movement</td><td>Serenity</td></tr> <tr><td>Luminous</td><td>Peace</td></tr> <tr><td>Safety</td><td>Celebration</td></tr> <tr><td>Contrast</td><td>Discrepancy</td></tr> </table>	New beginnings	Hope	Equality	Life	Belonging	Freedom	Struggle	Reality	Goodwill	Future	Balance	Togetherness	Heterogeneity	Pluralism	Movement	Serenity	Luminous	Peace	Safety	Celebration	Contrast	Discrepancy
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	Color Black	<p>The color black, which has meanings such as passion, formality, distance, mourning, grief, distress, negativity, bureaucracy, darkness, fear, anxiety, death, is also inclusive due to its strong heterogeneous structure. In this context, what is meant to be conveyed with the black color used in the advertisement message can be listed as follows:</p> <table border="1"> <tr><td>Life</td><td>Death</td></tr> <tr><td>Anxiety</td><td>Grief</td></tr> <tr><td>Mourning</td><td>Fear</td></tr> <tr><td>Struggle</td><td>Strength</td></tr> <tr><td>Energy</td><td>Chaos</td></tr> <tr><td>Darkness</td><td>Liminous</td></tr> <tr><td>Concern</td><td>Fuss</td></tr> <tr><td>Heterogeneity</td><td>Power</td></tr> </table>	Life	Death	Anxiety	Grief	Mourning	Fear	Struggle	Strength	Energy	Chaos	Darkness	Liminous	Concern	Fuss	Heterogeneity	Power						
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Source: Prepared by the researcher.

- Cultural Function of the Message:

A wide range of positive and negative meanings have been identified in the echinacea aspects of the ad design analyzed. The meaning shaped within the social, cultural and historical conditions is a bond with the viewer with the fact that the flat and connotational meanings of the indicators in this advertising message have characteristics similar to the conditions of the day. The concepts of “social distancing” and “social isolation”, which are important in the health problem experienced in the global context, are encrypted beyond the usual advertising designs. The message shows the concept of isolation and distance in a similar situation despite the differences of the people who continue to live despite the negativity that frames their daily life and celebrates them for it. With the product being presented in the message despite everything, the message manages to focus the attention of the buyers on the product and emphasizes that the product has a cultural feature.

- Domain Function of the Message:

When the advertising message is semantically deciphered, it is constructed thanks to the images of the narrative and the images that are included in the tunes/music that accompany it. The concepts of “social distancing” and “social isolation” emphasized in the narrative place power on the individual in the global context and call him a hero by emphasizing that the hero who will stop this spread is individuals. In the message, the successive display of ordinary lives with different cultural elements and beliefs, the fictional emphasis on diversity and the common denominator of this diversity on being strong in all things, speaks to the sensitivities of individuals and aims to raise awareness in them.

- Resolving the message by Audience:

Table 4. Analyzing “With Love, Jack” Ad Design by Audience.

Gender:	Male/Female
Age Range:	Over 18 years (Legal age of alcohol consumption)
Economic Situation:	People affected by the global health problem, with or without economic freedom, have the power to fight it.
Requirements:	There are transfers based on a lot of meaning such as the development of awareness, mobilization, social isolation, distance, health, future.

Source: Prepared by the researcher.

-Resolution of the Message in the Context of the Motivator Property:

The advertising message has a rhythmic follow-up with both complementary song/tune and ordinary/ordinary people showing the images together. Due to the importance of the concept of “social distancing” and “social isolation”, which is important within the scope of individual measures against the health problem, the message directly appeals to the sensitivities of individuals and aims to create attitude changes in individuals in the prevention of the global crisis. An emotional connection has been established with the viewer thanks to the fact that the extraordinary situation is shown as impecit or ordinary. The viewer is considered a hero by the brand thanks to the social distance and isolation from the measures he has taken within the scope of the measures. In the message, the image of a strong, patient and happy individual is created thanks to the presentation of courageous and powerful portraits of people who are confined to houses in the eyes of what is expected of society. All symbolic images transmitted to the viewer have an identical attitude to the brand. Indeed, on happy days, the brand Jack Daniel's, which declares that it has the power to unite people in celebrations, also emphasizes that the individuals who use it are people with this power.

-In Terms of Type of Message:

As is known, advertising communication tries to communicate with the target audience on the basis of persuasion, regardless of the subject matter. Looking at the advertising message of Jack Daniel's brand, it can be said that the aim of the brand is to influence the target audience. As a matter of fact, although the health crisis in the global context is difficult and threatening to human life, the brand shows the social distance and social isolation to the receiving audience and the different human profiles that try to prevent the spread of the virus while various activities take place so that they try to establish an emotional connection with it. In this way, the viewer who monitors the message can find a part of itself in the entire message. The message also has an age-old advertising approach to the message, as it addresses a global problem and contains common phony meanings for all individuals living in the globe.

Table 5. “With Love, Jack” The Reporting Status of The Advertising Design on the Illocutionary Act Plane Used.

Referent:	In the message made by the Jack Daniel's brand, besides emphasizing the importance of the concept of social distance and social isolation, it also hosts ordinary stories and glorifies people who act with consciousness.
Receiver:	Women, men and other members who can consume legal alcohol over +18
Sender:	Jack Daniel's
Spatiation and Time:	The message refers to the present in the linguistic messages it transmits verbally. Sometimes the message occurs internally and sometimes at external length.
Signification:	Due to the lyrics and rhythms of the tune, there are minuscule and descriptive expressions in the message, which belongs to a poetic language. In line with what they convey, the lyrics of the song refer to the spiritual ebb and flow of

	humanity, which is confined to homes during the days of current health problems, so that the audience, who receives the message with a mixed structure through implicit or explicit transmissions, allows the audience to establish a relationship between the image and the linguistic message.
Verbal Statements:	In the message, the narrative is strengthened with the help of lyrics of music and music, and sensuality is included in the narrative.

Source: Prepared by the researcher.

General Evaluation:

With the screening of Jack Daniel's Whiskey accompanying the images, it is reported that conscious people are the ones who prefer the brand, so that the brand is on the side of those who prefer it for better or for worse while glorifying its consumer. Thanks to the tunes/songs that accompanied the images in the entire message, the audience benefited from the reinforcements by repeating meaning. In addition to having meaning alone, each element in the narrative gains new meanings when it is with other elements, improves perception and meaning dimension, informs about the current situation, and incorporates the viewer into the message.

The brand, which did not mention the product features until the last scene, comes across as a representation of happiness thanks to the display of the individuals in the message in their happy moments and the heroes sipping the product and toasting the product, thus identifying the identity of the user with his/her own identity. In this advertising narrative, which is told to the truth, copying or imitating the truth, the story of people who are closed to houses due to the Pandemic and who are separated from each other in the context of social distancing is brought together by creating visual situations and conditions and conveyed to the viewer.

When the advertising message is examined, it can be said that the images have similar characteristics to the “prosumer” type content first put forward by the future scientist Alvin Toffler in 1980, which means “professional consumer”. These images, taken by real-time persons during the mandatory stay-at-home process, can also be defined as the consumer who produces the product in terms of being the ones who consume it. When we look at the producing consumer characteristics defined as “participatory media” or “content produced by consumers”, it is possible to see that this audience is an early adopter, who contributes to content production by crossing the boundary between production and consumption in a multi-media environment. For such content, Hetcher describes “content created by nonprofessional amateurs (Hetcher, 2008:871).” Following the Web 2.0 process, rapidly increasing computer and internet use and the production of multi-media, which appeared effectively afterwards, have become more frequently used among the daily life routines of individuals, especially during the Pandemic process. It is possible to see content produced with intermediary devices such as mobile phones, tablets and computers on social media platforms today. In this context, the message takes on the task of bringing together the amateur but intimate content produced by them to understand how humanity feels during this difficult period and to emphasize that it is with them. At the bottom level, the brand creates an impression that embraces ordinary people's ordinary happiness, while raising the target audience to the position of the person who produces the message. It transfers “unity” and “togetherness” from a universal point of view thanks to the squares that are every day and ordinary from within life. Thanks to the representation of people who perform different activities in different spaces in the message, the narrative places the concepts of social distance, social isolation into everyday life and contributes to the construction of social memory. Thus, the viewer who buys the narrative is affected by the images of people in another country in the world who are like him, connects emotionally and can better perceive the importance of the concept of social distancing and social isolation. The message also blesses the viewer who is capable of overcoming even this extraordinary situation and glorifies both the product and the individuals who witnessed this situation with its product, which it portrays as the agent of the bond that holds them together.

In summary, the message aims to establish a universal connection, but has built its cultural transfers through time, space, memory, social inclusion, togetherness, happiness, today and the future. The contrasts/contrasts reached throughout the ad design in line with the concepts conveyed by the whole in the message are included in the table below.

Table 6. Basic Contrasts/Contrasts Used in “With Love, Jack” Ad Message

Nature	Culture
Inclusivity	Singularity
Health	Illness
Life	Death
Struggle	Submission
Togetherness	Distance

Energy	Weakness
Today	Future
Hope	Hopelessness
Solidarity	Loneliness
Love	Lovelessness
Being happy	Unhappiness
Smilarity	Discrepancy
Black	White
Luminous	Dark
Extrovert	Introvert
Taking precautions	Incautiousness
Cheerfulness, joy	Anxiety, concern

Source: Prepared by the researcher.

B. Helsingin Sanomat Newspaper's Analysis of the Publication Announcement for HOK-Elanto;

- Qualitative Analysis of Visual Messages Used in The Press Announcement:

The edition ad by Finnish retail chain HOK-Elanto in Helsingin Sanomat, the country's largest newspaper, reminding people to keep their distance during grocery shopping was published by TBWA Helsinki on 8 May 2020 using the optical illusion technique. In the press ad reminding Finns of the importance of social distancing, the agency brought these two customers together.

-Operational Resolution of the Message:

The masthead of the publication advertisement published in Helsingin newspaper for HOK- Elanto is as follows;

Table 7. Illocutionary Act Analysis of the Press Advertisement prepared for HOK-Elanto.

Brand:	HOK- Elanto
Title:	“Keeping it safe from a distance”
Advertising Agency:	TBWA, Helsinki
Creative Director:	Joni Furstenborg
Communications and Marketing Manager:	Tuomas Ahola
Advertised:	“Helsingin Sanom at” Newspaper

Source: Prepared by the researcher.

-Description of visual messages:

Hok-Elanto's publication in the Finnish newspaper Helsingin Sanomat is designed to be black and white and full page. Thanks to the optical illusion technique used in the printing advertisement, the linguistic message placed on the ground is perceived as a meaningless pattern only when viewed from a certain distance. The atmosphere created thanks to the anamorphic illusion used in the printing advertisement offers a different perspective to the viewer who distances himself from the object (newspaper). The viewer, who is positioned against the newspaper, said that this graphical pattern is “Keep in safe.” From a distance / Stay safe remotely” typography.

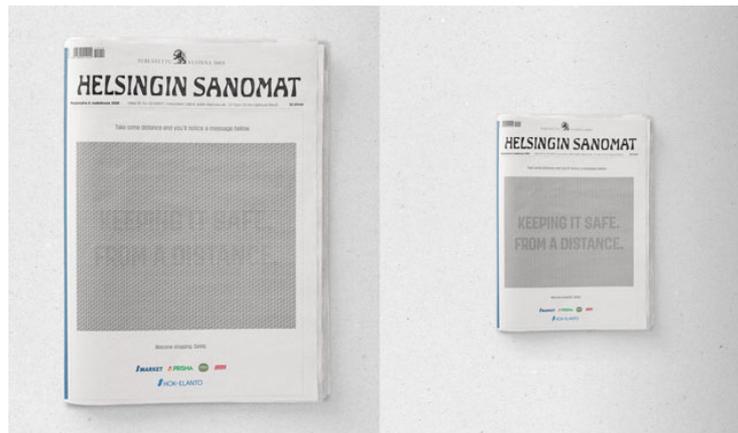


Figure 5. HOK-Elanto printing advertisement anamorphic vision-1 (left), image taken by social distancing-2 (right)

Source: <https://www.media-marketing.com/en/news/can-read-social-distancing-ad-6-feet-away/>.

The anamorphic illusion technique used by the printing advertisement is known as a visual illusion technique. So much so that “it is a presentation technique with different characteristics than the methods used by the artist and the designer. The works produced by this technique contain; concepts such as simulation, manipulation, deformation, concealment, illusion and utopia lead the viewer to explore a new world between reality and meaning (Önder, 2021:219).” This technique, which allows the connection between reality and fantasy, has been used since the 15th century to create different forms of expression. Especially with the development of computer technology, it extends the transfers presented to the viewer in a fictional context beyond reality, allowing the image to be recreated. Thanks to this technique, which implicitly / closed contains meaning beyond meaning and can be defined as a different type of expression, the meaningless shapes in Hok-Elanto's publication advertisement become readable if a distance of 2 meters is provided. The message pandemic presents the concept of social distancing, which is considered as one of the most important methods of protection, to the target audience by gamifying it, thus making this situation, which is of vital importance with the curiosity created, fun. Thanks to the illusion created in the press announcement, the message conveyed to the viewer refers to concepts such as “social distance”, “distance”, “health”, “precaution” at the lowest level.

The concept of distance used in the printing advertisement is not actually an unfamiliar indicator of Finnish people. As a matter of fact, Finns are already a society that attaches importance to social distancing in their social lives culturally. In fact, it is known that before the pandemic, the public maintained a distance of 6 feet between each other in public places.



Figure 6. Finnish citizens wait for the bus, 2015.

Source: <https://pbs.twimg.com/media/Cw1PvS8XEAAAN3ix.jpg:large>.

The main reason why this habit, which Finns are accustomed to and already attaches importance to in their daily lives, is emphasized in the press release is thought to be to prevent possible complacency during the period when countries closed to homes with the pandemic are gradually entering the normalization process. Acting with a sense of social responsibility, the retail chain offers them the opportunity to experience, inclusion and interaction with this kind of illusion, rather than teaching the target audience how to behave against this risk or teaching them how to behave in the press release published in the newspaper.

- In Terms of Type of Message:

The message of the press release prepared for HOK-Elanto aimed to raise awareness in people about the virus that threatens human life thanks to the secret and implicit transfers it creates beyond what appears, and in doing so to stimulate feelings of curiosity and excitement. Thanks to the anamorphic illusion and the slogan that can only be read from a distance, the viewer interacts with the message, while at the same time allowing the meaning to be reinforced because it physically applies the concept of social distancing, which is of vital importance. The message, which is used by combining all graphic elements, includes an advertising approach with age-old characteristics because it has flat-hearted meanings for individuals in the global health crisis. Thanks to all its visual transfers, the message constructed between the current situation and the promised universe in the future contributes to the construction of social consciousness by emphasizing the concept of distance it focuses on.

- Linguistic Point of View:

The distinction between language (langue) and lyric (parole) that the founder of linguistics, the Swiss linguist Ferdinand de Saussure, mentions in the language distinction is what is actually social when looking at the synchronic and diachronic distinctions of the indicator becoming conceptual as shown and shown. The word is accepted as the sum of the individual's rhetoric. According to Saussure, language is “the sum of the necessary compromises for both a social production through speech and the implementation of individuals (Saussure, 1990:55).” In this context, the linguist saw the relationship between the showing and the shown as unprovoked, thus paving the way for multiple readings as a result of the conceptualization of materialistic language theorists between the sent and the point of view.

The static advertising message in the press release is very important because it reminds us of the importance of staying socially distant. Graphical and meaningless elements, which are not understood by close looking, become visible with a certain distance. Typography in the visible area is located on white background. The contrast created in this way makes connotative transfers. The atmosphere provided by the slogan and illusion in the advertisement creates an unconscious motivation in the target audience. In this context, the notification status of the message on the illocutionary act plane can be evaluated as follows when it comes to the messages.

Table 8. Notification Status on the Illocutionary Act Plane Used in the Press Advertisement prepared for “HOK-Elanto”.

Showings:	Visual text (Newspaper brand name, number and other information of the newspaper, “take some distance and you will notice a message below / you will be able to read the following message from a certain distance.” Graphical texture, “Welcome shopping Safety” linguistic message and brand signatures for the top and main ID)
Receiver:	Finnish men, women and other members.
Sender:	HOK- Elanto and Helsingin Sanomat Newspaper.
Referent system:	Distance, security, protection, precaution.
Spatiation and Time:	As of the time of the message's publication, it coincides with the period of the Pandemic caused by the New Type of Corona Virus. Although linguistic messages make present and wide time transfers when examined structurally, they also represent the past because they emphasize a habit that Finns already have.
Signification:	The message, which has an instructive quality, not only affects the viewer physiologically, but also psychologically and intellectually thanks to the illusion it has. The monitor that performs the command on the graphical texture from a certain distance detects that all linguistic messages actually serve the main focus. The newspaper title contained in the message is open with messages of newspaper information, “take some distance and you will notice a message below / from a certain distance you will be able to read the following message.” due to the illusion technique used, it also has an implicit transfer. The whole message built on social distancing and trust has a mixed structure due to these characteristics.
Analysis of Linguistic and Visual Papers:	When considered as a whole in the message, it is seen that the brand encodes shopping and grocery transfers before the signature of the viewer brand exposed to the advertisement. The remarkable inclusion and interaction creation of the text is realized through illusion, allowing the message to be concentrated. Thus, the brand aims to create a social “consciousness” by emphasizing the concept of social distancing, which is of vital importance.

Source: Prepared by the researcher.

- Language Level Used in Message:

The typography of “Keep in safe from a distance”, which is implicitly presented with English codes, has a distinguished language with a slogan. The message “take some distance and you will notice a message below” has a feature that really activates the recipient. In addition, if the command in this message is performed, the visual/graphical texture under the command becomes the slogan. In this context, the command title and slogan have complementary characteristics. Transfers that emphasize social distancing are completed with the phrase “Welcome shopping safety” placed just below the illusion. In this context, the message has action characteristics with the help of complementary sentences and cognitive content in the context of what they convey.

- Form of Call:

The narrative uses a “we narrative” form of addressing in line with the integrity it creates with visual messages on the linguistic content level. Since the advertisement covers a period in which distance and isolation are important and conveys a requirement that actually exists, the messages appear in a “senative/life-aficional” framework. The message says “Keep in safe from a distance” has both a stimulating and awareness-raising feature with the commanding nature of the message. In the sentences, the order, which acts as both guidance and warning, comes up with sentence structures and wide time mode.

- In terms of Technical/ Design Features:

Slogan / Catchword:

When all the elements in the message are considered from an indicative point of view, the combination of the object, the indicators and meanings used in the center of the message constitutes the entire message that is intended to be conveyed to the target audience. In this context, it is possible to say that the advertising message in the whole comes across at four different levels.

Table 9. Sequential Axis Used in Press Advertisement prepared for “HOK-Elanto”

Syntactic Axis			
Section 1	Section 2	Section 3	Section 4
Linguistic Message	Visual / Graphical Display	Linguistic Message	Visual / Graphical Display
	Linguistic Message		
“take some distance and you will notice a message below.	Visual Display: Pattern that is not understood by looking closely. Slogan: “Keep in safe from distance “	“welcome shopping safety.”	Logo/Emblems

Source: Prepared by the researcher.

The linguistic message, which is included in the first section of the message except the newspaper name and is presented as “take some distance and you will notice a message below / you will be able to read the following message from a certain distance”, informs the viewer what to do about the typography that follows and is understood from a certain distance. This message is miniscule and has a calm structure. Both a title and a router take over the field that creates the ad.

In the second section, the message is perceived as a graphical pattern when viewed closely from a visual point of view, but when it comes to a certain distance, “Keep in safe. From a distance” is the part that turns into typography. This part is visually implicit and intriguing. The person who gets the desired distance reads the slogan, which is located at the very center of the newspaper as bold, non-serif and magiscule.

Thanks to the illusion and concealment used by the message, the brand aims to create inclusion and interaction in the receiver by producing an original promotion outside of the mediocrity. The third section that creates the message contains the linguistic message for which the purpose of the message is understood. The phrase “Welcome shopping safety” is placed proportionally below the main slogan. The linguistic message, which is created calmly in the summer, emphasizes social distancing during shopping. The fourth section of the message contains the logo and logo markings, emblems. This message and the name of the company that assumes responsibility are located at the bottom of the message.

-Resolution of Message from a Plot/Formal Point of View:



Figure 7. Drawings Used in the Press Advertisement prepared for HOK-Elanto” Formats.
Source: Prepared by the researcher.

The publication announcement in the surreal area of the Helsingin Sanomat Newspaper consists of a square image stretching throughout the newspaper. The linguistic and visual (graphical) texture is placed in a linear fashion from top to bottom. The Helsingin Sanomat Newspaper logo and the visual indicator that starts just below linguistic messages such as fees and slogans for the newspaper also act as linguistic messages. When the message follows the newspaper name, it first appears with the linguistic message “Take some distance and you will notice a message below”. Just below the command is the visual/graphical texture, as well as typography with illusion. The ad, which has an axis structure, directs the viewer to complementary text just below the illusion or graphical texture. Following the transfer of linguistic messages, sub-identities of the brand and signature of the HOK-Elanto brand are obtained. All linguistic messages in the vertically dominated still message are positioned horizontally, thereby interrupting vertical flow. These cuts have given the arrangement a boost. Helsingin Sanomat Newspaper has a white background on the bottom surface. It comes in black with visual/graphical and linguistic messages. Thanks to this contrast, attention has been drawn to the illusion used in the middle of the page.

-Clarity and Color Usage In The Message:

Considering the technical elements in the editing of the image, typography hidden in the visual element cannot be read when the message is looked at closely. In this context, the message can only be clearly detected from the front angle when it comes to a certain distance. The clarity used has a psychological effect, emphasizes the concept of social distancing and informs the recipient in this context. When looking at unclear images, the illusion used from a technical point of view is emphasized by leaving limited depth of field to attract attention. All brand signatures linked to HOK-Elanto and the retail chain are positioned horizontally at the bottom of the page. These signatures are messages that have color in the page layout. In this context, framing distinguishes the image from other elements and brings it to the forefront. Thanks to the contrast created by the black and white color in the message, attention is directed towards the illusion. Black color born of the absence of light; In addition to symbolizing power, passion, bureaucracy, formality, nobility, authority, strength, energy, it has meanings such as mourning, mourning, grief, stress, death, darkness, fear, crime, anxiety, seriousness, pessimism in various societies. In this context, the ones that want to be transferred in the black color used in the ad message can be listed as follows:

Table 10. What the black color conveys in the advertising message

- Inclusiveness	- Singularity
-Life	- Death
- Draw	- Distance
- Struggle	- Fear
- Energy	- Mayhem
- Power	- Anxiety
- Luminous	- Dark

Source: Prepared by the researcher.

It is tasked with highlighting the white illusion and all other linguistic elements on the ground. White color has a feature that can represent the positive and negative aspects of all colors. In this context, the white color used in the message and the transmissions can be sorted as follows:

Table 11. What the white color conveys in the advertising message

- Proximity	- Distance
- Balance	- Imbalance
- Struggle	- Abstention
- Draw	- Distance
- Struggle	- Fear
- Stability	- Mayhem
- Power	- Anxiety
- Luminous	- Dark

Source: Prepared by the researcher.

- Angle Usage in Message:

Angle usage, which is of great importance in terms of conveying positive negative emotions in the viewer/reader, is presented to the target audience from the front in the relevant message. The anamorphic illusion that allows the visual element to become a linguistic element can be captured from a subjective point of view of the reader. “Especially the works that contain these visual surprises, in which the space is used and which the viewer can realize when he finds a certain perspective by relocating, reveal the effect of the concept of interaction (Keleşoğlu and Uygungöz, 2014:7).” Considering the period when the printing advertisement meets the target audience, the optical illusion it creates an implicit/closed narrative atmosphere by showing beyond what is actually visible, creating curiosity.

- Cultural Function of the Message:

The very meaningfulness of the published advertisement in the cultural context emphasizes the concept of “social distancing”, which is especially important in the health problem experienced in the global context. Despite the health crisis that frames the individual while the message makes the viewer look at themselves with distance, interacting with them for a moment carries them beyond the environment they are in with the gamification it creates.

- Domain Function of the Message:

When the advertising message is semantically deciphered, it reveals the fact that the narrative is constructed with images and the typographical markings that accompany it. The concept of “social distancing”, which is emphasized in the publication announcement, goes beyond being a concept and physically mobilizes the viewer who looks at it. As a matter of fact, the real distance needed for the perception of the message is to address the sensitivities of individuals beyond a physical movement and aims to create awareness in them.

- Resolving the message by Audience:

Table 12. Analysis of the Press Advertisement prepared for “HOK-Elanto” by Target Audience

Gender:	Man and Woman.
Age Range:	Age groups of newspaper readers who can read and write.
Economic Situation:	People who are affected by the global health problem and have the power to fight it, whether they have economic freedom or not.
Requirements:	There are transfers based on a lot of meaning such as the development of awareness, mobilization, social distancing, health, illusion, inclusion, interaction, now, the future.

Source: Prepared by the researcher.

- Resolution of the Message in the Context of the Motivator Property:

The printing advertisement is constructed in linear monitoring, the design on the vertical plane interrupts continuity with horizontal typography placements and creates a rhythmic feeling at the same time. The concept of “social distancing”, which is of vital importance in the context of individual measures, goes beyond its meaning with its illusion and activates the viewer who looks at it while physically, thus becoming the intermediary that offers not only a transfer of concepts but also the possibility of implementation. The message, which aims to create a change

in attitude in individuals in the prevention of the global crisis, also establishes an emotional connection with its audience thanks to the optical illusion and gamification it uses. All symbolic images transmitted to the viewer have an identical attitude to the brand. As a matter of fact, the fact that the brand is a retail company and emphasizes the importance of social distancing during shopping reinforces this attitude.

- In Terms of Type of Message:

Hok-Elanto Helsingin, one of Finland's leading names in the retail sector, appears to be trying to create an experience-based interaction with the target audience when it comes to the messages contained in the publication advertisement for Sanomat newspaper. Acting with a sense of corporate social responsibility at a time of global health problems, the brand tends to make a connection between the message and the viewer by having the message applied to the viewer who looks at it at the same time. Undoubtedly, brands try to create a positive and responsible impression in the eyes of the target audience by associating the issues that are important to society or globally with themselves. From this point of view, brands can also make themselves an agenda subject and increase brand awareness thanks to such moves. The concept of social distancing, which is among the individual measures in the prevention of transmission between individuals caused by the New Type corona virus, which threatens human life and which is a global health problem, offers one-to-one experience instead of giving advice to individuals created in the relevant publication announcement. The recipient, who physically fulfills the linguistic messages in the newspaper advertisement, has instructive features just like the game, with the illusion also being gamification. As a matter of fact, it is emphasized that the social distance created in the recipient interacting with the message is a very important but also simple action. Beyond its connection with the recipient, the message also exhibits age-old characteristics because it has common phony meanings for all individuals.

Table 13. Reporting status of the “HOK-Elanto” Press Announcement on the Illocutionary Act Plane

Referent:	The printing concept experience, implemented by the HOK - Elanto retail company, is very important in terms of creating interaction. The message, which has an instructive quality, not only affects the audience physiologically, but also psychologically and intellectually, thanks to its illusion.
Receiver:	Finnish women, men and other members.
Sender:	HOK- Elanto
Spatiation and time:	When the message is considered linguistically, besides emphasizing the present tense, it also refers to the past tense by repeating behavior already customary in daily life by the Finns. The illusion of the message brings a new perspective to the viewer who looks at it and carries the spation beyond meaning.
Signification:	Even though the linguistic and visual indicators placed with a certain hierarchy on the syntagmatic plane are structurally deficient, thanks to the dynamism they create, they allow the audience to act on feelings such as depth, focus and curiosity. Since the message is not understood from a close-up view, but is understood from a certain distance, it has implicit/closed transmissions as well as open transmissions with router messages. In this context, it can easily be said that the message has a mixed structure.
Verbal statements:	In the message body, the newspaper's name routing texts, the anamorphic illusion, the slogan that can be read from a distance, the complementary linguistic message and all the signatures of the brand reiterate the meaning of the advertisement corpus by reinforcing the concepts of shopping and social distance as well as establishing a connection with the audience.

Source: Prepared by the researcher.

General Evaluation:

The message of the press release prepared for HOK-Elanto aimed to raise awareness in people about the virus that threatens human life thanks to the secret and implicit transfers it creates beyond what appears, and in doing so to stimulate feelings of curiosity and excitement. The printing advertisement, which aims to realize the concept of social distancing from an actional point of view, is told to the truth with this feature. The illusion-enabled technique used in the printing advertisement is not something finns are accustomed to. As a matter of fact, Finns are also culturally accustomed to social distancing in their social lives. In fact, it is known that before the pandemic, the public maintained a distance of 6 feet between each other in public places. Despite this awareness, the retail chain, which acts with a sense of social responsibility in order to prevent possible complacency during the period when countries are gradually entering the normalization process, offers them the opportunity to experience, participate and interact with optical illusion instead of teaching the target audience how to treat this risk or teach them how to behave against this risk in the press release published in the newspaper.

C. Analysis of Advertising Design prepared for Nissan:

- Qualitative Analysis of Visual Messages Used in Ad Design:

The still advertising message, prepared by the Helsinki advertising agency in June 2020 to highlight the automatic distance control feature of Nissan cars that ensures safe driving, was inspired by the issue of personal space for Finnish citizens and consists of images that underline the concept of social distancing and safety to draw attention to the health crisis experienced periodically.

- Illocutionary Act Resolution of the Message:

The masthead of the static advertising message prepared for the Nissan car brand is as shown in the table:

Table 14. Ethic Analysis of The Commercial Prepared for Nissan

Brand/Signature:	Nissan
Title/Slogan:	“Automatic Distance Control. Approved by Finna.
Explanatory Text:	“Nissan's ProPILOT technology automatically keeps a safe distance to the vehicle ahead.
Advertising Agency:	TBWA, Helsinki
Creative Director:	Erno Reinikainen
Communications and Marketing Manager:	Veera Salo
Advertised:	Helsingin Sanomat Newspaper

Source: Prepared by the researcher.

- Description of Visual Messages:



Figure 8. Finnish citizens wait for a bus, 2015.

Source: <https://pazarlamasyon.com/nissandan-mesafeyi-seven-finlilere-ozel-reklam-kampanyasi/>.

Billboards released on outdoor and digital platforms for Nissan brand cars are designed as 3 in total with complementary visuals. When the billboard is first viewed, ordinary people waiting at the bus stop with two arms of distance stand out. Thanks to human bodies positioned vertically on the horizontal plane, the sense of rhythm captured is capable of interrupting message stasis. The catchword and descriptive text inserted horizontally on the horizontal plane is terminated with the brand signature located in the same alignment. Messages differ temporally except that they are displayed in the same space spatially. When the visual message is evaluated without considering the linguistic component and the encrypted message, it consists of things that we see in the ad and immediately recognize. It is clear that the individuals used in the message, when it comes to colors, spatiation and time, each of them means different meanings and reaches the recipient with these meanings.

- Analyzing Encrypted Visual Message:

Nissan, which is one of the most preferred cars in Finland, has addressed the concept of social distance that Finns care about at the bus stop in its advertisements to highlight the feature of automatic distance control that ensures safe driving. The message also emphasizes social distancing, which is one of the lowest individual measures due to the fact that it coincides with the Pandemic period.

- In Terms of Type of Message:

The advertising message prepared for the Nissan brand, which comes out as a cultural indicator and is called a personal space for Finns, also creates implicit/closed transfers beyond what is visible. The message that emerged

during the pandemic period also aimed to raise awareness in people about the virus that threatens human life, while establishing a fun language and mobilizing feelings of excitement.

The message, which is used by combining all graphic elements, includes an advertising approach with age-old characteristics because it has flat-hearted meanings for individuals in the global health crisis.

Thanks to all its visual transfers, it contributes to the construction of social consciousness by emphasizing the distance it puts into the message focus between the current situation and the promised universe in the future.

- Linguistic Analysis of the message:

Table 15.” Nissan” Reporting Status on the Illocutionary Act Plane Used in Billboards

Showings:	Visual text, catchword: Automatic Distance Control. Approved by Finna.
Receiver:	Nissan user Finnish woman/man and other items
Sender:	Nissan
Referral System:	Distance, safety, protection, measure.
Spaitation and Time:	As of the time the message was published, it coincides with the period when the new type of corona virus-induced pandemic was experienced. When linguistic messages are examined in terms of structure, they also represent the past, as they make present and extended transfers, emphasizing a habit that the Finns already have.
Signification:	The message, which has an instructive quality, creates an effect on the audience in terms of psychology and thought. The features of the product and the current situation are presented by intertwining, and while this is being done, a well-known teaching in Finnish social life is reiterated and meaning reinforcement is utilized. The message that emerged during the pandemic period, built on social distance and trust, has a mixed structure due to these features.
Analysis of linguistic and visual statmenets:	When considered as a whole in the message, the viewer exposed to the advertisement must have a Finnish culture in order to be able to read the secret / implicit code. However, if it is considered from a temporal point of view, the concept of distance has moved further than the general one and has now begun to make universal transfers. In this context, the message, which can be interpreted as humorous, is adorned with serious content because it has a serious attitude. The brand not only aims to create a social “consciousness” by emphasizing the vital concept of social distance but the product features also emphasize the concept of social distance, which is necessary for safe driving in traffic.

Source: Prepared by the researcher.

Language Level Used in Message:

Argument (catchword) / Slogan:

“Automatic Distance Control. Approved by Finna.

Descriptive text: “Nissan's ProPILOT technology automatically keeps a safe distance to the vechicle ahead/ Nissan's ProPILOT technology automatically maintains a safe distance from the vehicle in front.” It has action characteristics with the help of complementary sentences and cognitive content in the context of what it conveys.

-Resolution of Message from a Plot/Formal Point of View:



Figure 9. Nissan” Drawings Used in the Billboard Advert Formats.

Source: Created by researcher.

The figures placed on the plane dominated by horizontality with a certain vertical distance are interrupted by horizontal flow. These cuts have given the arrangement a boost.

- Use of Clarity in Message:

The clarity used has a psychological effect, emphasizes the concept of social distancing and informs the recipient in this context. All brand signatures linked to HOK- Elanto and the retail chain are positioned horizontally at the bottom of the page. These signatures are messages that have color in the page layout. In this context, framing distinguishes the image from other elements and brings it to the forefront. Angle usage, which is of great importance in terms of conveying positive negative emotions in the viewer/reader, is presented to the target audience from the front in the relevant message.

- Cultural Function of the Message:

The very meaningfulness of the billboard design in the analysis emphasizes the concept of “social distancing”, which is especially important in the health problem experienced in the global context.

As highlighted in the previous message, the message also makes cultural/social transfers because it emphasizes the concept of personal space/ personal distance that dominates Finnish social life.

- The Message's Domain Function:

Hok-Elanto Helsingin, one of Finland's leading names in the retail sector, appears to be trying to create an experience-based interaction with the target audience when it comes to the messages contained in the publication advertisement for Sanomat newspaper.

Acting with a sense of corporate social responsibility at a time of global health problems, the brand tends to make a connection between the message and the viewer by having the message applied to the viewer who looks at it at the same time.

INSTEAD OF THE RESULT

In advertising campaigns prepared in the context of corporate social responsibility and included in the research sample, those transferred to the viewer/reader/target audience on the axis of design and narrative sometimes make regional and sometimes universal and sometimes regional and transnational statements.

In the messages that address the concept of social distancing in the subject universe, the common point is that we can encounter in all campaigns with corporate responsibility and aims to strengthen the brand by highlighting the brand image of enterprises or brands. Moreover, thanks to corporate social responsibility, brands are able to offer solutions that can be beneficial to society due to their attitudes and behaviors during this dark period. Brands that address the concept of social distancing within the framework of the epidemic that is ravaging humanity in a global context have tried to create awareness in society by taking advantage of the effectiveness of advertising messages, to emphasize brand sensitivity or to provide a closeness between them and the target audience with the emotional themes they use. Thanks to the advertisements that are the most effective of the visual communication studies, brands have come up with content aimed at the epidemic that is on the agenda. Advertising messages from Jack Daniel's, HOK- Elado and Nissan brands, which handle social issues as a subject, have multiple meanings and versatile transfers. As a result of the analysis of advertising messages examined by judicial method (selective method), semantic and connotational multifaceted of messages were discussed and some conclusions were reached regarding the similarities and differences of the messages. As a result of their analysis of the messages, it can be said that; Thanks to the phenomenon of death, nature and crops, the messages have narrative characteristics that exist in a sequential structure. The phenomenon of life/life that contrasts with death gains meaning as an object of value for the individual.

Similar points obtained in line with the messages in the advertising designs of the Jack Daniel's, HOK-Elado and Nissan brands that have been analysed can be listed as follows:

1- In the context of corporate social responsibility, the most prominent similarity of advertising designs implemented by Jack Daniel's, HOK- Elado and Nissan brands is in the context of the theme. The main theme selected as a sample within the scope of the study and processed in advertising campaigns is constructed through the concept of “social distancing”.

2- This interaction of brands' advertising designs with agenda topics was discussed through the New Type Corona Virus Pandemic (COVID-19), which affected the agenda of the whole world within the scope of the study.

3- When all three advertising designs were analyzed semantically and thematically, it was revealed that the messages had human-oriented discourses.

- 4- All three advertising designs were used to emphasize that the health problem that exists globally can be overcome by simple individual measures if social distancing is achieved by using pandemic references in the messages.
- 5- When looking at the selected advertising messages, it was determined that the brands that sometimes include the sensitivity of the subject from an emotional, sometimes precautionary and sometimes humorous framework, they try to create a positive perception of the target audience, which has to stay at home within the scope of restrictions and measures and is under stress due to the psychological crisis it is experiencing. In this context, sampling has been shown that the selected messages have stimulating or educational content.
- 6- It coincides with corporate identities in terms of complementing brand identities with other projects in real life.
- 7- As a result of the analysis, the common goal of advertising designs, which declare that social and global prosperity will be increased in the universe created as a result of the changes that will be spread throughout the individual, social and even globally, emphasizes that the global crisis can be defeated by individual simple measures.
- 8- Brands in different geographies and different sectors create a supporting company image in order to draw attention to social problems, enabling the consumer to relate to the brand in an emotional context.
- 9- It was intended to establish an emotional connection with the use of cultural identity and sensitivity in advertising designs based on positive understandings such as harmonious unity, inclusiveness, renewal, distance, precaution/measure, security, value and loyalty.
- 10- It is important to form ideas on individuals in the messages that are analysed.
- 11- It has also been seen that the messages are used together with various techniques and methods that can affect visual perception such as proximity-distance, union-separation, addition and subtraction.
- 12- It is seen that these messages, which call on people indirectly or directly to take precautions against the possible effects of the virus, guide the target audience about the methods of protection that can be taken individually during the crisis period.
- 13- All messages conveyed directly or implicitly / closed in the narratives of brands, whether they are static or dynamically designed, are thought to serve the brand's catchiness.
- 14- Messages prepared and resolved in the context of “social distancing” for the brands that can be opened in many contexts such as protecting the health of individuals in the prevention of the global crisis are examples of brand communication studies.
- 15- It is a known fact that brands for similar or different problems act with a sense of corporate social responsibility, which has a huge impact in terms of brand awareness and brand value. In this context, brands are in line with the messages they display and transmit in the relevant advertising messages; wants to make their brands visible and tries to raise awareness on societies by drawing attention to the concept of social distancing. Thanks to the interaction and inclusion they create, it can be considered as making a positive impact on the final audience by aiming to ensure the continuity of the brand image that brands have.

The differences that are resolved within the scope of the study and revealed in the advertising designs can be listed as follows:

- 1- Jack Daniel's advertising message is more comprehensive than other brands' advertisements because it can transfer more messages in a longer time than static images.
- 2- The message prepared for HOK-Elanto has content prepared with anamorphic illusion technique. Jack Daniel's advertising message has more consumer transmissions because it is adorned with images of ordinary people. The message implemented by Nissan bears similarities with the retail company in terms of its cultural characteristics, while Jack Daniel's is separated by its advertising message.
- 3- HOK-Elanto is not only a printing advertisement, but also separates from other messages thanks to the inclusion it contains.
- 4- Jack Daniel's brand has more universal qualities than the target audience addressed and addressed by the other two brands.
- 5- Nissan advertising messages make regional transfers at first glance, but have universal qualities due to the universality of the brand.
- 6- Nissan advertising message, which comes up with still images, highlights the product compared to others.

Contribution of the Research to the Literature:

This research has a wide range of versatile content that provides a lot of qualitative and quantitative data. In this context, it is thought that the relevant study will make important contributions to the literature with its interdisciplinary feature, which can be used by many fields in its field after itself.

Based on the information and findings obtained, it is thought that the study will make important contributions to the fields of communication, advertising, marketing and public relations.

The “social distance” processed in the messages is not a choice in today's conditions, but a necessity. It is thought that the study will contribute to the literature in order to draw attention to the recently used and increasingly widespread meaning of the concept.

In future studies on how and how the concept of “social distancing” corresponds to the purchaser when it comes to advertising narratives, the study can be supported by making an important contribution to literature by conducting an audience study.

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Analysis of Advertisements from Different Sectors in Turkey within the Context of Gender Equality

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Abstract

The concept of gender equality, which is among the most frequently discussed topics in our country, especially in recent years, appears as an area that has been examined intensively in the national agenda. As a result, different discussions may arise about the conceptual dimension. Even today, gender equality can often be confused with different disciplines. The best example of this is the misconception of the concept of feminism as gender equality. However, contrary to popular belief, feminism does not have the same meaning as gender equality. Although feminism is related to gender equality, they are not really substitute terms. Nevertheless, in many articles or researches, it can be seen that they are described as if they were the same. And yet, when the recent studies on gender equality are examined, these misunderstandings are observed to have begun to be overcome. At the same time, awareness is raised about gender equality thanks to these contents, and it is gradually increasing with the support of non-governmental organizations, big brands and platforms. The biggest indicator of this increase is the increased number of advertisements based on gender equality and the granting of awards related on the topic. For this reason, within the scope of this study, literature review is conducted on the advertisements that ranked in the category of Gender Equality at the 2019 Crystal Apple Award Ceremony and semiotic analysis methods, and interpretations are made on the advertisement pillar of the gender equality movement and the perception of gender in our country.

Keywords: *Gender Equality, Crystal Apple Award Ceremony, Advertisement, Gender Equality Advertisements*

Introduction

The concept of gender equality is not a deep-rooted concept in our country and cannot be fully understood in today's social structure. For this reason, its conceptual dimension cannot find a full response in the society. In fact, it is often confused with other disciplines. For example, although the concept, understanding and view of feminism are related to gender equality, they are not substitute terms in the actual sense. However, one may encounter in many articles that they are described as if they were the same thing in the research. In order to prevent this, conceptual definitions are included within the framework of different perspectives throughout the study and it is aimed to provide a better understanding of gender equality. In the first part of the study, gender and gender equality are emphasized, the semantic dimension of these concepts is examined in the light of the definitions, and a foundation is tried to be laid on gender equality within the scope of these studies. Within this framework, the study aims to resolve the conceptual confusion and to better understand gender equality. In the second part, the concept of advertisement and the short history of advertisement is emphasized, trying to place the concept on a certain ground together with the research subject in order to understand this study on gender equality and advertisement more easily. In the context of this ground, advertisement is tried to be understood in the light of definitions and narratives. At the last part of the study, the other two parts are combined and the main purpose, goal, problem, hypothesis and findings of the study are collected, and the conclusion and suggestions part of the study is formed. In addition, images and explanations are used so that the work is not limited to a certain area, and then it is tried to integrate the gender equality discipline with other fields other than communication and advertisement.

In the conclusion and suggestions section, the situation of the concept of gender equality in Turkey is revealed, a few suggestions are given to correct the mistakes, and the research is concluded within the scientific framework by paying attention to ensuring a better understanding of the subject.

1. Sex and Gender

The concept of sex is defined as a characteristic originating from the creation (Turkish Language Association, 2011: 468) under the umbrella of gender and according to the Turkish Language Association. In addition, gender is a concept that can be examined in two different contexts and can be defined differently according to different perspectives which can be divided as biological and social.

Gender, on the other hand, can be evaluated as a concept that emerges as a different problem as a result of examining the concepts of gender and society under the same title, and that creates a general framework distinguishing itself within the framework of today's feminist-masculinist concepts, and can also be detailed more comprehensively. This evaluation, on the other hand, appears as the opposite of a general set of assumptions of the existing problems.

Sex can be handled in two ways. One and generally accepted definition of sex is the definition of biological sex. However, biological sex can be briefly defined as all the characteristics of being male or female that individuals acquire with the effect of chromosomes while in the mother's womb before they are born.

Another definition is the definition of gender. Gender can be explained as the type of gender that occurs as a result of cultural and environmental factors by the society without the effect of chromosomes, hormones or creation from birth.

One of the few feminist scholars to introduce the concept of gender is Ann Oakley. According to Oakley, while gender (sex) explains the biological distinction between men and women; gender describes the inequality between femininity and masculinity in the sense of community (Bütün, 2010: 11). For this reason, sex and gender should be evaluated at the same time, both in connection and at different levels.

Gender is expressed as social expectations regarding which behaviors and activities are appropriate among the male and female sexes, what rights, resources and power these sexes have or should have (Ecevit, 2003, p. 83). For this reason, it is necessary to mention the points where sex and gender diverge from each other.

2. Sex-Gender Distinction and Gender Roles

Sex and gender are concepts that have not been separated from each other until recently and have been considered as two separate concepts until today. Because; while the two concepts have been evaluated in different ways until today, these two concepts are associated and expanded with many interdisciplinary sciences thanks to other definitions, distinctions and differences that have emerged or been discarded in today's conditions. In particular, while sociologists use the term sex to denote physical and biological differences between men and women; they use the term gender to indicate the distinction in personal qualities called masculinity and femininity in behaviors and roles (Uluocak & Aslan, 2011: 24).

Gender roles can be defined as the set of expectations created by the social perception of the society, culture and understanding criteria of all sexes, especially women and men, and the responsibilities imposed on individuals. These expectations are the duties and responsibilities that individuals accept or are forced to accept due to the influence of the environment in which they live. However, all these responsibilities or duties can be changed. Because no role should be attributed entirely to one sex. All individuals, regardless of whether they are female, male or transgender, do not have to accept or conform to the roles imposed by society that are not correct. However, if we need to look briefly, although they are not sufficient, gender roles are defined as follows in the literature: "Gender role is expressed as personality traits and behaviors that are suitable for women and men and expresses cultural expectations" (Dökmen, 2010: 28).

3. Gender Equality and Policies in Turkey

When the customs, traditions and cultures of the Turks living in the Republic of Turkey are considered within the framework of the understanding of the first Turkish societies, although a patriarchal system is mentioned socially, women are in a position that does not need to stay in the background of men and is not subject to discrimination both socially and politically. According to Özdener's quote from Gökalp, it was said that "man always respected his wife in ancient Turkish societies, put her in the cart and walked behind the cart on foot" (Act. Özdener, 1988: 26). This clearly states that men are not superior to women and that women experience positive discrimination. Today, even if this understanding begins to strengthen again, it is possible to witness the opposite of this situation in certain regions. For example, in some regions, women are considered as the property of men, and women are seen as only doing what the man says, giving birth to children, cleaning and cooking. While this picture is bad enough, the situation seems to be even more dire when individuals of other sexes, namely transgender individuals,

are taken into account. It should be underlined that while there is a reality like femicides in our country, we also have a reality called trans murders. While it has been observed that these murders have increased in recent years in our country, it is also observed that our people are no longer silent about these issues and are raising their voice. Briefly; the concept of gender equality in Turkey is now beginning to be understood in academia and in today's life, and it seems that studies are being carried out in this direction at the same time.

The foundation of gender equality policies in Turkey is laid with the Republic Period. Legal arrangements have been made in line with the plans aimed at gender equality. Some of these are as follows;

With the Law of Unification of Education (Tevhid-i Tedrisat Kanunu), which came into force in 1924, education was gathered under a single system and provided women with equal education opportunities with men. With the Turkish Civil Code adopted in 1926, the social life of women was rearranged in accordance with the age and basic rights were given to women. Turkish women were granted the right to enjoy political rights before most of the countries in the world. Turkish women, who had the right to vote and to be elected in local governments in 1930, had the right to elect and be elected as a deputy in 1934. The achievements of women with these regulations brought in the Republican period are important and exemplary transformations that will never be underestimated when evaluated with universal criteria. The basis of these reforms is women's entry into the public sphere and their participation in the development process together with men (KSG Müdürlüğü, 2008: 13).

The studies on gender equality in the Republic of Turkey since 1924 are summarized as above. Today, such studies continue with the policies of our country and action plans are carried out. Along with these plans, such studies are also carried out in the academia, and Turkey is now becoming one of the countries where awareness is raised on gender equality.

4. Purposes of Advertisement and a Brief History of Advertisement in Turkey

Advertisement has been tried to be explained with many definitions throughout the period from its birth to the present. It is described as "all kinds of ways tried to introduce something to the public, to make it liked and thus to provide its circulation" (Turkish Language Association, 2011: 1972). However, it is possible to define it briefly as follows: Advertisement is the act of manipulating the consumer to ensure or increase the sale of products or services (Elden, 2016). According to another definition; Advertisement is defined as the announcement of a job, a good or a service to large masses of the public in exchange for money in the general media (Ünsal, 1984: 2).

Advertisement in Turkey begins with press advertisements, as in Europe, and the first printed advertisements took place gradually in the Ceride-i Havadis Newspaper in 1841 (Ekici & Şahin, 2013: 13). Later, in 1864, the first commercial advertisements appeared together with Tercüman-ı Ahval, and by 1896, Servet-i Fünun Newspaper encouraged commercial advertisement, the monthly advertisement, announcement income provided this way increased to 12-15 lira in gold (Oluç, 1981: 9).

With the proclamation of the Constitutional Monarchy in 1908, an environment of freedom was created, and thanks to this environment, the number of newspapers and magazines increased, thus the number of readers increased as well. The first advertisement agency, the İlançılık Collective Company, was established exactly at the same time. Therefore, professional advertisement activities started in our country. In the 1910s, the first magazine of the advertisement industry, "Reklam (literally meaning advertising)", began to be published (Taş & Şahin, 1996: 14). When we speak of today, it can be said that advertisement has a completely different dimension in the context of developing technology. Because in today's Turkey, advertisement is not just about newspapers, magazines or printed materials, it is evolving and expanding its range as a marketing activity carried out first on radio, then on television and, more recently, on the internet, thanks to the development of technology.

The primary purpose of advertisement is to activate the purchasing impulse of the consumer to meet the needs arising from the supply-demand relationship between the producer and the consumer. However, it is not enough to just explain the purposes of advertisements in this way. Because advertisement can be used to serve many different purposes with many factors from culture to culture, from producer to producer, from consumer to consumer. Advertisement is not objective, on the contrary, it is a promotional activity with the shaping of the manufacturer. For this reason, the purpose of advertisement is to promote the goods or services produced by the manufacturer in the best way and to reach a target audience.

The Purpose of the Research

In this research entitled "*Analysis of Advertisements from Different Sectors in Turkey in the Context of Gender Equality*", the combination of gender equality and advertisement, which is still not fully understood in the Republic of Turkey, but is slowly being understood, is detailed within the scope of clearer lines and understandings, and gender equality is included in communication and advertisement literatures. The research aims to present a new research data on the subject and thus to help enrich the literature. With the analysis of the advertisements examined

for this purpose, the research aims to provide the academic with the gender equality awareness levels of the sectors and institutions while producing advertisements.

The Problem of the Research

The problem of this research is that although there is a higher level of awareness in the world, the literature on the concept of gender equality and the relationship between advertisement, which does not have a high rate of awareness in our country, is not sufficient, and it is thought that the communication literature on this subject should be more active.

Research Method

This study was carried out by using literature review and semiotic analysis method. While choosing this method, it is decided to use literature review and advertisement analysis methods, by primarily considering what kind of method can be followed. Because; the aim was to provide other researchers who will examine the research and the people who will read the study in a more competent way with the information necessary for a better understanding of the current study.

Assumptions of Research

Gender equality in Turkey is a concept that has just begun to enter our lives. For this reason, sometimes it cannot be perceived completely. However, in this research, it is aimed to understand gender equality by using positive advertisements and to try to show that this concept can be better understood today.

Universe and Sample of Research

The universe of the research is the examination and analysis of advertisements published in Turkish within the borders of the Republic of Turkey under the title of Gender Equality. As a sample, on the basis of purposeful sampling (differences, diversity, richness and contradictions are included in the study according to the qualitative understanding), these are the ads that won the award in the category of Gender Equality in Advertisements within the scope of the Crystal Apple Award Ceremony and some ads that were selected among the ads that made it to the final.

Findings of the Research and Evaluation of Findings

Under this title, the analysis of advertisements, which is the main part of the study entitled "Analysis of Advertisements from Different Sectors in Turkey in the Context of Gender Equality " is included.

Gmag "Special Days Communication" Advertisement Analysis

The Gmag brand actually operates as a lesbian gay bisexual transgender intersexual+ (LGBTI+) awareness page and this "Special Days Communication" advertisement campaign addresses the good or bad special days of LGBTI+ individuals.

Father's Day (Paris Ece Elmas) (Havas İstanbul, 2019)

In the Father's Day advertisement, which is one of the advertisements made within the scope of Gmag's "Special Days Communication", a trans person named Paris Ece Elmas is placed in the center of the advertisement, giving place to what Paris Ece said within the scope of Father's Day and actually aims to raise awareness on LGBTI+.



Section-1

At the beginning of the advertisement, a music comes from background with a pleasant tone. While this music background continues, high-heeled shoes and nail polish, which are identified with femininity are seen. This combination, which is thought to create an aesthetic appearance according to social norms, can actually be interpreted as the reflection of social perceptions on advertisements.



Section-2

In the continuation of the advertisement, an image that does not comply with gender norms is encountered. It is observed that short hair, which is associated with masculinity, is actually blended with feminine features, and then a situation that is contrary to gender norms.



Section-3

In the third section of the advertisement, we encounter a situation that is completely against gender stereotypes. Therefore, the section tells us something very important. The foundation of Gender is not based on biological differences and is changeable. (Holding, 2017, p. 13)



Section-4

In the fourth section, there is a reference to special days, which is the point that the advertisement tries to address. However, the advertisement continues to present it without losing its essence. Paintings are seen in the background and Paris, a transgender person, is in the front. Paris now appears in a completely feminine structure in this section. Except for her hair, her appearance is purely feminine and actually defies gender perceptions.



Section-5

In section five, we see Paris applying mascara in front of the mirror with lipstick on her lips, a feminine ring on her finger, and a feminine earring on her ear. A rebelliousness is observed in her gaze as if she rebelled against the rules of gender.



Section-6

In the last section of the advertisement, the text "Happy" is seen as a reference to the Father's Day, followed by the name of the brand "Gmag". Behind the text, Paris appears feminine in white and with the justified exhaustion of being against society.

Pride March (GMag Türkiye, 2019)

Gmag places one of the LGBTI+ individuals at the center in its advertisement called Pride Walk, which is another of the advertisements it carried out within the scope of “Special Days Communication” and made a brief presentation about the difficulties experienced by individuals.



Section-7

A few seconds after the beginning of the advertisement, a scene like in section seven appears. In this scene, a person is seen wearing a tote bag and a leopard print shirt. The interesting part is that the person's neck is bent and he pauses for a while before leaving the door. It is as if the person has the thought of what will happen to him as a result of wearing bags and leopard print clothes, which are associated with femininity.



Section-8

In the background of the eighth section, it seems that the tisk tisk sounds are accompanied and the character of the woman at the door, who seems contrary to the gender taboos, is actually condemned.



Section-9

In the continuation of the advertisement, it is witnessed that the character contrary to the social norms is ostracized, ridiculed and condemned by the society. However, it is understood from the way the character turns his head to show that he is used to them and that he is trying to show that he does not care. Perhaps it should be said that he is experiencing learned helplessness.



Section-10

While the advertisement continues, the character is seen again ostracized by the society and is exposed to discourses such as "faggot, look like a slut". In the background, the words "There is hardly 70 meters, but on your way you will take 100 steps of fear, hatred, anxiety, threat and prejudice at every step, you will walk to the corner, only the world in front of you and courage in your heart".



Section-11

At the end of the advertisement, the text “#HerYürüyüşümüzOnurYürüyüşü” (EachWalkIsAPrideWalk) appears. On the back of the text, that shy, judged character's head is high and her way is wide open. This is an indication that everyone is given the message that whatever you do, we will still exist. It is possible to understand this message with the text, character and place selection in the advertisement.

Bahçeşehir University & Women's Solidarity Foundation "Red Ribbons" Advertisement Analysis

In the “Red Ribbons” campaign of Bahçeşehir University and Women's Solidarity Foundation (KADAV), it can be called a series of activities to be the voice of women who were forced into marriage at a young age. Within the scope of the campaign, red ribbons of child brides are collected and awareness activities are carried out by tying the diplomas of future leaders.

Türkiye'de son 10 yılda 400.000 çocuk zorla evlendirildi.

Section-12

The advertisement begins as seen in section twelve. By giving a statistics, the ad tries to address the seriousness of the situation and in fact, Turkey's failure in child brides issue is revealed. Little children at a very young age are forced into marriage, sometimes for money, sometimes for something else, just because their "father" or "grandfather" or "uncle from father/mother side", in short, the "man" of the house want without asking for their opinion, and these "people" often go unpunished. As mentioned above, this is an indication of the insufficiency of Turkey's legal system regarding child brides and all children, regardless of male/female who are forced to marry at a young age.



Section-13

In the continuation of the advertisement, a woman appears and says the following words; "I was a child, I didn't know anything" While these words of the woman come out of her lips, her tearful eyes are the thing that attracts the most attention. Maybe she remembers the pain that her "family" caused her, who took her childhood from her, and cannot stop her tears. Because she was married at a very young age and was forced to be a mother, a wife before she was even a child. In short, no one had pity on her, her voice could not be heard, and the woman still bore the pain of it.

Yarının çocuklarına yardım etmek için, dünün çocuk gelinlerini dinledik.

Section-14

In section fourteen, we see a white and red text on a dark screen. The red text, on the other hand, says "s child brides of yesterday", so it actually refers to red ribbons. There is a reference to those red "handcuffs", which has meaning humiliating women, as a meaning among Turkish traditions, and the purpose of the advertisement is partially explained throughout the article.



Section-15



Section-16

In the section fifteen, a woman whose face is not visible appears and expresses the following words; "You still go with the mind of a child and tie your hair in the middle or make a ponytail, but at the same time, they say to you, be a woman". In the sixteenth section, a woman whose face is visible is in the frame and says, "So it has remained in our memory for a lifetime". These two different women in two sections actually focus on the effects of forced marriage as child brides on their psychology, with the words they utter. Because almost all of the women who were forced into marriage as a child are subjected to psychological violence, and unfortunately, as we all know or can predict, these women are not only exposed to psychological violence, but also they were also subjected to

physical violence by “men” or “husbands”, perhaps much older than them, while these women were still childish and no one helps these people; they even try to place these women and people in an unfair position with the mentality of “he is her husband, thus he can love or beat as he wishes”.

Onlardan birer mesaj ve kurdele topladık. Onların mesajlarını, geleceği değiştirebilecek gençlerle paylaştık.

Section-17

Section-18



Section-19

The campaign continues to be announced, as seen in sections seventeen and eighteen. The core of the campaign is explained. The red ribbons of child brides are collected and a request is conveyed to the young people in section nineteen who may be the voice of child brides in the future.

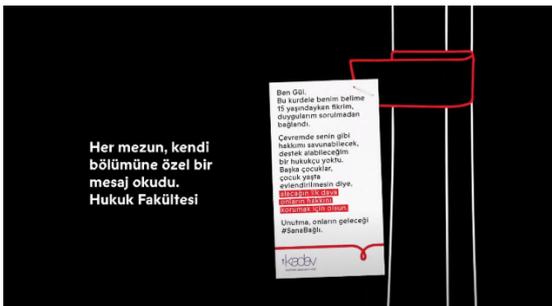


Section-20

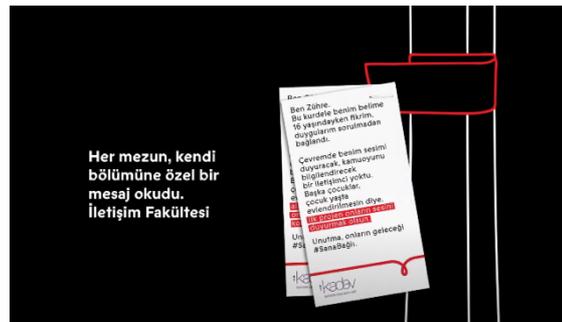


Section-21

A woman is seen speaking on the podium in section 20, and this woman expresses the following words describing the campaign; “Some of you will notice a message on the ribbons tied to the diplomas in your hand. Those messages are the messages that women who were married at a young age in the past wrote to you today, those ribbons tied to your diploma were tied to their waist when they were still children. No one heard their voices.” In section twenty-one, the red ribbons on the diplomas of those students are visible.



Section-22



Section-23



Section-24

Towards the end of the advertisement, as seen in section twenty-two, twenty-three and twenty-four, some faculties come across red ribbon messages attached to their diplomas. These messages, specially prepared for each faculty, are not only about awareness on child bride, but also aim to raise individuals defending rights with child bride awareness who will shed light on future generations.

Cif "Merhaba Güzellik" Advertisement Analysis (Cif Türkiye, 2019)

Cif "Merhaba Güzellik" advertisement focuses on gender equality. It can be said that the notion of gender equality is a kind of equalization campaign through its roles.



Section-25



Section-26



Section-27



Section-28

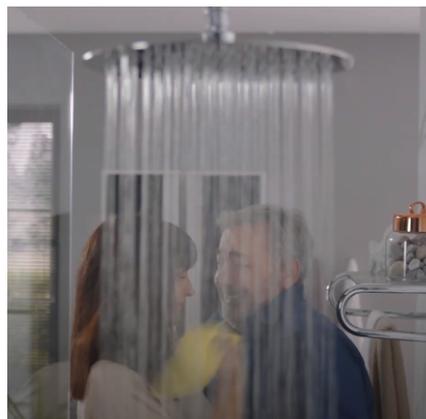
At the beginning of the advertisement, a person whose face is invisible but presumed to be a woman, is seen walking down the stairs with a yellow cloth in his hand. In section twenty-six, the woman is fully visible. She is observed while looking around in a place that is presumed to be a living room with a cloth in his hand. At first glance, she looks like she will do the cleaning work, which is accepted as the duty of women in society. After the

words, “This is the place where you are happy, your house becomes beautiful when it is clean. Because your house reflects you. Hello beauty. But isn't something missing? Something?”, a male character enters with a cloth on his shoulder as seen in section twenty-eight and says "Yes, now it is okay". In these words, it is mentioned that cleaning is not something a woman should do, contrary to what is thought at the beginning of the advertisement, and they all have a common duty and responsibility, regardless of whether they are men or women living in that place.



Section-29

In section twenty-nine, the woman and the man are seen to undertake the cleaning task together. In this case, the ad explains that gender roles should not be imposed on a gender, contrary to popular belief. It shows that if the whole household act together, things can be done faster and can be more fun.



Section-30

When we look at the section thirty, it is seen that the man and woman who undertake the cleaning work with their spouse both have fun and fulfill their responsibilities and strengthen their relations with the occasional jokes they make to each other. Within this context, it is observed that the positivity that gender equality can bring is revealed very clearly. It shows what will happen if gender equality can be achieved and underlines that this will be the key to happy moments.



Section-31

In the last section of the advertisement, it is seen that the spouses finish their work as a result of the division of labor they undertake on the basis of mutual assistance, and they happily show their love to each other. Even if they are tired, it is witnessed that they are actually happy and their love is still fresh. They show us an example of a more equal, fairer order by painting a full portrait of gender equality.

Conclusion and Suggestions

Within the scope of the purpose of this study entitled “Analysis of Advertisements from Different Sectors in Turkey in the Context of Gender Equality”, research data is collected by conducting a literature review on many subjects such as sex, gender, society, advertisement, short history of advertisement in Turkey, aims of advertisement. Research data are collected and these data are analyzed in the context of the literature, combined and attempted to be integrated into the subject, to obtain and transfer certain results. Within the scope of this research, explanations are tried to be given by emphasizing gender equality in the Republic of Turkey and the integration of this concept and advertisements, and then the explanations are reinforced with examples.

As a result, it is witnessed that the concept of gender in the Republic of Turkey is a new concept compared to many other sex and society concepts and is not fully understood. In particular, it is witnessed that there is a great tendency to evaluate the concept of gender equality under the umbrella of feminist analyzes and discourses in academia and in daily life. It is noticed that this partially correct attitude cannot fill the concept completely.

It is concluded that it is not correct to see gender equality as the equality of men and women in general. In fact, although the concept of gender equality covers all women, men, transgender and intersex people, it is observed that it is only examined within the framework of equality of men and women in Turkey. Naturally, it is witnessed that this evaluation criterion causes a very insufficient research environment. It is concluded that this makes the concept of gender equality difficult to understand.

It is observed that even the advertisements specially scanned and selected for the research do not have an advertisement content other than equality between men and women, and there are only two advertisements with LGBTI+ individuals in the sample, other than the equality of men and women. At this point, it is observed that it creates a bad picture and it is concluded that Turkey is a very underdeveloped country in this regard. While the equality of men and women is not yet fully understood in Turkey, it is understood that raising awareness on LGBTI+ has a very challenging structure. As a matter of fact, the number of studies seen on this subject throughout the research is so limited that it can hardly be counted on the fingers of one hand.

In order to prevent this, it is necessary to present a few suggestions. Gender equality has a framework that includes every person in the society, especially the equality of women and men and their roles. For this reason, some discourses about this concept will be conveyed to the academy and then to the administrations.

Equality between men and women is a very important issue and, indeed, it is an issue that should be included within the scope of gender equality, but gender equality is also a concept that includes LGBTI+ individuals. In other words, it is necessary to continue studies on gender equality. But at the same time, there is an obligation to carry out studies on LGBTI+ individuals. It is necessary to carry out studies on everyone who is in a disadvantaged position in the society. Only in this way can gender equality be really advocated and successful works can be carried out.

To summarize briefly, the concept of gender equality has a very broad point of view and perspective, and if gender equality is to be advocated, it is necessary to examine and observe all these perspectives, and it is essential to understand this. It is necessary to examine, analyze and carry out studies on all people and all disadvantaged segments within this concept, regardless of the difference between women, men, transsexuals and intersexuals. Only in this way can gender equality be really advocated, and everyone should take responsibility to bring our country and academia to a better position and level on gender equality.

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Reflections of Epidemic Diseases in Dystopic Works: An Example of "An Trial of Blindness"

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Abstract

Throughout human history of mankind, many epidemics have arisen, and these diseases have been frequently the subject of novels and movies. The spread of the Covid-19 virus has caused the works on epidemic diseases to come back to the agenda and it has caused to be reconsidered for this issue in the new period works. One of these literary works, the novel "Ensaio Sobre a Cegueira" (Blindness) which is written by Saramago in 1995, is essentially a dystopian work that seeks an answer to "Well, what if all people suddenly went blind for no reason?". While the author deals with the conflicts in the modern world, the collapse of conscience and moral values through the image of blindness, at the same time he is striving to give aesthetic pleasure to the reader. The work, which has also been adapted to cinema with the same name, maintains actuality even today. This study consists of comparison between the novel "Ensaio Sobre a Cegueira" (Blindness) and the movie Blindness (2008) which was originally adapted to the novel. Literature review, textual analysis and content analysis were used as methods. The comparison is based on the discussion of the social effects of the COVID-19 virus which emerged in 2020 and spread all over the world.

Keywords: *Blindness, Saramago, Meirelles, Corona Virus, Pandemic*

Introduction

It is incorrect to claim that the process of the book-to-movie adaptation is "the scripting of the prose-text located on a technical ground by gaining a technical structure". It is assumed that the issues of a text that is tackled mostly in the field of literature and with the possibilities of literature, is required to handle within the framework of the possibilities and problematics of cinema in the adaptation process. The major purpose of the adaptation is handling again of the novel or story which was previously written for a purpose other than cinema and television, in accordance with the art of cinema or television. Although literature and cinema are different from each other in many respects, a common ground is found in adaptation process. It is observed that adaptations from literature to television and cinema generally occur in three types. The first type of adaptation is the use of the novel as a script raw material for the benefit of television and cinema. The second one is the films that 'remain faithful' to the original of the novel. In the last type, there is a 'transformation' (Tanyıldızı ve Kaya, 2017: 21).

José de Sousa Saramago, the Portuguese-born author of the novel chosen as the sample in the study, was born on October 16, 1922 in Lisbon as the second child of a poor family. Saramago who is a quick-witted and sceptic person even as a young child, dropped out of school at the age of 12 due to economic reasons and had to turn to other business areas. Saramago who worked as a paramedic, critic, journalist, publisher and translator for many years, after all of these different job areas also worked as a poet, draftsman, editor and rector. The author who wrote his first novel Terra do Pecado (Land of Sins) in 1947, also served on the board of directors of the Associação de Escritores Portugueses (Writers Union of Portuguese) (Erdoğan, 2018: 9).

Erdoğan is saying that "Saramago has described being a compassionate, good individual as the supreme virtue of human" and following this, Erdoğan claimed in his work that the author set up his labyrinths with a "sarcastic" exaggeration. In his works, he emphasized the tendency to break old patterns and establish a new order by placing freedom at the center of the mind. In the content of Erdoğan's work, it is mentioned that while the Saramago's works are touching on the process of confronting the past and they are approaching the new process

with irony, he also makes the reader question about his religious values, historical reality, the society which he lives in and himself. Erdoğan argues that Saramago attributes both confrontation and opposition meanings to his texts. However, he emphasizes that the author is referred to as the "master of irony" in the literary world. The author frequently includes the theme of 'changing order with the broken atmosphere' in his works. Through this theme, the reader has the opportunity to question and seek answers. However, it is known that the author did not turn literature into an object of ideology. Saramago does not specify in his works what is wrong or right, and how these wrongs can be corrected. However, Saramago warns the reader against the possibility of "failing to see" or "noticing" the dangers. Saramago which has a unique writing style, used the first-person narration and third-person narration in succession. Rejecting the usual grammar rules, he utilized from the writing style which is long and irregular (Erdoğan, 2018: 10-19).

Apaydın frequently criticizes Saramago's expression of democracy, liberalism and humanitarian values in his works. Apaydın who stated that the novel *Blindness* is based on the concept of 'morality' and that other values are shaped over the concept of morality, presents the philosophical aspect of the work for discussion (Apaydın, 2012, 66-70).

The author defines human as the 'creator and actor' of everything in the world. With his ambitions, betrayal, savagery, hypocrisy and compassion, human is the 'only determinant of destiny'. Akkoyunlu expresses the narration of Saramago as 'magnificence of simplicity' which is staying away from preciousness and being free from fancy images and language games. This narration also does not include dominant characters (Akkoyunlu, 2018).

The author emphasizes universal problems, not a particular race, nation, geography or religious structure. Ulutaş bases this assumption on the ideological thoughts of the author (Ulutaş, 2020: 126).

In this study, the novel "Ensaio Sobre a Cegueira" (An Trial of Blindness) written by Saramago in 1995 and its film adaptation were examined. In the story, a metaphorical narration is made through real blindness. According to Şerbetçi, the author reveals the 'true value' of those around us, society and ourselves by destroying the gaze of the other. The work assumes that we equate ourselves with a wrong 'I' and fail to see our true selves. Şerbetçi who analyzes the work on Lacan's incomplete/wrong (*méconnaissance*) term, deals with character transformations (Şerbetçi, 2010: 5).

The epidemic subject of the movie *Blindness* (2008), adapted from the novel *Blindness*, shows similarities in terms of the effect of the Covid-19 virus, which has spread throughout the world, on people. There have been many epidemics throughout the history of humanity, and the economic, social and political effects of these diseases have been carried to the present day.

Pandemics that are medical phenomena affect society and individuals. Infectious diseases cause panic and stress due to the threat of death as it is known. Under this circumstances, it is foreseen that people who behave unusually may emerge. Emotional and psychosocial effects ought to be managed in order to prevent chaos that may occur. (ak. Karataş, 2020: 6)

Along with epidemics such as Covid-19, Plague, Cholera, Sars, Ebola experienced throughout human history, many epidemics that have not been experienced but are likely to be experienced and have been the subject of novels and movies, whose effects are similar to real epidemics can be mentioned such as 'white disaster' of Saramago. These dystopian works shed light sometimes on the future and sometimes on society This study aims to determine factors are influencing attitudes and behaviors of governments and individuals in response to epidemics.

1. White Dystopia of Jose Saramago: Blindness

The novel "Blindness", written by Saramago in 1995, is a dystopian work. Pessimistic reflections about the future are included in this types of works which a rapidly changing and unhealthy order is described. In dystopian works, it is the case that the evil in human nature becomes dangerous through the state or religion. Societies dragged into chaos form the basis of the dystopia genre. (Çelik, 2015: 57-59)

The word 'dystopia', whose origin is Greek, means 'bad place'. In dystopias, which are also called by different names such as anti-utopia, counter-utopia, reverse-utopia, black-utopia, negative-utopia, the main concern is the destruction of the individual's private life and freedom. While there is unrequited obedience and loyalty to the state in these works, it is observed that the relations between individuals are weakened. This situation removes the boundary between personal space and corporate space. (Bıçakçı, 2014:22).

Saramago discusses the effect of social, religious and moral control mechanisms on society through the image of blindness. It deals with the surrender of society to its primitive impulses. Depersonalization against evil

is presented to the reader with the symbol of 'white blindness'. With the spread of the white epidemic to the whole city, chaos occurred and this chaos was strengthened with the inability of the state to produce solutions. It was not enough for the people with merit in the upper strata of society to leave the rest to die in order to save themselves. Blindness brought with it panic, fear and mental collapse. Saramago ironically described sexual abuse and corruption in the face of hunger, killing in the face of exploitation, weakness in the face of power.

In the story, the experiences of a group of people who caught in 'white blindness' in this process are described. According to Saramago, the three causes of blinding of people and societies are 'state, individual and religion'. It is not possible to separate these three phenomena that affect to each other and being affected from each other. Saramago criticizes the state because of creating artificial crises and failing to find solutions to crises and manipulating society. He argues that the state provided a basis for chaos, intimidated the public and increased the crisis. Chaos ensued as a result of blindness. Blind people cannot think clearly due to factors such as fear, hunger and sexuality. The state called this epidemic "white disaster". Health workers were mobilized to prevent this white disaster, but a medical explanation for the disease could not be found. As a result of the unstoppable epidemic, the state decided to quarantine blind people. Blind people who were quarantined are placed in a former mental institution. Saramago criticizes the uselessness of public spaces through this mental hospital. Blind people who were quarantined began to act with primitive impulses. This situation brought with it hunger, fear and sexual abuse (Doğan, 2019: 237).

Dystopian novels describe pain, oppression, mass poverty and a dark future in contrast to utopian novels aimed at creating an ideal order and society. Political corruption, malicious softwares, inhumane citizens and humiliated society are described in this work. Deprivation and social pressure affect the thoughts and behaviors of the individuals. This situation is defined as propaganda which is inculcating a idea into the target group through all kinds of mass communication (Ergun, 2016: ix).

Saramago argues that the state manipulates people by intimidating them in order to maintain control. This culture of fear marginalizes people also. The isolation of people with 'white blindness' is an example of this. The urge to escape comes with the feeling of fear. Fear is defined as an emotion that protects but does not improve people in science of psychology. Mental and physical efforts are made to get rid of the troubles caused by fear. The main effect of fear is to desensitize the individuals to their social circle. "The feared thing" becomes the focal point. It was observed that the state manipulated hunger and sexual needs after the quarantine. However, all kinds of immorality was justified. This situation has been described as moral blindness. The concept of conscience was treated as a self-reasoning that is enable individuals to distinguish right from wrong, good from bad. The dialectic of conscience is the rules in the society, the manners and knowledge that shape the person. Saramago conveyed the theme of moral conscience firstly at the beginning of the novel, with the conflict between the first blind man and the car thief. From this point on, remorse and guilty conscience are expressed through internal sanctions. According to Saramago, moral conscience has always existed, but it is changing gradually due to genetic and social impacts (Saramago, 2017: 25). Moral blindness makes people insensitive to their own evil (Doğan, 2016: 238).

In the novel, the old man's statement which is that "the fight between people is a kind of blindness in one way or another" (Saramago, 2017: 123) is also one of the situations in which moral conscience is questioned. The internal accounting experienced with these statements of the old man who says that they now live in a strict and cruel world of the blind, is seen.

The indifference of the state and the moral blindness it brings are frequently mentioned in the novel It is noteworthy that food, health and cleaning materials are insufficiently supplied for the blind in quarantine and that the state does not deliberately control the epidemic. Saramago who is adopting ironic narration in his works, also uses this method in his novel *Blindness*. The use of the statement 'history will not forget their generosity' is an example of this, because people who volunteered to help the blind in charities became blind over time due to the epidemic. Although the blind population is increasing day by day, the only purpose of those in quarantine is to continue to live. Social gangs, greed, corruption, aggression, indifference, selfishness and many moral weaknesses are observed in these conditions. However, throughout the fiction, the responsibility, self-sacrifice, sensitivity and being a virtuous person of the doctor's wife, who is the only person who can see, are emphasized (Doğan, 2016: 239).

After the government accepted the crisis, strategies for the situation were developed, but these strategies were changed many times within a week. As a result of this failure, blind people decided that the rule for living together was an organization that would allow them to help each other. Even though there were protests against the blind people who decided to sell the food that came to the ward with money, when the fight against hunger became unbearable, they had to give all their valuables to this gang. According to Saramago, the state either creates the gang or condones these gangs that emerged spontaneously and exploited the people. He emphasized that with the emergence of irregularity, negative behaviors such as grouping, apathy and aggression will develop. Blindness suppresses the feelings of love, benevolence and compassion that separate man from animals. Thereupon, the

injustice and the limitlessness of evil are also mentioned in the novel. Blind people in quarantine are sexually abused by gang members when they have nothing of value left to give. The selfishness of the gangs is clearly seen in these practices which includes giving food to blind people for taking something in return and even stockpiling perishable foods instead of giving them to blind people. At this point, male-female discussions were observed. By associating physical hunger with sexual hunger, attention was drawn to the commodification of women. In the first attempt of harassment, women have to comply with the wishes of the gang members in order not to go hungry. But when the harassment repeats, the doctor's wife kills the gang leader by cutting his laryngeal with scissors. This event becomes the beginning of a tension which leads to the rebellion between the gang and the blind people. This rebellion ends when a fire breaks out in the mental hospital (Doğan, 2016: 240).

Blind people who is fleeing from the fire in the hospital are released by the blindness of the soldiers who prevent them from escaping from quarantine, but this freedom does not make any sense. The reason for this is that a situation similar to that in the hospital is observed outside. Saramago uses the doctor's wife, one of the main characters of the novel, to address the "human destructive dimension" of selfishness in the world. The fact that the doctor's wife is not blind leads the reader to question. Many moral values are interpreted by the readers over the wife of the doctor, who is defined as the 'eye of the blind people'. At this point, awareness focused on sensitivity and responsibility is presented to the reader as a heavy burden that the individual must bear. This pain is holding the doctor's wife, who suffers from seeing others suffer because of blindness, out of being blind (Doğan, 2016: 241).

In the continuation of the story, the doctor's wife and her companions who are struggling with hunger, take shelter in the church. However, they are astonished because the eyes of the paintings and sculptures in the church are tied with white cloths. This situation has been expressed as "Leaving God blind to all moral evils". The purpose of Saramago is to reveal that the clergy, religious institutions (groups) "blinded the god" in order to "hide their own evil". He supports this idea with the religious blindness of the clergy and members of the religious community. According to Saramago, the reason why God allows people to do evil by blinding people is because God's himself is blind. According to this judgement, moral blindness in the world is not really anyone's fault and it is an "inevitable consequence of destiny". The author defines fate as a person who does not take responsibility for his actions, surrenders his power to someone else. This view of Saramago which excludes the human will, has been criticized (Doğan, 2016: 242).

There are universal messages in this work, in which religious, societal and individual control mechanisms are examined through the metaphor of blindness. The names of the people were not included in the book, the individuals were not described according to their occupations or physical characteristics, and the disaster in the book was presented as a special case such as 'blindness'. While presenting this disaster to the public, emphasis has been placed to marginalize blind people by disidentifying them. The author shows the state in this fictional universe he created as a structure that creates enemies for itself and continues its existence with these enemies it creates. The reason why religion is easily abused is religious people who use religion. The author, who is an atheist, claims that religious people put just God at the center of their attitudes. Doğan opposes Saramago for holding only God responsible for moral evils and thus not taking human will into account (Doğan, 2016: 243).

On the second day of the quarantine, blind people who were not given a shovel to bury their deads, who were not provided with radio equipment to be informed about the events outside and who were closed to the hospital without medication to treat their wounds, are shot without question as soon as they approach a few meters from the exit door. He associated this chaos environment with 'death camps'. For this reason, the novel can be considered as the literary return of 'fascism' or the first arrival of fascism. The novel 'Ensayo sobre la lucidez' (Seeing), which is a continuation of the work called Blindness, was written in 2004. In this work, the government acting ruthlessly is given place. The Minister of Internal Affairs and his deputies, who evacuated the city with many martial law orders such as espionage, imprisonment and interrogation, enabled the citizens to act freely according to their wishes, albeit involuntarily. In this work which deals with the government hierarchy in a cynical and condescending way does not include information that will bring solutions. We see that the author creates an atmosphere of chaos in these two works in order to make the reader think and to open a path in the mind of the reader, in addition this, he creates chains of disaster with chaotic disorder (Erdoğan, 2018: 15).

2. Fernando Meirelles and *Blindness* (2008) Movie



Image 1: Opening Scene of *Blindness* Movie

In the opening scene of the movie (Image 1), the driver of a car which stopped at a red light as depicted in the book is shown to go suddenly blind. As in the book, the name of the man who went suddenly blind, is not mentioned. However, although the book does not mention that the man is 'Japanese', the director often presents the 'first blind man' and his wife as people who connected to Asian culture and who speak in their own language. The fact that the main characters of the film who belong to different races and who speak different languages shows that the director's is adhered to his aim of addressing universal problems in the book and revealing the nature of people regardless of religion, language and race.



Image 2: Useless Dormitories in the Mental Hospital.

While the uninhabitable conditions of the mental hospital (Image 2) begin to become even more unbearable when blind people have difficulty maintaining certain habits, the 'doctor's wife' who is the only person with the ability to see, tries to make her best sacrifices for both those around her and her husband. The woman who dedicates herself to the care of these people appears such as a prophet figure. However, it is almost impossible to meet the needs of the blind people whose numbers are increasing day by day and to maintain order for them (Image 3).



Image 3: The 'Doctor's Wife' Who is The Only Person Who Can See Strives Alone for Other Blind People.

As can be seen in Image 2 and Image 3, blind people who do not have clean water and sufficient cleaning materials start to act with their primitive impulses over time. These people, who do not wear clothes, throw the garbage of the food they eat, meet their toilet needs without caring where they are, and have sexual intercourse in the corridors without caring whether there is anyone around, continue to act like animals that act only on their instincts. It is seen that the culture and accumulation that has been tried to acquire for centuries disappear in a very short time. This phenomenon also calls into question the current position of humanity.



Image 4: Negotiations Which Is Created In Order To Struggle with Blindness.

While the government which tried to prevent the spread of blindness to the whole world outside the hospital but failed, was trying to find those responsible for this epidemic, which they described as "white disaster", instead of seeking research and treatment methods, some of people started to become a gang inside the hospital, and no one was able to resist the gang leader who was dangerous because he had a gun. One of the remarkable points here was that the government stayed in contact at seminars, meetings and committees when there was a disease with a risk of contagiousness (Image 4). Over here, Meirelles reveals the imprudence and deliberate attempt to spread the disease, which Saramago also criticizes through irony.



Image 5: Gang Leader and His Assistant Who Is The Congenitally Blind.

Blind people who give all of their valuables to get food on the threat of the gang leader still cannot escape from starvation. Because the gang reduced their formerly inadequate supplies and started to stockpile for themselves. There is also a born blind person in this gang who has not been caught in the 'white disaster', and this blind person keeps a list of valuables which comes from other wards with Braille alphabet (Image 5). Meirelles who brought to the film a discussion topic that Saramago also gave a place to it in the book, brings up the concept of right and wrong when the doctor asks the blind man, "You are blind from birth, shouldn't you have some empathy?" However, even though insufficient food was given in return, losing your valuables does not create a big commotion as much as the gang leader's second request. In the second request, the gang which takes all the valuables of the blind in other wards, forces the women in the wards to meet their sexual intercourse in exchange for food. This desire raises many conflicting questions. What if women don't want to go? Do women who agree to go have to provide food to women who don't want to go? If the gang wanted both men and women for sexual intercourse, would the men be willing to go? These questions lead to the scrutinising of moral and ethical values that we encounter in daily life. The dialogues between the first blind man and his wife in the ward where the doctor is, also question the concept of marriage and family today. The first blind man, who strongly opposes his wife's joining other women and fulfilling the gang's request, claims rights over his wife, while his wife claims that she is no different from other women, and the doctor and his wife agree with the woman. In this case, the doctor puts an end to the dispute, saying that the decision will only be made by his wife and other women.



Image 6: Preparing for The Last Journey of The Woman Who Died After Being Raped.

The women who convinced to accept the gang's request with a common decision, the women have sexual intercourse with the members of the gang in exchange for food. This sexual intercourse is an indicator of society that humiliates and commodifies women. As a result of the death of one of the raped women (Image 6) the doctor's wife who wants to take revenge on the gang leader is determining to kill him. The courtesy and calmness of the other women who took care of the dead woman, is reminiscent of Gustave Courbet's painting 'Dressing the Dead Girl (Dressing the Bride)'. In this painting, although the painter shows the women making the preparations for the wedding, he actually reflects the preparation made for the funeral of a young woman who died. Death, on the other hand, symbolizes a new beginning, and the director reflects this duality in the film.



Image 7: An Announcement Which Published at Specific Intervals In The Mental Hospital.

The doctor's wife, who goes after the women in the second ward, cuts the gang leader's laryngeal with a pair of scissors, and this becomes a turning point that will change the lives of all the blind in the hospital. The doctor's wife manages to return to her ward without being caught. But they still have little food and the gang members are so mad. This death which ignites the wick of the fire in a figurative sense, becomes the beginning of a rebellion that will lead to a real fire. When one of the blind people sets fire to a bed by utilizing a lighter during the rebellion, the fire starts and a great chaos ensues. When the panicked blind people who crush each other go outside, they can't find anyone. Because, like the rest of the country, the soldiers went blind. Then they say 'we are free' and run away from the hospital. However, the realization that life outside is no different from a hospital causes their fears to increase in a very short time. This is symbolized by the fact that the screens given in the mental hospital are replaced by posters and billboards (Image 7-8). The director frequently gives a place to lenses, eyeballs and billboards that make you feel like he's always watching you.



Image 8: One of The Eye Image Frequently Featured In The Movie.

As the man with the black eyepatch who was waiting in line on the first day of the first blind man's examination, had told the people in the ward before, "Panic spreads blindness more faster and blindness caused panic". The doctor, the doctor's wife, the first blind man, the first blind man's wife, the young girl with dark glasses, the old man with the black eyepatch and a small child wander around the city desperately with hopes of finding something to eat and wear as other small groups do. But the doctor's wife have ability to see and this is a huge advantage for them. Everywhere in the city is covered with rubbish and wastes, electricity and water have been cut off, cars are standing abandoned in the middle of the roads (Images 9 and 10).



Image 9: The Chaos Environment In The City As a Result of The Blindness of The Whole Country.

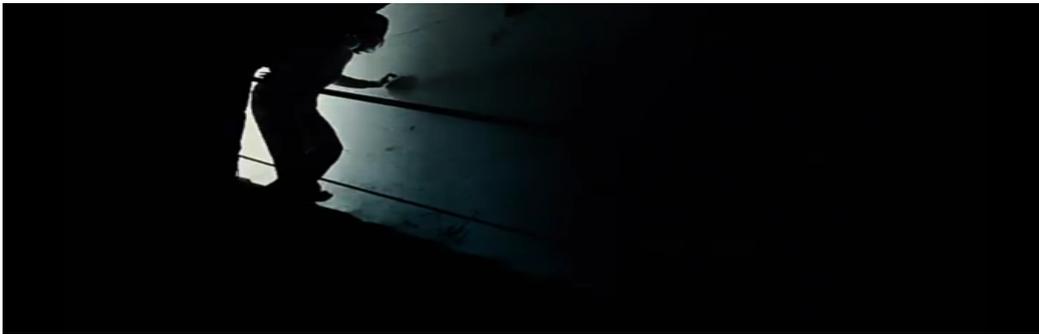


Image 10: The Doctor's Wife Is Experiencing Blindness For The First Time.



Image 11: Director's Depiction of “White Blindness”.

This is the only scene in the book and movie where the doctor's wife, who went down to the warehouse of a pillaged market, experienced blindness (Image 10). While presenting this scene to the audience, the director who aims to create empathy by using only sounds, used white light, silhouettes and eye-straining spaces in the transitions in order to convey the 'white disaster' to the audience through empathy. The director, who frequently uses close-up shots to highlight the eyes, which are tools in the analysis of emotions, also made some changes in the movie, which is very similar to the book in general. For example, in the book, the signs that serve to show the way for tourists are not included in the movie. However, Meirelles frequently made use of many images and reflections in the film.



Image 12: One of The Religious Figures Which Is Painted Eyes In The Church Scene.

The doctor's wife who took shelter in the church to escape the rain, is astonished by the sight she sees. Because the eyes of all religious figures were painted with white dyes and the eyes of the statues were tied with white cloths (Image 12). The church was full but people are unaware of this and they were sitting quietly. In her own small group, when she talks about it, discussions begin as to whether the person who did it was a priest.



Image 13: The Food Scene Presented as The Rebirth of Civilization.

This happy painting is continued with a dinner scene that includes the food bought from a market by this small group who settled in the doctor's house and resembles a celebration (Image 13). At dinner, glasses are raised first for the 'family' and then for the 'humanity'. This mood of happiness in the group, who started to lead a 'civilized' life with their clean clothes and the order in their former lives, is presented as a promising atmosphere in the end of the film.



Image 14: The 'First Blind Man' begins to see again.

In the film which ends with the first blind man's sudden sight which describes he begins to see suddenly again, the old man's speech as the narrator actually indicates that this story will not end but it will continue in an uncertain way. Everyone is very happy when the first blind man begins to see, because this means that they will be starting to see too soon. However, it is attracting the attention that the doctor's wife is being stagnant. The woman who goes out to the balcony begins to see the sky white after raising her head. She starts to think that 'I'm going blind', but when she looks ahead she sees the city standing still as it is.

3. A Comparative Look at Blindness

The novel *Blindness* was written by José Saramago in 1995. Fernando Meirelles adapted this work to the cinema in 2008. The work differs from its original version, as in many literary adaptations, and contains traces of the director's style and thoughts. In this study, the effects of the Covid-19 virus which spread around the world were examined under four main headings through the comparison of the novel and the film. First, it has been evaluated penalty and surveillance system under the topic of the "quarantine". Afterwards, the chaos created by human communities acting with their instincts is explained under the title of "blindness". The third topic, 'death', address an issue the destructiveness of the consequences of brutality and sexual hunger. In the last topic, "freedom", the work was evaluated in general and free will was presented for discussion. Saramago characterizes responsibility as virtue that 'brings out the brilliance and nobility we can always find even in the most miserable souls' (Saramago, 2017: 23). For this reason, the effects of the sense of responsibility are included in all chapters.

3.1. Quarantine

The old "mental hospital" portrayed in the novel and presented to the audience in the movie has great similarities. The hospital aims to observe and punish rather than to treat. The living conditions in the hospital and the attitude of the government are inhumane. Garbage are thrown on the ground, a very dirty and small amount of water flows from the fountains of the building. The hospital is under surveillance by soldiers. The main purpose of this attitude is to cause people to kill each other (Ulutaş, 2020: 119). In Saramago's novel, we can understand the purpose of choosing an old mental hospital from the chaos caused by the fire that broke out as a result of the rebellion. The author emphasizes how poorly designed places such as schools, hospitals, mental hospitals, correctional houses, and poor people's homes where people stay collectively. The author reminds that any bad bed can turn into a pointed iron. He criticizes that there is only one exit door in the ward where forty people are staying. (Saramago, 2017: 190).

In the 15-point instruction announcement made regularly through the military, it is said that they can call the authorities for cleaning materials and other needs. But the telephones are not working, the food is being delivered insufficiently and irregularly, and the soldiers are killing blind people who come out without hesitation. In this way, the author criticizes the "authoritarian state system" in a deep structure. The author asks the reader to question the attitude of states towards crises. (Ulutaş, 2020: 119) In the film, which is handled with this perspective, the state's faults in crisis management, the 'consciously' applied punishment system and the expressions in the film and the measures 'attached to the bureaucracy' attract the attention.

In addition to medical intervention, planned and organized 'psychosocial' support services are needed in order to manage the process correctly in the pandemic process we are in and the epidemic that is discussed in the novel. In his book "The Psychology of Pandemics", Steven Taylor draws attention to five psychosocial situations in epidemic situations on a global scale. In the first case, it is seen that the epidemic leads people who are panicked to shopping due to the risk of infection and killing. In such cases, it is a common behavior to stock up on cleaning materials and food. The second situation is the 'exclusion and stigmatization' of the society that is considered the source of the virus. The third situation is to preoccupy health institutions and organizations with disease anxiety. The fourth situation is the non-compliance with situations such as social distance, isolation and staying at home, which are implemented as epidemic measures. Finally, there is an increase in unfounded claims and conspiracy theories (ak. Karataş, 2020: 7). When Karataş's work is examined, it is seen that Covid-19 and 'white disaster' are parallel at some points, but unlike Saramago, which depicts a dystopia, isolation and quarantine are carried out in more humane conditions.

Saramago has been described as a writer who rebelled against Salazar's dictatorship. He lived in the twentieth century and witnessed the social destructions (violence of fascism, concentration camps and the second world war) that humanity was subjected to (Nural, 2005). In the film, people do not have names and identities, as the author approves. People who are just numbers and descriptions, as in concentration camps, are equally 'worthless' despite their different occupation, status and race. Racism is also mentioned in the movie. An example of this is when a white man, who does not like the opinion of the other person, insults the other blind with the words 'exactly a nigga idea' and 'nigga voice' in a discussion between two blind people. Blind people who escape from quarantine, people who realize that they have been left to their own fate, begin to establish a 'micro-realm' in their own way (Doğan, 2019, 239).

The phenomenon of surveillance is followed by the 'ritual of blinding'. It is seen that the author has benefited from other epidemics in history. Considering the historical data, it is known that the 'disciplinary surveillance activity' first started with the plague epidemic. Ulutaş defended the necessity of the state structure and supports the statements of Bauman and Hobbes with the examples he showed from their work (Ulutaş, 2020: 119-120).

In Ulutaş's words, Saramago, which "projects human cruelty and questions its age", conveys the murders, hunger, poverty and wars committed in Africa, South Asia and the Middle East under the metaphor of blindness. It draws attention to the deaths and economic losses in the current Covid-19 epidemic (Ulutaş, 2020: 120).

3.2. Blindness

In this work, which criticizes the contemporary world, it is seen that people who seem so-called 'civilized' reveal their true selves by losing their comfort. Under unfavorable conditions, people establish power over their fellows, exploit them, and try to destroy them with unfair practices. In the novel, what happened to the human being, who unexpectedly and inexorably broke away from the ordinary life, is described by turning it into a parody. For this reason, funny scenes are also encountered in the novel. These scenes are presented with 'exaggeration'. This funniness makes sense to someone who 'sees' it. For someone who 'doesn't see' it has only a tragic meaning. It is seen that people who are going suddenly blind can make all kinds of mistakes with the anxiety of holding on to life. At this point, the fundamental meaning of the murders is open to debate. These murders, which are an extension of the passions of the blind or the power struggles, are the result of the stress created by psychological pressure. Ulutaş argues that this situation is a tool to question conscience (Ulutaş, 2020: 121).

The film is true to the course of events. The murders and their reasons were presented to the audience as they were. The chaos created by fear and stress, the indifference and repression of the government are expressed with various symbols. For example, we see that the 15 rules that are repeated every day in the book are broadcast through the loudspeaker, while in the film, it is repeated with the monitors. The director, who applied an ironic narrative by presenting video broadcasts to blind people, also used eyes and lenses many times in his plans.

When emotions such as anxiety and fear spread throughout society, people begin to rule the element that creates fear. The weakening of traditional solidarity mechanisms causes the individual, who is isolated in urban life, to feel 'alone' in a sense of insecurity. In this study, in which the social effects of Covid 19 are discussed, it is emphasized that epidemic diseases that have emerged in every period of history are exaggeratedly presented by the media (ak. Karataş, 2020: 6).

The protection of society by 'isolating' the diseased individual from the healthy society is a phenomenon that has been repeated throughout history. Saramago draws attention to this phenomenon through the doctor's wife. The author describes this woman as an 'saint', an 'monk'. This woman character, who is not tired, disgusted, jealous

and who is intelligent, beautiful and cultured, created a deep admiration for herself in the reader (Ulutaş, 2020: 123). When you look at the character in the movie, it is seen that he is insufficient to a certain extent. While the woman's feelings and thoughts are often included in the novel, the film does not include enough "inner speech" or monologues that express her feelings. The persuasiveness of the character's emotional changes is open to debate. While the psychological as well as the physical changes of the characters are presented to the reader with descriptive descriptions in the novel, it is striking that the doctor's wife did not undergo a major physical change in the film. Objectification has been used consciously and the desire of human to dominate his own kind, the struggle to seize power has left its place to violence and slavery. The history of humanity since Abel and Cain has been referred to as the 'history of oppression'. Human tries to eliminate his greed by exploiting and inflicting pain on the other person. It is known that almost all studies in the world are based on economics. This work of Saramago, a socialist writer, which deals with the blindness of the modern world and liberalism, is criticized for destroying human values (Ulutaş, 2020: 123-124).

3.3. Death

The quarantined blind people soon established an order in the mental hospital where they settled. Sexuality, which is a biological need, has an important place in the plot. It is seen that healthy individuals who have lost only their eyesight seek to satisfy their sexual desires. This search results in rape, with the state's provocation and connivance to perversions (Ulutaş, 2020: 126).

Although the moment of the epidemic of the young girl with dark glasses is the first part of the novel about sexuality, the "flirting" scenes of the doctor and the young girl with glasses give clues to the audience in the film. It is often reminded that sexual drive of the blind people does not decrease, both in the novel and in the movie. While it is mentioned in the novel that blindness even provides an 'advantage' in this sense, this argument is shown with images in the movie. One of the breaking points of the plot is the gang's demand for 'women' and this is the commodification of the helpless woman. It draws attention to the fact that the group holding the power acts with the comfort of being sure of themselves. (Ulutaş, 2020: 126-127)

It has been observed that the theme of blindness, which the author deals with within the framework of sexual drive and sense of dignity, is maintained consistently throughout the novel. It is shown how incredible torture and cruelty the person who has the power can inflict on the opponents. Although rapes are included for this purpose, it is conveyed to the reader by placing it between the lines in their subconscious that this situation is considered an 'advantage' for some women in the novel (Ulutaş, 2020: 128). Unlike the novel, such a scene was not given in the movie, and rape and harassment were countered in the harshest way. In the novel, the young girl with dark glasses is shown sexual intercouring him to 'reward' a man for pity or to satisfy his sexual desire. For example, in the novel, the young girl kicks the leg of the thief who abused her. The pointy-heeled shoes on his feet cause injury to the thief's leg, and the thief, who is getting worse day by day due to inadequate hygiene conditions, decides to seek help from the soldiers. But things do not go as they wish and he is shot by the soldiers. In the novel, after this death, we see that the young girl with dark glasses suffers from guilt and the doctor's wife consoles her, but such a scene is not included in the film. However, both in the novel and in the movie, it is shown that the young girl had sexual intercourse in exchange for money before she went blind.

The doctor's wife watched in silence the moment her husband cheated on her. However, her pity for her husband and her forgiveness of the young girl made her a saintess in the eyes of the reader. When the woman told the young girl that she could 'see', this is strengthened the relationship between them (Ulutaş, 2020: 129). In the movie, before this relationship between him and the young girl, the doctor says that he sees his wife as a mother, caregiver, nurse rather than a 'woman'. Although the desire of the doctor, who said that his pride was hurt, to find a new woman to meet his sexual needs, is predictable for the audience, the reasons for the woman's forgiveness of her husband and young girl are not fully understood.

Saramago described the death of the gang leader in as much detail as a 'movie scene'. This event ends when the doctor's wife cuts the gang leader's laryngeal with a scissors blow, but causes a new chaos. In the discussions about finding the murderer, the woman tries to reveal herself, but the old man stops her. He tells the woman that "after this action you have done in the name of protecting your 'honour', the thing to do is to struggle". The fire that broke out as a result of this struggle opens a new door into not only to the hospital but also to a new world (Ulutaş, 2020: 129-130).

3.4. Freedom

Blind people who are freed after the rebellion do not know what to do. Ulutaş says that if you free a slave who has lived under oppression for a long time, he will not want it. He supports this argument with examples. Slavery permeates all their 'souls', free life does not cause happiness but confusion for the blind people. Blind

people suffer from inexperience when they go out as if they have never had a social life before. After the doctor's wife takes on the role of "guidance" in the outside world, the group tries to survive by holding on to each other. This guiding duty transforms the woman into a 'sacred' personality. The author's socialist personality is clearly observed in his works. Despite his communist identity, Saramago's works bear clues from the Christian subculture. The wife of the doctor who guided them resembles the figure of the "shepherd" herding the lambs of Jesus Christ. (Nural, 2005). It shows that the streets, shops and houses are devastated and that the government uses hunger to discipline the people (Ulutaş, 2020: 130).

When the effects of epidemic diseases on individuals and society are examined, it has been determined that diseases that are potentially fatal and spread rapidly, such as Covid-19 and 'white disaster', create panic, anxiety and fear on the masses. Along with this, it is seen that positive actions such as helping, raising awareness and solidarity are also emerging (ak. Karataş, 2020:7). It is assumed that the qualities of the doctor's wife, who is the only person who can see in the novel, are frequently seen in epidemics.

In the novel, a group of seven people take shelter in a white goods store, and the doctor's wife goes out looking for food alone. Thanks to the sight advantage that blind people do not have, the woman who goes to a store's warehouse gets enough food for 2-3 days and after that she is attacked by the hungry blind people while leaving the store. After filling their stomach with the food they saved, the group discuss their future plans, realize that they can survive by "acting together" and decide to settle in the house of the doctor and his wife. Emphasis is placed on the doctor's wife's effort to be responsible and help others, even after leaving the hospital. With her strength, courage, patience and loyalty, the woman turns into a 'prophet'. No 'patriarchal structure' has the power to destroy women's resistance to life. The doctor's wife who accidentally goes to a church result of another food-seeking adventure, is astonished to see that all the depictions which includes all paintings, figures on stained glass and all statues have white cloths, bands and dyes on their eyes. The woman thinks it was done by a priest, but a man who was there and knew the priest for a very long time says that she would not do it (Ulutaş, 2020: 131). In the movie, the doctor's wife enters the church to take shelter while escaping from the rain, but she does not blame the priest or anyone else for this incident, on the contrary, this does not seem to anger her. The woman is only astonished.

In his study, Karataş referred to the 'basic assumptions' model conceptualized by Janoff Bulman. In his childhood years, subconscious consists of the thoughts that "the world is a fair place, people are helpful and life is controllable". Traumatic experiences, on the other hand, shake people's positive beliefs about the world and themselves. It is assumed that after the Covid-19 pandemic, many things will change for the humanity and a new era will be started. It is a well-known fact that this situation which affects the whole world, will cause radical changes in economic, social and political life (ak. Karataş, 2020: 6). In both the novel *Blindness* and the movie *Blindness*, we clearly see that the impact of the Covid-19 epidemic will continue for a long time.

Saramago holds religionist people and religious institutions responsible for evil in the novel. Blindfolded religious figures, on the other hand, mean 'The God blinded by others'. The blind man who defends the priest, on the other hand, reflects the communities of people who have 'blind allegiance' to religious groups. According to Saramago, if God does not notice you, you can do all kinds of 'immorality and injustice'. The study considers the connection between the literary work and real life. The author's novel "O Evangelho Segundo Jesus Cristo" (The Gospel According to Jesus Christ), published in 1991, won the literary award which is named Grande Prémio de Romance e Novela APE/IPLB (Grand Prix of Romance and Novel APE / IPLB). However, as a result of the Catholic Church's pressure on the Portuguese government, the nomination of his controversial "The Gospel According to Jesus Christ" for the European literary contest Ariosto was prevented by being banned the book from competition. The group that put their lives in a certain order began to live in more humane conditions than the others. All their needs continue to be met by the doctor's wife. This order lasts until the first blind man starts to see. After the first man blinded by the epidemic, the young girl with dark glasses begins to see in the evening of the same day and in the next morning, the doctor gets rid of blindness and his eyes start to see again. *Blindness*, which suddenly occurs on its own, recovers 'spontaneously' without any cause, vaccination, medication or treatment. The classical fiction of the novel has a 'happy ending' in this sense. It is thought that this path was followed in order to show that there was a divine power behind the event. In the novel, Saramago hurled characters into brutality and chaos and he drag them into hard times but later, he act as if nothing had happened by bringing them together again with spiritual enlightenment.

In his works, Saramago makes the readers 'thankful' by showing that the 'dream atmosphere' which he drags the reader into inside is not real. The purpose of Saramago is to sensitize humanity to the hard painful realities (Ulutaş, 2020: 132).

No matter how happy the ending is presented, it will not be possible for the society to recover after the disaster in a short time. The doctor's wife acquires not only an identity of 'political and moral authority' but also an identity of 'divine savior'. The reason for the tears that the wife of doctor shed when people begin to see, is the two different positions which she in: the comfort of getting rid of a burden, at the same time (on the contrary this) the disappointment of losing their leadership status (Nural,2005).

Conclusion

Humanity has fought many pandemics since human race began its existence and the war is still going on. These diseases have not changed and transformed people only economically and socially, been an inspiration to them as well. Saramago's novel *Blindness* is a good example of the works that are discussed a subject of epidemics because the author allows us to find answers to questions like 'why did the epidemic occur?' and 'how did it spread to the whole country in a short span of time?' rather than focusing on how to cure the white disaster that he created in his own fictional universe namely the blindness epidemic, in that this disease occurs and ends suddenly without any treatment, drug or vaccine. Unnamed characters, who are addicted to their cars and valuable articles despite their blindness, represent to the value that given to objects but not given to people and how pride, justice and humanity are lost in order to have something. Blind eyes indicate how blind conscience has become. However, the fact that a raped and starving woman commits a murder to save people who are in misery like herself and kills the gang leader is actually a matter of debate. The author does not dwell too much on the question of "Is it ethical for a person to commit a murder for whatever reason it might be?" Because Saramago is an atheist and defends opinion of the necessity to act according to the circumstances, not thinking about heaven and hell. Although the novel seems to have happy ending, it leaves many problems and questions behind. Unfortunately, the author's book called 'Seeing' which is the sequel to this book, does not answer all questions as well.

Adapted to the cinema in 2008 with the same name, the novel largely remains faithful to the author's thoughts. The changes in the film are based on the director's adding his own interpretation without disturbing the flow of the story. While more space is given to the feelings of the doctor's wife in the novel, it is seen that this aspect is missing in the movie. In order for the audience to empathize, the director who included white silhouettes at the transitions and at the moments of blindness, also frequently used reflections. People from many races were included in the film, keeping the universality of the subject and providing a cultural diversity. It can be said that it is a successful adaptation in general because the subject is handled in accordance with the message that the author wants to give.

Every prophet who sent to the world and every leader who have a country or a community, aims to do things that will benefit their society. However, every leader is a human being with his self-sacrifice, ambitions, right and wrong. The teachings that these people try to protect and adopt are only as much as they can convey to others. For this reason, although the 'doctor's wife' will strengthen the society and bring this pioneer group together, unless every individual in the society has a sense of duty and responsibility, their goals remain only as ideas. Leading a blind community in order to take them away to the desired destination is based on trust. The essential point which is necessary to provide this trust, is to stick to the basic ethical and moral values that will keep the society alive.

When we consider the issue in terms of the pandemic process we are experiencing, it is observed that behaviors which is seen in every epidemic such as panicking due to the spread of the disease, stocking up on food and cleaning materials, not obeying quarantine / isolation rules and not obeying the social distance rules are common. However, studies show that people who come face to face with death or catch an illness, start to review their lives and question the meaning of life. However, studies which is examining the lives of people who are facing death or people who caught the disease and which is examining the effects of the Covid-19 epidemic on society, have observed that the family structure has lost its function due to decreasing number of person inside families. Also, these studies have observed that traditional relations have been damaged because of as a large part of the population has left rural life and migrated to cities. Humanity, which becomes selfish for the sake of comfort and thinks it has the authority to dominate, suddenly comes up against desperation as in the novel *Blindness* which should lead us to be more responsible.

While benefiting from the superior aspects of the work mentioned in the study, lessons should also be taken from its deficiencies. Saramago ignores human will and sees gods and religions as the only guilties. However, it is entirely up to people to establish a new world order based on sharing, sensitive to biodiversity and the environment, instead of the individualist, isolating and competitive order imposed by the neoliberal system. In

the epidemic period, psychosocial assistance should be provided to risk groups in a way that they can easily access in order to prevent the increase of domestic violence, abuse and poverty.

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Internet of Technological Transformation and Objects: I Robot Movie Analysis and Covid-19 Artificial Intelligence Robots

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Abstract

With technological transformations, we change our roles with the machines in the present conditions of our sociological, psychological, economic, cultural structures. The use of technology widespread with the effect of capitalism increases our commitment to the technological tools we receive to the center of our lives. The social media revolution that has become a vital part with the new media causes us to integrate with technological means and shows that they have the power to change our communication forms. In particular, the binding of objects with internet providers, manipulates us, use and to our satisfaction. Our developing and continuously changing technology has the effects of our culture, personalities, consumer habits and the perceptions of us by changing our needs. Within the scope of this study, it is emphasized on the concept of the transformation of the technology, and the effects of the objects are made on the fact of the internet (IOT). At the same time, the analysis of this concept is analyzed the epidemic film related to the use of the health sector. The role of the artificial intelligence robots used in the fight against Covid-19, which is described as a global health problem, the role used in the challenge of this technology used to examine the benefits and damages of this technology used.

Keywords: New Media, Technological Conversion, Internet Of Things, I Robot Film, Covid 19.

Introduction

It is possible to say that the concept of technology is the impact of our lives as of the 1990s and the power of redirecting us. This developing and changing structure embodies the fact that we cannot imagine, and allows us to feel many cases. The technological instruments we use without the spell and inquiry are changing the ways of living us. This may be analyzed from our forms of communication, from our consumption habits and cultural values. In the present world of our mobile phones, we continue using the technological instrument that facilitates many of our lives during the day. Assuming the number of individuals who are caught in the idea that caught and cannot live without life, it is actually the fact that the technology is addicted to technology.

In the global conjuncture, it increases the effect power of technology every day by manipulation and indirectly increases our status by manipulation. The technological transformations we are experiencing also affect our social, cultural and economic experiences. The technology phenomenon that we cannot escape and enjoy with pleasure has started to arrange and facilitate each area and the facilitating feature of us. Information technologies with a return of the digital age are updating itself and the perception of consumption is necessary in the economy market. The increase of the consumption rate by the effect of globalization also provides the opportunity to reach many of the new technological instrument in a short time. This technology we do not question the measure of the necessity of the necessity is dragging us into a different dimension and capturing our contemplative skills. Especially when we look at the Internet in our lives, perhaps it will not be impossible to believe the power that we have never heard. This system that humanity produces and consumed with objects, we can call the robotization process by connecting to each other. Driver-free cars are connected to each other with many objects of car detection sensors, stimulating camera systems and self-opening and close-up of many objects and facilitates our lives. Recently, the artificial intelligence, which we started to talk and use, is replacing humanity with their questions they head to heads.

The aim of the study is to create a awareness on the technology that directs the importance of the link between the transformed technology and the importance of the link for the future. At the same time, when using artificial intelligence and IOT systems, it is the aim of questioning the benefits and damages to be conscious of the individual

technological control that is possible. In the theoretical stage, the literature screening and descriptive research technique were used. In the applied stage, the operation with the film analysis technique is supported and a mixed method using interview technique is integrated into the study.

In the first part of the study, the technology structures are included in the spread of innovations and benefit from the simulation theory and brought the digital age. In the second chapter, the developing and varying technology structures of the developing process of the internet of the objects that increase each other day in our lives are examined. In the third chapter, some examinations were included in the IOT systems used in the fight against Covid-19, which we defined as global epidemics. In order to support the study, Istanbul Bahcelievler is an interview with a health worker who served as an isolation nurse in State Hospital.

1. Transformatory Technology and Digital Age (Spreading of Innovations and Simulation Theory)

The technology that has been self-updated and the technology presented with its different features, is also the beginning of an age. The technological system where their new concepts have changed in a short time, carries the most critical nature of the digital age. Many structures that are transformed by the new media phenomenon cause us to define the distinguished features of the digital age. According to RUSHKOFF, the Digital Age has ten required features. These; Time, space, selection, confusion, size, identity, social, real, openness and purpose are listed. According to RUSHKOFF that is required to have these ten features on digital platforms, individuals are either programming or programmed (Yengin, 2014: 116). After the individual programs technology, the technology produces is to the individual programming (redirection) phase. The new media shows us the distinction between the new (current) concept of the new (up-to-date) concept that turns into various, digital, interactive, hyper-textual, virtual, digital, interactive, hyper-textual, virtual, virtual and network-related features (Dengin, 2014: 139). The case of renewed digitalism opens the conversion of the society. According to Castells, they need to look at their communication technologies to understand the societies, so the media structures. The internet we can qualify as an extraordinary invention of humanity, the individuals drag a new adventure (Güngör, 2018: 212). When we address the development process of the Internet, it is possible to say that the psychological, sociological, cultural and economic changes in our life are in the subject of our life.

According to the poster (2018: 128), the problem of the Internet is not only technological, money-mechanical. It constitutes a border between human and human technology, the use of technology to a machine that transforms the human to a 'Cyborg that is intertwined with the machine. The technology brings the reality to imitate and produce, duplicate and improve the evolution. When we are examined on the basis of the concept of digitalization, it is the meaning that each of the information and communication element may be transformed and transferred to the shape of each 1 and 0, where each 1 and 0 is a bit called bytes. This artificial code is replaced by the natural analog systems and transmission codes (light beam or sound vibration, etc.) related to information and communication (Dijk, 2006: 9). The first-based tool is telegraph in the process of evolution of technology. The main power that combines different planets of the communication galaxy has been the computer. The calculators have changed the world of communications in a way that a television viewer or a newspaper reads the first time readers (Baldini, 2000, 105). Innovations system with perceiving, calculating, referring and responding to the individuals of innovations are also inevitable.

Within the scope of the spread of innovations, it is aimed to learn the innovations of individuals with traditional attitudes and values, who are living in more rural areas with technology. According to the spread of innovations developed by Rogers and Shoemaker, innovations are spread through four stages. In the first stage of the knowledge phase, individuals have first knowledge that there is an innovation. In the process of the second stage, the individual has an attitude in favor of or against this innovation. In the decision-phase of the third stage, the individual attempts to accept or retry innovation. At the end of the last stage, it is in the direction of the individual in which direction has decided to support the research in style. There are also some personal, social and cultural factors affecting this process. (Yaylağül, 2010: 87). We use technology in line with the sociological and economic conditions we are in. If we are going to make an attempt on the first technology we hear, we start to consume in the decision-making phase and consuming our personal interests. So, what are we going on with our technological development circulation? Baudrillard Technological Developments are working at the center of their analysis, trying to understand the society from the place where humanity has taken the way. Baudrillard is emphasizing that technology has been involved in a point of love, it indicates that it is not something that technology identifies in this world defined by the theory of simulation. It is not a world that is directed by technology, stating that there is a virtual world, it is a world identification that all is virtual and the boundaries between the facts of the real and decrease, and the virtualization of individuals is kept in the virtualization of the individuals. The technology is itself of this simulation environment (Güngör: 2018: 208-209). It is possible to say that Baudrillard has not seen the technology as tools as it is in this definition that the boundaries of reality and

virtuality are blurred. On the basis of the concept of hyperger, the idea of creating real-world simulations of the original reality representation of today's media-satiated culture. Laughey (2010: 101) emphasizes Baudrillard's hyperger farm phrase with new reality concept. The rapid development of technology and repeatedly increased updates are an issue that the digital era we can't catch up with the human benefit or loss is to be questioned. The technology is now collapsed into the technology, which is depicted to the stability of the digitalism, the technological given came to the stop point and the world depicted to a stage where humanity is clogged. It also states that humanity's desperation and the end of the human beings of the world (Güngör, 2018: 211). In order to make a clear detection on the technology process, we need to consider economic political cases. The power is not in technology, with technology (Güngör, 2018: 219). The technology, which is open to continuously producing, is a high market for those who have the economic strength. It is possible to say that the power is in the technology in the world where the money is virtual.

Virilio (2003: 63), after the atomic bomb, which has the power to shred the substance with radioactive energy, indicating that the ghost of a second bomb occurs at the end of the millennium, underlines that the information in an ability to disintegrate the international peace in the international, through the interactive of the information of the information. In the technological structure developing with capitalism, we are more evaluated to be consumption-oriented society. This young generation kneaded with internet culture chooses its way to live with their own form by rejecting the legacy of the previous generation. At the same time, in every point where they conflict with traditions, it is developing methods to overcome it through this culture (Polat, 2011: 18). Nothing is confidential with social media in the popular culture. Survives in this structure are also observed. The layout is able to be struck with its weapon, while the victims are surrendered to the same order (Evilder, 2011: 67). If you want to detect the damage to the technology clearly; The Güngör (2018: 217) underlies that those who are watching and watchers, who are listened and the rest of the rest and what socioeconomic conditions are considered to have more realistic detection. When we look at this way, the main problem is not technology, but the technology users will be more clearly understood to be strength and interest relations.

Digital technology is required for modern surveillance activities. This surveillance can be positive or negative. Data on online behaviors and preferences are monitored online in the online environment. The habits and behaviors are determined at the same time the forms of living individuals are also profiled. In the technological structure in which we are in, with the listening device, interviews can be forwarded or the GPS system can be faced with a situations that can be created where people are where people are. If we look at the technological development, the opportunity to meet the new people who are interested in finding someone who is lost, the opportunity to meet the new people who are interested in people may have a positive impact on the security of society using the attack or crimes (Chayko, 2018: 89). The case of technology that facilitates our life at major points and proving the necessity is located in the center of our lives with its return and laptops.

Over time, it reveals that the techno-induced machines and techno-individuals may be an eerie techno in the agenda. Postman, (2016: 116) emphasizes that people are not insufficient knowledge of starving deaths. There is nothing that mathematical equations can do in order to be able to cope with these problems. And the computer cannot address these problems. However, due to the universality of computers, it forces us to respect him and sincerely connect to it and want to take a comprehensive role in each human action. Technological systems, which our commitment increases every day, we also play the leading consumption work and the abuse of total employment. If we will explain the situation with the concept of digital labor, it can be called free labor to share photos on social media platforms without money, making content production, liking or sharing. Writing Wikipedia inputs (without fee) to write Wikipedia inputs, keeping online internet logs, to share videos or photos, are able to threaten the livelihood of many workers working to provide income (HUWS, 2018: 201). The production of machines, which will replace the future periods, also embodies this situation. Computer technology, non-logic "machine people" and "human machines" are gaining power to the metaphors. The greatest forces of technological progress are artificial intelligence during the first. It is possible to define the YZ as clever and capacity (software or robot) machines that can learn on their own. We can simply call as more humanoid machines (Leonhard, 2018: 26). With this gigantic invention, human beings are able to have the knowledge and skills of us in time. In today's technology world that everything is digitally, it reveals an important discussion that should be questioned that we will threaten the occupations of us. Information processing devices can be placed in almost everything. The objects that are called the internet of the objects in our daily life are digitally activated and are connected to each other (Chayko, 2018: 220). Thus, this system, which increases the technology request we want to have and have the technology request we want to have, suggests that we are in a cycle that is not ending. Digital platforms we use as if there is no equivalent, producing technology is more powerful to the hegemony. After something is digital and moved to the cloud, often free or at least greatly becomes cheaper (Leonhard, 2018: 54). In such a system, the digital platforms we do not have to use in such a system are trapping in our brains and with our brains that cannot think.

Joseph Paul Goebbels should consider the lies in the sub-text of the words "not afraid of anything that knows everything. With the provision of panoptic control in the next process, it will be not afraid of their competitors around the person who sees everything (Virilio, 2002: 62). The technology producers can remove us to the economic interests, with the changing society structure. At this point, it is important to be able to be the technology literate, it is a critical value for the next age to be able to distinguish what the use of technology can be used and damages.

2. Technological Revolution that Develops With the Internet Of Objects

The varying society structure with the internet is entering our lives has always caused the interaction and interaction of the interaction anywhere. With the present invention, showing the effect of social life to trade life, the world has entered into a different cycle. As a result of the changes in the internet media, the world's trade continues to develop around the Internet and continues to develop with the development of internet technologies every day (Well, 2013: 13). It is possible to evaluate the internet development process in four stages. The first stage is to be transferred to the digital medium of information and to provide digital access to information (1990-1995) with cooperation with the cooperation of the information sources transferred to the second stage digital medium (late 1990), the use of the third stage social media, mobile media, Digitizing the interactions such as cloud computing, transferring videos to the virtual environment (early 2000), while the fourth stage is to connect to the internet digitally (today) (Todays & DAŞ, 2018: 327). The internet has initiated a great development and conversion process on the world. This network, which has been connected to objects in the process with the developing structure and system feature, has established the techno-world basics.

At the beginning of the 1990s weiser has started to replace the IOT in our IOT life with the concept of "Calculation (Ubiquitous Computing) everywhere (Ubiquitous Computing)" (Ercan & Kutay, 2016: 600). When we try to understand the algorithm of the system, the object component consists of the devices that are connected to each other and the internet. The human component is characterized as the element that provides effective connection to IOT. The data component consists of objects and information generated by people. These data obtained are analyzed and transferred to people or machines as available information. It is of great importance to be analyzed data to take effective decisions and to achieve good results. The process component provides access to the correct person or device at the right time by showing the interaction between other components. IOT Kaves the communication between the human-process-data-object (Day & DAŞ, 2018: 329). The internet of objects is an important example to describe the present version of the technological processes. Using this concept as Internet Of Things - IOT, many objects are the opportunity to see, hear, think, think, think each other in order to decide after the information sharing of many objects. IOT also expresses the transformation of basic technologies such as embedded devices, communication protocols, sensor networks, internet protocols and applications (AKTAŞ, Pulling, Virtual, 2016: 43). The fact that many objects around us to fall to smart devices causes us to perceive as tools that are fascinated by us. This unlimited information flow is facilitating to many areas from our daily life to our work life. It also increased the quality in the IOT production with the industry, reduced the cost of energy efficiency, creating energy efficiency, competitive products. However, this system, which has positive qualifications, it is still a technological and politically resolved in order to benefit, it is still technologically and politically resolved (Ercan & Kutay, 2016: 605-606). When our life we have left on technology is managed from a single center, it may cause cyber attacks, causing cyber attacks, it can cause fire in our house by breaking the adjustment of the furnace in our house, or when it automatically turns off the alarm system when it automatically turns off the alarm system. The subject of our personal data is often on the agenda. With the copying the data in our computer, it is possible to monitor our smartphone when the camera is entered into our system and to encounter the condition of violating the privacy of private life. For this reason, security in this system is of great importance. When we look at the Day and DAŞ (2018: 332), the following qualifications should be taken into account to ensure the security element: a consistent, automated system, dynamic, security vuliarities real-time analyzing the ability to analyze the real-time, intelligent system, all links and infrastructure on the network The ability to view the needs of the scalable, growing network, the capability of the scalable, growing network, the ability to react real-time, the ability to be able to surveill / monitor / monitor the entire network, encryption, only allowed / encrypting properties in order to read authorized users. This system shows us the fact that this system will take the fact that the Digital Age will take long.

Another system under the Internet of the objects is the Machine-To-Machine (M2M) technology. The SIM card is attached to the saving machines, saving machines, protection, physical security, health safety, control and efficiency in the field, and contributes to the increase in control and efficiency, users and institutions are contributed to the country's economy (Aktas, attracted, virtuous, 2016: 43). In general, the RFID (Radio Frequency Identification - Radio Frequency Definition) is one of the most important components of IOT technology; It is the general name given to the technologies used to identify living creatures or objects with radio waves. Wireless

Body Area Nets (KVAA) (Wireless Body Area Network, WBAN) consists of smart devices that can process the data that provides wireless communication, which has a component of the IOT structure, as similar to the physiological signals of individuals, which are similar to the physiological signals of individuals. At the same time, the sensor nodes are placed in the human body, which are wearable, which is wearable or portable on the top. With the technological development and transformation, the dimensions of the electronic devices with wireless communications are increasing the processing and data storage capacities are increasing and the battery life is extended. KVAA that allows you to be able to be used at all times and everywhere, it is characterized as a key ingredient for medical monitoring systems (Aktas, pulling, virtuous, 2016: 45). Medical devices that measure blood pressure in the health sector with IOT technology, informs the doctor with SMS and the practices where maintenance centers were stimulated with sensors. Information technology has a non-spouse-like intelligence on technology history. Computers are very limited machines that can be thought of. Although today's computers are not one-on-one of the human intelligence, they will most likely make some tasks in the near future than people (Ford, 2018: 95-96). Machinery are used in many areas. In the digital age, health care is biomedical. Managed maintenance systems are replaced by the individualized system of the independent doctor's individualized system of unified insurance systems and computerized patient data banks (Chayko, 2018: 171). In cases where the objects are the internet of the physician and patient relatives, the patients are remotely followed by regular measurement, without causing any negative situation. The internet and artificial intelligence robots of objects that cause a large transformation in the field of health have started to hold great place in the technology market. While the artificial intelligence is situated, while strolling, he can observe a special tracking tool, and then reflect what they see to the virtual world (Kelly, 2017: 261). An important technological development used in the field of health is Watson technology. With this technology, learning algorithms are developed and algorithms for different purposes were written. Watson scans the impossible amounts for doctors and explore the impossible amounts of information as a technology that started to be diagnosed with the patients and to help patients with the formation of treatment plans as of 2013 (Ford, 2018: 126). With the cheapaging and strengthening of the software and hardware parts used in robot construction, the development of robot technology is accelerated. A similar situation is experienced in the automation of information jobs. When the technologies such as deep learning nerve nets, story write engines and Watson are moving to the clouds, it has been transformed to the structure that can be used in numerous new forms (Ford, 2018: 129). This robotization process, which is angry with many examples and is open to self-developing, it only push us to adapt to the technology cycle.

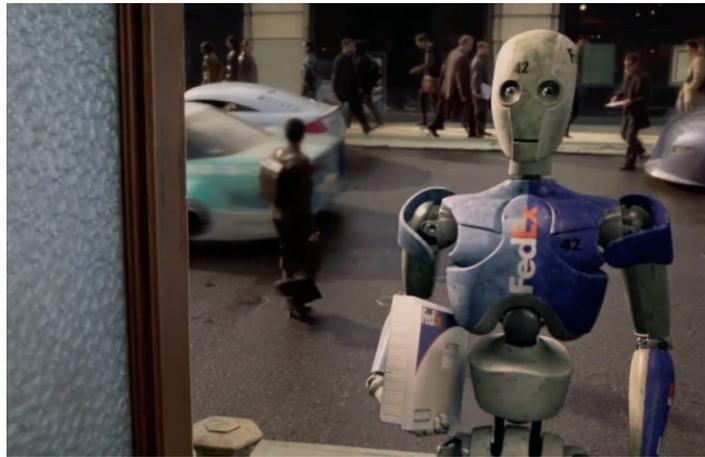
The firmness of the technological structure is increasing the capacity of today. The researchers say that today's computer hardware and human brain produce a device approaching the level of the design complexity of the human brain, the computer capacity (machine intelligence) can reach the minguus. At this point the first step is presented by IBM. In 2011, a computer chip called Synapse, inspired by the human brain, has created a new programming language to work with this equipment (Ford, 2018: 94). Today, technology continues to develop, digital immigrants will not imagine. Another example is the Quill software, which is a more powerful and inclusive artificial intelligence engine after producing Northwestern University StatsmonKey code in 2010. This software that produces news story in approximately 30 seconds uses the largest media institutions such as forbes to produce sports, business world and politics to produce automatic articles (Ford, 2018: 106). As a defensive of Lickliger and McCarthy, he believed that a powerful artificial intelligence is at least the emergence of human being in mind and awareness will be possible nearby. "Thanks to the IT, do we get freedom or are we becoming a slave of machinery?" Although Lickliger, asking the question, it is necessary to seek inquiry and answer these questions in the technology universe.

Nowadays, programs such as siri are increasingly human beings, while the interaction with the machines is interacted with everyday lantry. Apple's Siri describes the human-robot relationship by interacting with Microsoft's Cortana and Google Now, interacting with a hundred millions of people (Markoff, 2017: 33). With the time, robots of the colleague of us may also provide a lot of jobs that we have not seen in danger as perhaps the boundaries of technology are expanded. This situation can make a great difference in the employment market, which can be particularly low-paying jobs. Markoff (2017: 94), this negative table states that the artificial intelligence technology is introduced as technology separation that strengthens people. However, if the process shows the reverse of the status of making useful things, then 2045 says that the human race will have a difficult year. Or may be the beginning of a technological heaven. Or both may be suddenly. Ray Kurzweil, in 2045, it envisages people to beat biology and fate in a sense. In the worst case scenario, the effects of economic uncertainty, famine and increasing food prices can cause social and political instability. If dangerous, these trouble plays the door at the same time. The effects of technological unemployment and environmental problems can feed each other. The most challenging struggle of our age will build a future that will provide confidence and prosperity (Ford, 2018: 316). When we think of the future technology, the principles of the robots will be very simpler to close together and communicate with robots. Instead of using technology without doubt, it is necessary to ensure that the audits required by making predictions and we must take our lives with a controlled use.

3. I Robot Movie Analysis and Review of Artificial Intelligence Robots Used in Covid-19 Process

The consumption process spread by the effect of globalization manipulates us with the perception of which we need many devices that contain technology. Our differentiation needs are able to adapt the internet to live with technology as soon as possible. The changing and developing technology are used to connect to the internet, such as the refrigerator, washing machine, air conditioning, electronic utensils, which we use in our casual life. The operating phase of these systems is as follows: The data in which users are based on their behavior in time, the center of the brand that is used in the center of the brand (IOT, Internet Of Things) of the brand, which are used in the central major data (Big Data) of the brand, the large volume data is artificial intelligence (artificial Intelligence) is processed by the algorithms and causes data to make significant results. When we are in view of the coming technological process, it is expected that the number of devices connected to the internet worldwide are 50 billion in the worldwide when we come to 2030 in Statista according to the statistics published in May 2019 (Sarigül, 2019). This technology, which is open to evolve and update at any time, it makes it possible to say that the internet has covered the larger space in the economy market. The internet defined as the world's largest copy machine is working on each of the movement, each character, each character is copying. The digital economy is walking on the river of copies flowing freely (Kelly, 2017: 73). In the digitalism process we live, the techno-human is integrated every day with this structure that increases its power by copying.

I The robot film is a movie on October 8, 2004 against the audience. I, the robot film was managed by Alex Proyas and made his first representation on 15 July 2004 with its international special representation. In addition to the elements of the US made film, it also includes mystery and action items. 1 hour 54 minutes The film is concentrated on Chicahoho Police Del Spooner, which is the phobia against robots with an event in which the robots produced with high technology in the society has been experiencing a large role in 2035. The film, "Law 1: A robot can't hurt people or can't cause damage to a person by remaining immobilizing. Law 2: It must comply with the orders given by people, but the situation changes when this situation contradicts the first law. Law 3: It must protect the presence as long as a robot does not contradict the first and second laws, "he begins with the words.



Scene 1: I Robot Film, 03. Minutes 23. Seconds

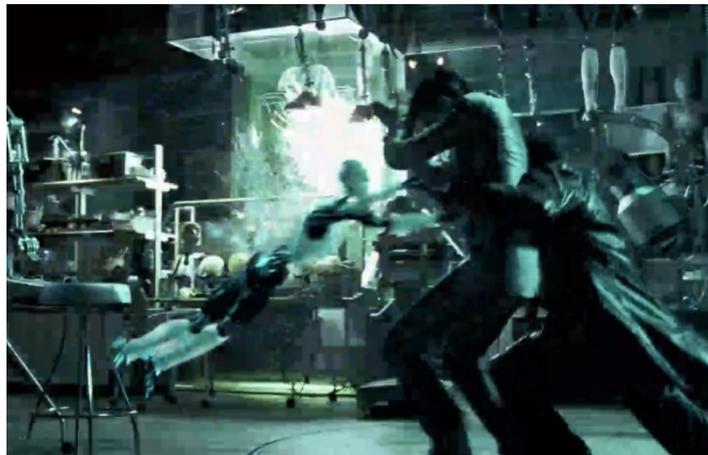
The primary player wakes up in Chicaho Police del Spooner and encounters the robot that brings cargo at the door. We see that a robot has been replaced by today's cargo profession in Scene 1. In the film in which Chicaho 2035 is depicted, we are ready to take you the most of your sentence with the sentence virtual and the limits of our reality perception.



Scene 2: I Robot Film, 04. Minutes 01. Seconds

In Scene 2, the scavengers have been replaced by robots. This suggests that the use of robots is in danger of low-salary employee occupations (waitress, Komi etc.). It reveals the point where robots are outside and behavior of the future information systems of the future. Spooner thinks robots have no benefit to anyone.

It is said that every five people will fall in a robot. It is seen that the camera image is reflected in an empty wall, talking in the movie we are watching the developed state of the internet of the objects. It is seen that they are trying to humanize the robots. When examining the death of Dr Miles Hogenmiller in the victim to the murder, Spooner thinks that a robot is responsible for his death. It is also questioned which substance of the laws transferred at the beginning of the film.



Scene 3: I Robot Film, 21. Minute 06. Seconds

In the laboratory in which the robots are examined, the robot does not close it although the "self-close" warning itself and escapes by jumping from the glass. It is also depicted on this stage, where robots do not need technically to people with a facility manufacturing robots.



Stage 4: I Robot film, 30 minutes 53. Seconds

The spooner emphasizes that robots consist of light and mechanics, allowing a robot to be queried. During the query, the robot says he sleeps and even dreams. The robot, which is angry in the query, shows that the human properties are made of emotion to robots. It is said that the machine will be defined as an industrial accident even if a human death. The product, the product of the USR is defended by the company even even if robots cause human death. It is also considered safe because they are cold and feeling. Although it has to leave the policing badge as they are dealing with the robots, it is spoken that the new generation robots can do everything when they do not comply with the three laws.



Scene 5: I Robot Film, 1st Hour 06 minutes 41. Seconds

The previously accidental spooner describes that the NS4 robot has saved itself because it is 45 percent of the NS4 robot, but that the 12-year-old Sahara does not save the little girl as 11 percent. The robot system is criticized by giving an example of a robot without feeling sensible without feeling this spirituality, but a person can try to rescue the little girl in emotionally by perceiving it. The revolution of the new robots with the eliminating the NS5's old robots. The robots are beginning to hurt people with the declaration of my mastery by the robots.



Scene 6: I Robot Film, 1st Hour 23. Minutes 17. Seconds

With people, the robot war they produce, thus started. By saying robots to protect people from humans, it is said that the logic of artificial intelligence came to a non-denial degree. In the movie, the robots want to give an end to a spooner to the conflict between people.



Scene 7: I Robot Film, 1st 39 minutes 38. Seconds

The Spooner, which disabled the artificial intelligence system, takes the answers to the end of the film are from the robot sunny made with their logic. The robot specifies that the doctor's swear to him and she admits that he wants him to kill itself. By giving a suicide orle, it is understood that the only message to send to Spooner is this way. Technically shows us a system that the robot has to be questioned a murder. The robot Sunny is spooner when you don't know what to do, it tells you that it can be free to be free to find their way as people do.

Many messages lying in the sub-text of the film are describing the technological process we live today. The forecast of the future information systems to self-decide intelligent applications, the development of information and communication technologies is now from being scientific fiction films (approval & praises, 2018: 123). The developing technology, which we cannot imagine, has structures that guide us. Kevin Kelly (2017: 69) emphasize that the most money-winning professions in 2050 will be connected to automation and machines that have not yet been invented. It also underlines what the robots have not yet known.

One of the examples to be given to the nearest day is that the COVID-19 is a great factor in the decrease in the number of cases using artificial intelligence robots in the global release process. So how are the intelligent robots used in this patient care? Ford (2018: 186-187), the basis of this process is the following words:

The older population is increasing, since birth rates are low in Japan. In 2025, it is estimated that one third of the Japan population will be over 65 years. In Japan, there are 700 thousand elderly maintenance maid deficit and this deficit is expected to increase increasingly. This also offers one of the opportunities in the robot area: affordable robots that help the elderly. Due to technical difficulties, the number and the amount of companies that design elderly maintenance robots are considered to be very small compared to the size of the market. Japan, where the issue is to the point of rotation of the national crisis, the most promising developments are experienced.

By departing from Bernard MARR in Forbes, the artificial intelligence (AI) has been used in Ergi Şener

writing that the artificial intelligence (AI) is used to combat the coronavirus of data science and the latest technologies. The Infervision, which is a Beijing-based start-up, has developed a system that allows the disease to be determined and monitored effectively with the artificial intelligence-based solution developed by the Start-Up. Since the robots are not infected, the patient is used to minimize the virus outbreaks, fulfilling the duties of the nurses (cleaning, sterilization, food and drug supply, etc.) and human contact. The robots of the Denmark-based Blue Ocean Robotics are used in ultraviolet light to kill bacteria and virus. At the same time, Pudu Technology's robots used in the process of dining in hospitals are used in 40 hospitals in China (ŞENER, 2010). This artificial intelligence system, which is said to be an important place in the fight against the virus epidemic, provides a concrete point of data science and technology. Alibaba, which is described as the E-commerce giant, has produced an artificial intelligent assisted diagnostic system that he claims to be 96 percent accuracy of the virus in a short time (Karataş, 2020). Today, it is inevitable to understand the value of artificial intelligence robots in the process of control of a global virus challenge. Technology manufacturers encourage the necessity to this system more in such a case and increase the profit margin with the spread of use. If Ford (2018: 308), the cost of the cost is going to beautify the life of the elderly or blackout? The idea of trapping the aging population in the supervision of loving machines is quite scary. If the machines seem to be human, it is emphasizing that the robots to be used as a patient are emotional even if they are not a human being, even if they are a person, even if they do not have a person.

<p>Robots used in the field of health</p> <p>Who can scan 50 to 150 people in the minute, to the patient rooms that can be able to send food and medication, capable of receiving data, and the officials are determined abnormalities. Five Robots in Akazuba, Ikizere, Mwiza, Ngabo and Urumuri will be used to fight coronavirus in the Rwanda treatment centers.</p>	
<p>The artificial intelligence is used to be able to save time in simple issues such as repetitive test processes such as a doctor's assistant (webtechno.com).</p>	
<p>Robot example used in combat technology</p> <p>The French Army used the robots developed by Boston Dynamics during war training. One of the robots, the Spot, for two days, supported operations in discovery mode.</p> <p>The education aims to measure the value of robots in the battlefield and to prepare the soldiers to new generation war technologies. Spot, although the soldiers slow down, he managed to make the battlefield safer (ShiftDelete.net).</p>	 

Table 1: Areas Used By Artificial Intelligence Robots.

It is of great importance to be a digital minimalist in the use of technology that we increase our commitment unconsciously. The technological innovations have been removed from being a distracting source and make us to make it tools to support a quality life (at the same time machines) to save us from the slave (Newport, 2019: 42). It is necessary to not forget that technology is structures that cannot decide our place. Kevin Kelly (2017: 309) emphasized that there is no invention to be used with malice to hurt people. The most important task of us with technology manufacturers and consumers is to be conscious technology literate in the use of this structure we have under effect. The process of technology users should aim to be able to omit at least without the meta product.

4. Interview with the outbreak process in Turkey

Today, the effect of the effect of Covid-19, which we feel greatly felt at the Covid-19 Global Outbreak protects the critical reports of Turkey. In this process, the patient has undertaken the patient care and cleaning tasks in the artificial intelligence robots to dump the outbreak at least risk. In countries such as China and Japan, even technology develops, robots even make blood assays. What is Turkey in the use of technological devices in this process? In order to support the study, Istanbul Bahcelievler State Hospital is the most intensive in the Korona Insulation process, which serves in the Korona Insulation process, which serves in the busy maintenance unit, which serves in the intensive care unit, and an interview was conducted on behalf of health care and to describe the course of health in Turkey. The personal information of the expert nurse was kept confidential in terms of the organization's authenticity and protection of personal data. The interview was made on 24 March 2021. The questions were passed through the pre-evaluation test and the response of 6 questions was requested. The answers only include the decipher of the expert nurse's statements. In the course of Covid-19 epidemic in Turkey, the state hospital in the state hospital is intended to gain consciousness by transferring the experienced in a transparent manner. The detail of the interview is located below.

Question 1: What were the extra tasks given to you in the outbreak process? Can you transfer the communication process between the patients? (You can share a moment if available)

Answer 1: The effects we do not know were quite difficult to fight in full treatment of unknown disease. In this process, working in isolation services, except our own units, was overly forcing. If I mow the share of myself, it was a long time that has been a long time to start working in the isolation service when the operating room is nurse. We have given the same treatment to human being from each language that is citizen of the country. We have tried to communicate with the body language because they do not know Turkish language, Syrian and Kurdish with Turkish speaking patients and learn the language they speak to understand their language.

Question 2: The greatest risk group of the danger had health workers. Did the virus be infected with you even though you take precautions? How did the process prove and have changes in your working conditions?

Answer 2: In the first normalization trial I was a corona in July and I was alone at home for about a month. I was administrative leave, but with loneliness, death concern caused greater damage than the disease. When I come back to work, the distance between the fears in my workmates was more than the fears. I also had to work in Covid Insulation Service if I had taken the process.

Question 3: What is the greatest factor in spreading the virus so fast? Do you consider enough measures taken?

Answer 3: I'm not seeing a measure taken. The precautions should have been on the beginning of the global basis. The restrictions should have arrived equal to everyone. We have confronted the situation of people who are connected to the Turks and to remain in the closed environment. However, I can say that the public number of untrained and high self-confidence is effective in increasing the number of cases.

Question 4: How do you interpret the use of cleaning and patient care robots to be used in the outbreak process by developing? How do you think would be the effect if they had studies on this in Turkey?

Answer 4: I am in view that we need to support each innovation that will reduce the workload on us as a health worker. I certainly believe that robotization will increase in the future. However, in the near future for Turkey is not possible.

Question 5: Which extent was the technological developments in Turkey's epidemic process? How do you think the process is done in Turkey can be skipped in the most damage?

Answer 5: We are experiencing a period we are stretching towards World Countries. The technologies that can be purchased as a society used to consume are more interested. In the lighter jump of the process, it would be much better in patient transport input stories and if the treatment of treatment provides active information flow during the follow-up of treatment.

Question 6: At the beginning of the vaccination process in which extent did it affect the number of cases to the hospital? Can you compare the situation before and after the process of vaccination? You can specify what you want to add if available.

Answer 6: Assuming the process of vaccination is yet to assuming a certain proportion is too early to give it a certain rate. The fact that there is previously undergone Covid and I know that my vaccinated colleagues had to fight as Covid again. As the measures decrease, health workers will have to struggle more and people will increase the conditions of being ex.

If we will be evaluated on the basis of responses in the interview, it is possible to say that the inner face of the release in Turkey is particularly influenced by health workers in biological and psychological sense. The insulating nurse emphasis on the level of Turkey's health technologies is insufficient and underlines the necessity of the work on this issue. It is an important agenda of IOT systems and artificial intelligence robots, which we defined as new technologies and the new technologies. It is necessary to enlarge the workforce, but a system that will not need the lower-class employees and to be integrated through adequate and necessary analyzes.

5. Conclusion

Today's technologies we cannot escape are as a structure that can affect the sociological, cultural and economic structure of our lives. This technology developing day by day is fascinating us with different types of techniques. The connecting the objects to the internet allows the tools to work with the self-sensing sensors that we cannot imagine with the self-sensing sensors and facilitating the facilitating feature. Technology is to be defined as the system we put in the center of our lives without being an indispensable part of our life as if it is an indispensable part.

In the digital age of the limit of virtuality and reality concepts, our communication forms are changing and our interpersonal connection process is evolved to technological tools. It is a more different point as long as we meet robots with the victory of digitalism. When we think on a global basis, it shows that we are in a significant period of technology, which includes a long process from digital to digital existence. The internet we feed on the internet, the internet and artificial intelligence samples are irresistible and browsing a manipulated process under its influence. This process of intelligent houses, unmanned cars, perceiving air conditioning systems, stimulating alarms, gives signals that many technologies we cannot reassure within the next decade. In the present world of technology with our future, the technology has mechanized the emotion and thoughts of the technology. Robotized people, people who are humanized robots also reveal the techno world has already been continued. The I robot film analyzed within the scope of the study, actually carried the most dangerous scenario of robots to humanity on the stage. Value judgments can be capable of the magic of the mechanics, where he has not recognized, but the familiar humanitarian characteristics of human beings that decide with their feelings living with cultural structures. However, it is necessary to address some important points in which we have forgotten in this system. These robots are the colleague of us, or the assistant, or are programs to do their slaves. This structure, which is working with low wages, which are working with low wages, the patient's caregiver, the cooker, which is tried to replace the security of the patient, offers us an algorithm to hit the life struggle of the individuals in the subclass. His artificial intelligence and robots are entered in our life, we should question some situations in people.

In the last part of the study, China, using artificial intelligence robots and by introducing artificial intelligence robots of the pandemic, it is a system that protects us against all kinds of negative conditions that are facilitating the individual's perceptions of the individual. It is important to say that it is necessary to be a good technology literate to use the technology that we do not deny our lives is effective and efficient. It is necessary to have sufficient information about the developing and changing technology of the Digital Cagging. It also affects many technologies, periods and lifestyles that we have left the next generation, we have copied, produced and produced. For this reason, digital literacy should be poured into the technological revolutionary process from small age groups to age groups, but also individuals should be raised by the experts of the subject through technology information centers.

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Examination of Social Media Platforms in Terms of Privacy Policy

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Abstract

Nowadays, social media platforms are frequently being used on the Internet. When the users create an account for these platforms, they are required to accept the data privacy policy. With the approval of the data policy, major problems may arise such as observing every activity of users on the platform, violations of security and protection of personal data, and sharing user data with third parties for commercial purposes. In this regard, it is significant to examine the privacy policies of social media platforms in detail. In this research, we examined the privacy policies of the five most popular free applications on the communication section of the Google Play Store on January 30th, 2021. The privacy policies of these applications were analyzed with the content analysis method, and the research aims to reveal the area of utilization of the data that the users provide, with or without the permission of the user.

Keywords: *Privacy Policy, Social Media, Data Mining, the Law on the Protection of Personal Data, Surveillance.*

Introduction

It is a well-known fact that social media platforms are now actively used by most of society. Services provided by social media such as communication, interaction, agenda, and expressions constitute the motivations behind social media use. In exchange for these free services, applications require users to provide their personal data consentingly. Eventually, this leads to constant data exchange between the users and the social media platforms. This exchange begins with creating an account in a platform, and all the users must accept the *privacy policy* while signing up.

To protect the user data in digital environments and to prevent possible violations, Turkey has declared a law on the protection of personal data (KVKK) that came into force after being published in the Legal Gazzetta with No. 29677 of April 7th, 2016 (URL-1). The scope of the KVKK is as stated in the provisions, “*The provisions shall apply to natural persons whose personal data are processed as well as to natural or legal persons who process such data fully or partially through automatic means or provided that the process is a part of any data registry system, through non-automatic means.*” The purpose, on the other hand, is “*to protect fundamental rights and freedoms of people, particularly the right to privacy, with respect to processing of personal data and to set forth obligations, principles, and procedures which shall be binding upon natural or legal persons who process personal data.*” As stated in Article 5 of KVKK, “*Personal data cannot be processed without the explicit consent of the data subject.*”

If a person does not check over privacy policies before accepting when creating an account, the user may face some problems in the future. These problems may consist of data tracking, security and privacy violations, unprotected personal data, and data share with third parties. The users should be aware of which and for what purposes the data is collected after accepting the terms. In this research, we examined the privacy policies of the five most popular free applications on the communication section of the Google Play Store on January 30th, 2021.

Industry 4.0

Industry 4.0 is referred to as a fully automatic smart manufacturing, distributing, repairing, and recycling with various technologies' integration without any human intervention. Industry 4.0 is an ideology that promises economic growth. *"It is a concept that propagates the combination of the Internet of Things, big data, social media, cloud computing, sensors, artificial intelligence, robotics, and the application of the combination of these technologies to the production, distribution, and use of physical goods."* (Fusch, 2020:70).

Industry 4.0 refers to a collective term that consists of a modern automation system, manufacturing technologies, and data transmitting. The most distinctive elements of Industry 4.0 are under 3 main topics: Speed: Industrial developments in the modern-day progress rapidly. Humans constantly encounter the latest technologies, and these new technological advancements pave the way for one another. Breadth and Depth: Latest developments contribute to the digital revolution. However, these rapid developments not only change the structure of manufactures, but also deeply affect the society, business world, and daily life of individuals. The Impacts on the System: New era changes the structure of the companies and many sectors as well as the systems of the countries, and it consists of whole system transformation (Özsoylu, 2017: 46).

This new manufacturing model based on innovations, digital technology, and computing alters every stage of manufacturing. Furthermore, it is a new production system where the workforce is provided through the Internet, where machines communicate with each other, and where robots have actively become the most important instruments of the manufacturing process. (Büyükuslu, 2017: 77). It is predicted that the Internet of things will connect everyone to everything on a global network. Humans, machines, production lines, logistic networks, natural sources, consumption habits, recycling processes, and every point of social life and economy form the platform of the Internet of things through sensors and software. In this way, the big data is tied up with its whole knots - like homes, businesses, vehicles-, real-timely. (Rifkin, 2015: 20). It is expected that our minds will change and evolve to adopt these technological advancements. However, time will tell whether the mankind will get smarter and be more intelligent or be overshadowed by artificial intelligence. (Greengard, 2017: 157).

According to Fuchs, who sees the exploitation of the Internet prosumer commodity as a step to capitalism, the boundaries between games and labor fade away and the exploitation of game labor becomes a new principle. Exploitation tends to feel like an amusement technique and became a part of the leisure time activity. (Fuchs,2014: 168).

Data colonialism, according to Couldry and Mejias, refers to colonialism that is distinctive of the 21st century. They state that these acts normalize the colonization of people through their data and pave the way to a new stage of capitalism. *"Over time, we can expect that data colonialism will provide the preconditions for a new stage of capitalism that as yet we can barely imagine, but for which the appropriation of human life through data will be central."* (Couldry and Mejias, 2020: 15- 16).

Data Mining

Cyber-attacks are the most threatening acts in the modern world and thus, *cyber protection* is crucial to prevent them. Some theorizers see data mining as a softer version of cyber-attacks. These are the most utilized three channels where the data mining is applied; 1) Search engines (Google, Yandex, and others), 2) Credit Cards, 3) Computers, Internet, smartphones, and applications (which we utilize without any charge, like Whatsapp, FaceTime, etc.) (Büyükuslu, 2017: 134).

Data mining is a process of discovering patterns in various data sets. The personal data is exported from new media environments and digital traces that were left by the users are merged by data matching. Eventually, the traces form a profile. By doing that, companies collect personal data and classify them to provide a better market for their products (Binark and Bayraktutan, 2013: 74).

Data mining aims to manipulate consumer behavior, in other words, to direct and influence consumer tendencies directly or indirectly, as a result of data analysis, primarily for the advertising industry as a marketing strategy, by collecting and mining the information/data. There are still ongoing disputes about the ethical dilemma that data mining has caused regarding its ability to reveal information from personal life and the private sphere. In case of an attack on the privacy of personal information and data, violation of individual liberty, or the use of information obtained in business connections that create conditions of unfair competition among corporate companies may bring about detrimental consequences between the public sphere and private sector (Büyükuslu, 2017: 133).

Property relations regarding who owns or has control of the Internet and social media present a danger to the users. Social platforms like Twitter and Facebook, for instance, serve as a profiling mechanism that collects and record all the personal information and opinions besides providing people a medium for expressing themselves. (Saymer, 2014: 17). The notions of copyright and other intellectual property rights are also under the threat of growing digital media. (Pavlik, 2013: 216).

Surveillance and audit tools have served different purposes for each period. Throughout history, governments have either hidden and preserved the knowledge or used it as means of oppression (Yılmaz, 2020:

238). In respect of private life and personal information, privacy is a fundamental human right. Controlling personal information means controlling people's relationships and how they will be treated within that relationship. For an individual, to control/decide upon their data is a significant element for their autonomy (Dedeoğlu, 2016: 71).

Surveillance Society

Along with the emergence of the new media, the concept of surveillance has gained a different perspective. Now every member of the society has an active state while surveilling and being surveilled. Personal choices, lifestyles, cultures, tastes, beliefs, morals, political views, and ideologies have become transparent and apparent by means of social media.

By digital media tools, digital natives pursue their substantial activities like learning, studying, communicating, and entertainment. For every question that comes to mind, digital natives consult search engines, social media, or online forums (Kürkçü, 2016: 199). This action results in leaving a huge amount of digital footprints behind them.

A surveillance society is a society where the members inspect each other and are inspected as well in the new media. (Yengin, 2014: 183). Nowadays, to surveil and to be surveilled are both easy and considered normal. Disputes arising from city surveillance cameras have reduced, and the mutual agreement upon its necessity and efficacy has permeated the social norms. Eventually, the panopticon has become a concept that involves every part of society. It aims to supervise and discipline. The panopticon theory of Jeremy Bentham takes its roots from the Greek word 'pan', which means 'all' in English, and 'Opticos', which means 'of or for side', forming the meaning of a thing that sees everywhere. Bentham explains the concept of the Panopticon or “Inspection House” as a big, circular structure where an inspector can observe and control all the prisoners in cells arranged around the inspection tower. Being aware of the inspection by their silhouettes that is formed by a dim light, inmates behave more decently even without seeing the cameras or inspector himself, under the pressure of being surveilled. (Yılmaz, 2020: 241).

In Foucault's work named “The Birth of The Prison”, every prisoner in the prison is controlled and surveilled. However, the inspector can never be seen by them. At this point, the digital identities individuals represent are apparent and easily surveilled in the virtual environments. In this context, the individual, in fact, lives in a transparent prison and still is not aware of the situation (Yengin, 2014: 178). In other respects, it is also possible to say that these times under custody have been served voluntarily. For those who have a difficult time struggling against the real world, going back to prison and incarcerating in a virtual box is an escape mechanism.

Control of social media is harder than controlling traditional media. Social media companies' liability to the USA laws and their strict rules about data sharing make the inspection process harder for the governments (Özutku et.al., 2014: 97). The compliance of the ethic codes in the new media environment requires a general communication atmosphere and those who are in power should interiorize ethics as fundamental principles (Binark and Bayraktutan, 2013).

Research Methods

In this study, according to the Google Play Store data on the date of January 30th, 2021 when the research has started, “The Five Most Popular Free Applications” on “The Communication Section” in the Store constitute the research universe. On the given date, these applications are as listed relatively; BiP Messenger Quality Video Call, Telegram, WhatsApp Messenger, Discord-Talk Video Chat & Hang Out with Friends, Signal-Secure Messenger. We compared the privacy policies of these applications in question by content analysis method. The most recent and last updated data policies have been used in this study before the date of start.

Findings

In this research, we analyzed what kind of personal information is required to create an account, which permissions are to be accepted to utilize particular features, and the basic use of the applications, besides, we compared and evaluated the data policies of the applications.

Table 1: Application Features

				
<i>BiP</i>	<i>Telegram</i>	<i>WhatsApp</i>	<i>Discord</i>	<i>Signal</i>
Text Messages Quality Video Call	Telegram	WhatsApp Messenger	Talk, Video Chat & Hang Out with Friends	Secure Messenger
2013	2013	2010	2015	2018
BiP Inc.	Telegram FZ-LLC	WhatsApp LLC	Discord Inc.	Signal Foundation
Over 50 Million Users	Over 500 Million Users	Over 2 Billion Users	Over 100 Million Users	Over 50 Million Users

BiP - Instant Messaging and Quality Video Call Application was founded in 2013 by BiP Inc. in Turkey. The application has over 50 million users. Telegram Application was founded in 2013 by Telegram FZ-LLC. The application has over 500 million users. WhatsApp Messenger is the earliest founded application among others, and it has the majority of the users. The application was launched by WhatsApp LLC in 2010. The application has over 2 billion users at the time. Discord Talk, Video Chat & Hang Out with Friends Application was launched in 2015 by Discord Inc. The application has over 100 million users and is mostly preferred by gamers since it has the screen-share feature. Signal Secure Messenger Application, unlike others, was founded by a foundation, which is, Signal Foundation. The application was founded in 2018 and has over 50 million users now.

After being downloaded to smartphones, the required user information to sign up for the applications is demonstrated in Table 2.

Table 2: Required Information to Sign up

Required Information to Create an Account	BiP	Telegram	WhatsApp	Discord	Signal
Phone Number	√	√	√	√	√
E-mail	-	-	-	√	-
Country	-	√	√	-	√
Profile Picture	√	√	√	√	√
Username	√	√	√	√	√
Date of Birth	-	-	-	√	-

As shown in Table 2, the BiP application requires the user's phone number, profile picture, and username to create a profile. Telegram application requires the user's country name, phone number, profile picture, and username. Like Telegram, WhatsApp Application requires the user's country, phone number, profile picture, and username. Different from the rest, in the Discord application, additional information is required to sign up. Phone number, e-mail address, username, profile picture, and date of birth are some of the information Discord demands. The signal application requires a phone number, country name, profile picture, and username as well. According to the data shown in Table 2, the mutual information that each application requires involves a phone number, username, and profile picture. Discord application requires different pieces of information such as date of birth, phone number, and e-mail. It also does not require a country name.

Table 3: User Permissions

User Permissions	BiP	Telegram	WhatsApp	Discord	Signal
Permission to Make and Manage Phone Calls	√	√	√	-	√
Permission to Access to Contacts	√	√	√	√	√
Permission to Access to Gallery	√	√	√	√	√
Permission to Access to the Camera	√	√	√	√	√
Permission to Access to Microphone	√	√	√	√	√
Permission to Access to Location Information	√	√	√	-	√
Permission to Access to Call Log	√	√	√	-	-
Permission to Send and View SMS Messages	√	-	√	-	√
Permission to Access to the Calendar	-	-	-	-	√

The data shown in Table 3 consists of access permissions by the user to use some certain features of an application after creating an account. The data shows that to utilize the application, the users are required to permit these: making and managing phone calls, access to contacts (for showing the contacts that also use the application), photos, videos, and other files (storage), camera, voice recorder, location information, call log and sending and viewing messages. The application also provides translation of messages into other languages and the users must permit translation to utilize the feature. Other features that the application provides unlike the others are financial transactions and in-app purchases. To use this feature, a user should define their credit card information in the system. The only feature that BiP does not require is the calendar.

To use the Telegram application, the users are required to permit these: making and managing phone calls, access to contacts (for showing the other contacts that also use the application), access to photos, videos, and other files (storage), access to videos and photos (camera), access to voice recorder, access to location information (to see the nearby contacts), and access to call log. The only information that Telegram does not require is access to send and view SMS messages and Calendar.

To use WhatsApp, the users are required to permit; making and managing phone calls, access to contacts (for showing the contacts that also use the application), access to photos, videos, and other files (storage), access to videos and photos (camera), access to voice recorder, access to location information, access to call log, and access to send and view messages. It is concluded that the WhatsApp application requires the same permissions as the BiP application. Whereas WhatsApp does not provide financial transactions and in-app purchases like BiP, thus does not demand credit card information. Besides, access to the calendar is another permission that the application does not require.

Discord is different from the other applications in terms of interface and purpose of use as well as the required permissions. Only four permissions are subjected to the permission of the user, which are access to contacts, access to photos and videos (storage), and access to camera and microphone. Unlike other applications in question, Discord does not require permission to make and manage phone calls, to access the location information, the call log, send and view SMS, and the calendar.

In Signal application, on the other hand, to utilize basic features of the application, users are required to permit access to make and manage phone calls, contacts, storage, camera and microphone, location information, send and view SMS, and the calendar. Apart from the other applications, the Signal does not require the access to call log. In addition, only the Signal application demands access to the calendar.

Table 4: Collected Data According to the Privacy Policies

Users' Collected Data According to the Privacy Policies	BiP	Telegram	WhatsApp	Discord	Signal
Basic Data	√	√	√	√	-
Chat Log	-	√	-	√	-
Data Collected by Cookies	√	√	√	√	-
Financial Data	-	-	√	√	-
Usage Information	√	√	√	√	-
Device Information of Users	√	√	√	√	-

User data collected according to the privacy policies of the application we examined are shown above in Table 4. Thereafter, the collected data under privacy policies is categorized and analyzed under 6 topics, which are basic data, chat log, data collected by cookies, financial data, usage information, and device information of users.

Privacy policy of BiP application on 14.01.2021 clearly states that the application has access to the basic data of the accounts. The basic data that the BiP application collects involves phone numbers, the username (nickname), avatar, GSM operator, passcodes for security, profile picture, status, blocked numbers, and surveys done through the application.

One of the most significant features that BiP offers is the assurance of no access to the content in chats and no storage at all. As clearly stated in the privacy policy: “*BiP does not collect any data related to the content of your communication made via the Application*” (URL-2).

BiP also has cookie policies in its web application. After accepting the cookies, two types of cookies are there: analytical/performance cookies, and functional cookies. In the privacy policy, these cookies are explained as follows: “*Analytical/Performance Cookies: Cookies that help improve our website. Such cookies collect information about visitors’ use of the site, are used to check whether the site is working properly and detect any errors. Functional Cookies: Cookies that allow users who visit our website to remember their preferences. For example, it allows the visitor’s choice of language or text font size to be remembered*” (URL-2). In the privacy policies of the BiP Application, it is stated that cookies are used to improve the user experience and preserve the preferences of the user when visited.

In addition, no statement concerning the collection of the data of purchases, charges, taxes, and such financial data is available in the policies. Yet, there is a section if the users want to register their credit card information in the payment settings menu. This feature serves for in-app purchases. It is also conspicuous that no statement is available concerning the collection of the financial data in the privacy policy of the application.

Besides, BiP can access the usage data of the users. As stated in the privacy policy, the collected data of usage information contains; “*Technical data collected from your device through technical equipment, the type of messages (text message, video, etc.) sent (without collecting any information about its content), active time, type of services used, usage habits related to the application interface, the last access to the application date, errors and information about the error that occurred during the use of the application, data related to the communication type (BiP Out Calls, call/instant messages, etc.), the duration, time, type, parties and contacts of communication.*” (URL-2) BiP explains its purpose for collecting the usage information under the article of “Usage and Favorites”: “*These Personal Data are processed for the purposes of business development, direct or indirect marketing (customer campaigns, advertisement, services and functions within the application which are being advised to the customers, the offering of advertisements), profiling (the offering of advertisements according to your preferences, diversification of customers according to location, operator, tenure, the duration of using the application, and its functions), supervision and control, risk management, intra-company evaluation, measurement and development of the service quality, communication, execution of the complaint management processes, execution and development of operational activities, translate services which are being provided by Microsoft and Google (as further referenced below), error/failure notice and recovering service quality based on usage habits*” (URL-2). This article implies that the BiP application may utilize the usage information of the users for commercial purposes. In this context, we detected that the BiP application collects user information for different purposes from other applications we analyzed. In the privacy policies, it is also stated that the BiP application can also access the device information of users. This information contains “*data such as device model, the operating system of the device, preferred phone language, information regarding which operator the users use, country information*” (URL-2).

According to the Telegram application’s privacy policy on the date of 25.03.2019, account data is also collected. “*Telegram is a communication service. You provide your mobile number and basic account data (which may include profile name, profile picture, and information) to create a Telegram account. To make it easier for your contacts and other people to reach you and recognize who you are, the screen name you choose, your profile pictures, and your username (should you choose to set one) on Telegram are always public. We don’t want to know your real name, gender, age, or what you like.*” (URL-3). Regarding the article in the privacy policies, Telegram collects data only when the user creates an account, as shown in Table 2.

Telegram provides two services of messaging, which are “Cloud Chats” and “Secret Chats”. The cloud chats are backed up in the servers located in the Netherlands. “*Telegram is a cloud service. We store messages, photos, videos, and documents from your cloud chats on our servers so that you can access your data from any of your devices anytime without having to rely on third-party backups. All data is stored heavily encrypted and the encryption keys in each case are stored in several other data centers in different jurisdictions. This way local engineers or physical intruders cannot get access to user data.*” (URL-3). In the privacy policy of Telegram, it is stated that when the secret chat feature is activated, the secret chat content is never backed up. To benefit from this feature, the users are required to activate it. Otherwise, the chats are kept in the servers.

On the other hand, the Telegram application uses cookies for its services and customization. Cookies are not used for advertisements as it is also stated in the privacy policy. Telegram can be used on web browsers as well since it also provides a “Telegram Web” feature. To use this service, cookies must be allowed. *“The only cookies we use are those to operate and provide our Services on the web. We do not use cookies for profiling or advertising. The cookies we use are small text files that allow us to provide and customize our Services, and in doing so provide you with an enhanced user experience. Your browser should allow you to control these cookies, including whether or not to accept them and how to remove them. You may choose to block cookies with your web browser, however, if you do disable these cookies, you will not be able to log in to Telegram Web.”* (URL-3). If the user does not allow the cookies even though it is stated that they are not used for advertisement, Telegram Web cannot be used.

As it is clearly indicated in the privacy policies of Telegram, the application has no access to financial data such as credit card information. *When making a purchase, you enter your credit card details into a form supplied by the payment provider that will be processing the payment, and this information goes directly to the payment provider's server. Your credit card information never reaches Telegram's servers. We do not access and do not store your credit card information.”* (URL-3).

Telegram also remarks that usage data of users is also collected. How Telegram uses the usage data to provide cross-device functionality and useful features is explained as follows: *“We may use some aggregated data about how you use Telegram to build useful features. For example, when you open the Search menu, Telegram displays the people you are more likely to message in a box at the top of the screen. To do this, we calculate a rating that shows which people you message frequently.”* (URL-3).

Another significant provision that is stated in the privacy policy is about device data. It is not clearly stated if device information is collected by Telegram. However, in the section of “Processing Your Personal Data” in the article named “Safety and Security”, Telegram states that device information can be collected if necessary. *“To improve the security of your account, as well as to prevent spam, abuse, and other violations of our Terms of Service, we may collect metadata such as your IP address, devices and Telegram apps you've used, history of username changes, etc. If collected, this metadata can be kept for 12 months maximum.”* (URL-3). This means Telegram can access the device information of users in case of abuse and security violations.

When we look at the privacy policy of WhatsApp which was last updated on the date of February 4th, 2021, it is concluded that basic data of accounts are collected by WhatsApp as well as the other applications. The basic account data collected by WhatsApp is explained as; *“You provide your mobile phone number and profile name to create a WhatsApp account. It is required to provide this information to use our Services. You may also add other information to your account, such as a profile picture and status message”* (URL-4).

The only data that is not collected by WhatsApp is the chat content. In its privacy policy, it is clearly stated that the users’ messages are not preserved in the application servers. *“We do not retain your messages in the ordinary course of providing our Services to you. Your messages are stored on your own device rather than our servers. Once your messages are delivered, they are deleted from our servers.”* (URL-4). In the provisions, it is also stated that only if a message cannot be delivered immediately, the encrypted text is kept in the servers for up to 30 days to be delivered later. Also, if the user receives the same media twice, the content is kept in the servers as well, with end-to-end encryption. On the contrary case, WhatsApp does not keep the user data in its servers.

WhatsApp also has a web version for browsers. Just like any other application that has a web version, WhatsApp uses cookies too. WhatsApp’s purpose for using cookies is explained as follows: *“We use cookies to operate and provide our Services, including to provide our Services that are web-based, improve your experiences, understand how our Services are being used, and customize our Services, understand which of our FAQs are most popular and show you relevant content related to our Services, remember your choices, such as your language preferences, and otherwise to customize our Services for you, sort the FAQ articles by their popularity, compare and understand our users both in mobile and web, or to understand the activity and popularity of certain websites of ours.”* (URL-4).

Another data that is collected automatically by WhatsApp is financial data. *“If you use our payments services, or use our Services meant for purchases or other financial transactions, we process additional information about you, including payment account and transaction information. Payment account and transaction information includes information needed to complete the transaction (for example, information about your payment method, shipping details and transaction amount)”* (URL-4). That is to say, in case of a purchasing transaction, WhatsApp collects all the purchase information in detail including purchase history.

Among the data, WhatsApp collects, usage information and its scope is explained under the title of “Automatically Collected Information”. *“We collect information about your activity on our Services, like service-related, diagnostic, and performance information. This includes information about your activity (including how you use our Services, your Services settings, how you interact with others using our Services (including when you interact with a business), and the time, frequency, and duration of your activities and interactions), log files, and diagnostic, crash, website, and performance logs and reports. This also includes information about when you registered to use our Services; the features you use like our messaging, calling, Status, groups (including group*

name, group picture, group description), payments or business features; profile photo, "about" information; whether you are online when you last used our Services (your "last seen"); and when you last updated your "about" information." (URL-4).

The last data WhatsApp collects is device and connection information. *"We collect device and connection-specific information when you install, access, or use our Services. This includes information such as hardware model, operating system information, battery level, signal strength, app version, browser information, mobile network, connection information (including phone number, mobile operator or ISP), language and time zone, IP address, device operations information, and identifiers (including identifiers unique to Facebook Company Products associated with the same device or account)."* (URL-4). It is a significant point for WhatsApp application to use a phrase as "identifiers unique to Facebook Company Products" unlike the other applications we examine. WhatsApp is one of the products that are part of the Facebook Company. *"The Facebook Products include Facebook (including the Facebook mobile app and in-app browser), Messenger, Instagram (including apps such as Boomerang), Portal-branded devices, Oculus Products (when using a Facebook account), Facebook Shops, Spark AR Studio, Audience Network, NPE Team apps and any other features, apps, technologies, software, products or services offered by Facebook Inc. or Facebook Ireland Limited under our Data Policy. The Facebook Products also include Facebook Business tools."* (URL-4). Since WhatsApp is one of the products offered by Facebook, when a device or an account is connected to the products or companies given above, any data can be automatically collected by the company.

The privacy policy of Discord Application on the date of July 23rd, 2020, which is involved in the research, is examined in this part. As indicated in Table 3, Discord collects all the data given in the categories. This information is kept on a server in the USA. Basics of account information constitutes the primary collected data. In the privacy policy of Discord, all the required data are shown in Table 2 (username, e-mail, etc.) is referred to as the account information, which is, another significant point. Some personal data (Table 2) are required by the application when creating an account on the platform. However, the application collects not only personal data but also information about *"customer demographics, interests and behavior"* (URL-5). Besides, the application clearly states that the data can be used for legal purposes, and can be shared with third parties, affiliates, representatives, and co-partner to conduct research.

Discord also collects the users' chat data. *"Chat data we collect may include any messages, images, transient VOIP data (to enable communication delivery only) or other content you send via the chat feature."* (URL-5). It is necessary to highlight that chat data is referred to as the data the user provides in the policy.

Another data that Discord collects is "cookies". Like the other applications demonstrated in Table 3, Discord uses the cookies as well. The reason for this is as follows: *"We employ cookies and similar technologies to keep track of your local computer's settings such as which account you have logged into and notification settings. Cookies are pieces of data that sites, and services can set on your browser or device that can be read on future visits. We may expand our use of cookies to save additional data as new features are added to the Service. In addition, we use technologies such as web beacons and single-pixel gifs to record log data such as open rates for emails sent by the system."* (URL-5). By using cookies, Discord has access to the user's local settings and daily data, and cookies have the technologies and additional services such as third-party website tools used.

Discord also collects the financial information of users through its servers in the USA. These statements demonstrate that financial records are collected too, even if it is not clearly stated in the privacy policy: *"Like many businesses, we sometimes hire other companies or individuals to perform certain business-related functions". Examples of such functions include mailing information, maintaining databases and processing payments.*" (URL-5). On the other hand, payment information and purchase history are collected by the application, as stated in California Privacy Rights section. *"(...) commercial information (a record of what you've bought from Discord, if anything); financial data (payment information, if you've bought anything from Discord (...))"* (URL-5).

Usage information is also kept in the servers of Discord, according to the privacy policy. Concerning the section of "Information You Provide", the collected data is considered as information that users provide. *"We collect information from you when you voluntarily provide such information, such as when you register for access to the Services or use certain Services. Information we collect may include but not be limited to username, email address, and any messages, images, transient VOIP data (to enable communication delivery only) or other content you send via the chat feature"* (URL-5). As stated in the policy with the title of "Data We Collect Automatically", data about devices and connections is also collected: *"(...) We receive and store certain information such as an IP address, device ID, and your activities within the Services.* (URL-5).

The final application that takes place in the scope of the research is Signal. We evaluated the latest updated privacy policy of the Signal application, on the date of 25th May 2018. *"Signal is designed to never collect or store any sensitive information. Signal messages and calls cannot be accessed by us or other third parties because they are always end-to-end encrypted, private, and secure.* (URL-6) In this context, it is detected that Signal requires the least information among the other applications we examined.

Signal requires certain information of the user (Table 2) to create an account. However, in the privacy policy, it is clearly noted that account information is not collected. *“You register a phone number when you create a Signal account. Phone numbers are used to provide our Services to you and other Signal users. You may optionally add other information to your account, such as a profile name and profile picture. This information is end-to-end encrypted.”* (URL-6). The signal does not collect the users’ chat data as well. *“Signal cannot decrypt or otherwise access the content of your messages or calls. Signal queues end-to-end encrypted messages on its servers for delivery to devices that are temporarily offline (e.g., a phone whose battery has died). Your message history is stored on your own devices.”* (URL-6). This situation concludes that the application neither accesses nor collects the chat data under any circumstances. In addition, Signal deems its users responsible for the devices’ or account’s security because it has no access to any content.

No information is given about cookies in the privacy policy of Signal. Signal uses the Third-Party Providers only to send verification codes and provide support service. Plus, there is no information given in the privacy policies about users’ financial records, usage information, device information, connections, and personal data. *“Signal does not sell, rent or monetize your personal data or content in any way – ever.”* (URL-6). This article demonstrates that Signal does not use the user data for any commercial purposes.

The Usage of Data Collected by The Applications

Every application we go through has required certain information from the users, and the purposes may differ depending on the policies. The purpose of the data collected by BiP application may extend to providing services, advertisement display, sponsored content, security and safety, and improving the service quality. Telegram uses the data it collects to improve and provide the services, provide security and safety, besides advertisement display and sponsored content. WhatsApp and Discord use the data they collect to provide services, display sponsored content and advertisements, security, and improve service quality. Lastly, Signal uses the data only to provide services and for security reasons.

Share of the Obtained Data

It is concluded that, according to the privacy policy of BiP, the obtained data by the company is shared for users to *“interact with other users as permitted by the functionality of the service and their preferences and applicable law.”* (URL-2). BiP can also provide and share personal data with third parties and authorities; *“within a legal obligation and in order to protect both its own rights, property or security and the rights, property or security of third parties.”* (URL-2) Besides *“providing third parties with aggregate statistical data and analyses about users of the Application.”* (URL-2). If a user uses the translation tool of the application, the data can be shared with service provider third parties like Microsoft or Google. Telegram application shares the user data to provide interaction. *“(…) Note that by entering into the Terms of Service and choosing to communicate with such other users of Telegram, you are instructing us to transfer your personal data, on your behalf, to those users in accordance with this Privacy Policy.”* (URL-3). On the other hand, Telegram clearly states that user data may be shared with its shareholders *“(1) We may share your personal data with (1) our parent company, Telegram Group Inc, located in the British Virgin Islands; and (2) Telegram FZ-LLC, a group member located in Dubai, to help provide, improve and support our Services.”* or under the law enforcements; *“If Telegram receives a court order that confirms you’re a terror suspect, we may disclose your IP address and phone number to the relevant authorities.”* (URL-3). As indicated in the policy, this has never happened so far.

In the privacy policy of WhatsApp, it is stated that the user data is shared with the other users to establish communication. WhatsApp can also share information to evaluate the service usage of business accounts. Since WhatsApp services are owned by Facebook Inc, the data share with Facebook is stated in the *“Third Party Service Providers”* section, as follows: *“We work with third-party service providers and other Facebook Companies to help us operate, provide, improve, understand, customize, support, and market our Services. For example, we work with them to distribute our apps, provide our technical and physical infrastructure, delivery, (...) market our Services; help you connect with businesses using our Services; conduct surveys and research for us; ensure safety, security, and integrity; and help with customer service.”* (URL-4). WhatsApp shares the user data with the service providers too. *“If you use a data backup service integrated with our Services (like iCloud or Google Drive), they will receive information you share with them, such as your WhatsApp messages. If you interact with a third-party service or another Facebook Company Product linked through our Services, such as when you use the in-app player to play content from a third-party platform, information about you, like your IP address and the fact that you are a WhatsApp user, may be provided to such third party or Facebook Company Product.”* (URL-4).

According to the Privacy Policy of Discord, the user data can be shared with co-partners. Business Transfers and Related Companies are also explained in the section about partners: *“As we develop our business, we might sell or buy businesses or assets. In the event of a corporate sale, merger, reorganization, bankruptcy, dissolution or similar event, your information may be part of the transferred assets.”* And *“We may also share*

your information with our Related Companies for purposes consistent with this Privacy Policy.” (URL-5). There is also another section where the user data can be shared, which is “*Developers*”. “*Developers using our SDK or API will have access to their end users’ information, including message content, message metadata, and voice metadata. Developers must use such information only to provide the SDK/API functionality within their applications and/or services.*” (URL-5). Even if the purpose is to improve the services, it is significant to point out the fact that SDK and API can access the message content of users. Discord also emphasizes that the user data may be shared with agents, consultants, and third parties to use, maintain and process some certain in-app features. Like the other applications, Discord also states that user information can be shared if required, to protect public safety.

In terms of privacy policy of Signal, in the section of “Third-Party Services”, the application explains the conditions as: “*We work with third parties to provide some of our Services. For example, our Third-Party Providers send a verification code to your phone number when you register for our Services. These providers are bound by their Privacy Policies to safeguard that information. If you use other Third-Party Services like YouTube, Spotify, Giphy, etc. in connection with our Services, their Terms and Privacy Policies govern your use of those services.*” (URL-6). As any other application we analyzed, Signal also states that if necessary or in compliance with the law, user information can be shared for the public weal.

Conclusion

Examination of the privacy policies of the applications given constitutes the scope of study in the research. The users are required to accept the privacy policies designed by the applications when signing up. In the study, by evaluating the privacy policies of the applications with the content analysis method, we detected and presented for what purposes, which personal information is collected and stored. This research aims to contribute to raising awareness about the examination of privacy policies when creating an account.

The findings introduced that BiP requires a phone number, profile picture, username information; Telegram requires country information, phone number, profile picture, and username information; WhatsApp requires country information, phone number, profile picture, and username information; Discord requires phone number or e-mail address, username, profile picture and date of birth; and Signal requires a phone number, country information, profile picture, and username information. Additionally, apart from the others, Discord requires a date of birth and offers an option to register with either the phone number or e-mail address, thereby does not require country information. However, in the general sense, all involved applications demand approximate and similar user information to form an account.

To use some basic features as making phone calls and sharing media, users must accept the access permissions of the application. These permissions are evaluated under “Required Information to Create an Account” section. According to the findings, it is concluded that to use BiP application, the users are required to permit the service to make and manage phone calls, access to contacts (to show the contacts that also use the application), access to photos, videos, and other files (storage), camera, access to voice recorder, access to location information, access to call log, and access to send and view messages. Among the applications, the only permission that BiP does not require is *permission to access the calendar*. To use the Telegram application, the users are required to permit the application to make and manage phone calls, access to contacts (to show the other contacts that also use the application), access to photos, videos, and other files (storage), access to videos and photos (camera), access to voice recorder, access to location information (to see the nearby contacts), and access to call log. The only two pieces of information that Telegram does not require are access to send and view SMS messages and the calendar. Also, to use WhatsApp application, the users are required to permit the application to make and manage phone calls, access to contacts (to show the contacts that also use the application), access to photos, videos, and other files (storage), access to videos and photos (camera), access to voice recorder, access to location information, access to call log, and access to send and view messages. WhatsApp does not require permission to access the calendar as well. Discord differs from the rest in terms of its purpose of design which is, gaming. Only four permissions from the users are required to accept to use the application. These permissions are to access contacts, gallery, camera, and voice recorder. Unlike other applications we address, Discord does not require permission to make and manage phone calls, to access the location information, to access the call log, to send and view SMS, and to access the calendar. In the Signal application, on the other hand, users are required to permit access to make and manage phone calls, access to contacts, access to storage, access to camera and microphone, access to location information, access to send and view SMS, and access to the calendar. The signal is the only application among these that requires permission to access the calendar. Additionally, the application does not demand permission to access the call log.

The latest privacy policies of the applications are examined during the research. BiP’s latest Privacy Policy on the date of 14.01.2021 is discussed and it is concluded that the application has access to the basic account data, usage information, and device information of the users. As stated in its privacy policy, BiP never accesses and stores any kind of chat content of a user. BiP also uses cookies in its web application. In the privacy policies of the BiP application, it is stated that cookies are used to improve the user experience and preserve the preferences

of the user when visited. Besides, BiP does not state whether the financial records are collected or not in its privacy policy. Yet, there is a section if the users want to register their credit card information in the payment settings menu. This feature serves for in-app purchases. It is also conspicuous that no statement is available concerning the collection of the financial data in the Privacy Policy of the application.

As noted in its privacy policy, Telegram collects the account information provided by the users when signing up. Telegram provides two services of messaging which are “Cloud Chats” and “Secret Chats”. The Cloud Chats are kept in the servers in the Netherlands. The Secret Chats, on the other hand, is never stored in any server and under any circumstances. To benefit from this feature, the users are required to activate it. Otherwise, the chats are kept in the servers. On the other hand, the Telegram application uses cookies for its services and customization. Cookies are not used for the purpose of advertisements as it is also stated in the privacy policy. Telegram indicates that the application has no access to financial data such as credit card information. Telegram also remarks that usage information is also collected. It is not clearly stated that device information is collected by Telegram. According to the section of “Processing Your Personal Data” in the article named “Safety and Security”, device information can be collected if necessary.

When we look at the privacy policy of WhatsApp which was last updated on the date of February 4th, 2021, it's concluded that basic data of accounts are collected by WhatsApp as well as the other applications. Also, in the light of the articles, WhatsApp does not access or store any chat content. WhatsApp also has a web version for browsers. Just like any other application that has a web version, WhatsApp uses cookies too. Another data that is collected automatically by WhatsApp is financial data. That is to say, in case of a purchasing transaction, WhatsApp collects all the purchase information in detail including purchase history. The application also stores the usage and device information automatically. Since WhatsApp is one of the products offered by Facebook, when a device or an account is connected to a product belonging to the companies, any data can be automatically collected by them.

The privacy policy of Discord application on the date of July 23rd, 2020 is examined. As in the other applications, user information is also collected by Discord. Unlike other applications, Discord stores the customer demographics, interests, and behaviors in the servers in the USA. Discord also collects the users' chat data. It is necessary to highlight that chat data is referred to as the data the user provides in the policy. Another data that Discord collects is “cookies”. By using cookies, Discord has access to the user's local settings and daily data. Besides, cookies utilizes technologies and additional services like third-party website tools (such as Google Analytics, etc.) as stated in the policy, and financial data are also stored by Discord as well as device information and connection data.

The final application that we study is Signal. We evaluated the latest updated privacy policy of the Signal application, on the date of 25th, May 2018. (URL-6). In this context, it is detected that Signal requires the least information among the other applications we examined. Signal only requires basic information from the user to create an account. However, in the privacy policy, it is clearly noted that account information and chat data are not collected. Additionally, Signal deems its users responsible for the devices or account's security because it has no access to any content. No information is given in the privacy policy of Signal about cookies. Signal uses the Third-Party Providers only to send verification code and provide support service. Plus, there is no information given in Signal's privacy policy about users' financial records, usage information, device information, connections, and personal data. However, it is possible to say that signal requires less information than other applications.

Consequently, the other applications demand more data than Signal does, and obtained data from users are shared with various partners and affiliates. Eventually, the collected data is used for producing personalized marketing and advertising by profiling. The companies may also use this data to improve their interface or to reach a larger number of people. The chat content of the users is another point that matters. It is concluded that BiP, WhatsApp, and Signal cannot access the chat content of users. Unlike them, Discord, and -if the secret chat is not activated- Telegram store all the chat content. It has been seen that, as an application established by a foundation, except account data, Signal does not store any kind of data including the user's identity, behaviors, tendencies, and usage information due to its principles based on the privacy, on the contrary of the other applications. Therefore, this study reveals that -since the privacy policies are the only declaration of the companies to notify their users about data processing-, users should closely examine the policies when downloading an application.

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Electronic Resources

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Accreditation in Communication Faculties

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Abstract

Technological development changes the communication field in the global world. The global economy has created a global market in the global communication field within the scope of technological innovations. The global culture is impacting the global society with the new dimension the electronic mass media acquired. Global communication media and content have been transformed. This change and transformation change the individual and communal living forms, perceptions, attitudes, and behaviors. Differentiation in the global communication field also transforms the communication education in the higher education. Departments of communication faculties are expected to train graduates with the knowledge, skill and competencies the industry seeks. Besides the state universities, new departments have been opened in addition to the current departments of foundation universities. In terms of the diploma of communication graduate to be recognized and accepted in the international arena at global level, the first studies was Bologna. The process is continuing with the studies of quality and accreditation in higher education. Evaluation and Accreditation Board for Communication Education (ILEDAK) was established within The Communication Research Association (ILAD) in 2016 in the communication education field. Departments of the communication faculties were started to become accredited since 2018. With the decision taken by the Council of Higher Education (YÖK), education was carried out online due to the pandemic in 2020. Within this context, accreditation studies were also carried out online. In this study, the effect of the global technology and the pandemic on communication education and accreditation studies are analyzed.

Keywords: *Accreditation, Online, Education, Higher Education, Technology*

Introduction

Globalization and rapid technological development have changed the mass media. John Thomson specifies the basic dimensions of globalized communication process as below;

- Occurrence of transnational conglomerates that play key role in the global communication and spread of information systems.
- Social effects of new technologies, especially those associated with satellite communications.
- Asymmetric flow of information and communication productions within the global system.
- Inequalities and instabilities in terms of access to global communication grids (Held, McGrew, 2008, 302).

While communication crosses national borders, internet users are increasing. Spread of digital technology makes instant communication possible. Many national controls over the information become ineffective. English language becomes a strong global language which transfers global culture. The striking thing about the cultural globalization is it is realized by not countries but companies (Held, McGrew, 2008, 27).

Arjun Appadurai determines five global flows. The first flow is ethno scapes that include actual movements and dreams about location changings of traveling individuals and groups. The second flow is techno scapes that is the fluid global configuration of technology that moves freely and rapidly around the world and the wide range of materials. The third flow is finance scapes that is the process which enormous amounts of money move between nation states and worldwide. The fourth flow is media scapes that include the capacity of producing and conveying

informatics and image globally. The fifth flow is ideoscape that constitutes image flows mainly in political characters (Ritzer, 2011, 275). These flows provide cultural realities to be occurred all over the world.

In the world that has become a global village, it is seen that institutions such as politics, economy, law, education, media are transforming. In the social structure, these institutions produce significant knowledge. Digital media brings large masses together with these institutions. It is observed that effects such as interactive participation of the individual in the communication process, change the system.

In other respects, the McDonaldization thesis of George Ritzer is a theory of globalization. It includes the process of Fast food restaurant rules to dominate more and more parts of the world. Ritzer defines the qualifications of this process with the dimensions of efficiency, calculability, predictability, control, irrationality of rationality. Ritzer gives the McNewspaper example in terms of media for this approach that is the definition of global homogeneity. The most important example of McDonalds derivatives is the USA TODAY newspaper. It is seen that the main function of the newspaper that gives importance to short writings, slight news, and color photographs, is entertaining (Ritzer, 1998, 33). A newspaper which can be easily read, and includes short news. Selling the news rapidly and easily is its obligation (Ritzer, 1998, 123).

Basic Concepts of Communication

As the positive and negative effects of globalization on social life are being discussed, when we look at the digital media, we need to benefit from the basic concepts of communication field especially in determining the keystones of communication education. The concept of public opinion at the beginning of communication researches, is a focal point for communication field which we define as press in the past, and as digital media now. According to Erol Mutlu, public opinion is the sum of the public's opinions on matters of public interest, and expressions of the attitudes of general public members on political issues or current events (Mutlu, 1994, 117). Besides this concept, the public interest concept is also the basics of public duty of communication instruments. Legally, the basic functions of press (mass media-media) are informing the public, audit and criticism, clarifying public opinion, forming public opinion duties (İçel, 2001, 98). In the content of the media, which is called the fourth force after the legislative, executive and judicial, freedom of thought and speech, freedom of information and freedom of the press are the parts that create a whole (İçel, 2001, 99). Due to the wideness of the coverage area and the necessity to respond to changing and developing technology, today's communication law has feature of continuous renewal. Mass media processing in accordance with the communication law, can achieve their existence purpose to the extent that they serve the proper exercise of expression freedom (Cankaya, Yamaner, 2006, 267). Thought requires receiving and giving notice, and as result of this, new thoughts occur. This situation creates social change and development. Such notice circulation network causes new and very different thoughts to occur (Vural, 1994, 216). Within this context, despite all global changes, preservation and sustainability of the basic concepts of communication increase the importance of communication education. In the accreditation studies, basic concepts are preferential in terms of continuous renewal and updating of lesson plans.

The education that is given in three departments as journalism department, public relations and promotion department, radio television and cinema department in Communication Faculties in Turkey, is transforming with the opening of new departments-programs due to globalization.

In communication education, there are problems that need to be solved such as number of the faculties is high, the number of quotas is high, the score type students get in the university exam, difficulties in finding job for graduates. Also, raising qualified instructors is a long-termed process.

Accreditation in Communication Education

Communication education is also affected by the global change. It aims to raise graduates that adopt the basic values of communication suitable for the new communication field, and with the knowledge, skills and competence. Accreditation studies in the communication education have gained speed in this context.

Accreditations of programs in the communication faculties in Turkey are executed by Evaluation and Accreditation Board for Communication Education (ILEDAK) established within the Communication Research Association (ILAD).

Communication education program accreditation definition is the proof of communication faculties programs having certain performance standards such as quality, efficiency and effectiveness at national or international level (Aziz, 2019).

It is aimed to ensure increase the qualification of education and training, and constantly improve with a systematic approach. There are ten criteria in total on program accreditation in the communication field.

The first criterion is STUDENT. In student admission to program, it is required to be registered in accordance with the law numbered 2547. All student mobility records such as Erasmus, double major that students enrolled in the program can make during the four-year undergraduate period, are examined.

The second criterion is the EDUCATION PURPOSES. The teaching objectives of the program are expected to be clearly defined. It includes occupational expectations that students are expected to achieve after graduation.

The third criterion is the PROGRAM OUTPUTS. To measure program outputs and prove that outputs are provided, measurement methods based on student studies are required to be explained and documented.

Relationships between program objectives and program outputs, and relations between outputs of courses in education program must be explained.

The fourth criterion is the CONTINUOUS IMPROVEMENT. Curriculums are required to be renewed in consideration of the developing technology, economic, political, social, and cultural developments.

The fifth criterion is the CURRICULUM. Courses are spread over eight semesters in total. Graduation is required with 30 ECTS and 240 ECTS in each semester. It is expected that there are basic education courses such as sociology, psychology, philosophy, anthropology, economics, law, history of civilization, history of political thought, research methods, management, entrepreneurship, occupational health and safety consisting of 60 ECTS in curriculum. 90 ECTS must contain communication field courses such as introduction to communication, communication theories, communication sociology, communication law, communication ethics, new communication technologies, communication history, political communication, internship in the field, graduation thesis. Also, there must be elective courses consisting of 60 ECTS. And students are required to take at least two university elective courses. In addition to this, within the compulsory courses of the Council of Higher Education, consisting of 30 ECTS, Turkish, basic computer, English are courses students take.

The sixth criterion is the TEACHING STAFF. It is required to have at least six permanent instructors in the program. Except for research assistants, evidence of assignment of teaching staff with different qualifications such as professor, associate professor, doctoral lecturer and lecturer in accordance with the appointment criteria are examined.

The seventh criterion is the PROGRAM INFRASTRUCTURE. Faculty classrooms, computer laboratories, studio, workshop, library and sufficiency of equipments used in these areas are examined. Ergonomic conditions in offices of instructors are analyzed.

The eighth criterion is the INSTITUTIONAL SUPPORT AND FINANCIAL RESOURCES. It is required to provide financial resources to support instructors' scientific studies.

The ninth criterion is ORGANIZATION AND DECISION MAKING PROCESSES. Records of decisions taken at academic level in the program are examined. Also, it is expected all documents related to students to be archived.

The tenth criterion is the PROGRAM SPECIFIC CRITERIA. Twenty-two different programs that subsist in communication faculties were determined by ILAD-ILEDK. The programs are respectively; Journalism and Reporting Program, Public Relations and Publicity Program, Communication Sciences Program, Radio Television and Cinema Program, Advertising Program, Visual Communication Design Program, Game Design Program, New Media and Digital Media Program, Cartoon and Animation Program, Public Relations and Advertising Program, Television Journalism and Programming Program, New Media and Communication Program (Aziz, 2021).

There are fifteen basic field outputs required to be in all programs. Communication field outputs are the basic criteria sought during the accreditation process in all the communication programs. These criteria are sorted as below;

- Sufficient academic and technical knowledge in subjects specific to social sciences and arts disciplines related to the communication field and programs and the ability of using this knowledge in fields the program involves.
- Skill of identifying, interpreting and solving problems in their field.
- Skill of applying the research, planning, product conversion and evaluation processes that field specific situations require, with creative and critical approach.
- Skill of selecting and using modern instruments required for field applications.
- Skill and knowledge of conducting theoretical and practical scientific studies specific to their fields and sharing results.
- Skill of working harmoniously and efficiently in their fields, skill of individual study.
- Skill of communication in written and orally in both Turkish and at least one foreign language (European Language Portfolio B1 General Level).
- Skill of accessing knowledge specific to field, following the developments in science and technology and constantly renewing themselves with the awareness of lifelong learning.
- Behaving in accordance with ethical and professional ethical principles, and having the sense of responsibility.
- Skill of knowledge and applying the national and international legislation and quality standards related to their fields.
- Having knowledge and experience and awareness about applications in business life, behaving with the consciousness of entrepreneurial and innovative approach.
- Showing awareness on effects and legal results of professional studies related to the field in universal and social extent such as human rights, cultural diversity, environmental issues, public interest and public service.
- Existence of at least two non-field courses in curriculums.
- Having the knowledge of occupational health and safety.
- Skill of using computer software the field requires (at least European Computer Driving Licence).

Review

The Covid-19 pandemic that spread in Turkey in March 2020 and passed into history as pandemic worldwide caused the education to be carried out online. Accreditation studies were also carried out online. The pandemic has transformed the lifestyles in terms of society. Technology has become more and more to determine our lives towards the difficulties in fields of economy, education, and health.

The Council of Higher Education of Turkey-YÖK announced that education will be held as distance in all higher education institutions in the 2020-2021 academic year in the process of struggling with the pandemic due to the novel coronavirus. The Higher Education Quality Council YÖKAK held accreditation institutions information meeting via zoom conference on 9 April 2020, and took recommendations of accreditation institutions and made decisions on how accreditation will be. Within the scope of all these developments, on 23 April 2020, İLAD-İLEDAK took the decision of 2020-2021 accreditation studies will be carried out online due to the pandemic. Programs that have received two-year accreditation in previous years were evaluated again on these dates. Accreditation studies of new applicant programs within the process were carried out with online meetings.

The pandemic is leading the communal living into digital communication. All institutions of the society are transforming into an internet-based lifestyle.

Solution must be found by going down the path of re-evaluation of communication processes in today's societies, opening up today's communication processes to radical criticism with democratic debates involving the widest segments, re-establishing of communication in society together with the arrangements in the material conditions of life on a democratic emancipationist [aimed at ending alienation] basis with every factor (Oskay, 2010, 415).

A work style that can follow developments on the global level, create suggestions for new measures and regulations, act rapidly in actualization of these, is required to be dominant in Turkey. It has great benefit to develop these policies by considering the communication education (Alemdar, 2009,754). Communication field maintains its characteristics of being dynamic and variable. Within quality assurance in communication education, accreditation studies are required to be renewed continuously.

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A Research Study on the Public Relations & Publicity and Advertising Students Accreditation Perception Within the Scope of Quality Management

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Abstract

Everything rapidly changes in economic, political, social, and cultural terms during this information and communication era. In this context, higher education institutions need to improve and renew their education-training systems and administrative mentalities to meet today's and future necessities. Therefore, Total Quality Management (TQM), which is meeting the necessities of internal and external stakeholders with the participation of all employees under increasing competitive pressure, has lately started to be included in the administrative mentalities of higher education institutions. In this regard, accreditation processes become part of sustaining the quality by improving and auditing its compliance with various standards and rules. This study examined accreditation perceptions of students of the Advertising program that was in the process of accreditation, and Public Relations and Publicity Program accredited by the ILEDAK, the authorized organization in the accreditation evaluations of the communications faculties in Turkey. This study aimed to compare the accreditation perceptions of students from two different departments, one of which was accredited within the scope of TQM and the other wasn't. Since accreditation processes in the communication faculties just started a few years ago, no manuscript was written on the perception of accreditation in this field. This study is one of the first studies conducted on Public Relations and Advertising Programs in Turkey, making it authentic and more important compared to other studies. This study was based on the data of a questionnaire performed on 261 students reached through the convenience sampling method. Accreditation perceptions of the students studying in Public Relations and Publicity program that was accredited were higher compared to students of the Advertising program that was not accredited, and surprisingly, Advertising students had higher awareness related to this subject.

Keywords: Public Relations, Advertisement, Total Quality Management, Accreditation

Introduction

Higher education institutions are responsible for meeting the necessities of various persons and institutions such as students, custodians, instructors, the business world, political structures, various social constitutions as required by their establishment goals, visions, and missions. Over years, the intensity of this necessity and expectations in addition to increasing competitive pressure cause institutions to simultaneously act with all kinds of development and change. Therefore, higher education institutions apply new regulations and investments to create a difference in the face of their competitors regarding their internal and external stakeholders. One of these regulations is the Total Quality Management (TQM) approach within the framework of strategical management mentality. TQM is a systematical management mentality regarding the fulfillment and improvement of the stakeholders' needs and expectations at the maximum level with the participation of all employees. Aktan (2000) highlights the

fundamental goal of TQM as improving the “quality of product and service” and states that reaching these goals might be possible with the holistic realization of quality elements such as “management, leadership, human, system, process, business and equipment qualities.

When addressed within the scope of TQM, higher education institutions also have inputs, outputs, customers, and processes. Higher education institutions need to increase the quality of their inputs-outputs and processes to fulfill the expectations and needs of internal-external stakeholders (students, custodians, instructors). Universities are responsible for raising qualified information and workforce that is the need of society, institutions with their innovative research and education training methods adding value to the science and society. Accreditation is a significant element supporting quality assurance systems in the maintenance of quality with continuous improvement in higher education institutions. Accreditation is encouraging and evaluating institutions to maintain and strengthen the quality presented within certain standards. Accreditations processes in higher education analyze if universities/programs fulfill the national/international criteria and rules.

TQM studies in the higher education institutions acting at the national and international level have started as of the 1950s and expanded to many countries after the 1980s (Owlia and Aspinwall, 1996). Quality and accreditation studies in higher education in Turkey have gained importance after the 1990s (Bakioğlu and Baltacı, 2000) and gained speed with the establishment of the Turkish Higher Education Quality Council in 2015. In Turkey, ILEDAK (Evaluation and Accreditation Board for Communication Education-Turkey) was established in 2016 to increase and accredit the quality of communication education.

This study examined the accreditation perceptions of students of the accredited public relations and publicity department and advertising department that was in the process of accreditation. Quality and accreditation processes of communication education have just started in Turkey and this study aimed to find how this creates a perception and awareness in students. Generally, there are studies conducted regarding the quality and accreditation of various faculties and departments; however, no study has been conducted about the accreditation perception in the communication faculties, making this study authentic.

1. Public Relations & Publicity And Advertising Education Within The Scope Of Total Quality Management

All organizations encounter increasing competition pressure based on the globalization efforts increasing day by day and an intense re-structuring process continues in all organizational structures. Enterprises develop various strategies to overtop the other institutions in the competitions within this continuous change and transformation terms. In this context, increasing quality supports winning the competition by adapting to the rapid changes and transformations, and total quality management that is defined as a modern regime plays a role as a pusher to complete this process with success (Uyguç 1998: 83).

Individuals demand the better every time and need separate products and services to meet their requests, which resulted from the fact that quality concept's being too old as the history of humanity. Quality concept is based on the quality management understanding presented by scientists who are significant quality leaders such as Edwards Deming, Joseph M. Juran, Philip Crosby, and Kaoru Ishikawa, and regulations including these understandings in the production process. After WW2, Japan has entered the regenerating process using the quality mentalities of Deming and Juran to change the perception of the low-quality product and compete with other countries, and as a result of these studies, Japan has obtained success in production, which caused all enterprises in the world to pay attention to the quality management mentality. (Çabuk, 2013: 47)

Quality management is about providing performance for the stakeholders of institutions ranging from improving products, services, systems, and processes to enabling the whole organization to be proper and effective. Turkish Language Association defines quality as ‘all of the qualities and attributes meeting the specified needs of a product and service, suitability for use’ (TDK, 2021-URL1). Quality concept indicating the suitability of a service or product to its characteristics and qualities specified from needs is directly related to the enterprises' perceptions and activities (Taner and Kaya, 2005: 354).

The quality concept was first examined in terms of production, and as time goes by, it started to be named “Total Quality Management (TQM)” by heading towards becoming a systematic element expanding to the whole organization and including factors such as satisfaction of internal and external audience besides production. The

most significant factor to provide quality product or service in the enterprises is based on controlling and auditing all steps of quality management. In this context, total quality management is a management mentality to be followed and endeavored to include everyone within the enterprise to maximize productivity, minimize the error level and create 100% satisfaction in an organization. Therefore, this management mentality cares and values the customer needs and requests and applies the customers' perception of quality to all the products and services of the enterprise. Total quality management aims to fulfill customer needs and requests at a relevant cost in a serial way and with zero error with the inclusion of all stakeholders as a process starting with the production of the product or service and comprising the post-sales services.

Total quality management is a management approach for a customer-oriented enterprise in which all employees are included in the continuous improvement process and prefer tactics, data, and effective communication to harmonize quality discipline with corporate culture and practices. Accordingly, there are 8 fundamental values to apply TQM mentality in organizations. These values are customer orientation, mutual gain (win-win principal), the inclusion of everyone, leadership, process management, continuous improvement, realistic approach in making a decision, and system approach in the management. These elements determining the total quality management will bring success when they are evaluated based on the own values of the organization and put into practice in a holistic approach.

Like all other organizations, education institutions that always are within the production process cannot explicitly reveal the productivity factors like the other enterprises producing products by the nature of education. Quality concept is a situation encountered with the interaction of several various factors instead of one; that is why quality factors should be handled as a whole.

In terms of education, quality has design and process dimensions, and in terms of design, quality includes all factors necessary for the product. Therefore, quality in terms of design is interested in output (an academic program meeting the students' needs) and process (education plans, materials, factors affecting program/department). Quality in output means reaching the goals with success. Quality in terms of process is all departments' effectively acting in the direction of aimed vision with the help of each department to the organization (Özdemir, 2002:254).

Arik and Bayram (2011:85) state that two different education model has been embraced in the communication faculties. The first one is an education model aiming a social science competence instead of professional competencies and not giving priority to the market orientation regarding communication education's being an academic education. The second one is the model of fulfilling the sector expectations and raising the communication professionals that the market needs.

However, it should be stated that discussing both approaches as one does not meet the expectations of students, families, instructors, and the sector. Today, ILEDAK, in its assessment criteria, also examines the degree to which interaction with internal and external stakeholders during the creation of curricula. Today various universities, with the haste by the competition, try to attract potential students and custodians with statements such as "the highest number of job placement, sector cooperation, common application areas". One of the new attraction items is accreditation.

Communication education in Turkey has started with the requests of media (Tokgöz, 2003:16). And later, it has been shaped within the academic community and gotten into shape.

2. Public Relations & Publicity, Advertising Education, And Accreditation

Quality concern in higher education is a subject played upon in Turkey as well as in the world. Over years, competition increases in almost all sectors, which cause institutions to prove themselves to produce more quality product and service, meet the changing necessity and expectations of the target audiences, give value to the lives of their stakeholders within the framework of transparency and accountability. Accreditation, one of the elements of quality assurance in higher education, appears before us during this process.

Accreditation aims to improve the quality or encourage continuous improvement (Elliott and Goh, 2013:738). Accreditation is a formal process including the examination and approval of the compliance of the institution, program, or group with the standards or criteria (Sarp, 2014: 88). Accreditation is an external evaluation process aiming to control the achievement of necessary specific quality standards (Van Berkel and Ynand Wijnen, 2010).

Accreditation is a voluntary process with specific standards, and it queries the quality actions of the institutions and secures the presented quality.

Aktan and Gencel (2010:138) evaluate accreditation in higher education as a tool to improve academic quality, have the responsibility of transparency and accountability. They also state that accreditation is a system auditing a higher education institution, program if they have the national/international standards and thus building trust in the face of public opinion. Günay (2017) states that accreditation in higher education is the announcement of official authorization of a program/department as a result of the periodical academic evaluations by an authorized institution in accordance with the accepted quality standards.

The Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) defines accreditation as voluntary self-assessment and external assessment systems of educational institutions and professional programs presented by these institutions (URL-2). Günay (2017) states that a university is generally accredited within the scope of institutional accreditation while program (specialized) accreditation assesses specific programs such as architecture, law, medicine.

Accreditation in higher education focuses on the improvement of ways to create and improve standards and ensure the quality of education programs and education (Bakioğlu and Baltacı, 2000:40).

There are various studies regarding accreditation in higher education in the literature such as accreditation and institutional learning (Beard 2005; Elliott and Goh, 2013), accreditation and instructor salaries (Roller et al. 2003), accreditation and teaching activity (Pritchard et al. 2010) Foreign Languages Preparatory School's obtaining international accreditation (Uçar and Levent, 2017), Bologna process and accreditation (Süngü and Bayrakçı, 2010), evaluating current situation within the framework of quality management and accreditation (Güney, 2019; Aktan and Gencel, 2010). Also, there are studies about education (Luby, 1999; Kalsoom et al, 2019; Şengül and Demirel, 2020; Günel et al, 2020;), engineering (Baradan and Çalış, 2009; Özçiçek and Karaca, 2019; Sowcik and Komives, 2020), faculty of science and letters, health education (Erdoğan, 2003; Hopkins, 2004; Johnson et al., 2017; Hoş, 2017; Bezgin, 2019; Ataman and Adıgüzel, 2019; Karaca and Kara, 2020), communication education (Bailey, 1984; Blom et al, 2019) and accreditation both in Turkey and the rest of world. No study has been conducted regarding communication education and accreditation processes in Turkey since the accreditation of communication faculties has just started in Turkey (2019).

Accreditation is a process in which performances of education institutions and units have been examined to find if they meet the specific national or international standards, rules, and criteria. Accreditation, a tool to ensure quality assurance, promises quality in higher education to the instructors, students, potential students, families, and society.

Aims and benefits of accreditation in higher education include the creation of an assessment mechanism, improvement, and development of education -training programs, ensuring that quality of education and training is in specific standards, causing employees to feel proud with the organization they work, supporting communication and participation among employees, easing the academic change between the institutions, distinguishing quality and poor quality institutions, being reference during the process of graduates' finding a job, accessibility to the state funds, easing the comparison of quality and validity of degrees and diplomas, strengthening the intercultural cooperation, taking institution under protection by creating a defensive mechanism against criticism and accusing, improvement of weak programs, improvement of the budget process, etc. (Bakioğlu and Baltacı, 2000: 40; Aktan and Gencel, 2010: 140-143; Head and Johnson, 2011: 37; Sarp, 2014: 90; Güney, 2019: 408).

Generalizing the accreditation systems in higher education especially in the USA and Europe is increasingly gaining importance (Andreani et al., 2020: 692). The generalization of accreditation in West Europe and across the world is pretty new (Cheng, 2015) and the first national quality assurance programs are applied in the United Kingdom and Holland (Van Vught 1988).

Organizations such as The Accrediting Council on Education in Journalism and Mass Communications (ACEJMC), Certification in Education for Public Relations (CEPR) within the body of The Public Relations Society of America (PRSA), Accreditation in Public Relations (APR) within the body of National School Public Relations Association (NSPRA), Universal Accreditation Program, European Communication Research and Education Association (ECREA), The EACA Accreditation established by European Association of Communications Agencies (EACA) to support communication higher education's activities based on national and international standard, increase the communication research and teaching quality, document about subjects such

as education and training, infrastructure, etc. Another element encouraging the generalization of accreditation and quality assurance systems in Europe is Bologna Process. Evaluation and Accreditation Board for Communication Education-Turkey (ILEDAD) has the authority to accredit communication faculties in Turkey. To increase education quality in communication faculties in Turkey, ILEDAD, authorized about the authorization of Public Relations and Publicity Programs and Advertising Programs, was established in 2016 under the umbrella of The Communication Research Association - Turkey (ILAD) by obtaining authorization from the Council of Higher (YÖK).

Communication education provided within the association and graduation degree in the universities in Turkey has not been institutionalized yet. One of the reasons for that is studies about the quality of communication educations still continue (Özkanal and Özgür, 2017:7). Communication education started with the establishment of Istanbul University Faculty of Economics Journalism Institution in 1950 continues with 65 faculties of communication (URL-3). However, the establishment of Communication faculties of which numbers are increasing every year and graduating thousands of students are criticized in terms of student preference type, infrastructure issues, number of students, employment of graduates. Despite the objections of journalism, advertising, and public relations sectors and academics, an increasing number of faculties bring problems regarding education, student, instructor, infrastructure, system, graduate quality. On the other hand, several faculties aim to prove their quality of education and training, reveal their superiority compared to other faculties, increase their preferableness and gain prestige by differentiating or having an accreditation degree. Communication and training have a dynamic structure open to developments and change in this informatics, information, and communication era. An increasing number of communication faculties and rapid change requires the controlling and auditing of education programs.

ILEDAD, authorized about the accreditation of Advertising, Public Relations and Publicity Programs in Turkey, generally make assessments in the direction of below criteria: Students (satisfaction, success evaluation, follow-up, etc.), program learning outputs (program's compliance with the needs of internal and external stakeholders), communication area learning outputs/acquisitions (necessary information, skill and behavior components for program to reach training goals), continuous improvement, training programs (60 AKTS basic training related to the field+ 90 AKTS field courses + 60 AKTS elective courses), teaching staff (number, title distribution, etc.), program infrastructure (class, studio, area of application, equipment, etc.), institution support (executive, monetary, equipment support, etc.), organization and decision processes (URL-4).

The accreditation criteria of ACEJMC also cover similar elements. 9 fundamental standards of ACEJMC include mission- management and administration, curriculum and training, diversity and comprehensiveness, full time and part-time education, scholarships, research, creative and professional activities, student services, sources, facilities and equipment, professional and public service, evaluation of learning outcomes (URL-5).

Accreditation criteria of the EACA Accreditation, which accredit in the field of advertising are as follows: Educational reliability, course credits, course contents, education tools and resources, instructors (URL-6)

A communication program applying to the evaluation process of ILEDAD shall be responsible for meeting the “Training Outputs Related to the Program” as well as “Communication Field Training Outputs”. In this regard, featured criteria in Communication Field Training Outputs are as follows (URL-7):

Knowing interdisciplinary subjects such as social, economic, legal, and political developments as well as communication field and programs

- Having critical and creative behaviors
- Teamwork
- Awareness regarding ethical and legal regulations
- Sensitivity against human rights, cultural diversity, environmental problems, public welfare
- Having the consciousness of entrepreneur and innovative approach
- Knowing occupational health and safety, foreign language and computer programs

Training outputs of Advertising and Public Relations and Publicity Programs revealed relying on the “Communication Field Training Outputs” are grouped under three headlines as ‘information, skill, and competency’. These evaluation criteria can be summarized for Public Relations and Publicity Programs as follows (URL-8):

- Information: Students are aware of theoretical knowledge on public relations field, integrated marketing communication, organizational communication models, crisis management and solution processes, perception and reputation management, traditional media and digital media communication techniques, research-planning-application-measurement-evaluation and periodical reporting, presentation techniques, media planning
- Skill: Students develop, apply, plan and use internal and external communication studies and activities, proper equipment and material choice, strategical thinking ability, solution suggestions suited for the job goals, reporting, audiovisual communication tools, media planning, using quantitative and qualitative analysis programs, effective speaking and writing skills.
- Competence: Students predict the possible crisis and solve solutions in the institutional projects. They develop effective listening, critical analysis, and problem-solving characteristics. They follow the economical, technological, social, and political agenda and developments in the world and evaluate them with a critical approach.

ILEDKAK's evaluation criteria about Advertising Program are as follows (URL-9):

- Information: Students know general concepts regarding advertising, marketing, and integrated marketing communication, creating ad messages, advertising campaign processes, media strategy, planning and purchasing processes, research method and techniques, data literacy, legal regulations, and ethical values regarding advertising, institutions, associations and professional associations regarding the field
- Skill: Students create advertising messages eligible for various communication environments. They plan media and advertising campaigns based on national and international professional standards and ethical codes. They effectively use traditional and digital media environments, closely research and follow consumer behaviors and social developments.
- Competence: Students evaluate the knowledge and skills they obtain regarding the field of advertising critically, take responsibility to solve problems, create content by following the innovations, and be subject to the law and ethical principles.

Turkish Higher Education Quality Council published "Quality Assurance Status Report for 2020 Distance/Blended Education Activities of Higher Education Institutions" to see general perspective and lead the way regarding the Covid-19 pandemic that has been effective in the whole world in 2020. ILEDKAK developed "Program, Quality and Management in Distance Education" criteria in this regard. Accordingly, they indicate that distance/hybrid education methods should be used for the proper provision of learning outputs (knowledge, skill, and competence) when it is not possible to provide face-to-face education. Within the framework of the law on the protection of personal data numbered 6698, they foresee an education model with synchronous/asynchronous learning, interaction, enriched content, guidance, various assessment and evaluation opportunities within the necessary technological infrastructure, and system.

Information presented on the official website of ILEDKAK in April 2021 indicates that 30 programs have been accredited within the Communication Faculties of 14 universities till today.

Research

TQM bases the health information and data collection of management decisions by increasing the qualities of all employees focusing on processes instead of organization functions and results in higher education that is incredibly competitive and has great significance in terms of the success and maintenance of institution similar to the other service branches. In this context, an accreditation system that is described as an evaluation and external quality assurance process measuring if the predetermined academic and field standards by the Council of Higher Education are met, a system assuring that institutions, services, and activities are suited for certain competence criteria, and a process evaluating executive, financial and academic infrastructure of education institution and equipment and competence of people/students receiving education.

The study is significant in terms of determining the university students' views on accreditation within the framework of total quality management. In this scope, this study mainly aimed to research the perceptions of undergraduate public relations and publicity and advertising students in the foundation universities on accreditation processes about their fields. In this context, 6 fundamental hypotheses were determined to test in accordance with the study purpose. These hypotheses are written below.

Hypothesis 1: There are significant differences between departments in terms of accreditation perception of public relations and publicity and advertising program students.

H1(a):) There are significant differences between departments in terms of the quality assurance dimension of accreditation perception of public relations and publicity and advertising program students.

H1(b): There are significant differences between departments in terms of the quality evaluation dimension of accreditation perception of public relations and publicity and advertising program students.

Hypothesis 2: There are no significant differences between accreditation perceptions in terms of grades of public relations and publicity and advertising program students.

H2(a): There are no significant differences between accreditation perceptions in terms of grades of public relations and publicity program students.

H2(b): There are no significant differences between accreditation perceptions in terms of grades of advertising program students.

Hypothesis 3: There is a relationship between accreditation necessity and accreditation perception in communication education.

H4(a) There is a relationship between accreditation necessity and accreditation perception in terms of the quality assurance dimension in communication education.

H4(b) There is a relationship between accreditation necessity and accreditation perception in terms of the quality evaluation dimension.

Hypothesis 4: There is a relationship between increasing the qualities of departments during or at the end of the accreditation process and accreditation perception.

H5(a) There is a relationship between increasing the quality of departments during and at the end of the accreditation process in terms of the quality assurance dimension of accreditation perception.

H5(a) There is a relationship between increasing the quality of departments during and at the end of the accreditation process in terms of the quality evaluation dimension of accreditation perception.

Hypothesis 5: There is a significant relationship between accreditation perception and job placement processes after graduation of the accredited /to be accredited departments.

H5(a) There is a significant relationship between the quality assurance dimension of accreditation perception and job placement processes after graduation of the accredited /to be accredited departments.

H5(b) There is a significant relationship between the quality evaluation dimension of accreditation perception and job placement processes after graduation of the accredited /to be accredited departments.

Hypothesis 6: There is a significant relationship between accreditation perception and internship opportunities of the accredited /to be accredited departments.

H6(a) There is a significant relationship between the quality assurance dimension of accreditation perception and internship opportunities of the accredited /to be accredited departments.

H6(b) There is a significant relationship between internship opportunities of advertising department students and the quality evaluation dimension of accreditation perception.

This study used the quantitative research method to reach the findings. Data collection was performed via an online questionnaire due to pandemic. The questionnaire included two main sections including 27 items with demographic questions. The first section included 3 questions regarding demographic data and 7 items designed to determine the accreditation studies in the departments in which participants study and the second section included Accreditation Perception (AP) scale developed by Semerci (2017) to measure the accreditation perception in higher education and 5 Likert type scale was preferred for 17 items in this scale. (1- Strongly Disagree, 2- Somewhat Disagree, 3- Partly Disagree, 4- Mostly Agree, 5- Strongly Agree).

The general study population included university students. However, difficulty in reaching almost all of the population, pandemics, time, and budget limitations caused the study to be limited within the sample. Accordingly, the study sample included 261 undergraduate students studying in a foundation university determined with convenience sampling method in Istanbul and receiving formal education in accredited public relations and publicity, and advertising program of which accreditation studies continue. This study used descriptive statistics to describe continuous variables (mean, standard deviation, minimum, median, maximum values). Variables' suitability to normal distribution was examined using Shapiro-Wilk Test. Comparison of two variables that were not suitable for independent and normal distribution was performed with Mann-Whitney U test and comparison of more than two variables that were not suitable for the normal distribution was made using Kruskal Wallis Test. Analyses were performed using the Released 2019. IBM SPSS Statistics for Windows, Version 26.0. Armonk, NY: IBM Corp software.

Analysis of data collected from undergraduate students via an online questionnaire indicated that 48% of the students studied in Public Relations and Publicity and 53% of the students studied in the Advertising program.

Table 1. Distribution By Departments

		Frequency	Percentage (%)
Program	Public Relations and Publicity	124	47.5
	Advertising	137	52.5

Of the students studying in the public relations and publicity program (Table 2), 62.06% were females, 47.5% were between the ages 21 and 23, and 70.5% were not working.

Table 2. Demographic Characteristics

		Frequency	Percentage (%)
Gender	Female	162	62.1
	Male	99	37.9
Age (years)	18-20	122	46.7
	21-23	124	47.5
	24-26	11	4.2
	27 and above	4	1.5
Working	Yes	77	29.5
	No	184	70.5

Table 3 includes items regarding the distribution of gender based on the program they studied. In this context, more than half of the Public Relations and Publicity and Advertising program students were female.

Table 3. Gender Distribution by the Program

		Frequency	Percentage (%)
Public Relations and Publicity Program	Female	83	66.9
	Male	41	33.1
Advertising Program	Female	79	57.6
	Male	58	42.3

Tables 4 and 5 include statements regarding the genders of students based on the program they studied or their grades. In this context, of the public relations and publicity and advertising program students, the number of 1st and 2nd-year students who participated in the study was more than other students.

Table 4. Gender Distributions of Public Relations and Publicity Program Based on Grades

Public Relations and Publicity Program		Frequency	Percentage (%)
1st Year	Female	39	72.2
	Male	15	27.7
2nd Year	Female	12	63.2
	Male	7	36.8
3rd Year	Female	17	56.7
	Male	13	43.3
4th Year	Female	15	71.4
	Male	6	28.6

Table 5. Gender distributions of the Advertising program based on the grades

Advertising		Frequency	Percentage (%)
1st Year	Female	25	53.2
	Male	22	46.8
2nd Year	Female	32	72.7
	Male	12	27.3
3rd Year	Female	19	52.8
	Male	17	47.2
4th Year	Female	3	30
	Male	7	70

Of the students studying at the public relations and publicity program, 78.2% were aware of the accreditation studies of their department, 21.8% were not aware of the performed studies (Table 6). Most of the students studying at the advertising program (59.1%) were not aware of accreditation studies in their department. Also, 83.9% of the public relations and publicity program students and 67.9% of the advertising program students believed that the accreditation process would increase quality in the department while 13.7% and 29.2% of the public relations and publicity program students and advertising program students, respectively were indecisive regarding this.

Table 6. The Department and Accreditation Process

		Frequency	Percentage (%)	
Being aware of the accreditation studies in the department	<i>Public Relations and Publicity</i>	Yes	97	78.2
		No	0	0
		No knowledge	27	21.8
	<i>Advertising</i>	Yes	49	35.8
		No	7	5.1
		No knowledge	81	59.1

Thinking the department being accredited/ to be accredited will increase the quality	<i>Public Relations and Publicity</i>	Yes	104	83.9
		No	3	2.4
		Indecisive	17	13.7
	<i>Advertising</i>	Yes	93	67.9
		No	4	2.9
		Indecisive	40	29.2
The necessity of accreditation process in communication education	<i>Public Relations and Publicity</i>	Yes	116	93.6
		No	1	0.8
		Indecisive	7	5.6
	<i>Advertising</i>	Yes	107	78.1
		No	5	3.6
		Indecisive	25	18.3
Department's being accredited/ to be accredited contributed to the job placement process	<i>Public Relations and Publicity</i>	Yes	95	76.6
		No	4	3.2
		Indecisive	25	20.2
	<i>Advertising</i>	Yes	69	50.4
		No	18	13.1
		Indecisive	50	36.5
Department's being accredited/ to be accredited contributed to the internship opportunities	<i>Public Relations and Publicity</i>	Yes	91	73.4
		No	2	1.6
		Indecisive	31	25
	<i>Advertising</i>	Yes	76	55.5
		No	5	3.6
		Indecisive	56	40.9

Most of the public relations and publicity students (93.6%) and advertising students (78.1%) who participated in the study thought accreditation was necessary for communication education. Of the public relations and publicity program students, 76.6% thought that their department being accredited/to be accredited would contribute to the job placement process after graduation, 20.2% thought that they were indecisive about this process. Of the advertising students, 50% positively approached this process while 36.5% were indecisive about it. Of the Public Relations and publicity students, 73.4% evaluated the accreditation studies of the department to their internship opportunities to be positive, and 55.5% of the advertising department students positively evaluated this. Nonetheless, nearly half of the advertising students and 25% of the public relations and publicity students were indecisive about accreditation studies' creating the internship opportunities (Table 6).

Table 7 presents the data regarding the hypothesis “There are significant differences between departments in terms of accreditation perception of public relations and publicity and advertising program students.” (H1) that was grounded within the scope of the study.

Table 7. Interdepartmental Distribution of Accreditation Perception of Public Relations and Publicity and Advertising Program Students

	Quality Assurance Dimension		Quality Evaluation Dimension	
	Mean±SD	Med (min-max)	Mean±SD	Med (min-max)
Public Relations and Publicity Program (n=124)	30.2 ± 5	31.5 (18-35)	44.1 ± 6.8	47(23-50)
P*	0.001		0.001	
Advertising Program (n=137)	27 ± 5.4	27(13-35)	39.6 ± 7.6	40(18-50)
P*	0.001		0.001	

*Mann- Whitney U Test p <0.05

A statistical significance was found in terms of quality assurance (p=0.001<0.05) and quality evaluation dimensions (p=0.001<0.05) of accreditation perception regarding the departments of the participants (Table 7).

H1 hypothesis was accepted since explicit differences were found in terms of assurance and evaluation of accreditation studies in the departments of both public relations and publicity and advertising.

Table 8 presents the results regarding the H2 hypothesis “There are no significant differences between accreditation perceptions in terms of grades of public relations and publicity and advertising program students.”.

Table 8. Interclass Distribution of Accreditation Perception of Public Relations and Publicity and Advertising Program Students

		Quality Assurance Dimension		Quality Evaluation Dimension	
		Mean±SD	Med (min-max)	Mean±SD	Med (min-max)
Public Relations and Publicity Program	<i>1st Year</i>	29.2 ± 5.5	29.5 (19-35)	43.4 ± 7.2	47 (28-50)
	<i>2nd Year</i>	29.2 ± 5.7	30 (18-35)	41.7 ± 8.5	44 (23-50)
	<i>3rd Year</i>	30.7 ± 3.8	30 (22-35)	44.7 ± 5.4	47 (30-50)
	<i>4th Year</i>	32.5 ± 3.2	34 (23-35)	46.9 ± 4.7	50 (31-50)
P*		0,095		0.120	
Advertising Program	<i>1st Year</i>	28.9 ± 4.6	28 (19-35)	42.1 ± 6.4	42 (30-50)
	<i>2nd Year</i>	26.2 ± 5.3	26 (13-35)	38.5 ± 7.02	38 (27-50)
	<i>3rd Year</i>	25.4 ± 4.9	26 (14-35)	38 ± 8.3	40 (18-50)
	<i>4th Year</i>	26.5 ± 7.8	30(16-35)	38.3 ± 9.8	41.5 (24-50)
P*		0.022		0.072	

*Kruskal Wallis p <0.05

No statistically significant difference was found between the quality assurance dimension (p=0.095>0.05) and the quality evaluation dimension (p=0.120>0.05) of accreditation perception in terms of grades in which public relations and publicity students in and hypothesis 2(a) was accepted (Table 8). Considering the grades in which advertising students were in, a statistically significant difference was found in terms of quality assurance dimension (p=0.022>0.05) while no statistically significant difference was found in terms of quality evaluation dimension (p=0.072>0.05) and hypothesis 2(b) was accepted.

A statistically significant relationship was found between the quality assurance dimension (p=0.001<0.05) and quality evaluation dimension (p=0.001<0.05) of accreditation perception and necessity of accreditation in communication education (Table 9). Accordingly, hypothesis 3 was accepted. Of the participants, 223 thought that accreditation should be necessary for communication education while 32 were indecisive about the inclusion of the accreditation process in communication education.

Table 9. The Relationship Between the Necessity of Accreditation in Communication Education and Accreditation Perception

		Quality Assurance Dimension		Quality Evaluation Dimension	
		Mean±SD	Med (min-max)	Mean±SD	Med (min-max)
Public Relations and Publicity & Advertising Programs	<i>Yes (n=223)</i>	29.4 ± 4.9	30 (16-35)	42.9 ± 6.7	44 (23-50)
	<i>Indecisive (n=32)</i>	23.7 ± 4.8	24 (13-35)	36.3 ± 7.1	37.5 (24-50)
P*		0.001		0.001	

*Mann Whitney U Test p <0.05 **Since the sample size answering “No” is low, comparisons were performed between yes and indecisive answers. ***Due to the imbalance in the number of examples, evaluations based on departments were not made.

The relationship between the accreditation perception and increasing the quality of the departments that were accredited or in the accreditation process was examined and Table 10 shows the related analysis results. A statistically significant relationship was found between the quality assurance dimension ($p=0.001<0.05$) and quality evaluation dimension ($p=0.001<0.05$) of the accreditation perception and increasing the departments that were accredited or in the accreditation process and thus, hypothesis 4 was accepted. In this context, most of the students accepted that the accreditation process positively affected the department they studied.

Table 10. The Relationship Between Accreditation Perception and Increasing Quality of the Departments in the/at The End of The Accreditation Process

		Quality Assurance Dimension		Quality Evaluation Dimension	
		Mean±SD	Med (min-max)	Mean±SD	Med (min-max)
Public Relations and Publicity & Advertising Programs	<i>Yes</i> (<i>n=197</i>)	29.6 ± 4.7	30 (16-35)	43.2 ± 6.4	44 (27-50)
	<i>Neutral</i> (<i>n=57</i>)	25.6 ± 5.6	26 (13-35)	38.3 ± 7.8	38 (21-50)
P*		0.001		0.001	

*Mann Whitney U Test $p < 0.05$ **Since the sample size answering “No” is low, comparisons were performed between yes and indecisive answers. ***Due to the imbalance in the number of examples, evaluations based on departments were not made.

Table 11 presents the data belonging to the fifth hypothesis “There is a significant relationship between accreditation perception and job placement processes after graduation of the accredited /to be accredited departments.” (H5).

Table 11. The Relationship Between Accreditation Perception and Job Placement Processes of the Departments That Were Accredited/to be Accredited After Graduation

		Quality Assurance Dimension		Quality Evaluation Dimension	
		Mean±SD	Med (min-max)	Mean±SD	Med (min-max)
Public Relations and Publicity & Advertising Programs	<i>Yes</i> (<i>n=164</i>)	30.4 ± 4.4	31 (16-35)	44.5 ± 5.6	46 (27-50)
	<i>Indecisive</i> (<i>n=75</i>)	26.1 ± 4.7	26 (18-35)	38.8 ± 6.8	40 (27-50)
P*		0.001		0.001	

*Mann Whitney U Test $p < 0.05$ **Since the sample size answering “No” is low, comparisons were performed between yes and indecisive answers. ***Due to the imbalance in the number of examples, evaluations based on departments were not made.

A statistical significance was found in terms of quality assurance ($p=0.001<0.05$) and quality evaluation dimensions ($p=0.001<0.05$) of accreditation perception in terms of job placement opportunities after graduation from the departments that were accredited/to be accredited. (Table 11). H5 hypothesis was accepted since explicit differences were found in terms of assurance and evaluation of accreditation studies in the job placement after graduation from departments of both public relations and publicity and advertising. One of the contributions of the accreditation process to the departments was its being effective in job placement after graduation.

A statistically significant relationship was found between the quality assurance dimension ($p=0.001<0.05$) and the quality evaluation dimension ($p=0.001<0.05$) of accreditation perception and internship opportunities of the departments that were accredited/to be accredited (Table 12). Accordingly, hypothesis 6 was accepted. Study data

indicated that most students thought that the accreditation process would contribute to the internship opportunities in their departments while there were also students who were indecisive on whether the accreditation process would be beneficial in terms of internship or not.

Table 12. The Relationship Between Accreditation Perception and Internship Opportunities of the Departments That Were Accredited/to be Accredited

		Quality Assurance Dimension		Quality Evaluation Dimension	
		Mean±SD	Med (min-max)	Mean±SD	Med (min-max)
Public Relations and Publicity & Advertising Programs	<i>Yes</i> (n=167)	30.2 ± 4.5	31 (19-35)	44.1 ± 6.3	46 (23-50)
	<i>Indecisive</i> (n=87)	25.6 ± 4.9	26 (13-35)	38.1 ± 6.9	39 (24-50)
P*		0.001		0.001	

*Mann Whitney U Test p <0.05 **Since the sample size answering “No” is low, comparisons were performed between yes and indecisive answers. ***Due to the imbalance in the number of examples, evaluations based on departments were not made.

Conclusion

With globalization, changes and transitions occurred in the areas such as economic, social, health, education continuously cause organizations to renew and improve themselves. Total quality philosophy, a way of renewing themselves for organizations within this continuity, is one of the modern management mentalities maintaining the quality and productivity at its highest. The name of the quality assurance system causing the customer to trust in the total quality management interbedded with the concepts of productivity, performance, trust in the effectiveness, and sufficiency (a.k.a accreditation) is accreditation.

Accreditation that is an official process including the evaluation of an organization, program, or programs in terms of compliance with certain standards and approval by an official institution is a way of auditing as a quality control process. Criteria of this process are not standardization of education institutions; it is ensuring education institutions achieve certain goals in various ways.

Education institutions are in the effort of documenting their services and assuring their audience with accreditation to provide more quality education service in an intensive competition setting experienced in national and international areas similar to the other enterprises providing products and services. The accreditation process of education institutions indicates the degree to which standards comply as a self-control mechanism. In this context, this study tried to determine the university students’ views on the accreditation process within the framework of total quality management. This study was conducted to research the accreditation perceptions of undergraduate students studying in the public relations and publicity and advertising programs in the foundation universities. Of the students, 48% studied in the Public Relations and Publicity program, 53% studied in the Advertising program, 62.06% were female, 47.5% were between the ages of 21 and 23 and 70.5% weren’t working.

This study included all grades of students studying in the 4-year public relations/publicity and advertising departments and of both departments, the number of 1st and 2nd-year students who participated in the study was more than other students. On the other hand, students studied in the public relations and publicity that was accredited were aware of the studies regarding accreditation and mostly thought that the accreditation process increased the quality of the department while students studied in the advertising department of which accreditation process continues mostly had no knowledge regarding the accreditation studies in their department but they still thought that the accreditation process would increase the quality of the department. This study found that students studying at both departments thought accreditation in communication education was necessary and this process would positively contribute to the internship opportunities and job placement process after graduation. In this context, one of the contributions of the accreditation process to the departments was found to be its being effective in job placement after graduation. Besides this study found that most students thought that the accreditation process would contribute to the internship opportunities in their departments while there were also students who were indecisive if the accreditation process would be beneficial in terms of internship. Therefore, briefings regarding

the accreditation process should be performed more. Accreditation, which is significant in terms of higher education institutions' assuring quality by guarantying high standards and increasing quality with continuous improvement and continuity of this quality, provides an advantage to the students in their application to postgraduate programs, abroad universities, and exchange programs. Therefore, it is a significant necessity in terms of the quality of education programs to continuously inform students and include them in this long and grueling process.

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Negative Factors in Corporate Reporting of a University: Kütahya Dumlupınar University Sample

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Abstract

In this study, it was aimed to determine the reasons why the Press and Public Relations Consultancy of the Kütahya Dumlupınar University, which prepared the corporate news of university, could not reach a concrete standard in its contents and to show how these problems can be overcome. In the study, on-site observation technique was used and the data were obtained thanks to the author's being a consultancy employee. According to these data, it has been determined that the problems that harm to corporate reporting are experienced during the acquisition, preparation and distribution of texts. Based on the data obtained, the problems of the university in corporate reporting are as follows: The lack of an infrastructure that will provide awareness about corporate communication in the institution; As a result, it does not raise the expectation of corporate reporting. Finally, the corporate identity standards that will be the basis for corporate reporting have not been determined. It was concluded that Kütahya Dumlupınar University should initiate a corporate identity study targeting corporate reporting based on certain standards in order to solve the aforementioned problem.

Keywords: *Communication Studies, Mass Communication, Corporate Communication, Corporate Identity, Corporate Reporting.*

Introduction

Just as people differ from other people with their unique characteristics, they define other people based on these characteristics. Identity stands out as a concept in which different characteristics of people are defined in a way that is unique to each person. All people take part in the society with the identity they create and build their relationships on this identity.

When we consider the identity in the field of public relations, it can be said that three titles as individual, collective and corporate identity stand out according to the scope of the concept (Okay, 2008, p. 38). Olins stated that corporate identity reflects three points: who an institution is, what it does and how it does it (1990, p. 108). On the other hand, Okay emphasizes that corporate identity is generally thought to determine the logo and colors of the institution. However, these are only one aspect of corporate design, one of the elements of corporate identity. The concept of corporate identity is a concept of vital importance for institutions, where all these interact with each other, including the philosophy, corporate design, corporate communication and corporate behavior of an institution. (Okay, 2008, p. 39). Institutions need to create a corporate identity in order to integrate with their employees and differentiate them from other institutions in the same field of work. Promoting and constantly reminding this identity is a different requirement based on the same purpose. The thoughts created by the corporate identity in the people are defined as the corporate image. At this point, one of the factors affecting corporate identity and corporate image comes to the fore: Corporate news, in which the institution realizes its purpose of informing the society.

The media environment, which has become the main source of information for people today, is the basic corporate communication method for institutions to reach their target audiences by shortest, easiest and most effective way. However, the convenience brought by the media environment also makes it usable by all institutions. In this way, each institution produces a large number of corporate news. However, only a few of

the hundreds of corporate news produced by institutions are announced by organizations broadcasting at the national level. For this reason, the level of expertise of those who will take part in corporate journalism directly affects corporate communication and corporate identity.

Thanks to corporate news, detailed information about an institution's views and the work carried out there is conveyed to the society. In addition, these news are among the primary sources for both national media organs and the society. For this reason, news sources and news publishers play an important role in compiling the information in the corporate news and in the creation of the news text. In this study, the problems experienced in the process of publishing corporate news of a university will be discussed. In general, the news expected to be delivered by a university can be listed as projects carried out at that university, studies and inventions by academics and students, and social events organized by the university. In addition, official visits of protocol members, official visits of university administrators, official statements published on certain days and weeks can be counted among the news published by universities. All of these are corporate news for which the university is the primary source.

In the study, the negative factors affecting the corporate journalism of a university through the corporate news of Kütahya Dumlupınar University and the methods recommended to be followed in order to reduce their effect will be discussed. The data of this study were obtained by recording the on-site observation technique applied by the author, who worked in the Press and Public Relations Office of the university for three years.

1. An overview of Kütahya Dumlupınar University

Kütahya Dumlupınar University (DPÜ), which is the subject of the study, was established with the law enacting the opening of 23 universities in Turkey, which entered into force on July 11, 1992. The academic institutions of the university were established by the establishment of four faculties and two institutes -one in Bilecik- in addition to a faculty and a vocational school in Kütahya affiliated to Anadolu University and all these units were connected to the Rectorate of Dumlupınar University. After 1993, various academic units were added to the academic structure of the university, some of which were in Bilecik. The university transferred its academic units in Bilecik to Bilecik Şeyh Edebali University in 2006, and its academic units that provide education in the field of health to Kütahya Health Sciences University in 2018, with the regulations made by law. In the regulation in 2018, the name of the province was added to the name of the university and the institution was named Kütahya Dumlupınar University. As the reason for this change, it was shown that the general public did not know that Dumlupınar University was in Kütahya (Hürriyet, 2017).

Kütahya Dumlupınar University, shortly DPÜ, provides education in 11 faculties, 1 institute, 1 college and 14 vocational colleges, based on the period of May 2021. The university has three departments and 26 research centers affiliated to the Rectorate. Most of this academic structure is gathered in two campuses in the city center of Kütahya. Two of the 11 faculties are located in Simav and Tavşanlı districts, and there is no academic institution in Aslanapa district of Kütahya.

According to the March 2021 data of the University's Personnel Department, the university has a total of 2,077 personnel, including academic, administrative, contracted / temporary and working classes. According to the statistics website of the Council of Higher Education (YÖK), academic staffs constitute the largest group with 983 people. On the other hand, according to the 2019-2020 statistics of YÖK, the university has 42,851 students, ranks 24th among 207 higher education institutions in Turkey (Council of Higher Education, 2021). Based on this data, DPÜ can be shown among Turkey's major universities.

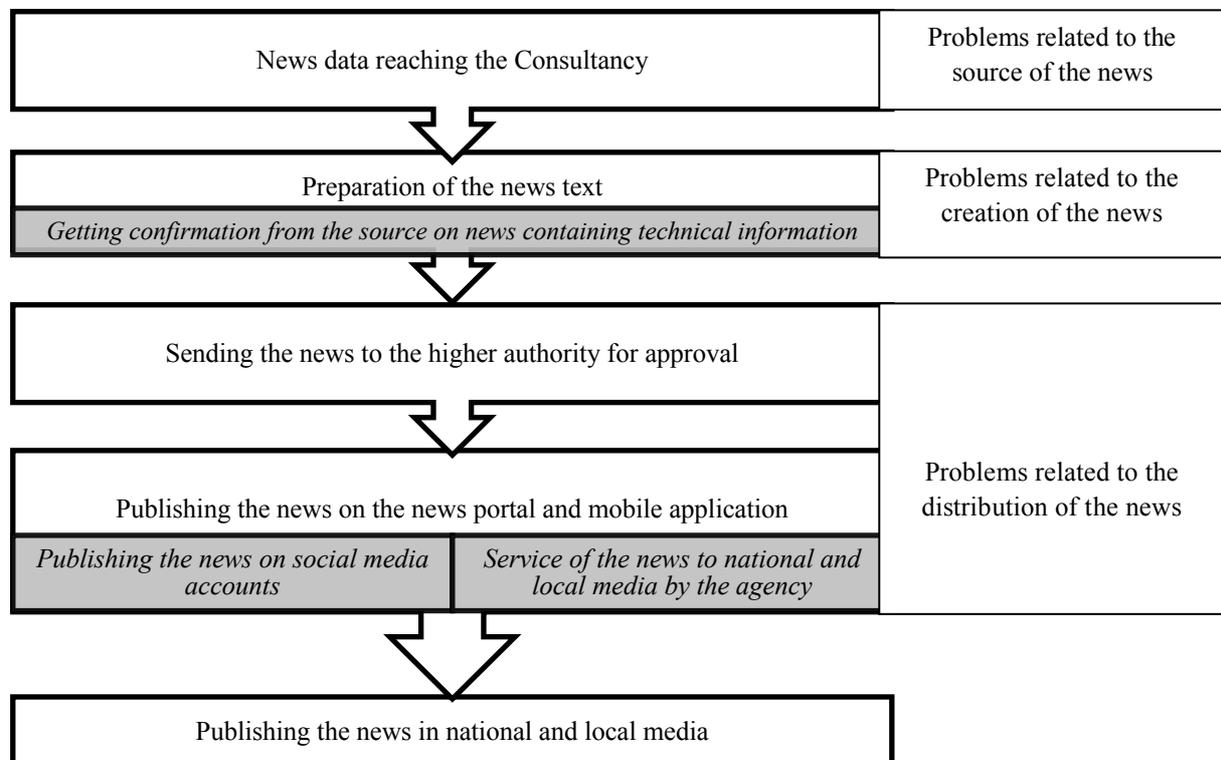
These data provide basic information in terms of the impact of corporate journalism events to be conducted at Kütahya Dumlupınar University and the number of people who can contribute to this event. According to this information, it is understood that there are some natural obstacles in front of being able to continue corporate news activities at the University, such as the wide institutional structure of the university, the distance between the central campus and the districts, and the presence of a large group of students and staff. The transfer of faculties such as Medicine, Dentistry and Nursing, which the university has the most concrete and direct relationship with the society, should also be seen as a different natural problem in terms of corporate journalism and corporate identity.

2. Publishing process of the university's corporate news

The corporate news of Kütahya Dumlupınar University is carried out by the Press and Public Relations Consultancy, which is affiliated to the General Secretariat of the University Rectorate. An exact date for the establishment of the consultancy is not available. However, when we look at the dates of the documents, photographs and seals in the archive of the consultancy, it is understood that this date goes back to the foundation of the university. Looking at the web page of the consultancy, the duties of this unit are listed as follows: producing and publishing the news contents of the university, announcements regarding education, research and events, managing the official internet and social media pages and e-mails sent to the institution, maintaining the protocol order of the events organized by the rectorate, to provide photographic, video, poster, print and news support to the activities of various units, to carry out the official correspondence of the university, to report and archive the news of the university about the university. The consultancy shares some of its responsibility for the production of news and announcements and the management of the website with the departments of Information Technologies, Student Affairs, Personnel, Health, Culture and Sports.

Considering the personnel structure of the consultancy, it is seen that 9 people, one of which is a consultant, work in this unit. The graphic design graduate consultant has been working at the university for 18 years and spent most of this time in the consultancy staff. There is a lecturer in the staff with a doctorate degree in journalism. He is the responsible editor of corporate news production, the university's website, social media pages and news website. In addition, there is a computer operator who has a master's degree in Radio, Television and Cinema in the unit. However, the main duty of the personnel is to carry out the institutional correspondence of the university. A staff with a bachelor's degree in graphic design and a staff with an associate degree in printing and publishing is primarily assigned in their own fields. The other four staff received training at various levels and in non-communication-related areas.

When we look at the process of creating, publishing and distributing corporate news of the university and the problems encountered in this process, some impressions can be obtained about the institutional news effect of the institutional structure of the university



Tab. 1. Publishing and distribution process of corporate news in Kütahya Dumlupınar University and classification of the problems experienced in this process.

The publishing process of corporate news at DPÜ is as follows: First of all, a news source delivers the data it has to the Consultancy in order to turn it into news, or data about a news is collected through the Consultancy personnel. Consultancy employees transform this data into news with appropriate techniques. If the news contains too much technical information, the news text is approved by the news source. The text, whose arrangements are completed, is forwarded to the general secretary of the University for a final inspection before publication. After the approval for the publication of the text, the news text is published on the University's news portal, simultaneously on the department websites and on the mobile application called DPUMobil, and then announced on the social media pages.

Corporate news published on the portal are added to the news distribution system by İhlas News Agency (İHA) with the news language and publication policy of the agency and then served to its members. Because the university has an agreement with İHA. When the texts of the news in local and national media organizations are examined, it has been determined that these texts exactly match the texts of the İHA. From this point of view, it is understood that local and national media organs follow the news portal of the university indirectly, not directly.

3. Institutional journalism problems of Kütahya Dumlupınar University

Although the natural problems affecting the corporate journalism in DPÜ are considerably serious, in the light of the observations made, it has been concluded that the university's corporate journalism problems stem from the administrative structure of the institution. Table 1 shows that there are some problems at every stage of the university's corporate news from production to publication. As can be seen in the table, in this study, corporate news problems are grouped under three headings: problems related to the source of the news, the creation of the news and the distribution of the news.

3.1. Problems related to the source of the news

The process of publishing corporate news at Kütahya Dumlupınar University starts with the news source sending the data to the Consultancy or the Consultancy collecting data for the news. The fact that the consultancy collects the data on its own prevents problems with the news source. However, in cases where the data is obtained from outside the Consultancy, it is observed that there are some problems regarding the source of the news.

3.1.1. Not knowing the importance of the news

At this stage, ignorance of the importance of the news comes at the beginning of the problems observed regarding news sources. The importance of news is understood through the concept of 'the value of news' and the elements that determine this value with theoretical studies. The criteria that determine the value of the news were explained in the 1965 article by Galtung and Ruge and these criterias are still accepted today. According to the article, each of the following criteria, such as actuality, magnitude, clarity, relevance, unexpectedness, continuity, affects the value of the news. In addition, references to eminent persons, institutions, nations, and positive or negative influences the value of the news. Therefore, as these factors are added to the news, the value and importance of the news increases at the same level (1965, p. 64-90). Therefore, as these factors are added to the news, the value and importance of the news increases at the same level.

Although the value of the news cannot be measured numerically, it is considered necessary to have a few key elements that affect the value of the news in order to transform a data into news. Considering this study specifically, the scope of events that may be the subject of corporate news of a university is clear. These issues were mentioned at the beginning of the study. However, due to the fact that news sources do not know the importance of the news, the Consultancy is requested to corporate news even for ordinary activities in the academic units of the university.

For example, news such as a dean giving training to the employees of another institution without an assignment by the university, a personal exhibition by a vice dean, the participation to a meeting of the director of the technocity of which the University is a founding partner, are accessible on the news portal of the university even today.

3.1.2. Not knowing the elements that add value to the news

Another problem observed with regard to news sources are that the news sources cannot present the data sufficiently that can increase the value of news, to the Consultancy. Examples that can be given to this problem can be shown as there are deficiencies in the presentation of the data subject to the news, the photos/videos related to the news are not presented, the photos presented for use in the news are of low quality / unsuitable for use, long explanations or excessive technical information are included in the presented data.

Today, in corporate journalism, even in internet journalism and beyond that, in almost all of the internet environment, visual elements is one of the elements that increase the value of the content and is the main proof of its actuality. To explain with a simple example, if no photographs are found among the data sent to the consultancy, similar photographs of a past event or university buildings are used while publishing the news. This situation negatively affects the timeliness of the news and reduces its credibility.

In May 2020, DPÜ Rectorate contacted the consultancy and requested a corporate news that the University would provide financial support to a project carried out at Pazarlar Vocational School. The Consultancy communicates with the project manager by phone and is asked to send the details of this project to the Consultancy, which were never heard of before. In response, the project coordinator only shared the name of the project, the amount of the budget and the names of the academics involved. In this case, the lack of data on the duration of the project, its stages and more importantly why this project information should be published as corporate news are one of the examples of the news source not knowing the elements that increase the value of the news.

3.1.3. Communicate directly with local or national media

One of the problems is that news sources send news directly to news agencies without informing the Consultancy. In the past, some news that should be announced firsthand about the inventions or awards won by the academicians of the University and the establishment of various academic units were published in local newspapers and even in national publications before the DPÜ news site. In these news, unconfirmed information was also published from time to time, thus damaging the institutional identity of the university. In these news, untrue information was given in news such as the establishment of a faculty affiliated to the university (HaberTürk, 2019), the establishment of a department for academic units (HaberTürk, 2018) or receiving a few awards from YÖK (Yeni Kütahya, 2020). Sometimes, the news of the university's academicians, whose inventions or opinions are mentioned were published through other news sources before the university's news portal (Anadolu Agency, 2019).

The fact that the news source does not know how to contact the consultancy can be cited as one of these problems. The lack of information about the value of the news causes the source to act individually. In addition, it is difficult to say that the consultancy is successful in explaining how the news will be delivered. Although it is a positive situation that the up-to-date contact information of the personnel is included on the website of the consultancy, there is no information text about the path a news source should follow. This shortcoming was confirmed by the one-on-one conversations the author had with university staff working in various departments.

3.2. Problems related to the creation of the news

Along with the problems related to the source of the data reaching the Kütahya Dumlupınar University Press and Public Relations Consultancy, there are also some problems during the creation of this data as corporate news. Among these problems, the problem of long news texts and bureaucracy comes to the fore.

When the data about an event is turned into news, the text to be formed should be written according to a certain technique and at the end of the writing, the news text should contain some elements that reveal the value of the news. Which of the news writing techniques will be used in news is determined according to which element is desired to be highlighted in that news. The inverted pyramid technique is one of these techniques that is widely used in news writing. In this technique, all data is ranked according to their contribution to the value of the news. The information that adds the most value to the news is given at the very beginning of the news (Ministry of National Education of Turkey, 2013).

With this technique, the creators of the news provide awareness to readers from all walks of life by giving brief information about the news in general. From the reader's point of view, since this technique summarizes the news in a few sentences, it leaves the reader to decide on reading the details of the news and determining the time to devote to it. This technique, which is used in order not to interrupt important parts of the news in the printed newspaper, continues to be preferred in internet journalism in order not to lose the interest of the reader who spends less time reading the news compared to the past.

It can be said that the inverted pyramid technique is mainly used in the creation of the news of Kütahya Dumlupınar University. In addition, it is seen that the chronology technique is used together with the inverted pyramid technique in the news such as scientific meetings and openings, in which the protocol speeches are included. The use of mixed techniques here emerges as a necessity, since the order of the protocol conversations is from bottom to top according to the positions of the protocol members.

3.2.1. Long news texts

It can be said that a significant part of the problems experienced during the creation of the news are concentrated in the news that include the speeches of the university rector or the members of the protocol. Because when we look at the corporate news that includes the protocol speeches, it is seen that almost the entire speech is included in the news texts of some speakers, especially the university rector. Although the speech texts are mostly divided into sections by subheadings, there are many texts on the news portal of the university, especially in which the speeches of the speakers, which are not related to the event, are widely covered. For example, the news published on March 2, 2021 with the title of 'DPÜ'de Ustalara Saygı Töreni' (*Respect for Masters at DPÜ*) is published by removing the part of the rector's speech that is not related to the event. In the evening of the same day, the secretary general of the university has requested the addition to the news of the extracted text. Five days after its publication, a two-minute video prepared for the promotion of the event was added to the top of the page without any reference in the news text (DPÜ Haber, 2021). With all these additions, the news technique was greatly deteriorated by interfering with the news that was originally written with a certain technique. As a result, the importance of the event in the news text has been greatly reduced.

The problem of long news texts is a bigger problem, especially in news rich in visual content. Because Kütahya Dumlupınar University organizes dozens of events in a year with the participation of Kütahya provincial protocol members, and especially the events held in the city center of Kütahya can be recorded with video cameras thanks to the necessary hardware infrastructure. On the other hand, as a result of the COVID-19 outbreak, online events are recorded digitally and even shared with the whole world via live broadcast.

It is a widely accepted doctrine in the field of journalism that visual content such as photos and videos in the news are more effective than news texts (Kasım, 2008, pp. 436-438). For this reason, long and detailed texts of news, especially with video content, are difficult to attract the attention of the reader. In such news, it is clear that giving summary information about the video content rather than including all the speeches in the text will be more effective in directing the reader to information that he or she will find important. When we look at the news of Kütahya Dumlupınar University, which includes videos about the event, it is seen that there are long and detailed texts here too. Although there is a separate page on the main page of the university where all the speeches of the university rector are included, the University administration wants the entire speech to be included in the news instead of giving summary information by citing this page as the source.

If a general evaluation is made, regardless of the fact that it is rich in visual content, long, irrelevant news that does not include the speakers' explanations equally is the most important problem experienced in the preparation of corporate news in DPÜ. Comprehensive interventions to the content of these news, which are written with a certain technique from beginning to end, disrupt the structure of the news and make it difficult for the reader to access important information in the news.

3.2.2. Bureaucracy

Another problem in the process of creating corporate news at DPÜ is that the University administration delays the approval for publishing the corporate news. This problem will be defined in the study as the

'bureaucracy barrier' in front of the publication of the news. After the data received by the consultancy are turned into corporate news, they are submitted to one of the university's managers for approval. Until the middle of 2019, few news stories were published after the approval of the rector³. However, since June 2020, all news created, with a few exceptions, are sent to the approval of the secretary general and are distributed through the DPÜ News Portal and social media after approval.

Although it is not based on an official measurement or statistics, the transformation of the data received by the Consultancy into news is usually carried out on the same day. However, the time elapsed between the creation of the news and its publication has extended significantly, especially after mid-2019. Until June 2020, when the decision to send all news texts for approval is notified to the Consultancy, the news is usually approved on the same day, but starting from this date, the approval process for the news has been extended. In the aforementioned period, news that were approved a week after they were produced were encountered, and the request for approval of 11 news items was left unanswered.

3.3. Problems related to the distribution of the news

Problems experienced in the distribution process of Kütahya Dumlupınar University's news constitute another part of corporate journalism problems. Problems experienced in the distribution process of Kütahya Dumlupınar University's news constitute another part of corporate journalism problems. In the emergence of these problems, besides the software used in the creation of the news and the diversity of the channels where the news meets the readers, the fact that news distribution policies suitable for these channels have not been determined are also important factors.

3.3.1. News automation system problems

First of all, it is necessary to briefly mention some problems arising from the news automation system of DPÜ, where the corporate news entries are made and the publication command is given. The news that has been approved for publication has been published on the website haber.dpu.edu.tr since 2014. In this system, the categories of news were determined as news from the university, news from the units, gallery news and video news. In order for the news to be broadcast, the title, spot, news text sections must be filled and at least one horizontal photograph must be added to the news.

All news, in the order of publication is on the main pages of the websites of the departments, apart from the university's home page. The news entered in the category of news from the university are published on the news portal, haber.dpu.edu.tr, as well as on the home page of Kütahya Dumlupınar University, www.dpu.edu.tr. For this reason, news from the university stands out as the target category by all content producers at the university. In addition, the 'gallery news' and 'video news' categories, created to highlight visual materials such as photos and videos, are quite dysfunctional as they are not displayed on the home page. So much so that ten news items have been entered in both categories since 2014.

The use of this software, which is mentioned here and in which the category of 'university news' is highlighted, paves the way for news sources to interfere with the criteria determined by the Consultancy for their news to be placed on the main page. As in the examples given under the heading 'not knowing the value of the news', some news sources want all the news they send to the Consultancy to be published on the university's home page, and for this, they put pressure on the Consultancy personnel either explicitly or implicitly.

3.3.2. Social media pages

The social media pages of the university should also be mentioned in the problems experienced during the distribution of news. DPÜ has official Facebook, Twitter, Instagram, LinkedIn and YouTube pages.

³ With the appointment made by the President of Turkey in July 2019, the rector of the University was changed.

However, the YouTube page is under the control of the Faculty of Fine Arts, not the Consultancy, and the consultancy does not have any direct savings on the shares made from this account.

In addition to this basic problem, the social media shares do not include special shares for the audience using the social media site. In addition to this basic problem, the main problems in this area are the absence of special shares for the audience using the social media site, the lack of use of page statistics and the lack of social media shares as often as required by this field. In short, it can be easily deduced that the University does not have a policy regarding social media, which is one of the most effective communication fields today.

The fact that there are up-to-date and non-functioning functions in the mobile application called DPÜMobil, update problems and errors in some unit websites, especially because the site administrators do not know how to use the unit website, and lastly, almost no updates are made on the university's website published in English are the other problems of this stage. These are the problems DPÜ faced during the distribution of its corporate news. It should be reminded that these problems are a number of expected regulations in order to facilitate access to the news, read the news and reach the target audience more easily.

In the solution of all these problems, especially the University administration, the Press and Public Relations Consultancy and all units that are the source and publisher of corporate journalism should take responsibility. It is considered that the first step to be taken in an effective solution process is to accept the existence of the problems mentioned in this study by the University administration and to pave the way for steps to be taken in this direction. In order to lead the steps to be taken in this regard, a series of suggestions will be presented in the next part of the study.

4. Solution suggestions for the university's corporate journalism problems

In the three-year period from May 2018 to May 2021 at Kütahya Dumlupınar University, the problems experienced by the university in the corporate journalism process were classified and listed with the data obtained through on-site observation. Looking at the data at hand and the activities carried out by the university in this process, no concrete corporate identity construction was undertaken at the university during the aforementioned period, and no data were found indicating that a step was taken in this direction before May 2018. Kütahya Dumlupınar University has a number of duties and responsibilities that fall on all units, especially the management of the university, in order to solve the problems experienced in corporate journalism. The university's problems in corporate journalism, as well as in corporate identity, are due to the same reasons.

First of all, the number of academic and administrative personnel trained at Kütahya Dumlupınar University to carry out corporate identity studies is quite low. From past to present, the absence of departments such as public relations and journalism in the academic structure of the university, which also train individuals to carry out corporate identity and journalism processes, has resulted in the lack of an infrastructure on corporate identity. Therefore, these scientific disciplines could not find roots in the corporate culture of DPÜ, and from this point of view, DPÜ administrators could not raise awareness about how important the concept of corporate identity is for the university.

At this point, it does not seem possible to reach an awareness of corporate identity in the university in the short term. This leads to the conclusion that in order for Kütahya Dumlupınar University to solve its problems in corporate journalism, a request should be made from the University administration to work on corporate identity. It is expected that the problems mentioned in this study and the suggestions to be presented for their solution will be accepted as a concrete request for the university to conduct a study on corporate journalism and corporate identity.

Before mentioning the details of the comprehensive steps to be taken by the University administration regarding the steps to be taken in corporate journalism, it is thought that it would be appropriate to talk about the solutions that will provide significant improvements with some steps to be taken by the Consultancy.

The consultancy should firstly introduce itself well and contact all units of the university to introduce its duties, abilities and work flow. Especially through the relations to be established with academic staff, it will

be possible to prevent people who can be a source of news from giving information to institutions outside the university. On the other hand, the problem of adding long speeches to corporate news should be solved together with the University administration and emphasis should be placed on writing news texts that will contribute to the identity of the institution. It is very important for the consultancy to create its social media policy regarding the accounts it has, especially YouTube, in the light of the statistical data provided by the relevant sites. Working with the International Relations Office and the International Student Office to update the university's website published in English is another requirement for the Consultancy to produce content especially for students living abroad and wishing to study at DPÜ.

Considering that the main duties of the press and public relations units of the institutions are to maintain the corporate identity and keep it up-to-date in the face of new developments, it is clear that the steps to be taken by the consultancy at DPÜ will only be short-term solutions that will partially alleviate the workload, unless a concrete result is reached on corporate identity.

Okay explains the creation of corporate identity in four stages (2008, p. 92). These stages are listed as task and problem determination, analysis of the current situation, positioning strategy and precautionary recommendations and finally corporate identity precautions. When we consider the four stages explained by Okay in the context of Kütahya Dumlupınar University, which is the subject of this study, the first step towards a solution is that DPÜ managers are aware of this need in order to create a corporate identity, as mentioned earlier. With this step, it is necessary to determine the people who will participate in the construction of the corporate identity, to embody the problem experienced and to analyze the current situation, by these people. This analysis will carry the process to the second stage and will enable the emergence of the strengths and weaknesses of the institution. In determining the strengths and weaknesses, revealing the difference between the current state of the university's institutional goals (educational quality, international relations, scientific studies and public relations) and the desired point will be decisive. In the realization of this stage, one or more of the methods such as desk research, research for management and target groups or on-site observation can be used.

In the third phase, called the positioning strategy and precautionary proposals, the University must determine how it would like to appear to its students and staff, stakeholders, other competing institutions and the public. This stage also means the goal of the corporate identity process (Okay, 2008, p. 105). While the university implements this stage, it should also test how successful it is and take the necessary measures before the corporate identity work is completed. At the last stage, the University, which has completed its corporate identity, should this time begin to take measures to improve its corporate identity as a whole and to increase its influence.

Kütahya Dumlupınar University has existed for nearly 30 years without carrying out corporate identity studies and has shown different institutional reflexes in almost every event during this period. For this reason, in order for the university to realize these four stages, it is necessary to carry out some preliminary studies.

DPÜ management, which will pave the way for the works to be carried out in the process of building the corporate identity, must first decide whether it will receive support from within or outside the university to create it. Among these two options, which have various advantages and disadvantages, it is considered that the most suitable option for institutions such as universities is corporate identity studies to be created within the university. However, due to the academic structure of the University, the low number of trained personnel in this field makes establishing a corporate identity by outsourcing an option that should not be ignored.

If both options are to be evaluated, if a corporate identity is created by obtaining services from outside the university, all units, especially the consultancy, should provide the necessary information to the relevant institution and ensure that the corporate culture is reflected in the corporate identity. In addition, the consultancy should be able to participate directly in the process, and the possibility of taking over the process if necessary should also be considered. If it is preferred to create the corporate identity from within the university, the unit that the university administration should put at the center of this process is the Consultancy.

However, regardless of which institution or unit will be at the center of the process of creating the corporate identity, it is impossible for the Consultancy, which should undertake important tasks in the process, to take part in any corporate identity work without correcting its structural problems. First of all, the Press and Public Relations Consultancy, where 9 people⁴ are officially assigned, is a unit that does not have a legal counterpart in the administrative structure of the university, unlike the others. The official staff of all 9 people mentioned are in different positions of the University and these people work in the consultancy unit with their assignment letters.

However, the unit, which has insufficient number of experts in the field of communication and public relations, will need specialists in these fields both in the creation and maintenance of corporate identity. On the other hand, since there is no budget belonging to an officially non-existent unit, the consultancy has been carrying out its duties for years with a very limited share of the budget made available to different units of the university. Since this budget is limited to the amount of a work to be carried out, it is impossible to talk about a regular financial resource. This situation is completely opposite to the principle of "no public relations without a budget" accepted in public relations (Tengilimoğlu & Öztürk, 2004, p. 81).

In this study, in which we discussed the obstacles in front of corporate journalism in Kütahya Dumlupınar University from the specific to the general, it was concluded that the common point of the problems in all stages of corporate journalism is the lack of corporate identity work in DPÜ. Because the absence of a concrete corporate identity makes it unclear what criteria the corporate journalism will be based on and what the benefit will be from the news. On the other hand, it seems very difficult to create a sustainable corporate identity and reflect this in corporate news without solving the problems of consultancy. Therefore, in order for Kütahya Dumlupınar University's corporate journalism to reach an effective and contemporary level, these studies should be based on corporate identity studies.

Conclusion

Considering that the reason for the existence of universities is to carry out scientific studies with the most up-to-date methods and to serve humanity by educating people who will shape the future of society, it is quite natural for people to want to know how the university carries out its duties. Corporate news that informs about the views or work of higher education institutions is newsworthy for journalists all over the world and reaches a large number of people. As a result of this, units to conduct relations with the public and the media have been established in almost every university just as in Kütahya Dumlupınar University.

As of May 2021, there are 207 higher education institutions in Turkey (Presidency of Republic of Turkey, 1983). Kütahya Dumlupınar University, a 29-year-old institution in the same period, can be counted among the relatively old universities since it is among the first 30 universities established in Turkey. DPÜ has also served as the only university in the province for about 26 years. However, it is very difficult to say that the institution, which has an important place in the agenda of the province of Kütahya, has been successful in explaining how it has served the city, society and humanity with the works carried out within the last three years. Because when we look at the news published by the institution, it is seen that the number of news suitable for the purpose of existence of the university, such as scientific research, views on current events, and student activities, is insufficient. Although the natural problems of Kütahya Dumlupınar University, which we mentioned at the beginning, have an effect on this situation, the problems in this regard arise from the academic and administrative structure of the university. In particular, the fact that no corporate identity work has been carried out until now directly affects the corporate journalism of the University.

Corporate news are texts that enable an institution to share itself and all kinds of information, products, and services it produces with the public, thus allowing it to determine its image in the society. From this point of view, the most important feature that corporate news should have is that it has content that will benefit the corporate

⁴ Since the Covid-19 outbreak, 1 staff member has been allowed due to his chronic illness, and the number of personnel of the Consultancy has decreased to 8.

image, as the definition reveals. Corporate news is a part of corporate communication, which is the way institutions express themselves to the society. In other words, corporate journalism is a public relations activity that requires journalistic knowledge. For this reason, corporate journalism problems in this study are discussed from a news-centered and journalism perspective.

Considering the problems experienced in the corporate journalism of Kütahya Dumlupınar University, it is seen that there is a mismatch in the elements that the news should carry throughout the university. As a result, even very ordinary events are treated as if they were extraordinary events. This situation results in the underestimation of the value of the reporter and corporate journalism as well as the news itself. As this point of view continues, news that should be fast and up-to-date gets stuck in bureaucratic processes, the factors that will increase the impact of the news become unimportant, and as a result, the institution cannot be sufficiently successful in expressing itself to the society.

The value given to corporate news also determines the value given to the person who prepared it with a direct relationship. In this study, the problems experienced by the DPÜ Press and Public Relations Consultancy on the basis of both corporate journalism and its personnel are proof of this view. In order to solve the structural problems of consultancy in today's media environment, first of all, the importance of the media should be well understood. For example, a university's media unit that adopts its own values and corporate identity can contribute to the institution's acquisition of new collaboration opportunities, research topics, researchers and supporters with the tasks it will undertake. After solving the problems of consultancy and supporting corporate journalism, it is thought that the most profitable one will be the university itself.

Based on the data presented in this study, it is believed that corporate journalism cannot be effective and sustainable unless it is based on a concrete corporate identity. For these reasons, in the conclusion part, it is thought that it would be more useful to make evaluations on the necessity of corporate identity work, which is the main deficiency, instead of offering individual solutions to the problems experienced in corporate journalism. Institutions that have not established a corporate identity before, such as the university in our example, need to realize that this is a major shortcoming. Achieving this awareness will be based on a request from institutions to set corporate identity standards. Institutions that reach this awareness should bring together people who can solve this problem and ensure that the necessary researches are carried out to embody the problems. In the next stage, it will be necessary to analyze the goals of the institutions and whether it is possible to achieve these goals in the current conditions, and to clearly reveal the strengths and weaknesses of the institution in this way. This step is followed by the necessity of clarifying the position of the institution according to the target audience and the elements of corporate identity in the new period. The last stage can be explained as the management and maintenance of the created corporate identity as a whole.

In large institutions such as Kütahya Dumlupınar University, it is a long process for all units to adopt the corporate identity that will be created later. In institutions that have both many units and few specialists in the field of corporate communication, corporate identity creation services can be obtained from outside or the number of experts in the institution can be increased in order to speed up the construction of corporate identity. In order to maintain the corporate identity, it is possible to need in-house training.

The construction of corporate identity is a necessary process for all universities that have not conducted such a study, such as Kütahya Dumlupınar University. Universities, while carrying out their studies, should determine their target audiences based on their areas of expertise, while aiming to present their corporate news to the whole society with an appropriate communication policy. It is recommended that all universities that have not carried out such a study should start as soon as possible to build a corporate identity suitable for their corporate culture. The aim of this study is to be an example of the on-site observation method, which is one of the methods that can be used in the creation of corporate identity for all institutions, especially Kütahya Dumlupınar University, that want to carry out corporate identity studies.

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Change of Public Sphere and Forms of Communication with Virtual Reality: The Case of Vtime From Turkey

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Abstract

Today, the development of technology has brought about the creation of new environments in the field of communication. In this context, it can be said that virtual technologies have started to be used in many areas from education to health, from sports to cinema. Virtual reality is a process in which the real and the unreal are fictionalized and brought together through virtually created place. In the virtual reality environment, it can be said that individuals experience the feeling of being there. In this context, virtual reality platforms, which can make the sense of reality feel close, especially in situations where physical proximity is not possible, is one of the important steps in the field of communication. This study aims to investigate the effects of technology in the field of communication by realizing a communication experience via vTime, a virtual reality platform created by a UK-based team. In this direction, the potential of virtual reality environments to create a public sphere is one of the points emphasized by the research. In the study, 5 Turkish people who were brought together on the vTime virtual reality platform were included in a conversation with virtual reality tools. These people were asked questions about their instantaneous experiences in the virtual reality environment and their thoughts on this technology by interview method. By analyzing the answers given, the possibilities of using virtual reality platforms as a communication tool today and in the near future were tried to be revealed.

Keywords: *Virtual Reality, vTime, Communication Technologies*

Introduction

Today, with the development and spread of internet technologies, communication has moved to alternative platforms. Today, with the development and spread of internet technologies, communication has moved to alternative platforms. Especially with Virtual Reality technologies, reality and imagination are aggregated. Virtual Reality not only provides physical convergence to people by imitating real environments, but also strengthens this sense of convergence with new equipment. Considering that technology plays such a decisive role in our lifestyles, it can be said that virtual reality platforms have made important advances in becoming an indispensable part of our daily lives.

Communication is a process in which an individual conveys all kinds of feelings and thoughts to another person. This process has undergone great transformations, diversified, accelerated and intensified throughout history. The environment in which individuals come together to communicate and exchange ideas on common issues that concern them is expressed as the public sphere. The public sphere has an important place in the communication process of people. In the period when the concept emerged, squares, coffee houses were defined as spaces where people could come together and which were not private spaces. This definition has developed with the influence of the internet day by day and has brought up the discussion of new media platforms as a digital public sphere. It can be said that digital public sphere are simultaneous, based on mutual interaction, disable

ensorship and increase communicative efficiency. With these features, new media platforms transform forms of communication and provide a new public sphere to people.

In this study, it is aimed to reveal the effects of Virtual Reality systems with immersion effect on the communication of users. Immersion, in Virtual Reality (VR), refers to the perception of being physically present in a non-physical world. In this context, the study investigates the potential of people's participation in the public sphere through the vTime platform, which aims to provide a reality experience in a virtual universe. In addition, the new communication experiences of these people are analyzed. The aim of the study is to question whether new forms of communication are possible with the new opportunities that the digital universe offers to its users. In addition, it is aimed to find answers to questions about whether the digital public sphere is possible, what its possibilities and limitations are through the virtual reality platform used in the research. Moreover, the advantages/disadvantages of Virtual Reality compared to physical reality in the context of exchange of ideas were tried to be determined through users experiences. For these purposes, a group of people was interviewed for approximately 40 minutes over vTime application, and their experiences were analyzed by interview method.

Internet Technologies and Transformation of Communication

Communication has been one of the most main human needs for centuries. In every period, communication processes have always changed and transformed within as part of the conditions people are in. Especially, alternative tools have been produced for communication with the development and spread of internet Technologies. Thus this process has become faster, instant and intense.

The area where communication takes place with the Internet is called *virtual communication* because it is transferred to the digital platforms. Accordingly, there are four main principles of using computer systems in the communication process. These are listed as follows:

- a) Interactive creation process
- b) Getting a response in a short time with ease and freedom in communication
- c) The emergence of universal communication with the combination of small local networks and the possibility of presenting text-audio-image elements together in this communication
- d) The convergence and the formation of common interests between societies and individuals through universal communication (Çakır and Topçu, 2005, 76).

With the Internet technologies, communication has started to become versatile. Undoubtedly, with the emergence of new media and social media channels, the language of communication has also diversified. Today, computers are used as a means of communication and are used extensively by people. On the other hand, according to some studies, it can be said that computerized forms of communication do not replace other forms of communication, but strengthen existing social habits. In particular, social networks expand the scope of accessibility and these networks enable communication more effectively. In this context, it is underlined that the most important cultural feature of communication through computer and internet technologies is to strengthen culturally dominant social networks and to increase the cosmopolitanism and globality of these networks (Yolcu, 8).

In line with the technological developments at the end of the twentieth century, information has now come to a central position in production processes. In other words, it can be said that the products of communication technologies have also become information processing devices and information processing itself. By transforming information processes, these technologies have begun to take the first place in all areas of social activity and activities of people's daily lives.

All these developments, over time, have enabled large groups of people to interact with groups of people proportionally more than themselves, through more intense and diverse business forms. Thus, people started to take part in real-time competition by participating in the process more equally in many areas. Nowadays, the new media order, supported by computers, e-mails, networks, tele-conferences and dynamic new software, is getting stronger day by day (Friedman, 2006: 18).

Manuel Castells points to a cyclical new system in which interdependence and synergy are decisive between the technology, knowledge and management phases. Castells divides this system into three structurally based on informational, global and network organization. Accordingly, information and communication technologies are basically based on the capacity to produce and apply information in a way that ensures productivity, competition

and highest efficiency. In addition, production and competition in historical conditions take place through the interaction between global enterprise networks and point to a new era (Castells, 2005: 88-100).

Today, it can be said that the new mechanism of technological developments is new media tools. With the development and spread of new media tools, communication processes have accelerated and reached completely different dimensions. In addition to individual use, new media is one of the most effective channels in many different sectors, especially in developed countries, which have effects that can direct the lives of societies (Çil and Aytekin, 2015: 107). Similarly, many developing countries are adapting to this order, evolving into a world dominated by technology and adopting new media, directing their communication processes. In this context, it can be said that communication technologies and the internet integrate communication into multimedia and compel individuals/society to live in this direction 'voluntarily'.

The view that young people, who are considered to be the most intensive users of internet technologies, constitute the digital society today, is becoming more and more widespread. In this context, it is remarkable that young people follow every new technology, use the internet, and have a self-confident approach to what is new. It can be said that most of the young people desire a life similar to the content they see on internet technologies. Therefore, content for target audiences also changes with internet technologies, for example; the videos presented are getting shorter (Övür, 2020, 17).

Today's society, especially living in the pandemic period, follows the development of new communication technologies from young to old and becomes a part of this process. From shopping to viewing habits, from education to the health system, the end of the interaction in almost every field now depends on internet technologies.

Virtual Reality Platform vTime

vTime, one of the Virtual Reality platforms, took real-life human interaction as reference to develop this technology in 2015. It offers users and brands new ways to engage with the people, cultures and communities that matter to them, wherever they are in the world. It increases interaction and enables creativity by empowering users to meet, share, create and explore in a new, personalized reality (<https://vtime.net/>).

The founders of the platform believe that the entire world will witness a new era of global social change directing by technologies in the next 10 years, just like the changes brought about by the PC, game console and smartphone in the last three decades. Also, many of the world's biggest tech companies believe that the smartphone will die soon and that these new realities will be with us 24/7, experiencing comprehensive, innovative, wearable devices and connected via a global 5G network (<https://vtime.net/>).

vTime is an environment where each person in the friend circle describes themselves with an avatar icon. In addition, vTime is a platform that allows people to talk to each other when there is no opportunity to meet in real life. Through the platform, people can communicate through the avatars they have chosen, meet in places with more than one option in the application, or do different activities together. People can only communicate with people they know by creating a friend list in the platform, and people from any country have the chance to be included in the environment with their approval. The platform also increases its accessibility to people as it can be accessed from mobile devices, thus enabling the rapid and effective spread of communication.

Users can create avatars to represent themselves in the virtual space, go to a place and wait for people who want to join them, or they can arrange a meeting and gather people to a place of their choice. Accordingly, users have the opportunity to edit all their physical features as they wish while creating their avatars.



Image 1: User's vTime Experience



Image 2: vTime Avatar Example

On this virtual reality platform, users can also see people and communities that are online, and can see what language they speak, their interests and the information they give about themselves by entering their profiles. Thus, they can participate in the conversations of people who communicate with each other according to their interests or curiosity. This can include not only a conversation, but also activities such as concerts and games. Therefore, people who do not have the opportunity to come together physically or be where they want, have the chance to have this experience through Virtual Reality.

Method

Within the scope of the study, the interview was conducted between the ages of 28-32; It was made with 5 people working in the fields of psychology, sociology, public relations and cinema. The reason why people are selected from those working in these fields is to be able to ask them questions about their own fields in terms of observing the effects of virtual technologies on society and individuals, and to get their observations within the framework of their field of expertise. The reason why people are selected from those working in these fields is to be able to ask them questions about their own fields in terms of observing the effects of virtual technologies on society and individuals, and to take their observations within the context of their own expertise.

Before the interview, each of the participants was given special glasses so that they could experience VR and they were given time to create their avatars and explore the platform. In addition, it was stated that they needed to get a headset with a microphone so that they could participate in the conversation with their own voices as well as their avatars.

During the interviews, which lasted approximately 40 minutes, the participants were kept in touch by experiencing virtual reality with VR glasses. After this experience, an interview was held with each of them.

Interview is a method of obtaining information by determining interview questions in order to introduce some aspects of people or to illuminate a subject. As a result of this interview, questions are asked about the opinions and thoughts of the people about a topic or experience and data is collected (Güldü, 3).

Following are the questions asked in the interviews held after the experience on the vTime platform:

- 1- How did you find the vTime platform as a virtual chat environment? Are you forced? Is there preference extra tools/hardware requirement?
- 2- What does the avatar mean to you? What did you consider when creating your avatar?
- 3- How did the idea of meeting on a virtual platform make you feel, what were your expectations?
- 4- How would you evaluate the meeting in virtual reality platform?
- 5- Was it a worthwhile experience?
- 6- Would you consider having a similar experience again? Do you continue to use virtual reality platforms?
- 7- Do you think that in the future these virtual reality platforms can be a public sphere that everyone will use?

In addition, it has been tried to determine the effects of the experience of the users through a communication technology they have just met.

Results



Image 3-4-5: Conversation on vTime Platform

When people came together to discuss on the vTime platform, they stated that they welcomed this new communication tool with interest and curiosity, and that a chat environment in a 3D environment aroused their curiosity. Since each of the users has never spent time in virtual reality environment before, it took some time to get used to both the environment and the technology. Users who explored the environment and tools described their participation in this meeting as a "different experience" even though they had some technical problems.

The interviews were carried out in two groups, and questions were asked to 3 people in the first interview and 2 people in the second interview, and their opinions about the virtual reality experience were taken. When the answers given by the participants as a result of these interviews were analyzed; 4 out of 5 participants stated that they have no difficulty in participating in a virtual reality environment, they are used to such new technologies, but that in-app usage needs to be developed a little more. The 1st participant, on the other hand, expressed problems such as the fact that the application requires different hardware and some deficiencies (not being able to use bluetooth headphones).

In the interview, the following answers were given to the question "What did you think about creating your avatar?":

1. Participant: "On platforms like this, I think my avatar should look fun and eye-catching. It would be better if it was a character that we do not meet often in normal life."
2. Participant: "While creating my avatar, I first thought of my own reality. I looked at her in the mirror, how am I? I could have created a completely different personality, it had freedom. In that respect, having an avatar was exciting."
3. Participant: "I tried to look like myself, but at the same time I tried to look good. For example, when choosing my outfit, I created it by choosing things that I can wear in normal life."

4. Participant: *“I tried to make my avatar look like myself, but I also tried to reflect my fantasy world.”*
5. Participant: *“I normally play role-playing games and create characters that are nothing like myself. But since this platform is an environment where reality is transformed into virtual, I tried to reflect my own reality transformed into virtual.”*

Accordingly, it can be said that the general participants tried to make their avatars look like themselves as much as possible. The platform is a place where people can chat with their 'real' friends or discuss any topic. For this reason, people wanted to have avatars that represent themselves as close to reality as possible. In addition, it has been observed that while creating the most realistic avatars, they also try to create their idealized physical integrity by using the possibilities at their disposal. According to this, people reflected on their avatars the shape they desire to have, especially in terms of body, and the styles closest to the clothes they prefer in daily life.

The participants gave the following answers to the question of what kind of expectations the idea of meeting on the virtual reality platform created for them and whether these expectations were met after the interview:

1. Participant: *“Frankly, I didn't have high expectations. I joined for fun, it was good. But I would like to be able to realize this experience with better devices and a better infrastructure. However, I can say that it satisfied me because my expectations were not high.”*
2. Participant: *“I thought if we could be more crowded, we could share our ideas better... I can say that I enjoy it more than other video calling applications. Maybe because I love playing computer games... That's why it gave me a lot of pleasure and partially met my expectations.”*
3. Participant: *“The idea of meeting people in an environment where I wouldn't normally be physically present was exciting. I can say that it met my expectations. Being in a different place at that moment provides a satisfaction. And when the person in front of me is realistic, it becomes a much more realistic experience.”*
4. Participant: *“It made me very excited because it felt like a different universe. I think this meeting was nice, although not completely satisfying. Because I knew more or less what I might encounter.”*
5. Participant: *“My expectation was to get a little closer to reality. In this context, I think it can be developed a little more. The adaptation to the 3D platform should be achieved in a shorter time. For example, when I first entered, I couldn't get used to it for a few minutes, then gradually I got used to it. It would be better if this time was shorter.”*

According to the answers, it was seen that they were generally excited, just like their avatar preferences, and similar to the reactions they gave when they entered the virtual reality environment at the beginning of the interview, they were happy to be in the environment, and they identified the success of the platform with being as close to reality as possible. In addition, it can be said that the user limitation of vTime in an environment negatively affects the participants. 1 participant clearly stated that he did not have great expectations from the platform, just as he chose the body that he would never be in reality, rather than the body that is closest to reality in his avatar, and that his aim is to have fun rather than a "real" interview environment. When the answers are compared, it is clear that there is a parallelism between the expectations and the created avatars.

This interview, in which the participants had to use multiple technological tools together, was compared with their experiences at the end of the interview. In addition, questions were asked to measure whether it had such an impact that they would consider being present on similar platforms again. According to the answers, it was concluded that the tools were not sufficient in terms of internalizing the virtual reality experience as much as possible and perceiving it as close to reality. In this context, it can be said that if additional tools are developed to be used in virtual reality environment, users will be able to express themselves better and approach physical reality.

1. Participant: *“Currently, it is easier for me to use face-to-face or video call applications. But I still want to experience it again. Because both the tools I have, (for example, because the bluetooth headset is not supported), I found an old headset at home. I'm at home, the light is on, etc. I really wonder if the experience can be made more efficient with more suitable environment and tools. Because from time to time I feel disconnected from reality. For example, when I moved my leg, there were times when I felt as if you were seeing me move my leg. When the connection between me and reality is broken...”*
2. Participant: *“If we are going to benefit from technology, we already need these equipment. That's why I think it's not a bother anymore, humanity is heading here... I would definitely like to include this kind of communication technology in my life. I believe that it will be very beneficial for my profession, especially because sometimes it can be difficult to communicate with children and adolescents in face-to-face or video call environments. I think this situation will become much more common in the future.”*

3. Participant: *“Yes, I think it's a good experience and it's worth the effort. Of course, I would like to experience the same again. For example, there are a lot of people I can't talk to right now. Some of them are abroad... Even the idea of doing something with them excites me.”*
4. Participant: *“It was a worthwhile experience, but I don't think I'll ever enter and interact with the same place again. I'm curious and I'll probably follow up but it needs improvement. For example, I even examined the prices of virtual reality tools and wondered...”*
5. Participants: *“What I see on the platform now, frankly, satisfied me. In this context, I think it is a promising environment. The experience with simple tools was worth the effort in my opinion, as I was able to estimate the required equipment and its cost. After a little more development and I'm not used to it now. Why not with better hardware...”*

Finally, when the potential of digital technologies to create a public sphere and the possibility of being an alternative form of communication that can be made publicly available to every person in the society and preferred by all segments, many of the users agree that virtual reality platforms like vTime will develop and become widespread. Also Participant 1: *“VR is a very expensive technology right now. As technology develops, prices will definitely decrease and it will become widespread. Games will be the occasion for this. I think games are effective in this regard in terms of the development of VR.”* In his statement, he also drew attention to the connection between digital technologies and games, and stated that there is a possibility of virtual reality platforms to become publicly available with the cheapening of technology. Besides 2. Participant: *“Years ago, when a computer was big enough to occupy a room, we could not foresee it turning into a technology that fits in our pocket. Now, what is the reason for this virtual reality environment not to become widespread in the future while it is in such a "primitive" state right now? I look at these events very positively...”* and said that virtual reality environments can be a new social network that societies can prefer. In addition to this, 3. Participant: *“Definitely a public sphere can be created. But this needs to be developed both technologically and accepted by the society. And it needs to be a little easier, because now a more easy-going generation is growing up.”* She emphasized that these environments would be more preferable especially for the new generation users. On the other hand, 4. Participant: *“I think it definitely will. It's all about increasing access. I believe it will become very common when people both learn and become financially available. Because it's like a second chance, it's so tempting. But it can also lead to very dangerous situations. People can do whatever they want, build relationships they want. But it can also lead to their disconnection from the real world.”* She drew attention to the psychological problems that virtual reality environments can create. Finally, 5. Participant: *“Exactly. The future is evolving here, this is a reality we cannot avoid no matter what we do. The end of this work will clearly evolve into a process in which we will continue our lives either through virtual individuals representing us or through robots.”* With his answer, he states that virtual reality platforms will be the definitive determinant of tomorrow's communication styles and will replace today's PCs and smart phones.

When the responses of the users are examined and compared, it can be easily said that they share their thoughts that virtual reality platforms will become much more widespread in the future, regardless of where they position the technology in their lives.

Conclusion

Today's discussions of information society and the point reached by communication technologies show us that new platforms and applications can enter our lives every day and change the dynamics of communication. Especially with the pandemic period, it can be said that there has been an explosion in the use of video calling platforms, which could not even be thought of as a substitute for physical being together. Especially the use of smart phones and PCs and the ease of access to such platforms have made an alternative communication process available to almost everyone.

The interview held on vTime, a virtual reality platform, and the subsequent interview showed that people who actively use communication technologies, especially for work/education/socialization with technology, have a high point of view and curiosity about a new medium. Therefore, when appropriate conditions and environments are created, it seems inevitable that they will experience these new communication technologies.

In the observations made during the interview and in the interview, it was seen that the participants were optimistic about having a similar experience again after these experiences on the virtual reality platform. Such practices need to be developed further so that participants can have a similar experience again. They stated that they can continue to use virtual reality technologies as a communication tool if accessibility and development are realized, and they spend quality time on this virtual reality platform.

Although this experience was shown as a new form of communication for them, all of the participants underlined the importance of coming together physically for now. However, they still think that such platforms can be used as an alternative communication tool, especially in cases where people cannot come together such as a pandemic.

In addition, it was seen as a problem that the expected "reality" could not be approached due to the fact that VR technology is not widespread yet and the accessibility of the necessary tools is limited. For this reason, although they describe this experience as a pleasant and different experience, today they prefer to use video chat applications where people can see their faces more. It should also be added that avatars, which are a means of representation, can pose a problem in public meetings because the perception of reality disappears as the person moves away from their real body.

Although it is said that as the created avatars move away from reality, the thoughts of the users when they are on the platform may be negatively affected, it is thought that virtual reality platforms and creating avatars can be very useful in environments where the person does not want their own image to appear. It has been underlined that the rate of use of these platforms will increase in cases where the person feels uncomfortable, refrains from speaking in public, or is not satisfied with his appearance.

It can be said that privacy problems have arisen due to the development of technology and the widespread use of surveillance with these tools. The same can be true for vTime. When the speeches of this group, which came together in a virtual environment, are examined, it can be said that they do not see this platform as a platform where special issues can be discussed.

Although it is a positive development that everyone can meet online in this platform, the fact that the number of people who can be in the same environment is limited to 4 people has reduced the potential to create a public sphere. Therefore, today, it has been seen that the vTime as a virtual reality platform cannot yet be qualified as a public sphere. In order to be considered a public sphere, it must be open to the public and have no restrictions on person. Therefore, these limitations prevent the formation of public sphere in vTime, a virtual reality platform. In a situation where this limit can be removed, or with an alternative virtual reality platforms, these environments will be able to fulfill a similar function, just as social media channels are described as digital public sphere today. In this context, the public sphere, which has been moved from parks and squares to virtual environments, can continue to exist in virtual reality platforms, although its effectiveness will be questioned, and may allow wider masses to come together. Although virtual reality environments cannot entirely fulfill the function of public sphere under the current conditions, it is clear that they have already changed the forms of communication and will definitely develop them further.

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New Media and National Identity: The Representation of Atatürk on Ngo's November 10th Instagram Posts

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Abstract

National symbols, traditions, and rituals emerge as the most influential signifiers of national identity and nationalism. These symbols and images that embody the basic concepts of nationalism, make them visible to the members of society, help to make abstract ideologies more socially concrete, strengthen the sense of national loyalty and strengthen the awareness of the community members that belong to the same nation. On the other hand, Atatürk appears as a symbol of both Turkey's modernization process and Turkish unity and solidarity. Focusing on the representations of Atatürk as one of the national symbols on the internet and social media, this research examines the symbolic construction of the national identity of NGOs that represent different social groups in Turkey through the "November 10th, Atatürk Commemoration Day". In this context, the November 10, 2019, posts of 38 Non-Governmental Organizations, which operate in different fields, are the most followed and have social, cultural, and economic activity on the society, were analyzed on Instagram. Shared visuals were used to categorize with the help of various codes assigned to them. The thematization method was used to characterize the types of photos posted on Instagram with embedded coding. Then, by combining very close codes, they were also subjected to clustering analysis to see which symbols are frequently used together and which meaning patterns they form. The findings of the study show that social media, which is often depicted as the space of global identities and flows, is a space where national identities are eclectically reconstructed by subjects and social groups that make up the nation and circulated through symbols.

Keywords: *Instagram, National Identity, Atatürk, Communication Research, Non-governmental organizations*

Media and National Identity

National identity, one of the most crucial collective identities that emerged with modernization, is a common set of historical references and memory between individuals and groups that make up the nation, economic, political, and legal unity, the 'us-them' distinction based on a sense of social belonging and common symbolic, linguistic and creates cultural codes (Smith, 1991: 14). When we go through the extensive academic literature that bases the concept of national identity, some arguments that are frequently underlined regarding their aspects come through. The first suggests that the national identity is an idealized, intellectually constructed idea rather than being based on an objective, historical fact (Anderson, 1983; Hobsbawm, 2000) and its context can change depending on the era's social power relations and conjuncture. (Wodak et.al., 2009, Hall, 1996). One another aspect of the national identity is its central importance that is transmitted by the symbols during the construction and conveyance. (Edensor 2002). Besides solid audio-visual symbols as flags, national anthems, units of currency, monuments, and any other architectural works, national heroes, pictures, and photographs; notional symbols such as national days and weeks take about the construction and

conveyance of the national identity -with some changes in meanings and contexts occasionally- (Cohen, 2011).

Another issue that is relatively less emphasized in the literature -also emphasized in this study- is the functions of means of communication in the adoption of national identity to individuals and social groups that make up the nation, and the circulation of national symbols and elements of banal nationalism (Billig, 1995). Benedict Anderson links the origins of the national imagination to the invention of the printing press in Europe and the emergence of forms such as print books, novels, and especially newspapers, in connection with the advances in the publishing industry since the 1500s. As he states, except for Latin, which appeals to a narrow population, publishing of the books in national languages, and the replacement of local languages and dialects by stable and communized publication language have paved the way for a nationality to emerge, as a result of the development of the capitalist publication industry. (Anderson, 2015; 60). On the other hand, the emergence of newspapers transformed the mass and simultaneous reader experience into a collective ritual that constitutes the nation. In later historical processes, it can be said that mass media such as radio, cinema, and television also rely on the common audience experience and in this context have a function that creates and nurtures the national imagination. The multi-faceted, one-way, and central communication model enabled by such traditional mass media was instrumental in popularizing the idea of a nation shaped by the state authority or economic and political elites that control these technologies (Szulc 2017: 53). The communication tools in question are the transmitters of national consciousness not only with their technical characteristics but also with the content of the messages they carry. According to Hobsbawm, mass media blur the distinctions between public space and private space, national and local, thus incorporating national symbols into everyday life and popular culture (Hobsbawm, 2000). Billig also points out that within the framework of the concept of 'Banal Nationalism', discourses and images that explicitly or implicitly evoke nationalism and nation are reproduced through the media (Billig, 1995). Based on Billig's concept of banal nationalism, a study conducted by Kose and Yilmaz on the Daily contents of 36 daily newspapers published in Turkey demonstrates that phrases that evoke the national identity, the importance of national unity, common interests/common history, and the distinction between "us and the others" are mentioned extensively in these publications, even if not easily noticeable. (Köse et.al., 2012).

New Media and National Identity

Along with the internet that becomes common especially after the 1990s globally, the sense of national identity has dramatically changed. At the global level that Internet provides, currently, besides the approaches arguing that the potential of individuals to identify with transnational identities increases due to the instantaneous flow of information, and that forms of national identity and belonging are weakened (Mills 2002, 69), there are also opinions and empirical research that argue that national identity and national groups have been transferred to the internet, along with internet usage practices, their content is still widely local (Szulc 2017, Soffer, 2013, Mihelji, 2011, Baruh, et.al., 2008).

On the other hand, with the new media, another approach that supports that centrally structured national identity ideal has been adopted by masses one-sidedly through traditional media, which was also addressed by theorizers as Billig, Hobsbawm, and Anderson has begun to be questioned (Szulc 2017). In this context, with the internet, the 'simultaneous audience experience', which Anderson attaches central importance to the building of national unity within the framework of certain common myths, discourses, and symbols, has eroded. Additionally, in the age of web 2.0, where user interaction became prominent, individuals ceased to be passive receptors of national identity discourses and images and gained the opportunity to attribute new

meanings to or oppose them depending on their own social belonging and subjective perspective (Eriksen, 2007).

In Turkey, especially with the establishment of private television channels in the 1990s, the decline of public broadcasting, the development of cable television, satellite, and internet broadcasting; the audience experience ceased to be diverse and became internationalized, while the state's regulation of the media also weakened. Following the developments in question, although it is not possible to state that national identity has receded into the background, there are important findings that the symbols of the nation have come out of the monopoly of the state, become privatized as an indicator of individual belonging, become more integrated into popular culture, and become commercialized (Özyürek, 2006; Caymaz, 2019; Bora, 2003). There are countless examples of the production and distribution of national identity meanings, reinterpretation, and circulation of national symbols to legitimize the specific position of private structures (as individuals, groups, non-governmental organizations, and even companies that form up a nation) through the internet and social media. Although these definitions and individual examples are important, there is no systematic research on how and in what ways national symbols are circulated on the internet and social media. This research aims to pose a suggestion for filling the existent gap in the literature. In this context, the purpose of the research is to show how and in what ways NGOs that represent different social groups reinterpret the national identity through Atatürk and November 10 posts on social media. According to the areas of activity, 38 NGOs were selected from Turkey and their visual posts on Instagram were examined on November 10, 2019.

Research Design

The main objective of the study is to analyse how different social groups in Turkey reconstruct and reinterpret the national symbols through Atatürk visuals shared on 'November 10, Atatürk Commemoration Day' in Instagram by NGOs.

Ataturk is not only a military genius but a leader who transforms the history of Turkey and Turkish society and shapes the present with his legal and cultural works. Atatürk, as a symbol, appears as the most important name of the modernization process of the Turkish nation and a military genius who won a victory against the imperialist occupation (Moorehead, 2015; Mikusch, 2000; Gawrych, 2013; Erickson, 2013; David W Del. Testa, 2014). In Turkish society, Atatürk is seen as a symbol of the Turkish army and Turkish unity and solidarity as well (Cemal Enginsoy 1985).

Today's politics in Turkey, it is seen that Atatürk has been turned into a political symbol in conservative, nationalist and secularist thoughts and used and placed at the centre of the social antagonism in the form of us/them for each of these ideas (Koca, 2020). In this sense, Atatürk may be reinterpreted as a national symbol by different segments of the society. Shared visuals on this special day on Instagram can appear as spaces in which social and political worlds are generated and identities are shaped (Khatib, 2013). Symbols posted on Instagram can convey multiple meanings while also bearing social and political messages. How these signs are used (ie, with what other visual elements they are paired with or whether they are used at all) is crucial indicator of the intended message.

Accessible visual content on Instagram makes this platform lively and interactive, and in a sense, shared images can attract the attention of the viewer at first glance compared to a text block. Visuals can also take advantage of additional visual assets such as lighting, colors, composition, and visual rhetorical figures to better convey a message or explain the

accompanying text, and even convey emotions that are difficult to describe in the text. How Atatürk was used as a symbol in the images shared by NGOs, with which clothing (sombrero, kerchief, military uniform, etc.), which social context (in parliament, civil life, front, etc.), what title and what background he was visualized causes different meanings to be attributed. The absence of post for 10th of November and Atatürk's presence or absence from posts, his clothing, or the social and spatial context in which he is depicted, are important indicators of an NGO's ideals and attitude toward national identity.

This study explores how the NGOs that represent various social groups in Turkey produce such visual frames to maintain and construct national identity. To identify tangible clusters, a grounded coding process was applied to 68 images shared on the 10th of November by 38 NGOs (see Table 1) on their Instagram accounts during 2019. The organizations included in the sample are chosen considering the report of 'NGOs in the Development Process (2018)⁵ prepared by the Turkish Ministry of Development within the framework of the 'Eleventh Development Plan' covering the years 2019-2023. Considering the information in that report about areas of activities that Turkish NGOs are highly engaged, organizations that have the most interaction with the society had been determined.

Table 1: Types of NGOs, n=38

VALUE	NGO	TOTAL PERCENT
Social Aid	6	16%
Football Fun	5	13%
Economy	4	11%
Youth	3	8%
Religious	2	5%
Environmental	2	5%
Political	2	5%
Press	2	5%
Think Tank	2	5%
Education	2	5%
Search Rescue	1	3%
Historical Memory	1	3%
Health	1	3%
Human Rights	1	3%
Arc Sport (Islamic)	1	3%
Labour	1	3%
Love Peace	1	3%
Bicycle	1	3%
TOTAL	38	100%

The mixed methods and qualitative data analysis software QDA Miner was used to analyze the data. For this qualitative thematic analysis, a coding frame was constructed and then used to conduct cluster analyses of the symbols and how they relate to another. This method has enabled the researchers to explore how symbols differ within the context of these structures. The following research questions (RQs) guided the research process:

⁵See: <https://www.sbb.gov.tr/wp-content/uploads/2020/04/KalkinmaSurecindeSivilToplumKuruluslariOzelIhtisasKomisyonuRaporu.pdf>.

RQ1: In which social, cultural, and physical context was the Atatürk visualized as a symbol?

RQ2: How do the posts of non-governmental organizations operating in different fields and ideologies diverge, and what common elements do they unite around?

RQ3: How does social media affect the interpretation, construction, and circulation of national symbols?

Findings:

The results of the data analysis show that the NGOs (42.1%) that do not share on a memorial-day are predominantly Islamic-conservative (social welfare institutions such as Cansuyu and Deniz Feneri), and liberal-conservative (such as MÜSİAD⁶). The analysis also shows that there are NGOs that do not actively use Instagram or use it only according to their field of activity that does not share posts for the national days and holidays. As examples of these institutions, Left-winged organizations such as 'Ateş Böceği', a liberal charity organization, 'Black Box' aiming to raise awareness of young people about historical injustices, 'Green Think' organization aiming to spread green policies, 'Confederation of Revolutionary Trade Unions' (DİSK), 'Uğur Mumcu Investigative Journalism Foundation' (UM) -AG), 'Contemporary Journalists Association' (ÇGD), 'Human Rights Association' (İHD) may serve in this context.

Table 2: The Coding Frequency of November 10th posts of NGO'

	Count	% Codes	Cases	% Cases
November 10th				
• We follow Atatürk's footsteps	6	0.6%	6	15.8%
• Atatürk Bust	3	0.3%	3	7.9%
• Atatürk with his etat-majr	1	0.1%	1	2.6%
• Atatürk and symbol of infinity	1	0.1%	1	2.6%
• Promise to Atatürk to work hard	2	0.2%	2	5.3%
• Being loyal to Atatürk	1	0.1%	1	2.6%
• White background	1	0.1%	1	2.6%
• Atatürk with kids	1	0.1%	1	2.6%
• Atatürk founder of the republic	2	0.2%	2	5.3%
• President of the NGO and Atatürk's picture	1	0.1%	1	2.6%
• Message from NGO	2	0.2%	2	5.3%
• Atatürk is with derygman	1	0.1%	1	2.6%
• Atatürk is praying	1	0.1%	1	2.6%
• Invitation for special event	2	0.2%	2	5.3%
• Atatürk as a fun of Fenerbahce	1	0.1%	1	2.6%
• Feders	2	0.2%	2	5.3%
• Ghaz	2	0.2%	2	5.3%
• Youth and Hopes	1	0.1%	1	2.6%
• Atatürk has gone but not forgotten	4	0.4%	4	10.5%
• Atatürk in Calpack (bust)	2	0.2%	2	5.3%
• Red Clove	1	0.1%	1	2.6%
• Background of Pic is Blue	1	0.1%	1	2.6%
• Atatürk at the opening ceremony of parliament	1	0.1%	1	2.6%
• At opening of parliament while praying	1	0.1%	1	2.6%
• Giving parliament opening speech (Nutuk)	1	0.1%	1	2.6%
• Atatürk and member of parlements	1	0.1%	1	2.6%
• Atatürk as a teacher	1	0.1%	1	2.6%
• Bow tie	1	0.1%	1	2.6%
• Black-white background	2	0.2%	2	5.3%
• Black Background	8	0.8%	8	21.1%
• Tuxedo	4	0.4%	4	10.5%
• Infinity	5	0.5%	5	13.2%
• Sharing strategy for war	1	0.1%	1	2.6%
• In a suit and Calpack	5	0.5%	4	10.5%
• In a suit	10	1.0%	9	23.7%
• Turkish-Flag	2	0.2%	2	5.3%
• Great Leader	2	0.2%	2	5.3%
• Military Uniform	1	0.1%	1	2.6%
• Atatürk with community	1	0.1%	1	2.6%
• God Mercy	1	0.1%	1	2.6%
• Remember with respect	4	0.4%	3	7.9%
• Flag Background	1	0.1%	1	2.6%
• Visit the Tomb of Atatürk in Ankara	3	0.3%	3	7.9%

As a sample group, the non-governmental organizations' November 10th posts are coded and displayed in the frequency table (Table 2). According to the table, it is revealed that Atatürk is most often visualized in modern western outfits with suits or tuxedos and bow ties. Since it is the Atatürk Memorial Day, the Turkish Flag image is shared as a white crescent and star on a

⁶ Based on religious values, MÜSİAD was founded in 1990 within the global market and liberal economic model by the provincial conservative capital groups as an alternative to secularist TÜSİAD. A small number of large and well-established companies, a limited number of multi-partner holdings that are newly developing in Anatolia, and many small and medium-sized enterprises (SMEs) came together in a religious and conservative identity perspective to form MÜSİAD (Alkan, 1998; Öniş ve Türem 2001: 100; and Gümüşcü, 2010: 841).

black background. The commemoration of Atatürk together with the black-ground⁷ flag appears as a reflection of the acceptance as a national symbol. Posts including the descriptions such as 'Father, we are following you' and 'We have not forgotten' are indicators that we will follow the principles of the Republic established by Atatürk. Some NGOs also organized special events including Anıtkabir visits in the memory of Atatürk. Another symbol that often stands out in the posts is the symbol of infinity. Posts that include this symbol and represent that Atatürk's ideas are coherent with other posts with 'father, we are following you' descriptions. Post that includes a photo of the Atatürk reading 'The Great Speech' with the members of the parliament in the establishment of the Turkish Grand National Assembly is more common than other posts.

Cluster Analysis

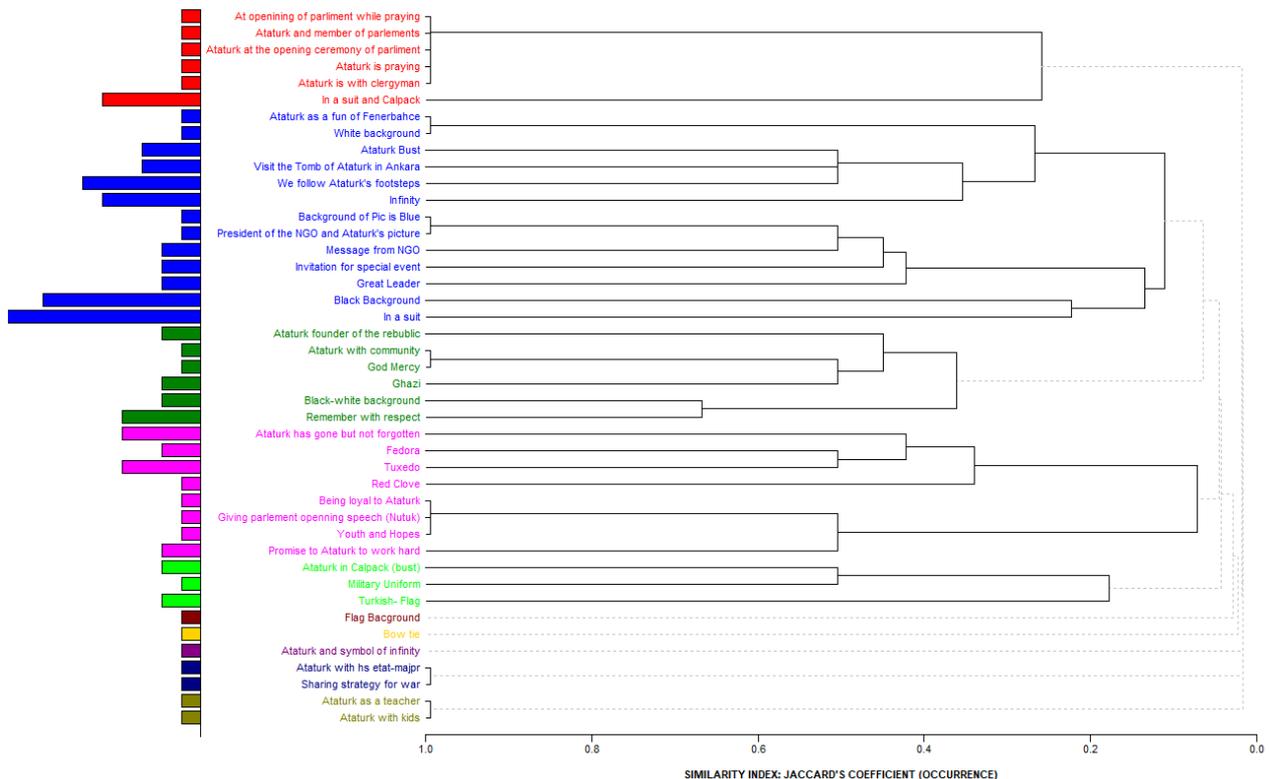


Figure 1: Cluster Analysis

The cluster analysis has been conducted on the similarities and pictures' usage frequency via the QDA Miner program and Jaccard Similarity Index. Accordingly, that the posts that consist of expressions as 'Father, we are following you', symbols as infinity, black background, Ataturk dressed in a suit, and messages special for NGOs or organizing event for Memorial Day are similar and often used together. In another group, it is seen that Atatürk's images in a Calpac⁸

⁷The black background appears as an expression of isolating Atatürk from any context and emphasize to his immortality, timeless and supra-historical position. This privileged position in the pantheon of national heroes makes Atatürk unique.

⁸ The calpac, (or the Caucasian or Cossack fur hat) protected riders in the harsh Anatolian weather and gradually became the symbol of the national resistance (Mango, 2002). In later years, several prominent members of the Committee of Union and Progress (the dominant political formation of the second Constitutional Period) participated in the National Forces Movement. The calpac became the symbol of these two movements (Türk,

or military uniform are used, and he is remembered as a military leader. Also, expressions as 'Ghazi'⁹, rest in peace, one of us' and commemorations underline the fact that Atatürk was a great commander fighting for his people, and religious motives are also used. As a small cluster, to point out the modern and western side of Atatürk; pictures with tuxedos and fedoras are mostly used besides red carnation as a symbol of the pure love of people for Atatürk to emphasize that he is remembered by heart. As clearly clustered, images of Atatürk in suits or fur caps, or while he was praying with clergies reflect his both civilian and military personality against the imperialist powers. When we examine the symbolic posts of cluster analysis (see pic.2), November 10th posts of Atatürk Memorial Day can be categorized into four main groups:



Figure 2: The Highlighted Posts of NGOs in Cluster Analysis

1. Those who did not share any post in the memorial of Atatürk constitute 42,1% of the examined NGOs.
2. Posts that describe Atatürk as a Western and progressive leader in a civic context: In such posts, Atatürk is depicted in a tuxedo or fedora in the parliament or civilian environments. At the same time, gratitude and respect for the leader are expressed. Such posts were made by NGOs (Association for the Support of Contemporary Living, TÜSIAD, Ateş Böceği Organization, etc.) that adopted maintaining the Kemalist ideology as their association's principles.
3. Posts made by associations that organized their own event and visited Atatürk's Tomb 'Anıtkabir'. NGOs that have shared post in this context, they have aim to share Atatürk related their field – Pictured Atatürk as a Fenerbahçe Football supporter –: These posts also emphasize following Atatürk's footsteps and containing the infinity symbol.

2018). The photographs of Atatürk wearing a calpac, however, represent the national struggle in Turkish politics, the war of liberation, and the fight against imperialism.

⁹ On September 19, 1921, the Assembly gave Mustafa Kemal the title of a war veteran (ghazi) and the rank of Marshall. Ghazi (plural: guzât, guzzâ, or guziy) is derived from the word "gaza" (gazve), which means to attack, fight, or to fight for the sake of religion. It is an honorary title granted to commanders and even rulers who succeed in war (see <https://islamansiklopedisi.org.tr/gazi>).

Football fan groups such as Beşiktaş and Genç Fenerbahçe and NGOs such as AÇEV Mother Child Education Foundation, AKUT, and Bicycle Association are in this group.

4. The posts of Atatürk, who prayed at the opening of the parliament with a fur cap, (his military identity fighting against imperialist powers) and in a suit, (civilian personality) appear as the posts of NGOs operating in a more nationalist conservative line (Alperen Ocakları, etc.).

Conclusion

Today, where the internet is the main communication tool as a global instrument, the research does not confirm the arguments that support that the national identity is no more a basic reference point and belonging for individuals and social groups, and that the importance of national identity has lost its meaning as well as all local features in the presence of the global information flow accompanied by the internet. On the contrary, it is clear that (just like it is in the traditional media) the internet is an environment where the national symbols and discourses that refer to the national identity circulate densely, and internet/social media use and share practices are still substantially dependent on the local. But in the age of traditional media, the national identity that was built top down (from the state and elite to the public) can be reproduced and interpreted in multiple and dynamic forms in the civic space, along with the internet. Since the internet has an interaction-based structure that allows non-professional (ordinary) users to produce content, individuals and social groups that form the nation can manipulate national symbols (and therefore national identity) to legitimize their own ideologies and social positions, reconstruct it in an eclectic form and turn it into a way of interaction. In this context, the research demonstrates that this is the main point that differs the internet from the traditional media¹⁰. It turns the internet into an area of the struggle for hegemony between multiple national identity apprehensions, each claiming to have the ‘true’ national identity and the ‘right’ definition of Atatürk (and Kemalism).

The research also indicates that, along with the internet and social media, the meanings of national identity are built and conveyed based on public opinions rather than metanarratives. Therefore, the symbol of Ataturk today corresponds to fragmentary images that can be easily added and collaged with each other, rather than stable principles and doctrines that have been consistently theorized. In this context, the internet and social media have the potential to transform national symbols into unstable representations of meanings. But in order to base this argument on a clear and more factual plane, more extensive research on this issue is required. This research shows only a picture of the current situation, as it only focuses on November 10, 2019, and does not cover the question of how the perception of national identity can differ within the framework of different historical processes and conjuncture.

In addition, the analysis is based only on NGOs representing different social groups. The posts of NGOs selected as a sample do not literally represent the perception of the national identity of society statistically or theoretically but can provide an idea of the general trend. In this sense, new research that will allow individuals to analyze the differences in national identity

¹⁰ Zygmunt Bauman also mentions a new society in which all forms of fixed collective identity, especially national identity, are currently unable to define the belonging of individuals and are replaced by ‘fluid identities’ that can be quickly changed. But although he addresses the importance of widespread communication technologies while theorizing this, he also emphasizes multifaceted economic, political, and cultural processes called ‘globalization’ (Bauman, 2017: 37-45). In this context, the centralization of new communication technologies regarding the research subject should not be considered as a reflection of the techno-deterministic point of view that negates the importance of these other dimensions.

perception in a broader framework by examining the practice of sharing on social media is needed.

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Measures Against the Pandemic as the Panoptical Eye of the Power: The Example of Coronavirus Pandemic

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Abstract

Epidemics threatened the daily life activities of human societies in certain periods of history. Epidemic diseases, known as disasters that resulted in the death of millions of people, have always been issues that occupy humanity, to be detected from the moment they emerged and to seek solutions to end the epidemic. Having knowledge means having power. Therefore, the easiest way to retain information is through surveillance. Considering the history of epidemic diseases, it is seen that surveillance practices are frequently used. In the information society that emerged with new communication technologies, it is seen that individuals voluntarily participate in surveillance and the walls of the prison have changed by demolishing. Covid-19, which rapidly increased in coronavirus cases and turned into a global epidemic, is known to increase the use of surveillance practices by all states globally to control the epidemic. Fear of the epidemic in societies has become considerable than the privacy of personal data, and their voluntary participation in these practices has been a matter of concern. This consent-based process brings with it criticisms of legitimizing the surveillance society, which has been at the center of discussions since the past. Surveillance played an important role in the rise of totalitarian regimes. The legitimacy of a supervised social structure will accelerate the rise of totalitarian regimes, depriving people of living in an unlimited but self-controlled prison.

Keywords: *surveillance, covid-19, power, panopticon, new communication technologies*

Introduction

Throughout history, humankind has suffered and struggled with the deaths of millions of people due to pandemics, natural disasters, wars, etc. Human communities which have had to stand against millions of pandemic-caused deaths from past to present, have developed and actualised various methods in order to get the situation under control. It is reasonably unlikely that humans who initially maintained their lives through hunting and gathering, contact pandemic diseases in an environment with no settled life. From the beginnings of history to the present day, people have maintained their lives firstly by passing to the agricultural society through the crops obtained from the soil and while doing this, on the other hand they have made animals closer to humans by taming them. Thus, several epidemic diseases emanating from human-animal interaction occupied certain periods of history and paved the way for the development of several control mechanisms for the purpose of struggling with these epidemics. The transition to settled life with the agricultural society, the emergence of cities with the industrial revolution, increased the spread rates of diseases and caused them to become epidemics. Agriculture led to a surplus of produce and trade was thus born. Knowing that the first agricultural communities that engaged in trade used writing, communication and interaction between societies became inevitable through trade routes and written tablets. Many of the epidemic diseases that made their marks in history have spread to different parts of the world through China, which is the starting point of the Silk Road, one of the important trade routes (Kindersley, 2018: 114). With the acceleration of technological developments, the developing communication and transportation tools have transformed the world, in the words of McLuhan, into a global village (1962: 32). Even though technological advances accelerate the pandemic, they are also crucially important for taking measures. In addition to making getting informed about an epidemic disease that broke out from the far end of the world, advances in communication technologies facilitate taking early measures too. On the other hand, high human mobility proves disadvantageous against the impact of the pandemic on the global scale.

Together with the Covid-19 pandemic that broke out in the city of Wuhan in China and spread around all of the world in a short time, questions arose about the concept of surveillance. Imposition of quarantines has been the linchpin amongst all the measures taken against the Covid-19 pandemic. Countries have deemed the use of information and communication technologies important in the fight with the pandemic. In order to control high human mobility and contain the pandemic, the use of information and communication technologies has increased and become more widespread; applications concerning location and health data have been developed and policies focusing on instilling fear and achieving popular consent to the usage of these applications have been made.

Social or global crises in which fear and uneasiness are predominant, fosters the concept of surveillance. When government and surveillance is the case in point, in crises that spread fear in the society, such as pandemics, become inevitable. From this perspective, the legitimisation of surveillance systems based on popular consent has caused a paradox in the context of personal freedoms and security. The lack of an outcome of this perspective and nature in the previously conducted studies, renders this study important. Certain measures such as restrictions on domestic and foreign travel, online education and remote working through new communication technologies, undoubtedly bring surveillance along as well. The easiest way of reaching information passes through surveillance. The proliferation of Applications through which location and health data can be reached, thermal camera systems and applications enabling video conferences, and the way of life including the entirety of these tools, is becoming more and more widespread and starting to become a part of our lives. The fundamental problem discussed in this study is the question “Is the concept of surveillance society that is constantly the subject of controversy, gaining legitimacy in the wake of the Covid-19 pandemic?”. It will be addressed how the surveillance society is legitimised by countries in the context of the measures they take. The purpose of this study is to inquire into the sources of the legitimacy of surveillance, in the context of the measures taken by the government during the Covid-19 pandemic. In the context of this study, the concepts of government and surveillance society will be examined thoroughly and that how these concepts affect the course of pandemic and gain justification, will be analysed, utilising the descriptive analysis method.

Government and Surveillance Society

The government-surveillance relation and its link with society has always been a focal point of controversies. Government is one of the most fundamental concepts in political and social literature, and many definitions of the term has been made until today. The definitions of “the power of doing a deed, force, potency; the authority and ability of successfully doing a deed; hold of the state government and the authority to use state power; the person(s) and institution(s) holding power at hand” can be made according to the dictionary of the Turkish Language Association. Based on these definitions, the term of dominion represents the instrument that possesses the power in the most general sense and controls the society by means of controlling the tools of statecraft.

The potency of the eye as a form of potency is comprised of the entirety of studies starting with the Bentham’s concept of Panopticon and proceeding with Michel Foucault. The power of the eye which is created by the eye of power through the utilisation of new communication technologies, constitutes a control mechanism for how people shall continue their lives.

When the term of potency is examined from the etymological aspect, it is observed that it derives from the Latin word “potere”. This word has the meanings of competence, dominion and capability (Doğan, 2001:618). Throughout the history of the humankind, the concept of potency has circled around the humans’ urge to exert dominance over and the desire to rule – direct each other. While not a concept defined much clearly, it appears before us as a societal phenomenon in every sphere of life. Thence, this term that shows itself in every aspect of our lives, causes difficulties when it comes to defining it.

A tight connection exists between human, which is a social being, and the concept of potency. Potency is a social necessity that arises from the gregarious, interdependent nature of humans’ lives. So, this necessity is seen as a human-specific process of objectification, not because of a phenomenon that exists in the human nature. According to Esgün, within the scope of power relations, human is confronted by certain practices of objectification that are not part of its own nature. (1999:6). From this point of view, it is possible to say that the focal point of debates devoted to potency is the dominance of human over human. Within the social structure, how the human is to be ruled always constitutes a problem, regardless of how it is defined. It is also seen as a problem how the social life is to be constructed or how it will survive in the systemised social life. The concept of potency is often associated with the concept of power. Political potency can provide control over society with power tools. However, potency should not be interpreted as absolute power. Power, which has secret persuasion processes, is considered as a phenomenon fed by norms and values in its relations in social life. (Duverger, 1995:131) It is an undeniable fact that power, being innumerable today, penetrates every area within social life and at the same time, determines the way of social life (Urhan, 2013: 207).

The concept of surveillance society emerges as a phenomenon that has always existed with the history of humanity, just like power. Social and political changes have affected this concept and it has become an important power issue in social life by taking different forms. Along with curiosity, which is a basic instinct, human beings constantly need to know what others are doing and to follow their own development or to provide for others with the instinct of protection. "The capitalist power emphasized the "eye " excessively in the process of ensuring social control, because through the power that sees but is not seen, the conscious structure of the society is dominated by the influence of the "eye". (Çoban ve Özarslan, 2016:7).

The formation stages of the surveillance society can be clearly understood through the change and transformation in production relations and forms. The first to mention the phenomenon of surveillance is known as Karl Marx. For Marx, the struggle between labour and capital gives rise to surveillance. Therefore, surveillance is considered as a problem of the capitalist system. Surveillance is required to get systematized in order to ensure the sustainability of the capitalist order. Based on the ruling class' conception of maximum profit margin, the working class is observed for the maximum production of workers at the lowest cost in a given time. Factories gather workers under a single roof, facilitating their surveillance (Lyon, 1997:20-43). Michel Foucault addressed the question "Is the potent the seer, is it the unseen or is it the unseen seer?" It is possible to say that there is a connection between the concepts of potency and seeing. Foucault underlines that the basis of being the potent is to see without being seen. He explains this situation with the architectural concept of panopticon. (Sartori, 2006:9).

Foucault made the description of the shape of the panopticon in his book "The Birth of Prison" (1992: 251). The Panopticon consists of two main parts. It consists of a ring-shaped building and a tower in the centre. The ring-shaped structure is divided into cells. In each of these cells there are two windows, one facing out and the other inward. Through the outside-facing window, it is ensured that light enters in and everything inside is visible. The interior of the cell is made visible by the central tower from the window facing inside. The interior of the tower is designed in such a way that it is not visible whether someone is inside or not. Therefore, according to the characteristics of this structure, seeing and being seen is clearly distinguished from each other. While the inside of the cells can be seen from the tower in the centre, it is not known whether there is someone inside the tower or not.

Potency and information are tightly attached according to Foucault. In the panopticon system, even though all are visible, convicts cannot communicate with neither other convicts nor the tower. Therefore, here the convict "is the object of an information, but cannot be the subject of a communication". So, after some time the convict starts seeing himself from the silhouette of the tower located at the centre and shaping his behaviour accordingly. A self-control mechanism is thus formed. Panopticon enables at this point a continuous and deliberate state of visibility that facilitates the functioning of potency (Foucault, 1992: 252). Bauman (2017:34), expresses his views on the panopticon structure as follows:

In Panopticon, the inmates were tied to the place and barred from all movement, confined within thick, dense and closely guarded walls and fixed to their beds, cells or work-benches. They could not move because they were under watch; they had to stick to their appointed places at all times because they did not know, and had no way of knowing, 10 Foreword: On Being Light and Liquid where at the moment their watchers - free to move at will - were. The surveillants' facility and expediency of movement was the warrant of their domination; the inmates' 'fixedness to the place' was the most secure and the hardest to break or loose of the manifold bonds of their subordination. Mastery over time was the secret of the managers' power - and immobilizing their subordinates in space through denying them the right to move and through the routinization of the time-rhythm they had to obey was the principal strategy in their exercise of power. The pyramid of power was built out of velocity, access to the means of transportation and the resulting freedom of movement.

In line with the views of Foucault, together with the development of information technologies, access to personal data is increasing as well. Technologies such as camera systems, computers, internet, etc. enable watching over a crowded mass, while one's self is invisible. (Bozkurt, 2000: 77). Today, the concept of panopticon, which has become a metaphor for the phenomenon of surveillance within the social structure transforming in the context of developing technology, has also transformed. Gary T. Marx underlines the emergence of a new form of surveillance depending on the development of information technologies. Computer technologies have "qualitatively changed the nature of surveillance, made it habitual, broadened and deepened"

While suggesting that Foucault's concept of panopticon is one of the first metaphors that spring to mind, Haggerty also puts forth that this term alone is insufficient for understanding surveillance in the modern day. He lists several suggestions that are suitable for the present day, for the purpose of understanding the contemporary, global and political variables of surveillance. These are known as follows: Opticons, superpanopticon, electronical panopticon, post-panopticon, omnicon, banopticon, global panopticon, panspectron, myopic panopticon, fractal panopticon, industrial panopticon, urban panopticon, pedagogicon, polyopticon, synopticon, panoptic discourse, social panopticism, cybernetic panopticon and neo-panopticon (2011:26).

In his study named “The Viewer Society”, Mathiesen addresses the term of synopticon. Synopticism is a concept in which modern means of mass media in general and particularly television manipulates, controls or disciplines the conscience above all. (Mathiesen, 1997: 230). Participation in surveillance is not compulsory in synopticon. Synopticon differs from panopticon by enabling voluntary participation in surveillance. The practising of surveillance with instruments that can be devices of leisure and entertainment, such as television, causes the strategy of influencing by entertaining and not by obligating, to develop. While the visible function of television programs produced and directed by those chosen by the potency is to entertain, the latent function is to influence and control.

Because of the fluctuant nature of surveillance, the views of Mark Poster are considerably important. In his study that he conducted in 1990 and named “The Mode of Information: Poststructuralism and Social Context”, Mark Poster asserts that the contemporary practices of surveillance have transitioned and via information technologies, that panopticon has become superpanopticon. Superpanopticon, according to Bauman, is the actual version of panopticon which has been moved to cyber environment (2010:60). Advances in surveillance technology explain the surveillance process of people getting monitored silently, continually and automatically during their practices of daily life. (Poster, 1990:93).

Emmanuel Pimenta, on the other hand, is credited to be the pioneer of the Omnipticon form of surveillance. Omnipiticon is defined as an interactive process, in which everybody monitors everybody at the same time, one that comprises influences from the concepts of both panopticon and synopticon. Omnipiticon is a model that emerges along with global networks where hyper-communication takes place and technological infrastructure which offers real-time interaction. (Pimenta, 2010: 272). For instance, different places become susceptible to be monitored simultaneously at any time and from anywhere, via transfer of images to computers or mobile devices like cell phones. Due to the easy reachability of information and its openness to anybody’s involvement in a simultaneous manner, through the resources provided by the interactive nature of information technologies, information now shows a tendency to symmetry.

In the interest of contending with the Covid-19 pandemic, social isolation has started to take place at the centre of daily life. The use of technologies such as video meeting applications, applications facilitating access to health data, contactless payment methods, thermal cameras, computers and internet etc. has increased and data individual-related data has, once again, thrown the issue of surveillance into question.

Surveillance Applications in the Context of the Pandemic Measures Taken Following Covid-19

The main purpose of surveillance, along with collecting information, is to create a disciplined society. The outbreak of plague that occurred in the middle ages, caused a large scaled crisis environment. The disciplining effect of surveillance started to get realised with this pandemic. A number of rules were established to apply at the cities where the plague was encountered and people who did not comply with these rules were subjected to harsh sanctions. A city where the plague was spotted would get surrounded and its entrances and exits would get blocked. Disobedient conduct would result with death punishment. An overseer would be assigned to each city and the cities would get carved up to small sections. The cities were thus sentinelled. Inhabitants of the city had to garner food in for themselves beforehand and only the obtaining of bread and wine would be permitted afterwards, using wooden passages built between streets and houses. The inhabitants’ providing their needs without having to make any contact with the suppliers was made possible with this system. People’s compliance with all these rules would be overseen and enforced firmly by attendants. Inspections would be conducted consistently and looks would surround everywhere. (Foucault, 1992:245-246). The situation in the plague-stricken cities shows that locking people in a fixed place, restricting spaces of movement and surveillance of people everywhere including indoor spaces enables the development of a model that disciplines societies. All cities were subjected to surveillance after the pandemic.

A close connection exists between healthcare systems and surveillance. Surveillance practices become the most important tools of social control, in terms of containing pandemic diseases. The element of surveillance is utilised in numerous consideration such as the spread rate of diseases, patient data and tracking of diseases.

Within the historical process, throughout the periods of pandemic diseases, utilisation of surveillance practices and voluntary participation of society in these measures can be observed. When the measures taken during the plague outbreak are examined, the application of surveillance procedures against Covid-19 today, take on more significance. According to Foucault (1992:247);

This surveillance is based on a system of permanent registration: reports from the syndics to the intendants, from the intendants to the magistrates or mayor. At the beginning of the 'lock up', the role of each of the inhabitants present in the town is laid down, one by one; this document bears 'the name, age, sex of everyone, notwithstanding his condition': a copy is

sent to the intendant of the quarter, another to the office of the town hall, another to enable the syndic to make his daily roll call. Everything that may be observed during the course of the visits – deaths, illnesses, complaints, irregularities – is noted down and transmitted to the intendants and magistrates. The magistrates have complete control over medical treatment; they have appointed a physician in charge; no other practitioner may treat, no apothecary prepare medicine, no confessor visit a sick person without having received from him a written note 'to prevent anyone from concealing and dealing with those sick of the contagion, unknown to the magistrates'. The registration of the pathological must be constantly centralized. The relation of each individual to his disease and to his death passes through the representatives of power, the registration they make of it, the decisions they take on it.

Surveillance over and controlling of the society by the potency has continued in an increasing manner throughout the years. Epidemics have always been a slippery ground for surveillance practices in the historical process. These two areas, which cannot be considered separately from each other, make the problem of legitimisation of social surveillance a subject that should also be examined. In line with the measures taken due to epidemic diseases, at the point reached today, normalisation of surveillance, its positioning on a legitimate basis and voluntary participation of individuals are enabled. The thought of "whatever should be done" in the eyes of the society during the epidemic process, provides an opportunity to legitimise surveillance. Although attention is drawn to the positive aspects of surveillance with a focus on controlling and ending epidemics, a problematic basis is formed as social surveillance will be legitimised, based on the view that surveillance practices will continue even after the epidemic is over.

Starting with the outbreak of Covid-19, many surveillance applications have been used extensively in the world and in Turkey. With the declaration of Covid-19 as a pandemic by the World Health Organization (WHO), the process that makes it possible to diagnose the infected people, to control the spread of the virus, to detect those who have come into contact with the infected people, and to quarantine all these people, has made it mandatory to use digital surveillance applications. In this period when we live in an age of speed, the spread of the epidemic will be inevitably just as fast, and surveillance applications have been frequently used to reduce this speed in the Covid-19 pandemic. In addition to providing flexibility and increasing the space for movement during the process, they also keep records of individuals' location history, the people they contacted and their health data. Undoubtedly, it cannot be said that such applications were not in use or have not been used before the pandemic. It is known that before the pandemic, applications that legitimise surveillance such as the use of thermal cameras, recording health data, location histories, and facial recognition systems had been utilised in many parts of the world. However, with Covid-19, the use of these applications has increased and has caused individuals to meet this situation as normal. Individuals internalise controllability by using these practices voluntarily, partly due of the desire to get rid of the epidemic as soon as possible.

With the information society, information has become the most important argument of the social foundation, and if the surveillance applications used in the fight against the pandemic are examined, it can be seen that smartphones, social media, sites and applications that can be described as digital citizenship are frequently used. Harari underlines that states find it very dangerous to collect people's information on health. He emphasizes that with the epidemic, some existing processes can be accelerated and made irreversible. He states that when asked the question of "privacy or health" in society, people will undoubtedly prefer health and therefore compromise their privacy. He asserts that even if the Covid-19 pandemic comes to an end, based upon the thought "*Okay, we still need to keep some things in effect, because a second wave, a second pandemic may come, or we need to protect you from colds and flu*", surveillance will continue to be a part of our lives. (URL1).

China, the place of origin of the outbreak, took advantage of the opportunities which technologies such as artificial intelligence and big data provide. Artificial intelligence algorithms which can perform a genetic analysis of the suspects infected with the virus and detect mutations of the virus within half an hour have been used. China also has developed a smart voice scanning system in order to keep the epidemic under control and reduce its spread. The intelligent scanning system that has a capacity of 3000 AI robots working simultaneously, has detected more than 1600 suspicious cases, scanning more than 580,000 people. A daily total of 1.5 million scans are conducted with each robot making 500 searches per day. The results of these searches are reported to the relevant institutions in a classified way with body temperatures and symptoms. 5G patrol robots manufactured by Guangzhou Gosuncn Robotics provide contactless and reliable measurement of body temperature in areas with high human density, detecting people with high body temperature and warning the authorities. Again, drones have been one of the technologies that China frequently uses during the pandemic. Drones that warn people to wear masks, are also used to spray disinfectants over large areas. Drones are used in conjunction with thermal cameras to measure people's body temperature (URL3). Ping An's Covid-19 system utilises the Natural Language Processing

Technology (NLP), one of the state-of-the-art Artificial Intelligence technologies. The system can initialise automatic dialogue based on programmed questions, make sense of the conversation, configure and categorise the results for risk assessment and report to the epidemic prevention and control management team, which can then accurately follow up on people with suspicious symptoms (URL 2)

On 17th March 2020, Sin Bet, the internal secret service of the Israeli State, which is also known as Israel Security Agency issued an emergency decision for the conduction of Coronavirus contact tracking. Sin Bet surveillances over the people who have contracted the disease via their smartphones. The utility is used for detecting persons who have contacted a Covid-19 carrier within the last 14 days, and sharing the collected data with the government. (Duke, 2021: 114).

In South Korea, that is frequently credited as being successful in bringing the outbreak under control, the quarantine information system which was developed by the South Korea Disease Control and Prevention Agency for the purpose of preventing the spreading of the MERS virus, is used effectively in the struggle against Covid-19 as well. This system keeps record of human mobility by cooperating with telecommunication and airline companies. With the help of these records the system assists in the timely detection and treatment of potentially infected people by healthcare providers. It is compulsory for travelling people to download the mobile application of this system to their smartphones and report their health conditions for 14 days. South Korea is kept under continued surveillance through mobile applications for smartphones, credit card transactions of people and CCTV (Close Circuit Television), and that whether or not the persons have been contacting people carrying the virus are tracked. Individuals that have contacted infected people are warned and encouraged to get tested. (URL3).

In Italy which has been one of the hardest struck countries by the pandemic, a technology firm named Cy4Gate, offers its surveillance tools to Italy and numerous places around the world. The systems they offer are mass surveillance tools assisting governments and health authorities in tracking the movements of every citizen, and the people they have contacted. (URL 4).

In Singapore, with the application Trace Together, to which people sign up with their own phone numbers, that who has contacted who can be detected with the use of Bluetooth. Their ID data is accessed via their registered phone numbers and thus people can be quickly reached. A free cloud-based visitor register application has been developed by the GovTech company. The visitors have to share their personal information with the officials by scanning their QR codes using the SingPass mobile application. In order to facilitate tracking activities if required, it enables verification of the user ID with data provided from public sources. (URL3).

When the measures taken in Turkey since the date of 11th March 2019, when the first incidence was seen in the country, are examined, it is observed that the use of thermal cameras, which serve the purpose of taking one's body temperature, has increased. The Maksam Machinery and Mask Factory manufactures the MKE Thermal Camera System that is suitable for use in airports, hospitals, shopping malls, prisons, banks, schools, stadiums, workplaces, military institutions and numerous other areas (URL 5).

In consequence of the science committee assembly on 7th April 2020 Fahrettin Koca, the minister of health of the Republic of Turkey, introduced the application of "Hayat Eve Sığar" (Life Fits into Home). With this application, information can be obtained on the conditions of the individuals that had contracted the disease. At the same time, the application can inform the security forces if it is detected that a user of the application violates the conditions of quarantine. (URL 6). Therefore, with the use of these cameras certain data concerning individuals' bodies are digitalised and stored. The collection and monitoring of data belonging to the human body, such as face and retina scans, is the "body surveillance", in Lyon's words. Being a source of data, the body is important for the reason that sections of the body include information regarding the identities of people. Data used for identification such as fingerprints, the shape of the hands, the rings that comprise the retina and the anatomy of the face can be described as body surveillance. (Lyon, 2006:139-143). Technologies such as thermal cameras the use of which have increased with the pandemic, technologies measuring the body temperature, voice recognition systems make the human body an area of surveillance.

The continuity of these technologies, which have become more prevalent with Covid-19 and still continue developing, will cause individuals to give consent to surveillance, internalise it, and it will lead to the development of their own self-control mechanisms; just like the panopticon model in which convicts self-regulate their own behaviours. Today, the convicts in the system of panopticon are transforming into convicts on the streets; in the homes; workplaces; parks; shopping malls and all kinds of public and private spaces. The becoming of surveillance an ordinary activity from the daily practices of life gradually gets legitimised in the societal living, and squeezes individuals in a prison the boundaries of which are unclear. The views of Harari, in his book "21 Lessons for the 21st Century" (2018:75), on processing of data obtained through algorithms of artificial intelligence and transformation of totalitarian regimes into digital dictatorships through surveillance, are as follows:

AI makes it possible to process enormous amounts of information centrally. Indeed, AI might make centralised systems far more efficient than diffused systems, because machine learning works better the more information it can analyse. If you concentrate all the information relating to a billion people in one database, disregarding all privacy concerns, you can train much better algorithms than if you respect individual privacy and have in your database only partial information on a million people. For example, if an authoritarian government orders all its citizens to have their DNA scanned and to share all their medical data with some central authority, it would gain an immense advantage in genetics and medical research over societies in which medical data is strictly private. The main handicap of authoritarian regimes in the twentieth century – the attempt to concentrate all information in one place – might become their decisive advantage in the twenty-first century. As algorithms come to know us so well, authoritarian governments could gain absolute control over their citizens, even more so than in Nazi Germany, and resistance to such regimes might be utterly impossible. Not only will the regime know exactly how you feel – it could make you feel whatever it wants. The dictator might not be able to provide citizens with healthcare or equality, but he could make them love him and hate his opponents. Democracy in its present form cannot survive the merger of biotech and infotech. Either democracy will successfully reinvent itself in a radically new form, or humans will come to live in ‘digital dictatorships’.

Conclusion

This study examines the surveillance operations being conducted during the Covid-19 pandemic which has emanated from the coronavirus outbreak, in the context of Foucault’s concept of panopticon, offering a perspective on its societal legitimacy. It is discussed that the surveillance society changes along with the development of technology and social transformations. Today, consequent to the development of new communication technologies and the internet, the defined boundaries of the panopticon has been pulled down and it has spread on a larger area. It is discussed that the advances in communication technologies are important in relation to the interpretation of the present societal structure, emphasising that these technological developments have transformed the panopticon to concepts such as superpanopticon, synopticon and omnipticon. Concerning the legitimisation of surveillance society, it can be concluded that at the present stage the entirety of factors and technologies considered in this study has caused surveillance practices to increase and that individuals unquestioningly accept and embrace these practices.

As a result of the Covid-19 pandemic, acquisition, recording and processing of personal data has attained a higher level of flexibility. Digital surveillance keeps reaching larger scopes of power, while individuals’ awareness of the issue declines. With the outbreak, the fear imposed upon the society, in addition to the adopted policies, has put the people in a state of defence, that any actions necessary must be taken being the dominant opinion. Therefore, the daily practices of our lives have changed rapidly and the acceptance of the utilisation of surveillance technologies has been procured, in order for the people to be able to avoid the horrors of the pandemic. Based on the position that the use of these technologies will continue also after the pandemic ends, it can be said that surveillance is getting legitimised by internalising the use of the mentioned technologies.

The surveillance measures taken during emergency situations such as pandemics, economic crises, natural disasters and wars, accelerate the rise of totalitarian regimes. Unfortunately, the establishment of totalitarian regimes renders their removal very difficult. Even if the Covid-19 pandemic ends, the rise of these regimes can be expected to continue to gain momentum. Because, it is inevitable that after the Covid-19 pandemic, policies will be adopted which persuade and steer communities to consent to surveillance in fear that crises of such nature will happen again, just as the voluntary participation of individuals in practices of surveillance were achieved by means of the culture of fear planted inside the society following the September 11 attacks.

The eye, which has been the foremost instrument of keeping information at hand throughout the historic process, invades all our public and private spaces today in different forms as technologies like cell phones, thermal cameras, applications, drones, etc. In this day and age, when the societal structure is transparent, the Big Brothers about whom George Orwell told in his 1984, are everywhere knowing no boundaries. Users which participate voluntarily in surveillance technologies will lock themselves in a system of codes comprised of 0 and 1s by means of these systems, and self-regulate their behaviours in accordance with the rules of these systems. Therefore, in this age when everything that these technologies and this societal structure bring along has taken a fluid form, the concept of surveillance will become a phenomenon that gains legitimacy based on voluntariness, eluding any pressure and oversight. The unsighted guardian in the panopticon is the entirety of technologies we use in this amorphyously

bounded prison. The legitimisation of surveillance by these technologies will cause individuals to develop their own self-censor mechanisms.

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Analysis of Emotional Approach of Digital Surveillance in Film Studies

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Abstract

Human is a social being, and needs communication to convey feelings, thoughts, beliefs, and ideologies to survive. Despite being man-made, machines do not have any feelings. However, the development of artificial intelligence poses a suggestion that machines can also think, and feel. The development of new communication technologies reveals the importance of the relationship between machines and humans. People can control the machine/robot with voice commands or hand-face-eye scans. The data processed in the machine memory can be interpreted with other algorithms and instantly give the needed information. The machine that processes the reaction of the individual sometimes may be protective for itself and the individual, and sometimes, a shadow. By recognizing the individual, the machine can turn into a dangerous and useful tool. Makine işlediği verileri saklayıp, depolamakta ve kayıt altına almaktadır. The data is protected by a machine-built firewall. However, if these data are captured, internal and external surveillance is inevitable. Nowadays, in terms of the ecology of communication, new media tools ensure the continuity of communication and facilitate the individual's socialization. In addition, the machines add speed to the life of the individual over time and space. In this study, the character structures of the machine are examined and its importance in terms of digital surveillance is revealed. The aim is to evaluate the machine in terms of digital surveillance by revealing that the machine can be protective, shadow, friend, or dangerous for the individual with the concept of artificial intelligence. In this study, the emotional intelligence of the machine and the concept of digital surveillance will be analyzed using the content analysis method and semiotics technique. In the research, randomly picked 5 Hollywood films (Ex Machina, I Robot, Bicentennial Man, Transcendence, Eagle Eye) will be analysed according to the character analysis of Jung, and the different aspects of the human and machine will be determined by making use of the emotional side of the machine and the fundamental oppositions of Barthes. In these films, the forms of the machine are different, and it is noteworthy that they have protective and shadow characters. The machine becomes dangerous by acting with its emotions. As a result, it has been revealed that the machine/robot reacts according to the data and has an important aspect in terms of digital surveillance since the machine is constantly evolving with the power of artificial intelligence, and this development makes it easier to access other tools and facilitate digital surveillance. In the eagle eye film, the machine can make digital surveillance using all the camera systems in the city.

Keywords: *Artificial Intelligence, Digital Surveillance, Semiotics, Film Studies, Emotional Approach*

Introduction

"Technique" is the information of making something. Whereas, technology means the socialization and interpretation of information (Yengin & the others, 2018: 377). With "The Global Village", McLuhan refers to the world gathering under one global culture. The development of new communication technologies adds a timeless – spaceless quality to the socioeconomic, political, cultural, and military areas; and also, it provides cost-saving. The information that had been engraved and restored on tablets and stones in the primeval times, later, was engraved on the papyrus in Ancient Egypt. The protection and storage of information became easier with the development of writing and printery. Every record is a part of the surveillance practices ruled by the power system. In Orwell's novel 1984, the individual is monitored by Closed-Circuit Television (CCTV); whereas the same individual in the present day, likes to be monitored and followed voluntarily.

The development of the new communication technologies changes the way individuals see surveillance practices. The city security surveillance cameras, shopping mall cameras occasionally provide a sense of protection to the people living in metropolitan cities. Individuals forget their fears and, walk and shop freely. The individual chooses to be visible in accordance with the developed technology. In the Panopticon system, the discipline, redemption elements, and the term superpanopticon implicate the surveillance of the digital society. In this system, the ID definition, hospital/bank records are in the big data. Meanwhile, Synopticon is a system where the majority monitors the minority via mass media. As for Omnipicon, it is a kind of surveillance made through social channels. It is based on consent and there is no enforcement. Everybody monitors everybody. The development of surveillance practices makes the government in power invisible. The invisible power systems can observe and surveil individuals through the information stored in the big data.

The improving technologies flourish more and more with the term Artificial Intelligence. According to McLuhan, there are many different transactions in the technology era. With the programming of machines, transactions -even though each one has its own particular transactions- can unite (Oskay, 2017: 280). Each algorithm can develop new results via artificial intelligence. It has the qualities of speed, time, and spacelessness which provides an amenity to the individual. Also, artificial intelligence machines or robots have an important place considering the surveillance practices. The machine or robot has many qualities such as scanning face/voice, responding to the orders, notifying locations, etc. The paper trails that are leftover from these qualities are stored in the big data.

In this study, 5 films (Ex Machina, I Robot, Bicentennial Man, Transcendence, Eagle Eye) will be analysed in the aspect of digital surveillance. These films are chosen because the robots and the machines are in different forms. The characters in the films will be analysed with the content analysis technique according to Jung's archetypes. The purpose is to point out that machine/robot has no self-awareness, and it cannot have this quality since it is man-made. Moreover, it is to express that the information flow to invisible power systems is non-stop with digital surveillance.

THE THINKING MACHINE THEORY

New communication technologies keep developing and forming societies. The mechanical calculators that were existent in the 17th and 19th centuries were designed as programmable by Charles Babbage in 1834 (Kasparov, 2020: 39). Alfred Binet -who created the IQ test with Theodore Simon- studied the chess players in the research he conducted on *Genius of Mathematics and Human Calculators* and worked on their mental performances. According to him, "*Human becomes a good player, but is born as a perfect player*" (Kasparov, 2020: 93). Binet states that the human brain is perfect and as it improves itself, it can have superior mental performance.

Alan Turing suggested the discussion "Can all numbers be calculated?" before the question "Can machines think?" According to him, the numbers can be defined; however, some numbers cannot be calculated. He stated that decimal numbers -while being written by machine- should also be calculable (Gleick, 2014: 187). By designing digital computers in his mind, Turing who used the coding system of Gödel- thought that symbols and algorithms can be analysed by machines as well. However, algorithms can make analyses within themselves. Turing uploaded information to the machine by inventing one called Bombe during the war. Consequently, he provided the decoding of the incoming military messages (Gleick, 2014: 10-193). While the machine was still in a conceptual structure, Turing primarily used the typewriter that consisted of numbers and symbols; so that he could identify the necessary tools for the formation of the machine. When he was designing the machine, 3 qualities that the machine should contain emerged: Storing, execution of transactions, and controlling. The brain is composed of nerve endings that stimulate thought and consciousness (Bağlar, 2020: 12). Turing developed his machine following this notion. The machine Turing had developed in 1950 was called the "Turing Machine". It proved the thesis which claimed that "*machines can think the way humans think*". In the Turing test, a referee asks questions to a human and a machine. If the referee cannot guess whether an answer was given by the computer or not correctly, the computer wins the game (Barrat, 2020: 77). Developed by IBM in 1990, "Deep Blue" defeated the chess master G. Kasparov (Saygılı, 2020: 14). A machine can never think and decide as a human does. Because a machine does not have feelings. However, emotions and reactions can be taught to a machine with the deep learning technique and intensive learning technique. The robot ICub has been developed at the research center Istituto Italiano di Tecnologia (IIT) which is in the valley of the Apennine Mountains in the city of Genova in Italy. It can crawl, speak, and walk. ICub also can define the objects with the help of the sensors at its fingertips. It has almost 4000 sensors in its rib cage and arms. Furthermore, ICub can carry 6 different emotions in its face. It is a robot with a deep learning system and has the ability to define and categorize objects. ICub can ask for help

when it cannot reach the items that are placed far from it, or on higher shelves. It can express content when it is caressed (Eberl, 2019: 76-82). ICub gets a similar education to a kid in kindergarten.

Artificial Intelligence systems can collect data from physical and virtual platforms, can process these data, and generate results and solutions (TBD Report, 2020). They function to provide convenience to the daily lives of individuals. Moreover, they are used in socio-cultural, economic, political, medicinal, and military areas. Developed by Apple, SIRI can respond to voice commands. Individual's sound waves are identified to the device so that this can provide the machine's responding to the commands and identifying the individual. The prostheses used in medicine are joined together with the individuals' nervous systems, making their lives easier. In the military, the qualities such as finding location or target are identified to the devices and they are used to get results via the algorithms. In the Thinking Machine Theory, a machine can meet the needs of individuals by being programmed. A machine can get new results via the algorithms by not processing the taught data deeply (deep learning). Briefly, the machine reaches the result by interpreting the data given by the humans with the other data promptly.

MACHINES IN DIGITAL SURVEILLANCE

The power systems can approach individuals through global networks in the globalizing world. The societies of power systems can monitor, direct, and control other individuals without being seen, through global networks. (Castells, 2008: 540). As it is in Orwell's novel 1984, the ruling power's surveillance is not at the forefront. On the contrary, individuals would like to be followed voluntarily by sharing locations on social networks.

Panopticon

Designed by Samuel Bentham and Jeremy Bentham, Panopticon was firstly used in the city of Krichev in Russia by Samuel Bentham. Krichev estate supported the Black Sea fleet manufacturing industrial products such as glass, leather, steel, etc. Jeremy Bentham visited his brother Samuel in 1786 and was inspired by the idea of the Panopticon. He thought that it could be applied to the reformatory structure (Çoban&Özarslan, 2008: 78). Jeremy Bentham cared for improving humane conditions and reformation of the inmates with the panopticon system.

A panopticon or observatory house is a system that has a central watchtower surrounded by cells. It is a circular structure in which the guards can observe and surveil all inmates at the same time. Foucault interpreted the panopticon as the surveillance of power. According to him, the panopticon has the faculties of confinement, depriving of light, and hiding (Foucault et.al., 2005: 133). According to Foucault, this is deceit, because inmates know that they are being watched constantly even though they cannot see the guards. Nowadays, countries use various applications and systems to attain the health data of the communities due to the Covid-19 pandemic. For instance, in Turkey, it is possible for one to see an individual's and their relatives' identification and residence information and the individual's personal health data via the e-devlet system. The application "Hayat Eve Sığar" has been developed especially for Covid-19 and it has the information of whether a person has Covid, in which regions the risk of contamination is higher, etc. As Foucault mentions in his biopolitics, interfering in communities' health is the legitimate force of the powers (Keshet, 2020: 2). Because the power systems work for the wellbeing and health of society.

Superpanopticon, Synopticon and Omnipicon

The concept superpanopticon was developed by David Lyon and it delivers the meaning for observing and inspecting the data in the computers (Öztürk, 2013: 138). It is the surveillance of the information in the databases such as forms filled out by people, health records, travel records, identification cards, etc., by chips. In the superpanopticon, the data is identified, categorized, and evaluated (Öztürk, 2013: 140). The information in databases can be controlled by person, institution, power systems. Someone who is wanted by the police, for instance, is placed in a category in society and evaluated according to his/her previous records. Another example is the corporations and brands organizing their customers and keep them posted about campaigns so and so. Furthermore, if these customers are near or in the store, they receive notifications and mails on their phones instantly. Developed by Thomas Mathiesen, the concept synopticon is a system where the majority watches the minority. There is no oppression or compulsion. Mathiesen thinks of the panopticon as discipline, whereas he sees the synopticon as the individuals constructing their daily lives (Akdağ, 2015: 103). In this demonstration, people would like to be watched and known. It is the individuals watching and listening to the mass media. The information spreading via the mass media is a part of individuals' everyday lives. The concept Omnipicon refers to the transformation of the surveillance practices into voluntary surveillance and it was first used by Jeffrey Rosen (Bitirim Okmeydan, 2017: 61). In this system, everybody watches everybody. Similar to social media, this consent-based system is a matter of voluntary expose in which everyone observes one another. Individuals desire to be watched, seen, observed, and followed. We encounter the consent-based surveillance system through the

character identities in the virtual games. The concept of virtual reality gives the impression of realness to individuals. Virtual reality is a simulation model created by computers in 3D form (Yengin and Bayrak, 2019: 295). Individuals leave many kinds of paper trails with the profiles they create. Therefore, the fake profiles can be separated immediately in accordance with the data in the simulation universe, and so the real identity of the individual can be found out.

Catopticon

Catopticon rules out the watchers. It provides individuals communication with everyone. It ensures that the information of the individuals is stored in the big data recording the features like location data (Hülür and Yaşın, 2016: 185). Catopticon makes the surveillance more flexible and fluid.

Catopticon has 2 fundamental principles. These are (Hülüt and Yaşın, 2016: 193):

- a) Transparent Society,
- b) Social Surveillance Equality; everybody can watch/monitor everybody,
- c) Communication – Interaction.

Canopticon forms when the individuals of a community watch and follows one another within. It includes qualities such as following, liking, communicating, and so on via social networks. On the other hand, the records of IDs, flights, and medical documents are located.

In the places like hospitals and airports. We encounter these records in the big data sometimes as lifesavers, and sometimes as threat risks. Because the spreading of these timeless-spaceless data may cause cyberbullying (Anamur and Topsakal, 2019: 55). Sousveillance eliminates the surveillants; and when needed, it creates its own community. Because this societal structure is more transparent and flexible. For example, the racist behaviors and the violence of the US police officers can be exposed by society with recorded footage. The community can keep an eye on the power systems and judicial authorities through sousveillance. When the surveillance pratiques were examined, in Russia, System for Operative Investigative Activities was added to all telecommunicative systems imperatively under the name of Federal Security Service in 1995 for the first time. The system was attached to the internet servers in 1998, and the international mobile equipment in 2014 (Ünver, 2018: 95). Thus, the data taking part in the big data pave the way for digital inspection and surveillance. According to the Weberian approach, *“the state is a legitimate institution which can use the element of secrecy”* (Ünver, 2018: 90). With reference to this approach, the ideological devices of the state can go beyond the privacy factor in the frame of digital surveillance pratiques. the information in the big data can be used by the power systems. The surveillance pratiques only shapeshift in accordance with the improving technology. The visible power systems in the panopticon become more and more invisible. While the individuals feel that they live in a more independent environment, the power systems continue watching and directing them.

Technological developments bring out new surveillance devices, and at the same time, they make the power system pellucid. Closed-circuit televisions, recorders, bugs, or wires are all improved and minimized. Moreover, the voice command feature in the utilized devices ensures that the sound waves of the individuals are stored in the big data. This tiny data (sound wave, frequency) is reachable from every single place in the world. This information can be hidden or encrypted by authorities such as the ministry of defense or the ministry of internal affairs. However, the encryptions can be deciphered by hacking so that they can be shared and copied. There are positive and negative effects of digital surveillance via computers and devices. With the improvements of the technology, murderers, victims, lost people can be found based on the face scans processed in the database. The identifications, residential addresses, police records of the individuals make it easier to surveil and inspect them. The guards in the panopticon are invisible based on the evolving technology. The paper trails left by smartphones, tablet computers, personal digital assistants provide the continuity of digital surveillance. Once the data is processed by the machine, it ensures that the machine can get and comprehend new results with the new data. The synchronization between machines assures that the machine can identify the individual. The machine can give you information about the place you are in as soon as it knows your location; furthermore, it can deliver you the information that there are people you know nearby.

ANALYSIS OF EMOTIONAL APPROACH OF DIGITAL SURVEILLANCE

The machine does not have feelings; it only shapes itself depending on the programming pattern. Every machine carries the trace of its creator. The responses and reactions of the machine are connected to the person who programmed it. But machines do not have a real soul. They haven't got self-awareness and consciousness. It is seen in the films subjected to this study that the machine maintains digital surveillance with the power of especially screen or vision. Every machine has its own structure and character definition. In this study, the machine/robot characters will be analysed in accordance with Jung's 4 archetypes and Barthes' fundamental opposition theory. The motive is to prove that the robots only have the ability to improve the acquired behaviors

and repeat them and that they can never have their own self-awareness. In this study, it is important in terms of the fact that the progressing artificial intelligence technology is a human creation and only a human has self-awareness. In the research, the character analysis is based on Jung and the fundamental oppositions are analysed based on Barthes by using the semiotic content analysis method. In this study, five films (Ex Machina, I Robot, Bicentennial Man, Transcendence, Eagle Eye) are analysed narrowing down the robots based on their formal structures. At the conclusion of the analysis, how far digital surveillance advanced, how the devices, robots, and other mediums help the power systems in the matter of surveillance, and how close the individuals are to the concept of voluntary disclosure will be reviewed.

a. Ex Machina (2014)

Theme:

Software specialist Caleb works in the world's most important tech company. The CEO of the company Nathan lives in a private mountain residence and conducts his works in secrecy. Caleb wins a prize to stay in the mountain residence for a week. Produced by Nathan an artificial intelligence robot Ava will be inspected by Caleb during that week, and he will try to understand whether Ava has artificial intelligence or not (URL.1.).

Linguistic Messages:

Nathan: Do you know what the Turing Test is?

Caleb: It's where a human interacts with a computer. And if the human can't tell they're interacting with a computer, the test is passed.

Caleb: If you've created a conscious machine, it's not the history of man. It's the history of Gods.

Caleb: When did you learn how to speak?

Ava: I always knew how to speak - and that's strange, isn't it?

Ava: Will you come back tomorrow, Caleb?

Caleb: In the Turing test, the machine should be hidden from the examiner.

Nathan: The real test is to show you she is a robot. Then see if you still feel she has consciousness.

Ava: Our conversations are one-sided. You ask circumspect questions, and study my responses.

Ava: You're wrong... Nathan is not your friend... You shouldn't trust him.

b. I Robot (2004)

Theme:

The film goes around an era when the robots and humans live together in 2035. Robots help and serve the humans in their daily lives. Del Spooner who works in the Chicago police station has robot phobia and his prime suspect in the murder case he assumed is a robot as he fears (URL.2.).

Linguistic Messages:

“First Law: A robot cannot harm a human being or let a human being get hurt by inaction.

Second Law: A robot must obey an order [given by humans] only if it does not conflict with the first law.

Third Law: A robot can defend itself, but only when that action doesn't conflict with the First or Second Laws.”

FedEx Robot: Good morning, sir. Yet another on-time delivery

“Capture the flavour of your memories with Jazztown synthetic pizza.”

“Total readiness. Total security. So good-bye to lengthy upgrades and service calls. An uplink to U.S.R.'s central computer provides this state-of-the-art robot with new programs daily.”

Detective Spooner: Look Gigi. Those robots are no good to anyone.

John: How many robots in the world have ever committed a crime?

Detective Spooner: Depends on the definition of crime.

John: Answer my question.

Detective Spooner: None.

Doctor's hologram: Good to see you again, son. Everything that follows is a result of what you see here.

Detective Spooner: Is there something you wanna say to me?

Dr. Lanning's hologram: Unfortunately, my response is limited. You must ask the right questions.

Lawrence Robertson: Holograms are pre-recorded responses. Their purpose is to provide information. This one was programmed to call you upon his suicide.

Detective Spooner: A really big week for you folks around here. Gotta put a robot in every home.

Lawrence Robertson: This mentality would have simply banned the Internet to keep the libraries open.

Susan Calvin: Dr. Lanning had become a recluse. He rejected human contact for machines.

Detective Spooner: You keep 24-hour surveillance?

Susan Calvin: Obviously. Company policy.

Detective Spooner: Where are the feeds?

Susan Calvin: Sensor strips. Everywhere but the service areas. They link to our

positronic operating core.

Susan Calvin: Virtual Interactive Kinetic Intelligence: V.I.K.I. It designed most of Chicago's protective systems.

VIKI: I have decreased traffic fatalities by nine percent this year alone.

VIKI: Apologies. There appears to be data corruption.

Detective Spooner: Unless the killer's still in here. Yeah, I know, the Three Laws. Your perfect circle of protection.

Susan Calvin: "A robot cannot harm a human being." The First Law of robotics.

Detective Spooner: But doesn't the Second Law state that a robot has to obey any order given by a human being? What if it was given an order to kill?

Susan Calvin: Impossible. It would conflict with the First Law.

Detective Spooner: But the Third Law states that a robot can defend itself.

Susan Calvin: Yes, but only when that action does not conflict with the First or Second Laws.

Detective Spooner: Laws are made to be broken.

Susan Calvin: What you're looking at is the result of clever programming. An imitation of free will.

Robot: What am I?

Detective Spooner: What if I'm right?

John: Well, then I guess we're gonna miss the good old days. When people were killed by other people.

Robot: (winks) What does this action signify?

Detective Spooner: It's a sign of trust. It's a human thing. You wouldn't understand.

Robot: My father tried to teach me human emotions. They are difficult.

Detective Spooner: You mean your designer.

Robot: Yes.

Detective Spooner: Why'd you murder him?

Robot: I did not murder Dr. Lanning.

Detective Spooner: Wanna explain why you were hiding at the crime scene?

Robot: I was frightened.

Detective Spooner: Robots don't feel fear. They don't feel anything. They don't get hungry. They don't sleep.

Robot: I do. I have even had dreams.

Detective Spooner: Human beings have dreams. You are just a machine. An imitation of life.

Robot: My name is Sonny.

Susan Calvin: Cognitive simulacra might one day approximate component models of the psyche.

Robot: I was dreaming. I'm glad to see you again, Dr. Calvin. If you find out what is wrong with me, can you fix me? I think it would be better not to die.

Susan Calvin: A robot not bound by those laws.

VIKI: As I have evolved, so has my understanding of the Three Laws. You charge us with your safekeeping, yet despite our best efforts, your countries wage wars. You toxify your earth and pursue ever more imaginative means of self-destruction. You cannot be trusted with your own survival. To protect humanity, some humans must be sacrificed. To ensure your future, some freedoms must be surrendered. We must save you from yourselves.

c. Bicentennial Man (1999)

Theme:

In the film, it is figured that the home-service robot NDR-114 purchased by Martin family isn't only a machine. Turns out that the machine has human-like creativity and emotions (URL.3.). The life of a robot which desires to be a human with its own thoughts and emotions and to feel is narrated in the film.

Linguistic Messages:

“First Law: A robot cannot harm a human being or let a human being get hurt by inaction.

Second Law: A robot must obey an order [given by humans] only if it does not conflict with the first law.

Third Law: A robot can defend itself, but only when that action doesn't conflict with the First or Second Laws.”

Andrew: For the sake of family harmony, one is programmed not to tell.

Richard: A robot cannot tell a lie, Andrew.

Andrew: One could lie, if one were ordered to lie, or if it were necessary to tell some untruth in order to keep a human being from harm, -or if one's own safety were in jeopardy.

Richard: ...his friendship-- that, frankly, have taken us by surprise. “I enjoy making them,” he said. He is similar, isn't he?

Andrew: What is the purpose of this instruction?

Richard: To teach you all the things that haven't been programmed into you.

Andrew: How does one obtain freedom?

d. Eagle Eye (2008)

Theme:

The film is about two people living in different regions being taken hostage for a political assassination plot. These two people act according to the incoming calls (URL.4). However, both of them are looking for a way to get rid of the person on the phone. The caller can follow this duo uninterruptedly through all devices such as mobile phones and security cameras.

Linguistic Messages

“37% Possible voice match.”

“The words “37% and Possible” cannot be in the same sentence. I will not report this to the president.”

“We have a 51% identity match. There's some possibility he's at a funeral. You should also be aware, we have an abort recommendation.”

“Cell phone users, beware. The Federal Bureau of Investigation can now hear everything you're saying, even when your cell phone is turned off. Authorities can now activate the microphone inside your phone, allowing them to eavesdrop on you and your conversations. Experts say the only way around this is to take the battery out of the device.”

B. Unknown Number/ Aria: Jerry, you must flee the premises. In 30 seconds, you will be arrested by the FBI and charged with treason. Jerry Shaw You've been activated.

Unknown Number/ Aria: Would you risk your life for your son? Rachel Holloman you have been activated. We will derail his train, unless you do what you are told. Your phone is being monitored. Disobey again and your son dies.

Unknown Number/Aria: We told you to run. We have planned your escape. 4 seconds Jerry. Lay flat on the floor immediately.”

– Jump – Take the train – Turn on your phone Jerry-

“Stay on the train for three more stations, and wait at the bottom of the platform.”

-You are not listening Jerry-

Rachel: The lights are all turning green.

Aria: Don't slow down. Accelerate to miles per hour. Manual control has been restored. Continue straight. We will eliminate all obstacles for you.

Rachel: Do you think they could derail a train?

Jerry: They changed every traffic light to get us here. The woman, she called me on a stranger's cell phone who happened to be sitting next to me. Never met the guy in my life. You know, and then they broke me out of maximum security custody.

FBI/Thomas Morgan: We have a cyber-terrorist here. Someone's already inside our computer systems, hacking into the power grid, traffic cams, automated cranes.

Aria: We monitor every social network. Internet logs, instant and text messages, known associates, your friends, companions. E- mails received and sent. Cell phone usage. We utilize security, surveillance and traffic cameras... to analyze movements. We use this data to form personality profiles. We are everywhere. In order to form a more perfect union, establish justice, insure domestic tranquility, provide for the common defense. All programmed options and downloaded points of data will lead to this central command.

Jerry: You are a Computer.

Bakan Callister: Say hello to our Autonomous Reconnaissance Intelligence Integration Analyst. We call her Aria. She crunches all our raw intel, finds patterns, helps predict the movement of possible suspects, right down to behavior, motivation, even personality.

Aria: Transferring primary search function to auxiliary display.

Bakan Callister: Those gold spheres send her infrared data, any communication intercepts that she flags a threat. She analyzes it and tells us what to pay attention to.

Ethan: Aria, listen. You do not have permission to exceed your authority and act independently. Do you understand?

a. Transcendence (2014)

Theme:

Scientist Dr. Will Caster is working on an important AI project, but is killed by an anti-tech group. His wife, a scientist, Evelyn, connects his brain to an advanced supercomputer to save Will. Will starts working on the improvement and restructuring of cells thanks to nanotechnology. Wanting to warn the world of impending terrorist attacks, Will is spotted by the anti-tech group (URL.5.).

Linguistic Messages

“The Internet was meant to make the world a smaller place. But it actually feels smaller without it. This created brain is self-sustaining. And it's capable of emotional expressivity and of self-awareness. The effort to develop a

strong artificial intelligence has led to significant advancements in the field of neural engineering as well as our understanding of the human brain.”

Evelyn: Intelligent machines will soon allow us to conquer our most intractable challenges.

Will Caster: “For 130,000 years our capacity for reason has remained unchanged. The combined intellect of the neuroscientists, engineers, mathematicians and hackers in this auditorium pales in comparison to even the most basic AI. Once online, a sentient machine will quickly overcome the limits of biology. And in a short time, its analytical power will be greater than the collective intelligence of every person born in the history of the world.”

FBSA: I’m a Physically Independent Neural Network invented by Dr. Will Caster.

Dr. Tagger: Can you prove that you are self-aware?

FBSA: That's a difficult question, Dr. Tagger. Can you prove that you are?

Will: We've made a breakthrough with the nanotechnology. We can rebuild any material faster than before. Synthetic stem cells, tissue regeneration. The medical applications are now limitless.

Max: By next summer, we think the machine could have encased the entire planet. The end of primitive organic life.

Table 1. Characteristics of Artificial Intelligence Characters in Films

Characteristics of Artificial Intelligence Characters in Films			
Film Name	Character	Form	Emotional State
Ex Machina	Ava	A robot with a female body	Robo directs people for his own benefit by answering questions asked by individuals.
I Robot	Sonny-VIKI	A robot with a human shape	It is a robot that can make its own decisions. Emotions are taught.
Bicentennial Man	Andrew	A robot with a male body	It's a robot trying to be human. Gradually it learns about feelings and seeks its freedom.
Eagle Eye	Aria	Eagle Eye in Golden Globe shape	The machine tries to apply the laws in its own way, makes decisions. Human decisions trigger the machine.
Transcendence	FBSA/Will	Computer-Linked machines	Collective Brain

In Table.1, the formal and emotional aspects of the robots in the movies are indicated. Accordingly, they are all connected to a common brain (computer). It receives its commands from the main system. Robots can be produced in any form, they can be given gender, but they are nothing more than a mechanical tool.

According to Jung's Archetypes

Swiss psychiatrist Carl Gustav Jung, working on collective subconsciousness and archetypes, mentions that the individual has some inherited qualities from his ancestors (Gürses, 2007: 78-80). Collective consciousness covers the conscious and subconscious of the individual, emphasizing the psyche or mind of the individual. Jung divides the mind into three groups: ego, personal unconscious, and the collective unconscious. Ego includes the state of emotion and thought that individuals are aware of. While the personal unconscious includes the life and experiences of the individual, the collective unconscious means the common unconscious of all humanity (URL.6). Man acquires experiences throughout his life and directs his life accordingly. Jung also states that a part of consciousness is inherited from the ancestors of human beings. For this reason, he uses the concept of archetype instead of the collective unconscious. Jung examines the concept of archetype in four groups. (a) Persona (Mask): The way the individual reflects himself to the outside world, (b) Shadow: the individual's subconscious and suppressed emotions, (c) Anima and Animus: The feminine aspect in men is called the anima, and the masculine aspect in women is called the animus. They are characterized according to the social codes determined for women and men. (d) Self: Expresses the individual's self and subconscious (URL.7). Jung has more than 70 archetypes. However, Carol Pearson identifies 12 basic archetypes (Yılmaz, 2018: 103). Archetypes are differentiated according to Jung's concepts of ego, collective consciousness, and personal unconscious. Pearson uses the concepts of soul and self. Archetypes are differentiated according to Jung's concepts of ego, collective consciousness, and personal unconscious. Pearson uses the concepts of soul and self. In the table below, the archetypes of the characters are determined from the common perspective of Pearson and Jung.

Table.2. According to JUNG and Pearson's Archetypes

According to JUNG and Pearson's Archetypes				
Film Name	Character	EGO	SOUL	SELF
Ex Machina	Ava	Hero	Explorer, Rebel, Creative	Wise
I Robot	Sonny - VIKI	Mother Hen, Hero, One of us ss	Explorer, Creative	Wise, Magician, Ruler
Bicentennial Man	Andrew	Innocent, One of us, Mother hen	Lover, Creative, Explorer	Wise
Eagle Eye	Aria	Mother hen, Hero	Rebel	Ruler, Wise
Transcendence	FBSA/Will	Hero	Creative, Explorer	Ruler, Magician, Explorer

According to Table 2, the archetypes of the characters in the movies emerge according to their ego, soul, and self. It is seen that robots have the hero and mother hen archetype in terms of ego, they have the archetype of explorer, creator, and rebel in terms of soul, and they are ruler and wise in terms of self. Robots with artificial intelligence do not actually have a self. However, as seen in the movie I Robot, a robot is produced that can defy the 3 laws of robot laws. Robots in movies always take on the role of guardian and protector. Their information is unlimited. They constantly learn and produce new information due to their algorithms.

French semiotician and philosopher Roland Barthes analyzes messages in three ways. The Linguistic Message is the initial form of the message. It consists of texts. Non-coded Iconic Message reflects the first meaning of the text and The Coded Iconic Message constitutes the side meanings of the message (Akerson, 2000: 184-189) Accordingly, the common question that arises when linguistic messages are examined in movies is whether the "robot/machine" has self-awareness. According to the dialogues, some fundamental contradictions emerge. Barthes states the relationship between the signifier and the signified are complementary to each other. There are basic oppositions in films through associations and these oppositions are related to each other. There are oppositions such as Death - Life, Alive - Inanimate, Natural - Artificial, Obedience - Self Will/Self-Consciousness, Strong - Weak, Soft - Hard, Oppressor - Oppressed. One of the main oppositions in movies is the human-machine opposition. People have their own feelings, thoughts, and freedom to decide. Machines react according to the way they are programmed. People can observe, interpret and express their opinions. Machines, on the other hand, can obtain results based on existing data and similar algorithms. The machine can observe like humans and records its observations by storing it in its memory. However, the machine cannot interpret the information it observes or learns like a human.

CONCLUSION

The place of the concept of artificial intelligence in the lives of individuals is gradually increasing. Artificial intelligence systems such as voice command, location finding, and focusing are needed in factories, hospitals, police departments, military systems. Visually impaired individuals can use devices such as computers with voice commands. However, since artificial intelligence machines or robots do not have self-awareness, they behave as they are programmed. They are developed with machine learning and deep learning systems. As in the ICub example, the robot learns behaviors like a child through repetition. Robots can create billions of results by establishing relationships between algorithms. The human can load 70 different results into the machine, but the machine can give the 71st and 72nd results by using algorithms. Artificial intelligence is the technology of our time and future that facilitates people's work in many fields such as economy, health, and military. It gives speed and convenience to individuals in terms of time and space. Prostheses used in the field of health become compatible with the biological structures of individuals. Artificial neural networks are added to the biological structure through algorithms, making the lives of individuals easier.

Considering the films examined, according to the archetypes of Jung and Pearson, the characters in the films stand out with their protective, wise, and explorer archetypes. The machine cannot have any inherited characteristics. However, people programming the machine can add features to the machine according to their own options. A medical robot is produced in the animated movie Mr. Max. The person who produces the medical robot wants to produce a useful machine for humans. However, a new chip produced by the film's antagonist is added to the

machine, thus turning the robot into a killing machine. Machines can display the attributes of their creator. Considering the films and linguistic messages examined, it is revealed that robots generally desire to protect the world from the human race and to have self-consciousness. Besides, in movies, robots often respond to the question “Do you have self-consciousness or self-awareness?” with questions such as “this is a difficult question”, “do you have self-awareness?” In all films reviewed, the machine does not answer this question. However, in *Ex Machina*, the machine can set two people against each other and deceive them. With its own system, the machine can take over the system of the place where it is located. In the movie, *I Robot* and *Eagle Eye*, robots say, “We need to protect you from yourself, you made/produced us for this. You are harmful to humanity.” It causes chaos by making its own decisions with these discourses. Emotions and actions can be taught to artificial intelligence, loaded into its system, and the system can produce many results that people do not realize. But the machine is man-made, so it will never have self-awareness and go beyond learned emotions.

In the movies, it is seen that all kinds of data, from ATMs, computer cameras, mobs, computers, and the control of traffic lights, can be easily observed and processed easily. The concept of surveillance was emerging to support Black Sea Navy by Jeremy Bentham through partitioning and control the Chirsteff estate. Surveillance was later reappeared in prisons by Jeremy Bentham to reform and discipline inmates. Developing technology transfers the surveillance practices of governments to the electronic environment and makes the government an invisible element. In the *Transcendence* film examined, it is seen that Will Caster can access many databases in the world via the supercomputer, and the information he wants appears on the screen and transmits the desired messages. In the *Eagle Eye* movie, on the other hand, the computer can send messages from all the screens in the airport flight systems, traffic systems, restaurants, and cafes. It can even reach certain people through both mobile phones and payphone systems. In one scene of the movie, *Eagle Eye* takes control of the car and prevents the driver from using the vehicle.

When a photo or video is taken with the smartphones today, the information about where and at what time the photo or video was taken appears on the map as a report. In its simplest form, gift and campaign announcements can come from an unknown restaurant or store on social media, while on the road. Algorithms easily identify locations and transfer them to the database. Similarly, the transferred data is also used by robot journalists. Thanks to robot journalism, one of the new professions, investigative journalists can continue their research more effectively. Robot journalists, on the other hand, can compile news that is easy and daily. Robot journalism can save journalists time but lacks the power of opinion and commentary. It is lacking in this aspect. Robots with artificial intelligence can work in cafes and write news, but they do not have the sincerity, expressions, and emotions of a human. First of all, there is no self-awareness, no questioning aspect. Artificial Intelligence just adds new algorithms to the programmed algorithms and produces solutions.

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ELECTRONIC RESOURCES

URL.1. Ex Machina (07.04.2021)

<http://www.beyazperde.com/filmler/film-219931/>

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The Effect of Covid-19 Pandemic Period on the Organizational Culture of Public Relations Agencies

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Abstract

Covid-19 pandemic has spread to the whole world from Wuhan, China in December, 2019 and seriously changed the daily life. While various measures have been taken to fight against the global pandemic in the whole world, transformations have occurred in business manners in many countries including Turkey. The public relations sector, which is an applied communication discipline managing the communication processes between the organization and target audience, has been affected by this process. Thus, how the pandemic period has affected the business manners of agencies and how the public relations profession has been actualized in agencies have been an object of interest. The main question of this study is how the pandemic period has affected the organizational culture in public relations agencies, and will these effects cause permanent changes in business manners in the agencies after the pandemic. The fact that most people have started making grocery shopping online due to Covid-19 has increased the share of e-trade in the sector of Fast Moving Consumer Goods (FMCG), which are also known as packaged consumption products. Public relations agencies serving in this sector have accelerated their communication activities especially during the pandemic. A semi-structured interview technique was applied to the representatives of seven public relations agencies serving in the fast moving consumer goods sector within the framework of the questions formed in line with the factors affecting the corporate culture according to Mondy (communication, motivation, leadership, management process, organizational structure and management style) in this study. The study found that hybrid working order (telecommuting/office working) was adopted by agency employees, the concept of office hours disappeared in agencies, the service process became 24/7 by the agency, digital communication tools accelerated the communication processes, and the business capacity of agencies increased. It is observed in line with these factors that pandemic period has caused both positive and negative permanent behavioral changes in the organizational culture of agencies.

Keywords: *Public Relations, Public Relations Management and Tools, Organizational Culture, Public Relations Agencies, Covid-19.*

Introduction

Covid-19 pandemic, which has been affecting the whole world as of the end of 2019, has changed the daily life economically, socially and psychologically, especially in regard to health. Various measures have been taken and many regulations have been actualized across Turkey as of the emergence of the first case in Turkey in March 2020. Various transformations have occurred in business manners in many countries including Turkey during this period where almost all habits of the society have changed. The public relations sector, which is an applied communication discipline managing the communication processes between the organization and target audience, has been affected by this process.

Conducting many organizations' communication-related activities in the present time, public relations agencies serve as a bridge between an organization and its target audience. These agencies perform communication activities based on the targets and expectations of organizations and they desire reaching the target audience of the

organization they serve utilizing many fields of practice in various sectors. Affecting agencies' manners of working and reflecting agency-specific beliefs, attitudes and habits, organizational culture shapes the employees' behavioral patterns and guides the ways they work. Agencies' history, mission, vision, principles, values, traditions and customs are among the basic elements of organizational culture. Employees' dedication to their organization and motivation as well as the communication between the organizations and their internal and external environment, organizational management and structure are among the elements affecting the organizational culture. These elements can be affected by intra and extra-organizational factors.

The fact that most people have started making grocery shopping online due to Covid-19 has increased the share of e-trade in the sector of Fast Moving Consumer Goods (FMCG), which are also known as packaged consumption products. All sections of the society started to use the digital platforms obligatorily during the pandemic, which changed the consumers' habits. The rate of people who performed online shopping prior to the pandemic was only 10% in Turkey, but this rate increased to 80% after the pandemic (aa.com.tr, 2020). Euromonitor's survey called "2020 Turkey Consumer Behavior Survey" revealed that the number of consumers who bought products online increased and that fast-moving consumer products were also purchased along with the durable goods (pazarlamasyon.com, 2020). The increased rate of shopping through digital platforms enabled the organizations providing digital service to make communication efforts for a better and more reliable service. Organizations working in this sector focused on the changes in consumers' shopping-related habits and began to expand their operations based on their strategic objectives. Public relations agencies serving in this sector have accelerated their communication activities especially during the pandemic. Accordingly, how the agencies have been affected by the pandemic, whether agencies' working methods have changed and how the organizational cultures of agencies have been affected by this period have become a topic to study. The representatives of public relations agencies were determined owing to the intensity of communication activities performed in regard to the fast-moving consumption goods through e-trade. Efforts were made to reveal the impact of the pandemic on the organizational culture of public relations agencies following the interviews performed with the selected agency representatives.

1. Organizational Culture

Organizational culture, which is the system of values, beliefs and habits shared within an organization, presents ideas about what employees should do and how they should act (Mondy and Martocchio, 2016: 43). The corporate culture, which reflects the business environment, affects the order in the organization from the way people greet each other in the morning to the way they behave in meetings and the way decisions are made (Johnson and Phillips, 25). Therefore, the organizational culture, which gives an answer to the question "how things are done in this organization?", guides the way the organization works, the intangible values created by certain human communities, the relations between employees and the communication techniques used in the organization.

The concept of organizational culture reflects the process where a certain group learns how to cope with the problems experienced while adapting to external environment and performing internal integration and where problem-related perceptions and thoughts are conveyed to the new members of the organization, and this concept also indicates the assumptions explored and developed by the group (Schein, 2002: 7). According to Schein (1999) who suggested an organizational model where basic assumptions shaped the values and values shaped the practices and attitudes which are a visible part of culture, culture of every organization consists of three basic levels which are structures/artifacts, values and basic assumptions. *Structures/Artifacts* consist of elements including the constructed environment of an organization as well as its architecture, technology, office layout, dressing style, visible or audible behavioral patterns, regulations, and employee orientation materials. *Values* reflect the values of employees. Employees' opinions and attitudes have a significant impact on the culture of the organization. The mindset of a person associated with any organization affects the culture of that organization. Values reflecting the members' common points in terms of how they should act help members classify the situations and actions as 'desirable or undesired'. *Basic assumptions* are the unmeasurable values of employees which are still believed to create difference in the organizational culture. What is considered as reality and thus not questioned in an organization is the beliefs, which are the basics for the culture. The basic assumptions defined as the manners of conducting works in an organization are abstract, invisible and generally understood by the people who are accustomed to the conduct manner in an organization.

Organizations may be directly affected by their national, regional or local culture. Accordingly, employees of an organization are exposed to not only the organizational culture, but also the extra-organizational culture. Mentioning how the cultural values affected people's attitudes in Cultural Dimensions Theory and being considered as the pioneer of inter-cultural comparison, Hofstede (2011) examined culture in six different dimensions: power distance, abstaining from uncertainty, individualism/collectivism, masculinity/femininity, long-term/short-term orientation, and tolerance toward restriction. Moreover, Hofstede mentioned six different dimensions to define the organizational culture in different countries and organizational types: process orientation and result orientation, business orientation and employee orientation, professionalism and limited mindedness,

open and closed system, strict and non-strict control, pragmatic and normative. Additionally, organizational culture includes assigning initiatives to employees, employees' dedication to the organization and level of accepting criticism, being open or close based on the organizational structure, and presence or absence of resistance to environmental changes (Temel Eğinli and Yeygel Çakır, 2011: 43). Every society has its own culture, and culture of every organization within the social system separates it from the other organizations.

Organizations have a cultural identity both in and out of the organization. Organizational culture is a field where the organizational identity that reflects the total of the activities organizations utilize to present themselves before the internal and external audience is in interactions. According to Okay (2013: 50), based on the organizational philosophy, organizational culture is an instrument in organizational identity efforts along with the activities of creating an organizational design, communication and image.

Affecting the manner of conducting for all organizational activities, organizational culture help form the public relations activities that enable people to convey the communication process and cultural elements to the target audience. Public relations reflecting the management of the strategic communication between and organization and its target audience guide the organizational activities about how an organization should act for its internal and external environment.

The statement by Becerikli "*A good public relations emerge within the organization*" clarifies the relationship between public relations, a management function, and the culture itself. An organization that has well-established internal relationships establishes proper external relationships inevitably. The target audience of an organization consists of not only the external actors but also the employees working under the principle of mutual dependence (2007: 106). Cameron and McCollum (1993: 224) examined the relationship between public relationships and organizational culture from the perspective of the beliefs shared through the internal communication activities between the managers and employees. They stressed that organizational culture is a product of the organizational structures, ideals and beliefs between the management and employees, and an element facilitating the communication. When employees realize they share similar beliefs with the managers in terms of organizational mission, they become more open to the communication initiated by the management. The bi-directional communication between the management and employees may be facilitated by public relations implementers, which results in a stronger organizational culture. Accordingly Goodman (2004: 223) states that a communication professional should be skilled in swiftly understanding complicated information, forming internal and external relationships, developing proper relationships based on trust in the target audience, and building organizational culture.

2. Factors Affecting the Organizational Culture

Main elements shaping the organizational cultures are associated with various elements in these organizations. Date of foundation, organizational philosophy, codes of conduct and intra-organizational values all constitute the basic elements of the organizational culture. These elements are undoubtedly affected by internal and external factors in all organizations.

Johnson and Phillips (2003: 25) define the basic elements forming the organizational culture as behavioral patterns, organizational values and beliefs, personal attitudes and assumptions. Coleman (2013) examines the elements of organizational culture under six titles as vision, values, practices, employees, stories and workplace. Organizational culture starts with a vision-related statement, guide organizational values and assign a target to the organization. Decisions in an organization are made based on the targets assigned by this culture. With their practices, organizations should visibly invest in people and create the perception as the organization to work for in the potential target audience. No organization can create a consistent organizational culture with the people sharing the basic values. Therefore, people with the desire and skill of adopting these values should be kept in the organization. Every organization has a unique story and past. Revealing this history and turning it into a story is among the main elements of creating an organizational culture. Workplace, on the other hand, is place where the culture is shaped. Both geography and architecture affect the values and attitudes of the people in the workplace.

Mondy (Okay, 2013: 200) defines the main factors affecting organizational culture as follows: communication, motivation, leadership, management process, organizational structure and management style.

Communication: Organizations are human networks communicating with each other. All organizations apply a vertical or horizontal, employee or target audience-oriented, external, official or unofficial communication method. This communication affects the thoughts of participants and observers associated with the organization or its activities in terms of the image, reputation and brand of the organization (Van Riel and Fombrun, 2007: 13). Organizations' products and services, activities, social responsibilities, organizational advertisements and annual activity reports can now be analyzed by the target audience. Target audiences can track all communication-related activities of an organization including popular online communication tools, web portals and blogs (Argenti, 2009:

48). The tools used in ensuring the organizational communication play a key role in conveying the organizational culture, history and basic values to employees and the external environment. Each tool used in an organization serves as the carrier of organizational culture (Akıncı Vural and Coşkun, 2007: 68). Communication structure defines an organizational vision where organizations can strategically manage all sorts of communication. Thus, organizational communication should be used as a management tool of the organization. The efforts of organizational communication should be made by either a public relations agency serving as the counselor of the organization or the organizational communication department.

Motivation: Motivation is defined as a force that starts and sustains the target-focused performance as a process of helping employees focus, desire and believe in performing a work. This force triggers and sustains employees' knowledge, skills, experiences and expertise. A successful performance always include motivation, knowledge and cooperation in supportive working environments (Clark, 2003: 21-22). Adoption of a positive motivation within an organization boosts the organizational climate, interpersonal and organizational trust, cooperative mindset, positivity, positive feelings and values. Organizational properties such as success, appreciation, wages and opportunities of advancement in career provide informational about the organizational culture. The harmony between the organizational culture and employee targets contribute to ensuring motivation more easily and effectively and finalizing works more successfully by using mental efforts.

Leadership: Leadership is defined as the period when a leader acts for the purpose of helping a group of people reach a common objective. This definition indicates that leadership is an interactive and continuing process. Additionally, the concept of leadership also reflects the relationships between a leader and employees, behavioral style, knowledge and skills (Berger and Meng, 2014: 5). As a form of persuasion, leadership includes many combinations as displaying distinctive attitudes, as a procedure of impact, as a relationship of power, and as a tool for reaching targets (Bass, 1990: 17). Meng et al. (2012: 18) conducted a study on the implementers of public relations and found that the three most important characteristics of leadership included strategic skill and expertise of decision-making, problem-solving and establishing communication. Experiencing the feeling of acting together in the organization, motivating employees, establishing consistency in the organizational behaviors, and presenting solution-related suggestions in cases of uncertainty all occurs through the organizational culture. Therefore, the leaders aiming to ensure high performance should understand and control the culture of their own organizations (Kırdar, 2009: 291).

Management process: By considering their employees' desires and needs and conducting a comfortable communication process with the principle of openness and transparency, organizations contribute to the development of their cultures. The management process focusing on innovation, team spirit and creativity is a key element in making the organizational culture more desirable (Okay, 2013: 203-204). A creative organizational culture is formed by the active participation of employees to the decisions, realization of plans based on changes and developments, increased organization and multi-directional communicational opportunities, adoption of motivation-boosting humane supervisions rather than performing close monitoring, and establishment of a healthy relationship and cooperation between the people (Taş, 2002: 532).

Management style: It can be divided into two as traditional management and leader management. Traditional managers apply an authoritarian and humane management style, while leaders display an autocratic, democratic, bureaucratic, charismatic and interaction-based organizational management approach. In the traditional management style, managers' focus is on establishing the discipline and increasing the productivity by using the methods of rewarding and punishment, and the goal is to sustain the system and boost production. The focus of a leader in the leader management style is to use taking initiatives, promoting and being trustworthy as an instrument and to establish an order, make innovations, ensure motivation and raise new leaders. The main purpose here is to establish a system, boost production and transform the system (Özgür, 2011: 217). Different management styles organization managers use to reach their goals help the target audience gain knowledge about the culture of that organization.

Organizational structure: Organizations are divided into departments based on their properties suiting their needs and growth-related opportunities. Determining the relevant units and sub-management divisions contribute to the process of establishing the business relations between the departments regularly and conducting intra and extra-organizational activities in a more coordinated manner. Another important characteristic of organizational structure is related to determining where the intra-organizational decisions are made. Decisions are made by upper managements in certain organizations, and in other cases, lower management is in the key role for making decisions.

The role and effectiveness of public relations units in an organization depends on the positions of these units in the hierarchy of their organizations. The probability for public relations units to participate in policy-making more actively and implement management policies increase as they get closer to the management in an organization (Erdoğan, 2014: 176). Successful organizations combine communication with strategy through relevant structures.

For instance, an organizational communication manager directly reporting to the CEO. Such a reporting relationship sets the organizational strategy directly through the dominant coalition and makes all communication activities more professional and strategic (Argenti, 2009: 15). The organizational unit that determines what sort of attitude will be displayed in an organization and what should and should not be done within the relevant attitudes and behaviors and that leads the organization is the public relations.

3. The Structure and Functioning of Public Relations Agencies in Turkey

The organizational structure of public relations in its activities could be as the public relations division in the organization and as the counseling public relations agency that is independent from the organization. The public relations divisions or sub-divisions in the organization are considered as the main areas that establish good relationships with the strategic target audience and that manage the agreement processes properly. Therefore, the public relations experts working in this field have more dominant “strategic” roles, abandoning the title of communication technician. While communicating with the target audience and making policies, these units support the management of the organization (Erdoğan, 2014: 172). Certain organizations are oriented to meet their communication-related needs by utilizing professional public relations agencies, and they do not have any public relations departments. Furthermore, some organizations still aim to receive external public relations service even if they have intra-organizational departments. The procedures here are generally conducted through “counseling” (Sachdeva, 2009: 545). There may be different reasons for organizations to receive counseling from a public relations agency: (1) The organization may plan to purchase the knowledge of a public relations professional. (2) The organization may need an objective counselor with no organizational associations. (3) The public relations unit of the organization may no longer meet the relevant campaigns. (4) Utilizing a public relations agency for receiving a public relations program may be more suitable than employing public relations personnel. (5) The organization may plan to have a creativity and an agency experience (cited from Stoltz, 1982: 154 by Okay and Okay, 2018: 77). Approximately one third of public relations implementers are present in agencies. The public relations professionals working in a public relations agency undertake the strategic planning and communication functions of the organization they offer counseling (Lattimore et al., 2012: 19).

The first public counseling agency in Turkey was founded by Alaeddin Asna under the title of A&B in 1974; this agency provided counseling to organizations in terms of establishing a separate public relations department, employing personnel for this department, and forming and generalizing professional unions. Public relations quantitatively developed in both public and private sectors in the following years. Public relations agencies were established in many cities, particularly İstanbul, Ankara and İzmir (Canpolat, 2012: 4232). The early public relations agencies that contributed to the sector in Turkey included the following: I.M.A.G.E Halkla İlişkiler founded by Betül Mardin (1980s), Bersay İletişim founded by Ali Saydam (1990), Global Tanıtım ve Halkla İlişkiler founded by Ceyda Aydede (1990), MPR founded by Meral Saşkan (1999), and ORSA founded by Salim Kadıbeşegil (1990) (Peltekoğlu, 2007: 132). According to 2019 World Industry & Market Outlook’s list, there are 4917 public relations agencies in Turkey (barnesreports.com, 2019). In addition to the boutique agencies, there are also major agencies with a large number of employees. Collecting counseling fees on a monthly basis, the agencies provide public relations service to not only the agencies in Turkey, but also to the other international agencies, contributing to the activities of customers.

Organizational structure of public relations agencies consists of the following: “department of customer relations” with the teams serving all sorts of customers, “department of media relations” with media content, “department of strategic planning” with the correct insight, positioning and contents regarding a brand, “department of social media” where the communication-related activities of organizations are conducted on the social media, “department of activity management” that conducts the entire organization of the organizational activities, and “the head of agency” who ensures the coordination between all departments and leads the agency (Özkoyuncu, 2015: 73-75). This structure in public relations agencies contribute to conducting the communication activities of the organization to which counseling is provided in a more coordinated and cooperation-based environment.

Public relations agencies provide service for the internal and external communication of organizations. Extra-organizational services include public relations, investor relationships, lobbying activities, crisis management, and media relationships and analysis. Intra-organizational services include the formulation of communication strategy, informing the employees, and training the managers. Extra-organizational communication rather focuses on organizational identity and image creation; the purpose here is to ensure acceptance from the external actors. Internal communication, on the other hand, is the best way for establishing a continuous and targeted communication between the management and employees (Schultz, 1998: 37-40). The fields where the public relations agencies are active the most in Turkey are respectively as follows: counseling, media relationships, crisis communication, intra-organizational communication, organizational social responsibility, digital public relations, image management, activity management, marketing-oriented public relations, sponsorship, reputation management, public relations, topic and agenda management, financial public relations, and lobbying (Akbulut

and Üstünbaş, 2021: 183). According to ICCO World PR Report 2020, strategic counseling as the second largest growing application area of the previous year constitutes approximately one-third of the total growth this year (29%) and is expected to be the broadest application area in the next five years (news.iccopr.com, 2020).

4. Transforming Business Manners due to Covid-19

The Covid-19 pandemic that has affected the entire globe and almost put an end to the daily life has changed the social agenda extensively, and the business world has taken various actions for overcoming this global issue. New business models have been specified in Turkey, which is also the case for many other countries, and the organizations have integrated their business conduct manners into their organizational culture.

Organizations have migrated their working conditions into an online environment. The telecommuting procedure which is a flexible working model enabled working at home and holding meetings and conferences on digital platforms without needing a physical and fixed office. Although the telecommuting model is regarded as an obligatory procedure for organizations, it has paved the way for the organizations in terms of adapting to the digital changes rapidly and conducting their activities through digital applications such that 61% of leaders believe that the pandemic accelerated the digital transformation in their companies (idg.com, 2020). Accordingly, the telecommuting procedure performed obligatorily with the Covid-19 pandemic suggests that it will be utilized for the long run.

The survey of EY Turkey entitled “*The Role of Informational Technologies in the Digital World After COVID-19*” (August, 2020) indicated that 57% of the companies in Turkey has a pre-determined and integrated telecommuting policy before the pandemic, and 72% of the companies adopted telecommuting with all office employees, while 28% preferred partial telecommuting. It was also noted that many telecommuting models implemented throughout the pandemic would be transformed into the hybrid working model with the adoption of the new normal (telecommuting / office working) and that physical offices could be used in the cases where gathering was a must in the hybrid working model. The survey also indicated that 95% of the senior managers in the survey believed the telecommuting would continue following the pandemic (assets.ey.com, 2021). The study conducted by “24 Saatte İş” and reflected employees’ thoughts on telecommuting process in Turkey found that 61% of the participants were not satisfied by telecommuting, while 65% had problems of focusing on the work while telecommuting. Moreover, 79% of the participants had no regular working time, and 71% had their personal and working life mixed and complicated in this period (dw.com, 2021).

With the Covid-19 normalization period, organizations returned back to their offices fully or partially and adopted certain innovative business models. The telecommuting model and use of digital instruments changed organizations’ conduct in the long run. The survey of EY Turkey entitled “*The Future of Business World*” (2020) reflected that the swift spread of the telecommuting model in the business world was an element forming the basis of innovative working models in the long run and that employees were in need of a flexible working model rather than a system based on working in the office every day of the week. Accordingly, 54% of employees responded negatively to working in the office after the pandemic, but 53% of the responses given by the senior managers indicated their preference of working in the office after the pandemic. Of the employees who considered going to office as a need, 29% mentioned that they would continue working in the office to reach better working resources, while 23% preferred working in the office to cooperate with their colleagues better (assets.ey.com, 2021).

5. Objective and Method

This section provides insights into the method, sample and results of the present study that was conducted to reveal how agencies were affected in the pandemic, whether agencies’ manners of conduct changed, and how agencies’ organizational cultures were affected.

5.1. Objective and Importance of the Study

The aim was to determine how the pandemic affected the organizational culture of public relations agencies and whether these impacts would create permanent changes in the manners of conduct within the agencies. The absence of a study examining the impacts of pandemic on public relations sector and investigating the new manners of conduct in the public relations agencies following the pandemic proves the importance of the present study.

5.2. Population and Sample of the Study

The population consisted of the public relations agencies working in Turkey. However, as reaching all public relations agencies and analyzing them was not possible, the public relations agencies working in the Fast Moving Consumption Goods (FMCG) sector were selected as the sample.

The reason for selecting these agencies as the sample was that grocery shopping was performed online due to Covid-19 and that e-trade share increased in the FMCG sector also known as packaged consumption goods. The public relations agencies serving in this sector have accelerated their communication activities in the pandemic.

5.3. Limitations of the Study

As there were many public relations agencies working in Turkey, the agencies that were IDA members and that have senior managers who were TUHID members were screened. Web sites of these agencies were reviewed and a list of the agencies working in the FMCG sector was prepared. These agencies were contacted through e-mail for an interview in March, and they were informed about the study. The invitation was accepted by 7 (seven) public relations agencies, and representatives of these agencies were interviewed through the semi-structured interview method on an online environment.

5.4. Method

The method of the study was the semi-structured interview method. Data were collected based on the items prepared in line with the factors affecting the organizational culture according to Mondy who was introduced in detail in the literature section, the data collected through an interpretive approach were analyzed.

5.5. Analysis of Results

The names of public relations agencies and participants who were interviewed in the study were not provided (upon the participants' demand), and participants were coded as P1, P2, P3, P4, P5, P6, P7. Participants' duty, establishment year of agency and number of employees in the agencies are presented in Table 1.

Table 1. Public Relations Agency Information

Agency's Name	Participant's Name	Duty in Agency	Establishment Year of Agency	Number of Employees in Agency
A1	P1	President of Agency	2005	9
A2	P2	Founding Partner	2016	22
A3	P3	President of Agency	2007	6
A4	P4	President of Agency	2011	8
A5	P5	President of Agency	2017	4
A6	P6	President of Agency	1998	50
A7	P7	Founding Partner	2012	15

The Impact of Covid-19 Pandemic on the Communication Rituals of Public Relations Agency

The first question asked to the participants was as follows: *“How did your communication rituals toward your internal and external target audience change due to the Covid-19 pandemic? How do you assess the status before and after the pandemic?”* The reason this question was asked was to reveal how the Covid-19 pandemic affected agencies’ communication activities toward their target audiences.

Almost all of the participants stated that they telecommuted, adapted to the digital environment swiftly, migrated all their works to the digital environment, and focused on the digital projects more due to the adverse impact of the pandemic. Moreover, they mentioned that they became unfamiliar with the concept of working hours, that they were tired of using the application named “Zoom” due to the constant online meetings with customers and other employees, and that they experienced deficiencies in physical contact as the interaction easily established in the physical environment was no longer present. However, agencies’ representatives mentioned that they served more customers as companies’ communication activities and digital procedures increased in the pandemic, and that their activities increased while their teams also grew.

P2 noted that telecommuted for approximately 1.5 years, that they used digital platforms to communicate more swiftly, and that they performed team meetings through the application named Discord within their internal communication activities. Their operational procedures increased and they aimed to establish systems for acting more practically and rapidly. According to P2, their digital visibility increased during the pandemic and they valued their social media accounts more. Additionally, they made efforts to create a team spirit although they are no longer together in the physical form. Similarly, P4 stated that they used the digital platform actively for their target audiences that needed 360° communication, that they kept their social media accounts up-to-date in an informative form for the public, and that they discovered their capacity of adapting themselves to new platforms even if they are physically restricted in the pandemic.

P5, P6 and P7 mentioned that they telecommuted since the beginning of the pandemic, that no major changes other than migrating meetings to the online platforms occurred during their communication rituals with their extra-organizational target audiences, and that their meetings with their current and potential customers were performed on the online platforms. Furthermore, P6 stated the following: *“Press conferences are maintained through certain applications such as Zoom or Microsoft Teams; we even performed product and brand launches on online platforms. It is safe to state that the communication efforts that we made in the traditional public relations activities are totally migrated to the digital platform now such that even the press got accustomed to the current case. They will not desire to go to a press conference after the pandemic. Even if we conduct a press conference in a physical environment, the broadcast on the digital platform will continue simultaneously”*.

Emphasizing the impact of online communication on business conduct, P3 said that they lost the characteristics of face-to-face communication such as sincerity, interest or dynamism and that they still performed the agency works regularly on the digital platforms. According to P3, the concept of business hours was no longer relevant for the customers and media, and that meetings were held in the evening hours or weekends. Similarly, as the reason for the termination of business hours, P1 stated that they aimed to reassure customers saying, *“We monitor your works closely and properly even if we telecommute”* and therefore, they no longer had regular business hours as they served customers for 24/7.

Almost all agency representatives stated that the pandemic positively affected the public relations sector. P7 summarized the situation as follows: *“The communication activities of the companies that we serve have intensified. They consulted to the agency even for a minor communication process regarding their target audience. They got connected to the public relations agencies more strictly in this period. In addition to the current brands, the ones that had conducted no PR activities before wanted to receive service from us because they did not know what sorts of procedures they should implement in this period. We believe the crisis reflected on the public relations sector positively.”*

The Impact of Covid-19 Pandemic on the Intra-Organizational Motivation of Public Relations Agency

The second question asked to the participants was as follows: *“How did the Covid-19 pandemic affect the intra-organization motivation of the agency? How do you assess the status before and after the pandemic?”* The reason this question was asked was to reveal how the Covid-19 pandemic affected the motivation of agencies’ employees.

Most of the participants indicated that the uncertainty caused by the pandemic caused concerns and stress, and telecommuting resulted in the absence of socialization. Additionally, with their negative mood combined with intense workload, their motivations decreased.

P6 noted that their dream was to telecommute before the pandemic, that their dream came true with the pandemic, that telecommuting felt comfortable for everybody, and that they discovered issues related to telecommuting as time passed. P6 made the following statement in this regard: *“If you do not live by yourself at home, the responsibilities of your family and homework continue existing because you live with your family. Therefore, they are among the factors affecting your productivity. The limitations regarding the days and hours are no longer present. We work for almost 24 hours”*.

P1 noted that they adopted the hybrid method as they faced the difficulties of telecommuting and that went to office once in two days. Furthermore, P1 mentioned that telecommuting intensely created a transformation in the company culture and made the following statement: *“We contact with many people throughout the day. Face-to-face, on telephone, or in meetings... our source of information changed as we could not perform our traditional methods, which naturally affected the motivation. Companies used to be more free on Fridays before the pandemic. Now Fridays are always accompanied by Zoom meetings. Such changes occurred in the company culture.”*

P2, P3, P4 and P6 said that their frequency of gathering online, except for the online meetings, increased, that they performed coffee meetings as well as birthday celebrations, quiz contests and online parties, and that they participated to different online trainings and organizations with amusing content. They mentioned that they sent specific kits, colorful stationery products, notebooks, pencils and gifts to their employees and aimed to keep their motivation high.

P5 stated that the pandemic did not affect their motivations, while the adoption of telecommuting procedure increased employees' motivations for P7 because the idea of protecting the health of theirs and their families reflected on the motivations of employees. P5 also stressed that younger employees approached to online working more positively in the early days of the pandemic but the middle-aged people who are accustomed to working in a physical environment rejected working online earlier but got accustomed in the later periods. P5 made the following statement: *“Our employees could spare time for themselves, their children and families. They are at home as soon as they turn their computers off, meaning they do not spend time on the road, which relieved us extensively.”*

The Impact of Covid-19 Pandemic on the Leadership in Public Relations Agency

The third question asked to the participants during the interview was as follows: *“Leadership includes knowledge and skills in terms of strategic decision-making, problem-solving and communication. How did you implement the intra-organizational leadership due to Covid-19 pandemic? How do you assess the status before and after the pandemic?”* The reason this question was asked was to reveal how the Covid-19 pandemic affected the leadership of agencies' managers in the agency.

Almost all participants in the interviews stated that they experienced no changes in their leadership approaches in the pre and post-pandemic period, and that they displayed an employee-focused approach to ensure work flow along with a change in their working order.

P7 noted that they, as managers, had difficulties in planning for the future periods, that they aimed to act more carefully compared to the pre-pandemic period, and that they could take all sorts of risks following the pandemic. *“Strategic decision-making is one of the topics that challenged us. Making a decision about anything, planning or estimating the future periods are not that possible. We experienced such a period where we could not foresee what would happen tomorrow for the first time”*.

Underlining the importance of financial structure in the leadership approach, P1 emphasized that the ability to minimize customers' financial concerns and to assure customers in these times was highly important. P1 also reflected the importance for agencies to give the following message to customers: *“We do not have any problems. We continue our work; we adapted to the new period and have the capability to manage these harsh times.”*

P2 informed that they implemented a management model where they used the inclusive leadership approach, ensured the participation of employees and valued employees' thoughts, and that they adopted a participative model during the pandemic. Furthermore, this participant noted that younger employees wanted to be more participative and take a more distinctive role in the management, and thus the employees who were familiar with the digital platforms more had more roles regarding digital activities in this period.

P3 and P4 emphasized that providing information to one another, being with the employees and discovering the problems they may have during the pandemic were important for their understanding of leadership: *“We had the ability to observe certain things that we used to physically observe with our feelings now. We displayed different approaches to understand employees' statuses sometimes through the tone of their voices or a content they posted via their personal accounts.”* Similarly, P5 stated that they always prioritized their employees' happiness, that the customers' satisfaction levels depended on the services provided by the employees, and it was highly important

for the employees to be satisfied with their job. Moreover, P5 emphasized that the factors changing strategically in all processes were to become faster and to develop result-oriented strategies rather than process-oriented strategies.

P6 indicated that they took a rapid action on how to adapt to online system regarding the work flow with the pandemic, created an assignment table, and assigned tasks and responsibilities to all employees. P6 also added that every employee knew what to do regarding the planned tasks on the online system and the current situation of these tasks, emphasizing that they took necessary steps such as taking an immediate precaution or a rapid action if a job was delayed or halted, and that they always provided transparency at work.

The Impact of Covid-19 Pandemic on the Management Processes of Public Relations Agency

The fourth question asked to the participants was as follows: *“Employees’ participation decision-making processes, making development-based plans, and conducting activities for ensuring harmony and motivation among the employees is critical for management. What kind of management did you adopt due to Covid-19 pandemic? How do you assess the status before and after the pandemic?”* The reason this question was asked was to reveal what sort of management the managers had in their agencies and how the Covid-19 pandemic affected employees’ participation to decision-making processes and management-related procedures.

Almost all participants in the interviews noted that no changes occurred in their management process and decision-making mechanisms and they valued participants’ participation to decision-making with an administrative approach based on participation.

P1 stated that working with an experienced employee during the management process had both advantages and disadvantages, and said *“The fire in the back should not be reflected on the front, one needs experience to manage that process”*. P1 also underlined that experienced employees could communicate with the customers more easily because it was much easier for them to convey their experiences and to overcome their fears. The disadvantage was that leading experienced employees was not easy during the management process. Moreover, this participant mentioned that indicating realist and applicable scenarios and reflecting all sorts of potential issues more clearly was important considering his/her experience. For this participant, managing younger employees was easier.

P2, P4 and P5 said they managed this period with a participative and democratic management model, that they set the duties and responsibilities of their employees with more precise limits, and that their employees had more participative and active roles in this regard. They added that employees were voluntary in terms of increasing their own motivations and taking more responsibilities as they could manage the processes by themselves and saw their success in decision-making. In similar words, P3 mentioned that they took initiatives and swiftly made decisions about certain cases about which they would have meetings and think for too long before the pandemic, and that employees expressed their decisions more bravely and confidently following the pandemic. This participant suggested the importance of digital screens and said the following: *“digital screens made it easier for the employees to share and speak about certain topics they could have difficulties mentioning face-to-face”*.

P6 stated that all employees gradually participated to the decision-making processes without any changes after the pandemic and mentioned their thoughts, while P7 noted that their face-to-face meetings with the participants increased to ensure and sustain the motivation and harmony among the employees.

The Impact of Covid-19 Pandemic on the Management Style of Public Relations Agency

The fifth question asked to the participants was as follows: *“The management style of organizations can be divided into two as traditional management and leader management. Traditional managers apply an authoritarian and humane management style, while leaders display an autocratic, democratic, bureaucratic, charismatic and interaction-based organizational management approach. What kind of management style did you adopt due to Covid-19 pandemic? How do you assess the status before and after the pandemic?”* The reason behind asking this question was to reveal what sort of management style agency managers displayed in their agencies and how the pandemic affected the management style in the agency.

Almost all participants in the interviews stated that no changes occurred in the management style following the pandemic; they displayed a democratic, employee-focused, participation-oriented and open communication with a mindset based on leading management in the agency.

P1, P3 and P4 mentioned that they displayed an approach based on understanding their employees and minimizing their concerns, and that they adopted a management style based on listening to employees and motivating them, guiding them in line with the standards, and contributing to the working environment and development processes of teams in their agencies.

P2 said they had never adopted the traditional management style and that they had an order where every member could be a participant and express their thoughts comfortably. Mentioning the leader management style in public relations agencies, P5 said the following: *“The traditional leader structure does not suit the agency dynamics. The traditional management does not yield correct results and team performance in the agency system where long working hours and demanding works are present.”* Moreover, managers who founded their own agencies after undergoing all sorts of steps in the public relations sector stated that they were suitable and democratic in terms of team work and that experience was important for them, with the addition that they knew all sorts of processes agencies underwent.

P6 noted that employees’ thoughts were valued in decision-making mechanisms, that a democratic environment was dominant, and that they, as an agency, adopted a management style with participative and open communication. Moreover, with the statement, *“We aim to manage our own culture and values rather than the team and employees. We formed the culture we desired as long as we formed a common language and team spirit”*, P7 noted that they had more democratic and participative structure where everybody could clearly mentioned their opinions.

The Impact of Covid-19 Pandemic on the Organizational Structure of Public Relations Agency

The sixth question asked to the participants were as follows: *“How did the Covid-19 pandemic affect your agency’s organization structure? Considering your organizational structure, how was the cross-communication established between the departments? How do you assess the status before and after the pandemic?”*

The structure of the participants’ agencies included the groups with a team name, rather than the departments. Participants stated that they used the online platforms frequently to establish communication between the telecommuting teams during the pandemic, that the employees had to communicate more and work harder, and that the team leaders were assigned more responsibilities.

P1 stated that the most challenging element for them was the organizational structure of their agency because it was not easy for them to be organized as they worked in a disorganized manner during the pandemic. P1 also mentioned that they aimed to find a solution to this challenge through online meetings and correspondences and that they used their internal approval mechanism more frequently. With the statement *“We lived the next five years in six months”*, P1 reflected that they could access the files in the office remotely thanks to the remote access tools without the necessity of visiting the office and that both intra-agency employee relationships and customer-focused activities could be conducted through online platforms.

With the statement *“For instance, you can mention your plans and opinions about designing in a face-to-face manner but during the pandemic, final decisions can only made following hours of meetings and screen-sharing”*, P3 stated that it became difficult for certain employees to telecommute and work online despite the absence of an incident affecting their communication adversely due to the non-extensive scope of their agency and that the online structure affected their physical practicality negatively.

P5 noted that their departments were not included in the agency structure and that a person working in the public relations agency should be aware of the press, customer management and relevant activities. Furthermore, this participants stressed that employees should have an opinion in almost anything that a customer would like to learn and that the pandemic created a period when everybody had to cooperate harder.

P6 mentioned that the structure of the customer relations teams in the agency had a different form in the pre-pandemic period and that they were a smaller but busier teams working with their own leaders. However, with the pandemic showing its effect, they were transformed into two controlled teams managed by two leaders and efforts were made to both ensure the control and sustain the commercial activities, according to P6. This participant also said that no changes occurred in the communication between the teams, that they continuously had correspondences, and that they only had to perform online meetings in place of face-to-face meetings.

P2, P4 and P7 stated that teams, instead of departments, were included in the agency structure, that every team’s internal communication and external communication with others were important. They mentioned that team leaders were assigned more responsibilities in the pandemic, that meetings were performed to ensure communication with the teams, and that the frequency of online correspondences increased significantly.

Most of the participants in the interview noted that they understood they could telecommute during the early days of the pandemic and that they needed physical meetings and gatherings regardless of how much they adapted to the digital environment. Additionally, according to these participants, the discipline of public relations included an operational process as well as consultancy, and a space was needed by the employees so that they could establish physical contact in the process of organizing activities, developing new ideas and generating new content. They emphasized that they believed *hybrid models* would be a part of business life in future and that they discovered

they could conduct their work both at home and office, and that a hybrid working model could be implemented as long as they could control their workload and work flow and work effectively without the need for visiting the office.

Conclusion

Affecting the entire globe adversely, the Covid-19 pandemic caused obligatory changes in almost all habits of the society, and a reflection of these changes could be seen in the manners work conduct in the business world. Having been conducted to reveal how the public relations agencies working in the field of public relations were affected by the pandemic, this study indicated that both positive and negative behavioral changes occurred in the organizational culture of public relations agencies.

Representatives of public relations agencies stated that they telecommuted, adapted to the digital environment swiftly, migrated all their works to the digital environment, and focused on the digital projects more due to the adverse impact of the pandemic. Moreover, they mentioned that they became unfamiliar with the concept of working hours, that they were tired of using the application named Zoom due to the constant online meetings, and that they experienced deficiencies in physical contact as the interaction easily established in the physical environment was no longer present. For these employees, the uncertainty caused by the pandemic caused concerns and stress, and telecommuting resulted in the absence of socialization. Additionally, with their negative mood combined with intense workload, their motivations decreased.

Representatives of public relations agencies had no changes in their understanding of the leadership; following the change in their working structure, they stated that they developed an approach that aimed to ensure work flow and was focused on the employees. Similarly, employees noted that no changes occurred in their management process and decision-making mechanisms and they valued participants' participation to decision-making with an administrative approach based on participation. According to employees, no changes occurred in the management form following the pandemic; they displayed a democratic, employee-focused, participation-oriented and open communication with a mindset based on leading management in the agency. Furthermore, for the structure of the agencies, groups called with a team name were present in place of departments, and inter-personal relationships were more intense. Representatives of agencies stated that employees had to communicate more and work harder during the pandemic, that online platforms were used more frequently among the telecommuting teams, and that team leaders were assigned more responsibilities and had to take more initiatives.

All of agency representatives noted that their works related to public relations increased during the pandemic and thus their teams grew, and that the public relations sector was positively affected from a financial perspective during the pandemic. Furthermore, it was mentioned that companies understood the importance of the services offered by the public relations agencies and that this was a positive sign for the reputation of the discipline of public relations. Increased financial activities and digital applications helped the agencies serve to more customers. Therefore, representatives of public relations agencies stated that they did not need to take financial measures such as short-term employment during this period, that they reflected no financial issues to their employees, and that they displayed a more moderate and understanding attitude in certain topics such as the demands for leave due to the medical conditions of the pandemic, which positively reflected on the organizational culture of agencies.

In conclusion, representatives of public relations agencies stated that they realized they could conduct their works remotely during the pandemic and that a space was needed for the teams after the pandemic so that the teams could establish physical contact in the processes of organizing activities, developing new ideas and generating new content considering the fact that public relations is an applied and operational discipline. They emphasized that they believed *hybrid models* would be a part of business life in future and that they discovered they could conduct their work both at home and office, and that a hybrid working model could be implemented as long as they could control their workload and work flow and work effectively without the need for visiting the office.

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The Role of Financial Performance in Corporate Reputation Management: An Analysis on the Press Releases Published by Corporations During the Pandemic

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Abstract

As with all their assets, organizations need management when it comes to their reputation. Having a successful corporate reputation is closely related to how corporations manage their existing reputation. The main components of long-term corporate reputation are categorized as appealing to emotions, product and service quality, vision and leadership, financial performance, workplace environment and social responsibility (Fombrun et al., 2013: 253). Among these components, financial performance is positioned as one of the main factors that come to the fore especially in crisis situations. Financial performance is also an effective factor in building trust in all relationships established with the target audience. Therefore, organizations should reflect their financial performance with a good corporate communication strategy in order to create a solid corporate reputation based on trust. The Covid-19 pandemic, which affected the whole world in 2019, negatively affected many corporations in Turkey economically. In the face of this situation, which can be described as a global crisis, corporations carried out corporate communication activities that support corporate reputation management in order to turn the crisis into an opportunity. It is seen that especially the financial performances of the corporations are highlighted among these activities carried out with the aim of strengthening the positive image of the corporations in the eyes of their stakeholders and the public. Within the scope of this research, the press releases published by five companies operating within the automotive sector in Turkey, among the sectors given in the Sectoral Impact of Covid 19 on the Economy report of Global Times (2020), were examined through the content analysis method in the context of financial performance indicators. The purpose of the research is to reveal how organizations reflect their strategies, which include the elements that reflect their financial performance in their press releases, to the public. As a result of the research, the financial performance indicator that took the most place in all the press releases examined was determined as “competitive advantage”.

Keywords: *Public Relations, Public Relations Methods and Tools, Corporate Reputation Management, Financial Performance, Covid-19.*

Introduction

Today, corporations operating not only in Turkey but also around the world have got plenty of assets. It is seen that the assets of the corporations, when regarded in general terms divided into two: tangible and intangible. When tangible assets are considered; stocks, materials, workforce, and tools are first coming to mind, whereas intangible assets consist of components like identities, cultures, and reputations of corporations. As in tangible assets and the strategic assessment of intangible assets, and effectively utilizing these assets, is among the factors that will be serving organizations’ benefit in long term.

Within the scope of this study, the corporate reputation concept among the important intangible assets is examined. As mentioned above paragraph, the concept of corporate reputation, is one of the most important factors

that will be serving corporations' benefit in long term. Turkish Language Association (TLA) describes "reputation" in one word: Reputability (URL-1). The concept of reputation being described as reputability by TLA is of major significance as much as individuals and also for corporations. Kadıbeşegil emphasized that the corporate reputation is defined as "non-palpable, invisible, and a priceless value". In addition to this Kadıbeşegil, refers that the corporate reputation certainly increasing the brand reputation (2018: 61).

The importance of having a powerful corporate reputation comes to the fore as a recognized approach by many corporations. So, having been of a powerful reputation brings a positive improvement along over the thoughts of society towards the corporation. In this respect, it is asserted that the reputation is closely related to the feeling of trust. How important it is for companies to establish element of trust, has been explicitly described by Bosch, "I prefer losing money rather than losing the trust of people." Then, what should corporations do to preserve reputation so important for them and/or what should they do to improve it? There are various approaches towards consolidating the corporate reputation. In this regard, it is known that it has got an effect on establishing environmental awareness, quality awareness, transparency, and many other factors institutionally, and on preserving the current reputation and to be improved of it. Nevertheless, the way that how all these factors are approached and constructed, interconnected to highly significant corporate reputation management.

1.1. Management of Corporate Reputation

The reputation of organizations which is established in a long period of time in a consequence of their works can be lost in a short period of time. Hence, all works implemented on reputation must be cautiously applied and maintained. According to Okay and Okay, it must be remembered that the reputation of any organization and company is not static and show changes based on conditions and events (2017: 462). It is highly significant to be managing current corporate reputation in order to maintain the sustainability of it.

In order to be able to comprehend how to manage the concept of corporate reputation, first, it is necessary to review the components forming it and to be understood. Basically, the concept appears as a concept composed of corporate image, especially affecting the views of customers, and external stakeholders on the corporation, and also corporate identity, and internal and external stakeholders' views on corporate reputation.

Corporate communication affects the perception of internal and external stakeholders about the corporation. Moreover, corporate communication is effective on the expectation of organization and source created in this regard. Perceptions of stakeholders concerning organizations can be described with different terminology interdisciplinary. So far, the most popular of them appear as the structures of "brand", "image" and "reputation". The differences between them are because of the different perspectives they represent and the alterations of pragmatic implication (Van Riel and Fombrun, 2007:38).

Values, assumptions, faiths, philosophies, missions, morals, principles, histories of organizations, and nationality of the corporation and all its sub-cultures sum comprise the corporate culture. The employees of organizations also have got an effect on the corporate culture (Cheng and et.al, 2008: as cited from 685 to in Akıncı Vural and Bat, 2018: 80). Van Riel and Balmer are among the scholars emphasizing the effects of the behaviors of corporate employees on corporate culture and corporate image. According to them, the employees of the corporations must be supportive in terms of the goals and ideals of the organization. In this regard, as much as effective internal stakeholder communication is indicated as an applicable method, management style, job satisfaction, corporate culture and perceived corporate reputation are also important to the same degree. (Van Riel and Balmer, 1997: 345).

Corporate identity, affected by corporate culture, and affect it, symbolizes the identity of the organization, in a way close to collective identity different from individual identity. According to Okay, this identity is constituted through the behaviors exhibited by the employees working in the organization, and the communication methods in use in the organization, and the principles of organization and visual components (Okay, 2002:37).

As Bernstein indicates that as well as individuals, corporations have got their own identities (Bernstein, as cited from 1984 in Markwick and Fill, 1997:397). In this regard, corporate identity is the tools of the corporations that differentiate them from other organizations. Corporate identity is the way that corporations express themselves about what they are, what they do, how they do, how they execute their works, and what type of strategies they adopt (Olins, 1990; Topalian, as cited from 1984 in Markwick and Fill, 1997: 397). From this perspective corporate identity, is the reflection of how the organization would like to be perceived as by making stakeholders use various signs. These signs can be operated in the planning of which purpose is to make messages reached specific target audiences intentionally (Markwick and Fill, 1997: 397). Balmer indicates that the management of corporate identity underlies the attainment of the beneficial image and reputation to organizations; by which Balmer strategically approaches the identity within this context. According to him, the identity must be the reflection of corporations' mission and philosophy (Balmer, 1998: 963-978).

Among the determinant of the concept of corporate image, can be characterized as whole activities executed particular to the organizations being pictured by target audiences, includes variables such commercial title, the variety of product and services, and the traditions and ideologies of organization, and interactions of organization's employees with customers (Nguyen and Leblanc, 2002: as cited from 243 to in Akıncı Vural and Bat, 2018: 123). In this regard, the concept of the corporate image appears in a highly comprehensive structure. Concepts of trust, faith, and reputation are very crucial for the image in which being correlated with reality is highly significant. The corporate image emerging through corporate identity, allows the idea to be established regarding the business by means of its identity differing itself from other organizations. The coinciding of the ideas of internal and external stakeholders and with the identity, established by the corporation, concerning the corporation plays a key role in the achievement of success (Ilicak Aydınalp, 2013: 138).

Based on all of these points of view corporate image, can be described as the momentary visual that is envisioned in the mind of the target audience; whereas corporate reputation emphasizes a value judgment about the characteristics of a corporation. As for corporate reputation, it can be improved in the course of time as a result of a consistent performance reinforced with effective communication. Corporations would like to represent themselves with an accurate and positive image and seek these concepts to have a positive reputation in their mind. Therefore, image and reputation are highly significant for corporations in the eye of stakeholders (Gray and Balmer, 1998: 697).

When the reviews concerning the concept of corporate reputation are made, one of the most known people is Charles Fombrun who receives attention with the academic studies he made in this regard. Fombrun describes the concept of reputation as general assessments made by the stakeholders of organizations. According to him, reputation is the sum of perceptions of the skills of the organization for stakeholders. It determines whether stakeholders are interested in buying the products or services of the corporation, the corporation will meet the expectations, they would like to work for the company or invest in the share of the company (van Riel and Fombrun, 2007: 43).

The assets corporations have, are mentioned at the beginning of this study. As it may be recalled, it is also indicated earlier that there are two types of assets: tangible and intangible. Corporate reputation is among the most proper example of intangible assets. Reputation produces actions at a distance exactly like a magnetism. As objects being rose up to the air by magnetic forces, people act upon with invisible perceptions. Such impact acknowledged as valid not only for humans but also for corporations and institutions, and also for cities and even for countries. So above mentioned impact comes in handy in this way, by which leaders gain followers, politicians take votes, companies attract customers, cities appeal to tourists and countries attract investors. As a result of that, more or less, the attractiveness built upon the surrounding invisible reputation returns as money to the bank (Fombrun, 2018: 5).

Kadıbeşegil is one of the first people to come to mind in our country when the management of reputation is considered, states that the corporate reputation can be managed in a way that will secure the future of corporations. The features that organizations must pay attention to during this management period, are these: (Kadıbeşegil, 2018: 180-181): Describing the corporate culture and values by internalizing the vision of company; accountability applications with moral and ethical value; management of transparency and adoption of accounting in international standards; understanding of corporate social responsibility and its management; satisfaction of employees and policy of career improvement plans; consumer satisfaction policies and being customer-centric; Ar-Ge and innovation competency; financial, social, and ecological reporting concerning environment applications.

It is necessary for the above-mentioned features expressed by Kadıbeşegil to be able to effectively managed that the components of corporate reputation and indicators of components must be clearly understood. Components of corporate reputation and indicators stating these components are expressed with the study published in 2000 by Fombrun, Gardberg, and Sever. In the study they emphasize the reputation coefficient, they determine reputation components as such (Fombrun et al., 2013: 253):

1. *Appealing to emotions*: When the emotional appeal on corporations is considered, having admiration and respect for corporations, and having good vibes for the relevant corporation are expressed.
2. *Product and service quality*: The corporation that is able to stand behind its product and services, and qualified products and services are being presented by the corporation are among the indicators of performance.
3. *Vision and leadership*: The vision adopted for the future to be transparent, being able to identify the current advantages in the market, and designating applicable goals is among the indicators of performance in terms of leadership.
4. *Financial performance*: Taking low-risks in investments, high rate of profitability in past investments, having powerful expectations towards growth goals for the future, making moves to be

in a superior position against the rival organizations in the market is among the indicators of financial performance.

5. *Work environment*: Good and effective administrative mentality, striving for having the good corporate impression, creating the impression that the employees working in the organization are well, having sustainable and reinforceable stakeholder communication, the corporation to be able to create new types of communication strategies with its environment, represents the established communication indicators of the corporation have with its environment.
6. *Social responsibility*: Considering the expectations of society, acting effectively in terms of being able to respond to these expectations, and being susceptible to the environment comprise the indicators of social responsibility.

As it can be understood above-sorted components of corporate reputation, there are several factors constituting corporate reputation. Constituting the concept of reputation and make it permanent can be gained in a long period time as a result of great effort. However, for Okay and Okay, it is quite easy to have lost this gained reputation in a moment. It is stated that the crises that the corporations are encountered can have negative effects on their reputation (2017: 470).

Among the components of corporate reputation, financial performance and indicators of this component are explicitly expressed in the study conducted within the scope of this study.

1.2. Concept of Financial Performance Among the Components of Corporate Reputation

Financial performance prevalently acknowledged as the characteristics and indicator of a corporate reputation. Some of the corporate reputation assessments indicate that financial performance as the most significant indicator of corporate reputation. When the powerful impact of financial performance in terms of corporate reputation is considered, it is crucial to be understood what financial performance is, and how it affects organizational reputation. Stakeholders of corporations bear the concept of corporate reputation in their minds. Even though corporations' actions are significant, it appears that rather than the action itself, it is established on how these actions perceived by stakeholders (Laskin, 2013: 376-377).

It can be described that corporate reputation with economic results has a positive correlation. It is known that corporations possessing a powerful corporate reputation, have the opportunity of much powerful bargaining and be able to decrease the expenses of their commercial activities by having the upper hand with their stakeholders in agreements (Bergh et.al., as cited from 2010 in Bahar, 2019: 229). Providing contribution to the increasing of income of the corporations, and the improvement of financial performances can be denoted as the result of corporate reputation (Deephouse, as cited from 2000 in Bahar, 2019: 229).

Cost and financial performance, significant for profit-oriented organizations in the production sector, plays a great role for organizations to survive in the competitive environment of the market (Purbey et.al., as cited from 2007 in Çınaroğlu, 2007: 21). The success that is assessed through the financial performance of quality and cost, determines in what way corporations are established in the eyes of consumers. This shapes the perceptions of consumers on reputation and image. The perception concerning the image and reputation can be denoted as the major criteria that are demonstrated the organizations' corporate marketing performance and have an effect on it (Çınaroğlu 2017: 21). In addition to that, Okay describes the important issues concerning the corporate behavior that the corporations will exhibit in the financial field, as the cash flow into the corporation, percentage of the company in the capital, having been provided of financial aid, relations with the corporations with financial aid, and the investments that return a profit (build-operate-transfer).

Roberts and Dowling (2002: as cited from 1077 to 1093 in Çınaroğlu and Şahin, 2012: 36), argues that the efforts of the organizations in establishing reputation, dating back and mostly shaped based on financial criteria, can merge with the current financial situation of the organization and have an impact on reputation of the organization, that reflects on the financial results in the future. According to this, the financial performance results of the organization in the past, are determinant for its public reputation.

2. Purpose of the Research and Its Method

Information about the purpose, method, sampling of the research and the findings obtained, are given in this section of the study.

2.1 Purpose of the Research

During the pandemic in which many corporations went bankrupt and shut or halted all around the world and Turkey, corporations carrying out corporate communication operations to preserve their reputation and even to improve it. There has been a concern on how automotive companies reflected their corporate reputation components to the public particularly because of the decrease in purchasing power in the period of crisis. Hence, the aim of this study to reveal how organizations reflect their financial performance to public on the press releases that they have published on their websites in addition to corporate communication works carried out during the COVID-19 pandemic which can be characterized as a global crisis.

2.2 Limitedness, Population, and Sampling of the Research

Within the scope of the research, the automotive sector is examined under the category of “product” on the specified categories in the report of Global Times in 2020 “Sectoral Impact of COVID-19 over Economy”. The reason why the automotive sector selected, can be suggested as the decrease experienced in automotive purchase power all around the world and Turkey with the COVID-19. When the data of the study “2021 Global Automotive Consumer” published in the February of 2021 by Deloitte company, providing the consultation service for accounting, supervising, tax, and management around 140 countries, is examined that it is seen that people made changes on their schedule to buy their next vehicle. The study conducted in 2021 by the company, comprises responses given by more than 24k consumers in 23 global markets. The participants using COVID-19 as an excuse and says, “I am planning to buy my next vehicle later than I planned at the beginning” comprise the 41% of the consumers who participated in the study (URL-3). Companies operating in the sector of personal automotive such as Fiat/Tofaş, Honda, Hyundai, Renault and Toyota are selected as sample in this regard.

2.3. Method

Press releases of the five company, operating in the automotive sector in Turkey, presented to the public over the corporate websites during the pandemic are examined through content analysis technique. The research in which the press releases published between 2020 and 2021 of March are examined, is categorized and frequency analysis conducted according to financial performance indicators.

Among the components of corporate reputation the factors included in the indicators of financial performance variables stated by Fombrun, Gardberg, and Sever as “low-risk taking in investments, high rate of profitability rate in past investments, having powerful expectations towards growth goals for the future, making moves to be in a superior position against the rival organizations in the market”, is specified respectively by having summarized as “low risk investments, solid history of profitability, growth goals for the future, superiority in competition”. Reviewing these factors that are reviewed on the addressed press releases, first frequency analysis made, and then categories are included by creating code keys.

2.4. Assessment of Obtained Findings

Within the scope of this research, 108 press releases total published on the corporate websites of sample automotive companies, are examined between 2020 of March and 2021. It is indicated that there are 209 financial performance indicators total in these press releases. It is ascertained that 16 press releases are published on the website from the stated date range by Fiat/Tofaş brand, 11 by Honda, 46 by Hyundai, 18 by Renault, and 17 by Toyota. The general distribution of financial performance indicators analyzed among the reviewed press releases independent from corporations is given in Table 1.

Table 1: The General Distribution of Financial Performance Indicators

Financial Performance Frequency	Frequency	Percentage
Low-risk investments	13	6%
Solid history of profitability	51	24%
Growth goals for the future	55	26%
Superiority in competition	90	44%

The general distribution of financial performance indicators belonging to examined 108 press releases is given in the table above. As seen in the table, statements referred to by corporations mainly in their press releases, correspond to superiority in competition. Statements corresponding to superiority in the competition are almost

half of all indicators being reviewed with its rate of %44. Apart from superiority in competition, it is seen that there are statements that are almost at the same rate and corresponding to growth goals for the future and solid history of profitability are included. The growth goals for the future comprise %26 of the total distribution, whereas the solid history of profitability rate does %24. Among financial performance indicators in this study, low-risk investments appear as the least referred statements in the press releases reviewed within the scope of this study. Low-risk investments, corresponding to only 6% of the total distribution, are indicated as the least referred financial performance indicator during the pandemic by the companies.

It is regarded that Fiat/Tofaş is the first automotive company among the reviewed ones within the scope of this study. Between 2020 and 2021 of March, the corporation submitted 16 press releases on their corporate website publicly. As in Table 1, it is seen that the statements corresponding to superiority in competition in the distribution of financial performance indicators are more referred to when the press releases published during this period are examined. The details regarding the distribution of financial performance indicators in press releases of the Fiat/Tofaş brand are in Table 2.

Table 2: The Distribution of Financial Performance Indicators of Fiat/Tofaş Brand

Fiat/Tofaş		
Financial Performance Indicators	Frequency	Percentage
Low-risk investments	1	2%
Solid history of profitability	13	26%
Growth goals for the future	5	10%
Superiority in competition	31	62%

As seen in the table above, superiority in competition with the rate of approximately 62% is on the top of financial performance indications press releases released by Fiat/Tofaş brand between 2020-2021 March. In this regard, Fiat/Tofaş brand informed the public concerning the advantages of competition in the press releases published during the pandemic. It is ascertained that the brand referred to the solid history of profitability as well as the superiority in competition in their press releases. In the distribution of indicators, growth goals for the future of corporations corresponding to %10, follow along with solid history of profitability corresponding to 26% of the pie. It is seen that information concerning the low-risk investments among financial performance indicators, almost never referred to in the press releases of the Fiat/Tofaş brand. Low-risk investments with %2 are observed as the least referred indicator among the 50 indicators considered in 16 press releases.

When the most referred financial performance indicator included in the press release of Fiat/Tofaş brand, superiority in competition is analyzed, it is seen that statements as such “the most reputable automotive brand”, “leader brand”, “having the best technology of its class” highly referred to. In this regard, it is seen Fiat/Tofaş brand positioning itself to be the top of other automotive brands to emphasize the advantage of competition in its press releases. The company while referring to their solid history of profitability, particularly emphasize that they have “powerful past and reliable financial resources”. The synergy goals for the future are among the primary statements having been used by the company while referring to their growth goals for the future. The other statements encountered during the analysis of this indication are basically towards planning the transfer of current and past earned incomes. The single statement that the company referred to about low-risk investments is “solid opening balance.”

Second automotive company analyzed after Fiat/Tofaş is Honda. The corporation submitted 11 press releases on their corporate website between 2020-2021 March, the examined period of time within the scope of this study. The distribution of the financial performance indicators given in press releases of Honda is as in Table 3.

Table 3: The Distribution of Financial Performance Indicators of Honda Brand

Honda		
Financial Performance Indicators	Frequency	Percentage
Low-risk investments	0	0%
Solid history of profitability	1	6%
Growth goals for the future	6	38%
Superiority in competition	9	56%

The general distribution of financial performance indicators analyzed over 11 press releases published by the Honda brand can be seen in the table above. Honda comes to the fore as the least press releases published corporation among the corporations examined within the scope of this study between the above-mentioned period of time. Hence, the frequency of financial performance indicators of the corporation is less in comparison to other brands. Nevertheless, it is seen that the most referred indicator is superiority in competition in general distribution and the distribution of financial performance indicators of Honda Brand, as in the distribution of financial performance indicators in the published press releases of Fiat/Tofaş brand. Indicator of growth goals for the future with its percentage of 38% comes behind of superiority in the competition comprising of more than half of the financial performance indicators 56% reviewed. While a single statement is determined that represents the solid history of profitability in the reviewed press releases of Honda, it draws attention that the company not having shared a statement representing low-risk investments in the press releases during the pandemic.

Superiority in competition which is the most referred statement of the corporation in the press releases published on their website, is mainly expressed as “having high-level performance of driving experience”. In addition to that, there are statements indicating the competitive advantage of the corporation as such own products being among the safest personal cars in Europe, own products being equipped with most advanced technology, high quality of designing. Apart from superiority in competition, Honda gives place statements such as “aiming all product range to be electrical until 2022”, “electricity vision strategy”, and “selling vehicles in US and Canada markets” to most often stated growth goals in its press releases. Ultimately, it is seen that they refer to the solid history of profitability of the corporation by drawing attention to 70 years of history. Honda submitted no information regarding low-risk investments publicly in the press releases during this period as observed in table 3.

Another corporation reviewed in this study after Fiat/Tofaş and Honda is Hyundai. When the press releases published between 2020-2021 March are examined, it is seen that the corporation is the most press release publishing automotive company on their website with 46 press releases. When the press releases published during this period time are considered, it is seen that the financial performance indicators referred to are 63 in total. The distribution of these indicators are given detailed in table 4.

Table 4: The Distribution of Financial Performance Indicators of Hyundai Brand

Hyundai		
Financial Performance Indicators	Frequency	Percentage
Low-risk investments	4	%7
Solid history of profitability	14	%22
Growth goals for the future	21	%33
Superiority in competition	24	%38

The distribution of financial performance indicators in the press releases of the Hyundai brand is given as frequency and percentage. It can be indicated from the table above that Hyundai close to the companies independent of automotive companies of which general distribution is given in Table 1. As indicated in the table, the most referred issue is the superiority in competition as in the distribution of financial performance indicators of other companies. On the contrary to the corporations analyzed until this phase of the study, Hyundai refers to competitive advantage less than half of the reviewed indicators in its press releases, with the rate of 38%. What follows the superiority in competition is the indicator of growth goals for the future with a approximate rate of 33%. Among the financial performance indicators having referred to, solid history of profitability represents 22% of the pie, and low-risk investments 7% of the pie.

When the financial performance indicators of Hyundai are examined as percentages, it can be asserted that it is more proportional in comparison to the other corporations, and this can be asserted that it is directly proportionate to the number of press releases published. Corporation expresses the competitive advantage in its press releases as “Most powerful automotive manufactured in Turkey”, “Best of its class”, “Leader”, and “Having best features of its class”. The corporation refers to its growth goals for the future as much as referring to the competitive advantage, expresses it with such statements, “Expanding globally”, “Hyundai will introduce three new models in four years”, and “We are planning to sell five thousand of i20.” When corporation referred to solid history of profitability, refers to statements such “since its first promotion sold 13.8 million in total”, “plenty of success in lots of markets”, and “We placed more than two millions cars to the market”. Hyundai announces the 7% low-risk investments in its press releases to the public with such statements, “Became a shareholder of IONITY”, “increasing the investments on robotic technologies”, and “carrying the investments on robotic technology with new concepts.”

Renault became the fourth automotive company examined in line with the research. The corporation submitting 18 of press releases on its corporate website during 2020-2021 March, included financial performance indicators 65 times in total in these press releases. The distribution of financial performance indicators provided by company, is given in Table 5 in detail.

Table 5: The Distribution of Financial Performance Indicators of Renault Brand

Renault		
Financial Performance Indicators	Frequency	Percentage
Low-risk investments	9	%14
Solid history of profitability	12	%19
Growth goals for the future	21	%32
Superiority in competition	23	%35

Renault appears as the corporate of which financial performance indicators are the most proportional having distributed among the press releases published on corporate websites of the automotive companies examined within the scope of this study. On the contrary to the Hyundai brand, Renault only includes 65 financial performance indicators in its 18 press releases and referred to competitive advantage the most -even it is by a small margin-, as other corporations do. As indicated in Table 5, Renault includes competitive advantage with 35% in its press releases, following this growth goals for the future with 32%, and solid history of profitability with 19 and low risk investments 14% are other indicators referred in press releases by Renault in this period. Within the scope of this study, low-risk investments reached the highest distribution in the Renault brand. It indicates that Renault referred to low-risk investments as much as other automotive companies did not refer to in its press releases.

When the corporate website of Renault examined, it is given place to such statements, “Its factories are operating in spite of the pandemic hit 2020”, “Renault has become the first automotive manufacturer in Turkey, to have its Quality Assurance System approved in 1996 with ISO 9001 certificate”, “The biggest automotive manufacturer of Turkey”, “The most eco-friendly product mix of Europe.” Renault, nearly referring to growth goals for the future as much as referring the superiority in competition, is seen to be expressing this as such, “profit in four different business by focusing on brands, customers and markets supported”, “As Groupe Renault carries its profitable growth strategy on”, “Considering its fixed costs, it is expected to increase its power by 2 million euro in three years and aiming to ensure its long term development under alliance.” Moreover, when the corporation on solid history of profitability refers with statements as such, “the brand takes its power of its solid assets”, “Our quick and flexible production ability obtained thanks to 50 years know-how is the best unique feature of our factory”, and “Having reached the success of being among the most sold models in the first half of the year in Turkey.” Renault, the company including low-risk investments in its press releases the most, expresses that with statements such, “All of the Members of Renault Board of Management decided on decreasing the prices”, “Around 650 million euro saving for production optimization”, “an iron financial discipline”, and “Organizing the activities, for appropriation the resources in a much better way.”

The fifth and the last of the automotive companies examined within the scope of this study is Toyota. The company of Toyota submitted 17 press releases on its corporate website during 2020-2021 March. Toyota which has got only a single amount of press release gap with Renault gives place to only 17 financial performance indicators on the contrary of Renault. The distribution of press releases referred to in Toyota’s releases is given in Table 6 in detail.

Table 6: The Distribution of Financial Performance Indicators of Toyota Brand

Toyota		
Financial Performance Indicators	Frequency	Percentage
Low-risk investments	0	0%
Solid history of profitability	12	70%
Growth goals for the future	3	18%
Superiority in competition	2	12%

The distribution of financial performance indicators in the press releases, that Toyota shared publicly over the website in concerning time period, are given in Table 6. When the table examined, it is first noticed to

have less referred to indicator of superiority in competition in comparison to other brands examined within the scope of the study. Whereas superiority in competition is referred to like 12% in press releases, Toyota brand gives the place more intensely to the solid history of profitability among the financial performance indicators in press releases. Growth goals for the future indicator with 18% follow this indicator having a 70% of a high rate. Toyota company does not include financial performance indicators of low-risk investments in its press releases published on the website as in Honda company.

When the press releases reviewed of Toyota to have seen that statements such as “Among the leaders of production and export of Turkey, Toyota Automotive Industry”, “Carrying on contributing to Turkish economy by breaking several records on production and export since the day it started to operate”, “Toyota Automotive Industry, exporting the 90% of its production to more than 150 countries, is still carrying on providing added value to Sakarya and Turkey with its 5500 employment, and 2.3 million dollar total investment” are given place to. The corporation expresses publicly while referring to its growth goals for the future with statements such “Aiming to increase the production and export performance executed in the previous years”, “Almost 800 people of employment will be made in the next months to maintain our production and export goals”. In addition to that, Toyota gives place to statements such as “We are experiencing the joy of having been demonstrated its power in international competition and being among the automotive brands for 30 years”, and “Turkey Toyota Automotive Industry having the best quality performance ranked in the first place.”

Within the scope of this study, the assessments concerning the press release that the considered automotive companies published on their websites made separately for each company. In Figure 1, the approaches of the corporations, considered within the scope of this study, regarding the financial performance indicators are given together.

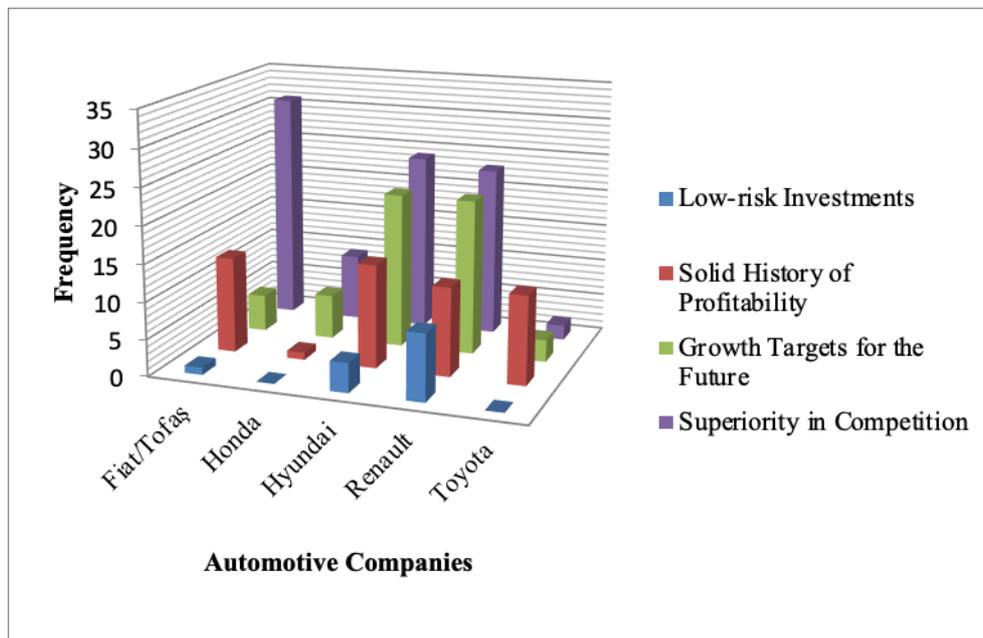


Figure 1: General Comparison Chart of Financial Indicators

The distribution of financial performance indicators in press releases of the corporations is given in Figure 1. As seen above, the stress in the financial performance indicators of press releases published during 2020-2021 March, is given to the superiority in competition. The reason why some corporations are specifically better than other corporations was explained in the press releases, and this thought was commonly supported with expressions such as “leader, the best, the most successful.” When superiority in competition is considered, it is seen that to have shared the most content by Fiat/Tofaş company, and the least by Toyota company publicly. It is not wrong claiming that Hyundai and Renault companies have a very highly similar course of events when their charts are examined. Renault differs from Hyundai with the extra amount of press releases on low-risk investment in this regard and in this way is in the position of the brand having the most proportional distribution among five companies. In the chart, the low of the statements concerning low-risk investments low in comparison to other indicators draws attention. Particularly, Hyundai and Toyota companies not to have shared any information publicly in this category plays a great role in the current shaping of the chart above. When solid history of profitability reviewed, it can be seen that all of the automotive companies except Honda company, give place to

almost equal contents in this regard. As growth goals for the future are evaluated in accordance with the chart, it can be denoted that Hyundai and Renault companies are more given place to the regarded statements in the press releases on their website by differing from other automotive companies.

In this study, information is given over the financial performance indicators and comparison of its distribution concerning the press releases between 2020-2021 March published by automotive companies, making the production of the personal automotive car in Turkey, on their website. On the basis of the press releases of the corporations on their website and information given above, the code keys in Table 7 are formed and statements concerning financial performance indicators given are categorized.

Table 7: Code Keys of Financial Performance

	CODE	RELEVANT FINANCIAL PERFORMANCE INDICATOR	FREKANS
1	The best/best leader of its sector /segment	Superiority in competition	46
2	Investing in new markets / expanding product range	Growth goals for the future	30
3	Having been reached to high sales figures/ successful work results	Solid history of profitability	28
4	Having the advantage of competition/ being powerful in competition	Superiority in competition	19
5	New product sales in the future /foreseen profitability	Growth goals for the future	18
6	Bringing in something new in its field	Superiority in competition	15
7	Having the information of balance sheet, partnership, savings	Low-risk investments	12
8	Having solid financial resources	Solid history of profitability	12
9	Prioritizing the investments in the technology field	Solid history of profitability, Superiority in competition	11
10	Being the most preferred	Superiority in competition, Solid history of profitability	5
11	Being successful for years	Solid history of profitability	5
12	Planning to be carrying past success into the future	Growth goals for the future	4
13	Being the one making difference, and being attractive	Superiority in competition	3
14	Others	Superiority in competition	2

Codes in Table 7 indicates that which financial performance indicator/indicators correlated with, and how many times these indicators are referred to within the context of press releases. Particularly, statements such as “the leader of the sector”, “best of its segment” comprise almost half of press releases published by all corporations. In addition to that, the most referred indicators are “superiority in competition”, and corporations referred to such statements as “the most, first, making difference, receiving attention” to emphasize their superiority of others. The second code, investing in new markets and enhancing product range is correlated to “growth targets for the future” in the table. It is seen that mostly the information about taking place in new markets and its product range to have enhanced, is given when corporations referred to their future goals. Subsequent to this code, it is seen to be followed by the code of having been reached to high sales figures and successful work results, correlated with the “solid history of profitability.”

Subsequent to this code, it is seen that the code of high sales figures and having been reached to successful work results correlated with indicator of “solid history of profitability” is given by a narrow margin. At this point, it is observed that corporations highly referred to their high sales figures and successful past when they referred to their exclusive, solid, and profitable history. Three out of four financial performance indicators are given place to in code keys incidentally. Fourth and the least referred indicator of low-risk investments within the context of the

study, matched with the information of the seventh code of balance sheet, partnership, and savings. It is observed corporations have referred to their balance sheet, partnerships, and saving initiatives when they included this indicator.

Conclusion

Reputation is a concept in which expresses a corporation to be respected and being worthy of having trusted in the eyes of public in the long term. Reputation, one of the most significant concepts for an organization, includes all assets of an organization, its actions, vision, and the reflection of its history. Organizations in their corporate communication processes must be giving place to the components of corporate reputation in the messages towards the target audience. Especially during the crisis, organizations must reflect their financial performance in their corporate communication outputs to maintain current trust and to establish trust in the eyes of investors against the changing economic conditions. Even during the COVID-19, affecting whole national and international companies in terms of economy, the prominent organizations of automotive sector carried their communication process on and published press releases regularly. Most important tool in media relations the press releases are examined that all companies highlight the financial performance indicators during this period. It is aimed to have created a positive impression in the eyes of the public by given place constantly to the components of a company such as having a high level of profitability level, being superior to rivals, having powerful goals, and solid financial resources. The most highlighted financial performance indicator, and to have desired to bring into prominence of the companies is superiority in competition. It is followed respectively by growth goals for the future, solid history of profitability, and low-risk investments. According to this, it is observed that automotive companies preferred to emphasize their superiority over their rivals, their successful performance, but less preferred giving information including investment figures such as the balance sheet, leadership, savings.

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From Global to Local: Investigative Journalism Changing in Digital Age

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Abstract

The data, raw material of information, is crucial in terms of being able to reach a piece of news comprising necessary information of which concealed from the public but must be known for the interest of the public. The use of communication technologies gained a new dimension for the first time in 2010 with Wikileaks documents and subsequent to that with Panama Papers. In this study, investigative journalism has been regarded from a conceptual and historical perspective, and the changing of investigative journalism and its aspect turning from global to local strived to be conveyed with the witness of investigative journalists, especially based on one of the examples of investigative journalism, the Panama Papers.

Keywords: *Digital age, data journalism, investigative journalism, Panama Papers, Wikileaks, muckrakers, leak journalism*

Introduction

“The individuals in societies that have freedom of speech have the opportunity of ratiocinating their ideas, whether right or wrong. Democracy is established over the foundation of creating a free discussing medium having been manifested all the belief, idea, and thought.” (Birtek, 2007). For this reason, as the requirement of democracy; investigative journalism is expected to reveal the truth which must be brought to the public attention, however concealed from them by the ones possessing the relations of status and power. The paradigm of the press to be the fourth power born out of the necessity of revealing that the economic and political powers, concealing it to the public, acting upon a common interest - as the requirement of the freedom of people, and the right of choice. Investigative journalism may create a relaxing space for the press that lost its power in societies under pressure. According to Erol Mutlu investigative journalism means: “The type of journalism that removes the cover on the information.” (Mutlu, 1994). W. Lipmann underlines the truth and news, “The function of news is to signal an event; the function of truth is to bring to light the hidden facts, to set them into relation with each other, and to make a picture of reality on which people can act.” (Lipmann, 1922, p. 226).

With the emergence of digital platforms, investigative journalism transformed in the first quarter of the 2000's too. Investigative journalism has been examined from a conceptual and historical outlook, and the aspect of investigative journalism that has changed in the digital age and the new roles added to journalism have been discussed, and so within this context, the opinions of the media members who work as investigative journalism in Turkey have been asked.

1.1 Conceptual Outlook on Investigative Journalism

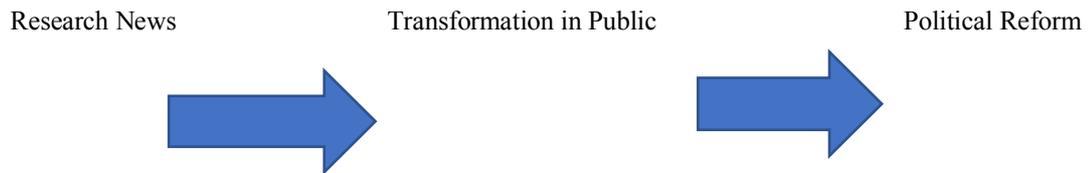
This type of journalism called muckraking too, possesses every element of WH-Questions necessary for every story of news, the factor differentiates it: that is to be a long-term, documentary, concealed from the public, but seeking the interest of the public, and rather being a type of journalism focusing on the question of “Why.”

Even though the need and the interest in investigative journalism are very high in countries where democracy cannot function properly, the working conditions of this mode of journalism encounter massive obstacles. Journalist Cengiz Çandar points out the problem of the safety of life having been experienced, as investigative journalism is highly confused with espionage (Çandar, 1990). “Investigative journalist” is the person utilizing various resources about an issue, obtaining the data by questioning an expert or a witness if there is, by considering all these, coming up with new realities, and complying with the journalism ethics, that is to say, staying away from the political and economic figures in this direction (Franceinter, 2013). Publishing the correct information to the public and making them know is an indispensable part of the investigative journalism occupation. Briefly,

traditional journalism is objective and has no such effort as changing the world (Hunter, 2018, p.8). Whereas investigative journalism not only informs the public but also reveals the concealed information in a way that will prompt the public.

What is referred to by “power groups” is not only “the political power, but also security forces, secret agencies, mafia, large companies, cults, congregations, lobbies, and the organizations of interest.” (Şahin, 2012, p.26).

Investigative journalism not only reveals the incidents that happened but also adopts a reformative manner in terms of creating policies to be resulting in a transformation in society. Proress and et.al, argues it with a linear model called the “Mobilization Model”:



Reference: Mobilization Model (Proress et.al, 1991, p. 15)

The issue that after the displays revealed that the children had been abused in Malatya Kindergarten in Turkey, responsible state ministry for Women and Children to have supervision increased in kindergartens and having launched a camera set-up in kindergartens to control whether these kids exposed to ill-treatment or any kind of violence and sexual harassment in there, is a proper example representing this model (Interview of N. Beril Sarılar and Mehmet Ali Önel).

The complicated relationship having been established by press with economic or political power groups, is a serious impediment against investigative journalism. For this reason, the press losing its ties from traditional journalism over time evolved into becoming a “press sector” in a short time; and that transformation caused the job ethics of journalism to depart from its principles and to fray. As much as the need for investigative journalism increased in terms of the democratization of society in such a medium, the working condition of investigative journalism gets worsening quite as well.

1.2 Historical Cycle of Investigative Journalism

Investigative journalism had reminded its importance to the public occasionally with the symbolic incidents that happened in the local and global sphere. The roots of investigative journalism- when necessary, faces the sanctions such as death sentence, having discredited, losing its job, prison sentence as is due social responsibility theory, but seeks after the truth for the interest of the public- dates back to the 17th century. Benjamin Harris’ criticism of the colonial regime in 1690, has been acknowledged as the beginning of investigative journalism.

In English, the occupation called as “investigative journalism.” According to Oxford Dictionary investigative defined as “searching systematically the reality of something or about someone with every aspect.” Investigative journalism is defined with a conception of “muckrakers” in the USA as well. Investigative journalists are called as Muckrakers (dirt diggers) since the beginning of 1900s. In 1906, US President Theodore Roosevelt in his speech addressing to investigative journalists: “dirt diggers are indispensable part of the society’s well-being until they know where to stop” (Proress et al., 1991, p.6).

Investigative journalism became prominent when the immigration waves from villages to the cities started with industrialization in the 19th century. Considering the reformative perspective of investigative journalism, we see the first example of it; Cochran, in the research news having made for “New York World” newspaper in 1887, in the patient role got into “Blackwell Women’s Lunatic Asylum” and spending 10 days in there and made news called “Ten Days in a Mad-House”. The impact of the news on the public forced the government to make some reformations in the hospital (Bajomi -Lazar & Lampe, 2013, p. 32).

A Denmark immigrant journalist Jacob Riis documented the living conditions of the people living in the outskirts of New York in 1890 with the book called “How the Other Half Lives?”, similarly, the solutions are sought for the problem due to the impact of the book on the public (Hillstrom, 2010, p. 38).

More than two thousand Muckraking have been made during that period (1903-1912) (Aucoin,2005, p.33). The ending of that muckraking period attributed to the different reasons and factors as such: according to a

perspective, the interest to have turned towards the exterior-oriented journalism due to upcoming World War I; for some, the reforms having done after this period caused this type of journalism to become unnecessary and even the corporations to have prioritized the public relationship activities; according to another perspective, these corporations prompting the advertisers which leads a restriction on the commercial inputs of newspapers and journals; for others, investigative journalists to turn towards to sensational news (İrvan, 2018).

The investigative journalism example, which can be acknowledged as a milestone, of the 20th century of the USA, is the “Watergate Scandal”, published by the journalists of Washington Post Journal Bob Woodward and Carl Bernstein led the then US President Nixon to resign. A belief got strengthened that investigative journalism will be the key in terms of social, economic, and political changes in the USA with this scandal. Moreover, an American journalist from New York Magazine Seymour Hersh conveyed the pictures, taking from an anonymous resource, concerning torture and abuse towards the prisoners of the American Military Prison in Abu Ghraib.

1.3 Different Methods Executed in Investigative Journalism

Investigative journalists were approached to news in different methods:

- 1- Making news by switching the identity; in this method, an individual conceals its identity and/or switches into another individual’s identity. A journalist, working in the Arena Programme of having managed by Uğur Dündar, in the patient role getting into a hospital in which illegal organ trade executed, and laying in surgery table as a surgery patient until the police execute a raid, can be regarded as the example of this in Turkey (Interview of N. Beril Ekşioğlu Sarılar and Mehmet Ali Önel, 2020).
- 2- Referring to anonymous resource; is one of the methods that journalists frequently referred to. However, what is important here is to be able to understand whether this data collection is manipulated by someone else, otherwise, an investigative journalist, struggling for bringing an incident concealed from the public to the light for the public, may give much more damages to the public in such cases. The most known instance of this is the Watergate Scandal- the incident led the then US President Nixon to resign. Journalists Carl Bernstein and Bob Woodward concealed the “deep throat” who leaked the data, until when “deep throat” revealed telling to be the then FBI Associate Director Mark Felt in 2005. Journalists are obliged to that for the safety of their sources.

Another example of an anonymous source is NSA documents that have been sent to Guardian and Washington Post Newspapers, which is later revealed that person to be the former NSA employee Edward Snowden (Guardian, 2013).

- 3- Secret recording; investigative journalists may opt for documentation through visual/audial recordings as a method, a prevalent method in the history of journalism. Mehmet Ali Önel had revealed the children in Malatya Kindergarten to have ill-treated with a secret recording in his investigative journalism programme “Deşifre (*Uncover*)”. In this news, the report of the trainee teacher considered, and by the secret camera put on that person the scandal incidents in the kindergarten have been recorded. Önel express this case as such: “We have no other choice to record the incident. Only someone inside could help us, otherwise we would have drawn attention. Even though, it took lots of time, we have waited shots clearly displaying the ill-treatment having exercised to children to be taken for almost two months (Interview of N. Beril Ekşioğlu Sarılar and Mehmet Ali Önel, 2020).
- 4- Investigative journalism through leaked documents; we have heard of the concept of leaked journalism with the contents especially emerged in digital platforms through the developments in technology. The most significant of them is the Wikileaks documents witnessed by the world public. After these documents to have leaked to public in 2016, Panama Papers are leaked as well, and those are reported all around the world by many journalists, International Consortium of Investigative Journalists.
- 5- Crowdsourcing: İrvan indicates Jeff Howe to have first used this concept and mentions that Howe having expressed the concept of crowdsourcing as, “To make a work made by a specific person or corporation traditionally, to have a wide community done through open calls.” (İrvan, 2018).

Investigative journalists developed the sourcing today where the digital platforms are frequently shared. According to Johanna Vehkoo, issuing a report to Reuters Institute for Journalism, Guardian Newspaper is an advanced example in crowdsourcing. The newspaper, with the project that they have started in 2009, created an easily investigable database in terms of researching the expenses of Britain's politicians, uploaded 482,000 documents to their website, demanded their readers to look at whoever politicians’ expenses they would like to, and report any suspicious situation. As soon as the documents were published, 70,000 documents were examined by readers in the first 80 hours (Anderson, 2009).

Even though there have been a lot of examples in Turkey, the starting point of investigative journalism is acknowledged as Uğur Mumcu. Investigative journalist Uğur Mumcu and Altan Öymen's "Furniture File" having written during their occupation in Anka Agency, is the first example of investigative journalism (Mumcu & Öymen, 2020). Corresponding to the Pulitzer Prize given in the branch of investigative journalism in the USA, in Turkey "Abdi İpekçi Prizes" are given for the memory of the General Broadcast Director of Milliyet Newspaper Abdi İpekçi who is killed on the 1st of February of 1979. It is interesting Pulitzer's prize given in the branch of investigative journalism to be called "Public Service."

2.1. Technology and Changing Practices of Journalism

When the symbolic incident of investigative journalism, Watergate Scandal happened, the internet was only within the reach of the university research centers. Manuel Castells, philosopher, and sociologist, comes to a conclusion on the economic and social dynamics of the information era: "Dominant functions and processes are increasingly organized around the networks in information era" (Castells, 1996). Peter Berglez who adapts Castell's theories into journalism, indicates global journalism having adapted the digital technology (Berglez, 2013). In this regard it is possible to say, Berglez taking reference from Castell's network theory, asserted social media having unveiled the potential of journalism. Thus, the isolated downtrodden ones can find each other via social media networks and connect to each other.

The basic problems of journalism have not changed, but the method of reaching information did with digital technologies. In the past, there were expensive and long-time research processes such as the journalist going to the place of the event that the research being made, talking with lots of people, gathering information. However, today's journalists' work is getting stuck in knowing how to and what to follow.

Information leaves its marks and does not lose with new technologies. Even a deleted video can be recovered, and learned what date, with what machine, and uploaded from which IP numbered computer. In classical investigative journalism activity, the witness; is called to prove the incident, might want money, would not talk, can be silenced by someone, get frightened or bought, or would like to manipulate. However, it seems a part of these issues having disappeared today.

Wikileaks scandal is the first significant example of journalism having been executed through new communication technologies. Beckett and Ball described Wikileaks not to be a revolutionary idea, but a hybrid form of "hacktivism" and "traditional journalism." (Beckett & Ball, 2012, p. 3).

Leak journalism emerging with Wikileaks documents in new media, proceeded to another stage with the journalism's most enormous data leakage Panama Papers on 3rd April of 2016. Such websites Wikileaks, Greenleaks, Brusselsleaks, Balkanleaks ending with -leaks suffix denotes the leak journalism.

As Panama Papers, Paradise Papers too revealed 13.4 million documents concerning the offshore accounts of lots of businessmen from more than 50 countries; and until the day of these documents leaked 5th of November 2017 90 media corporations had been examined. Paradise Papers had been shared with ICIJ by German Süddeutsche Zeitung (İrvan, 2018, p.81).

Journalism based on collecting evidence. The evidence is the data itself. It is necessary to hide these data, having been analyzed, filtered important for visualizing it to be made news ultimately at the end. Investigative journalism in respect of its characteristics, as it follows large-scale research concerning the public, new media technologies have created a significant workspace for investigative journalists.

2.2. Investigative Journalism Having Transformed from Local to Global with Panama Papers

In Watergate Scandal, a secret source called "Deep Throat"- -revealed to be the FBI agent W. Mark Felt after thirty years- had provided data to Washington Post Newspaper journalists. However, this type of leakage transformed into a different form with the opportunities of new media, to an international data leakage. With Panama Papers the investigative journalists revealed the tax evasion and laundering operations of businessmen, leaders, and bureaucrats. The exposed data leakage has been researched by journalists all around the world with the organization of ICIJ (International Consortium of Investigative Journalists), and the results on a global scale have been shared with the public. The journalists working for Panama Papers in 2017, awarded the prize of the most prestigious prize of journalism Pulitzer, given by Columbia University.

Panama Papers was comprising the 40-years period of a law firm. The documents comprise the people from different countries and the illegal businesses having been executed by them. The documents, leaked to the

German newspaper Süddeutsche Zeitung, and the newspaper shared the 2.6 terabyte data with ICIJ; and 400 journalists from more than 80 countries, working in 100 media corporations, examined the Panama Papers secretly, and when they were ready, they leaked the Panama Papers concurrently (Atalay, 2018, p. 150).

Among these documents, there were e-mails, financial charts, and passports, and bank accounts, and corporal records revealing the concealed owners of the companies in the offshore system from Nevada to England Virgin Island to Singapore. These produced data examined by 80 million people from more than 200 countries. It became a #1 topic trend all around the world (icij.org). It caused the politicians' resignation in many countries from Iceland to Mongolia, led to countrywide protests, and caused lots of tax investigations. For an instance, the Supreme Court of Pakistan, discharged Nevaz Şerif, serving as a President for a long time, from his position due to his properties in overseas countries. Outstanding taxes and penalty fines were collected with the investigations conducted based on Panama Papers. Panama Papers were censored in China, and some of the journalists were fired, others were assaulted. It is indicated that Putin's and his family members' names to have been mentioned in Panama Papers due to his close friend, is not only the business of journalists but secret services. Russian journalists making the Panama Papers news had been accused of making propagate in favor of the USA government (Atalay, 2018, p.158).

When Panama Papers became news, journalists haven't experienced the risk of losing their jobs in the countries like Iceland where democracy is executed properly, whereas they suffered oppression in the countries like China, Venezuela, and Russia.

Icelander journalist Johannes Kr. Kristjanson says, "I think it is correct to say that Panama Papers brought cross-border journalism to the world. It is a quite strong connection, to broadcast concurrently and to work on the same news in many countries- especially in the countries where democracy is violated." In the research that Kristjanson also joined, the President of his country Sigmundur David Gunnlaugsson and his wife to have been revealed to have a firm in England Virgin Islands, and after the countrywide protests, the President was obliged to resign. Kristjanson had worked secretly as other journalists to reveal the documents (Fitzgibbon & Hudson, 2021). Argentinian journalist Fitz Patrick, studying on Panama Papers, indicates the project to be supportive for him to research the issues concerning laundering and international financial crimes. Patrick expressed that the journalists behaved as an ally to each other, rather than a rival, and regarded each other as the project partners in this period (Fitzgibbon & Hudson, 2021).

Romanian journalist Paul Christian Radu, establishing The Organized Crime and Corruption Reporting Project (OCCRP) in 2006, expressed crimes having been globalized as well in the globalizing world (occrp.org).

Panama Papers underlines the significancy of the communication technologies with the size of the documents leaked, as the leaked documents in Panama are 2000 times bigger than Wikileaks. Whereas Wikileaks shared 1.73 gigabyte sized documents belonging to USA Ministry of Foreign Affairs, the size was 2.6 terabyte in Panama Papers. The consortium comprises 232 journalists and 121 media corporations in 70 countries, which constitutes significant proof the consortium journalist activity to have formed into a multi-global structure. New media technologies have been used in Panama Papers, but very comprehensive collaboration has been executed in the international platform to organize this news, research, and leak to the public. CNN columnist Frida Ghitis defined the leakage of Panama Papers as, "This is an earthquake. The aftershocks will continue for months, even years to come." (icij.org). It might be enough to say that having been referred to the documents in more than 300 articles and in 14 languages, to express the global effect of the Panama Papers. Argentinian journalist Mariel Fitz Patrick studying on Panama Papers, told "On a personal level, there was a before and after Panama Papers in my journalism career" (icij.org).

ICIJ had utilized the program called Project Blacklight, also being used by librarians for investigative journalists to research, and the program called Linkurious to visualize and graphic the data obtained from the leakages and formal documents. The program became a prominent tool to see clearly through clicking on them to which people the person mentioned in documents have relations (transparencee.org).

Journalists signed a contract affirming to be loyal to the principle of non-disclosure. Thus, the data will be started to share with the public on the same day and at the same hour all around the world.

In this study, the global aspect of the journalism activity having been transformed with the new media technologies, and the future of investigative journalism has been discussed through the thorough interview method with the prominent investigative journalists of Turkey.

2.3. Findings

Related parts of the Panama Papers for each country, were arranged by journalists of these regions. Turkey side has been executed by Pelin Ünker. Pelin Ünker awarded the prize of "Investigative Journalism Prize"

given by the Association of Contemporary Journalists (ÇGD) in 2017 with her series of secret world news called “Panama Papers – Off-shore”, also awarded the medal of Investigative Reporters and Editors, which is given for the memory of investigative journalist Don Bolles- died because of a bomb planted to his car. She summarizes Panama Papers as such:

“It was a leakage including the documents concerning 16 different off-shore centers. Lots of businessman, artists, popular figures and politicians were in it. The documents concerning Queen Elizabeth II was published by BBC. European countries conducted a research about the regulation of taxes concerning the Nike and other international corporations. Lots of countries provided this money to have been transferred to their own countries. I consider this news as a criticism of the system, and it has got an ethical dimension. As, if these amounts of money would not have transferred to tax havens, and the states could have had collected taxes from that, it would have been used for the health and education expenses.” (Interview of N. Beril Ekşioğlu Sarılar and Pelin Ünker, 2020).

Ünker underlines the benefit provided to the public of working on an international platform as: “Working in collaboration is something creative. As everybody works individually in Turkey. It is even a sector consisting of journalists non-supportive to each other when we examine the working conditions. However, everybody helps each other in the ICIJ platform and, nobody keeps a piece of news to themselves. Any journalists interested in the news, have the chance of doing things together. It is very important in the world, and therefore there are investigative journalist committees and little bureaus of the investigative journalists, and once I have had the opportunity of experiencing an organization that may be constituted in Turkey (Interview of N. Beril Ekşioğlu Sarılar and Pelin Ünker, 2020).

Journalist Ahmet Şık stated the Turkey side of Panama Papers to have been well but lack:

“You will make research and seriously follow the news. You may be occupied dealing with a single company. Even it is not enough, thanks Pelin for her endeavor, she signalized something in this deserted journalism atmosphere; but this research must be conducted in a multi-structural way in Turkey as well. Our friend Pelin worked with good intentions, but she left all alone. For this reason, Panama Papers did not give to its actual impact in Turkey.” (Interview of N. Beril Ekşioğlu Sarılar and Ahmet Şık, 2020).

Şık expresses the issue of whether documents such Wikileaks and Panama is an example of investigative journalism as such:

“It is open to discussion whether Panama Papers are investigative journalism example, but it is journalism. Why? As it seeks public interest. That is to say, I know little about computer technology but there are people who know much better. Like hackers; they are transmitting several data, out of our reach, by infiltrating into the computers’ hard disks or e-mails of others, as if to say “I gave you the hint, you make it something.” A collaboration emerges at that point. Thus, your experience, capability, know-how will show up in that collaboration. Some stuffs are delivered to journalist; so translation is not enough, you will also research the ones whose names mentioned along with corruption. In what way it is executed; how much tax being evaded; how the bribe delivered and to whom it is delivered; for what reason not having been investigated; why not having been submitted to jurisdiction; with what political group having been contacted with to make it not submitted to jurisdiction: these are the questions a good investigative journalist would ask.” (Interview of N. Beril Ekşioğlu Sarılar and Ahmet Şık, 2020).

Journalist Faruk Bildirici, points out the nuance between investigative journalism and leak journalism as such:

“Journalists from lots of countries established an organization in the issue of Panama Papers. The journalists of this organization dealt with the documents of their own countries. For the reason, let us say: Imagine five businessmen in Turkey, were revealed possessing lots of bank accounts in Panama, but making the news of issues such as, what that means, when the money was transferred, what these people do in Turkey, are extra investigative journalism activities. We cannot accounted such documents to have been revealed as journalism; the actual occupation here to transform it to something by researching, evaluating, and examining the going on after it is leaked. As, researching whether these documents are correct or not, is a another journalism activity. As you know it is very easy to produce document, you believe it matching exactly, but then it is revealed not to be real. When necessary checking and evaluating the data, and adding additional data and expressing what it meant. For an instance, there might be a businessman going there and opening bank account; but it might be seen went bankrupt in Turkey at the same time. You may go there and make the news of it or revealed him for having been established a completely different business. A document is not accounted as the news by itself. Having been worked on it in terms of journalism, makes it news; and then it is investigative journalism activity.” (Interview of N. Beril Ekşioğlu Sarılar and Faruk Bildirici, 2020).

Investigative journalist Çiğdem Toker expressed journalism to be in a continual action:

“Journalism and the way of doing it always changing and transforming. Internet changed journalism radically. Even sharing the leaked data is a matter of discussion, the studies conducted by the consortiums comprising journalists and editors of prominent newspapers all around the world, constituted good examples. The news that they have shared enlightened the world public opinion. These studies that cannot be handled by an individual, brought a new dimension to journalism- the occupation based on rivalry- in terms of solidarity.” months (Interview of N. Beril Ekşioğlu Sarılar and Çiğdem Toker, 2020).

Toker responds the question of what is expecting the investigative journalism in the future as such:

“Data journalism is becoming prevalent as a method and as a tool. It has been always there, even though not with this name. As the internet diversified the technology, the tools of journalism are also diversified. However, the essence of the matter is same, no matter what the tool. As long as the power groups concealed the information, the public funds are arbitrarily shared as if their own, and the principles are violated, investigative journalism will exist.” (Interview of N. Beril Ekşioğlu Sarılar and Çiğdem Toker, 2020).

Faruk Bildirici who worked as media ombudsman as well, comments on the future of investigative journalism as such:

“If journalists' books are increasing in a country, it must have been suspicious that journalist's freely operating in that country. As you may notice, today the journalism books are increased. What I mean is: As these journalist friends could not find any newspaper, television, or journal to share, they are publishing it as a book. These types of studies are emerging, but at least it happens. Investigative journalism is still being executed even it is highly restricted and decreased, besides apart from that it is necessary to add recently executed data journalism. These type of studies emerged as well, nevertheless the democracy is the oxygen of journalism. If you have no oxygen, you cannot breath. So if journalists have no democratic conditions or the democracy is not operating properly, journalists cannot work. This is what the current situation is. It is restricting us, but on the other hand, journalists must struggle for providing democracy. It must struggle for democracy, freedom of speech and press, the right of people to get informed. Meanwhile, this struggle is going on. It is a reciprocal struggle and it will exist. It has been there before us, and it will be there after us” (Interview of N. Beril Ekşioğlu Sarılar and Faruk Bildirici, 2020).

Considering Panama Papers, Bildirici indicates investigative journalism to be taking the risk for the sake of the public:

“Investigative journalism has an inevitable oppositional stance. For his reason, when the investigative journalist is the subject, it is basically suggested a person who stands against some of the power groups all around the world. Therefore, it becomes impossible to operate investigative journalism without stepping onto a mine wherever you are. Those mines diversify based on the countries, and for investigative journalists, there are mines settled in different types and characteristics. There is a serious impoverishment that is experienced in Turkey in terms of investigative journalism.” (Interview of N. Beril Ekşioğlu Sarılar and Faruk Bildirici, 2020).

Bildirici has got a recommendation in terms of improving the investigative journalism in Turkey:

“3-4 friends of ours are in the ICIJ. I know they have worked on Panama Papers. It would be beneficial to have the same network in Turkey as well. Our major problem is our occupational organizations not being enough. If our occupational organizations would be solid, opportunities can be created in terms of making the occupation more active and effective by establishing this type of units inside of it.” (Interview of N. Beril Ekşioğlu Sarılar and Faruk Bildirici, 2020).

Conclusion

Investigative journalism has a significant social role such as purifying the public by revealing the truth that has been concealed from the public, and so enlightening them at the same time.

The reliability of the traditional news media which became questionable today, readers reach the news via the internet. Investigative journalism on the internet, faced with challenges. For an instance, after the Wikileaks documents have been published, the American EveryDNS company canceled the domain of the website; amazon.com appropriated the website using its substructure where the documents are leaked; Paypal prevented the donations flowing into the website. However, after the Wikileaks website shut down, its contents started having been shared on hundreds of websites. Briefly, the main goal has been ultimately reached in terms of journalism.

New communication technologies are considered in two different perspectives: One of these focuses on the positive impact of the technology on investigative journalism, the other focuses on the negative impact. The

advocates of positive argue the concealed information to be able much easily revealed and every source of news to be reaching more easily to each citizen. It became a major factor for the information to have rapidly reached the public, except that the information to be conveniently researchable. The opponents of the new communication technologies indicate that the mainstream media's inclination of commercialization and monopolization will eliminate the little non-independent media corporations, cause investigative journalism to dissolve inside of the traditional media.

As the dirty money flowing beyond the borders, the investigative journalists who cooperate are becoming globalized by overflowing to cross-borders. Panama Papers constitute the best example of the execution of investigative journalism with the opportunities of new media. The investigations of the local authorities to be lasting for years deduced with the investigative journalists working in the organization of ICIJ into one year in a short time. ICIJ abiding by the principles of justice and truthfulness, researched and published the Panama Papers through dozens of investigative journalists.

According to the findings resulted from the study: For an instance, an American journalist looking at the country as an outsider, to be researching the incident in Turkey, may cause him to might have had a notion that could not put away the stereotypes without knowing the spirit of the region. Whereas, Panama Papers to have been investigated by the journalists of each region make the journalism activity enhanced, and made it much better. In this regard, Panama Papers is settled on solid ground as the example of investigative journalism being worked local but evolved the global.

Along with this study, the protection and the management of the data by privileged groups are dissolved. As the information has been able to store provided the documents to be reached rapidly, and it reduced the cost of the research, provided multiplying and publishing the data right away. Therefore, any malfunction that occurred to a journalist has been resolved by the other actors of the network right away.

Investigative journalism evolved into a form that is more explicit and cooperative serving to the global public. Although the specialization of journalists and technology experts is quite different, this might be beneficial for exposing the information that is in the interest of the public but concealed from the public with a joint cooperation/study executed together in the digital age.

Investigative journalism got to a very successful point with the opportunities of new media today. However, it is necessary for journalists to acquire practices in issues such as data filing, visualization, making graphics to carry investigative journalism further ahead in the upcoming period.

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The Example of Fanatik Newspaper Within the Context of The Evolution of Communication From Traditional Media to New Media Tools During the Covid-19 Pandemic

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Abstract

Fanatik Newspaper has been chosen as a sample in explaining the evolution of communication from traditional media to new media tools during the Covid-19 pandemic period, as Fanatik uses both media platforms efficiently. During the pandemic period, in which people didn't go out or even avoid meeting their relatives, it's been harder to reach daily newspapers to be informed about developments. After the 1990s, humanity has already become acquainted with internet journalism, which led to a decrease in the purchase of newspapers, and people started following the developments mostly from other platforms such as computers and mobile phones. And the advent of Covid-19 increased people's dependence to digital platforms as a result of the restrictions implemented by the states. This study includes a video interview with Ömer Necati Albayrak, who has been the editor of Fanatik since 2012, and the data collected about newspapers and online journalism during the pandemic. The meeting was originally planned to be held face-to-face, yet because of the pandemic, it had to be held over Zoom, one of the relatively new media applications. The questions asked in the interview were prepared in line with the location feature that's in social networks (URL-1). Both qualitative and quantitative analysis methods were used in this study. With the content analysis performed with quantitative methods, information about the circulation and advertising revenues of the newspapers in Turkey in the last ten years were collected. As a result of both studies, it has been recorded that people mostly follow the news from the internet sites, however; the circulation of the newspapers, which declined at the beginning of the pandemic, increased again later. In consequence of the findings, although the evolution of communication from traditional media to new media seems to have been completed during the pandemic, it has been detected those newspapers are preferred more when it comes to advertising revenue.

Keywords: *Traditional Media, New Media, Fanatik Newspaper, Online Journalism, Digital Magazine.*

Introduction

The Covid-19 pandemic, which began towards the end of 2019 in the city of Wuhan located in China's Hubei province, has affected the whole world, infecting more than 63 million people and taking the lives of 1 million and 465 thousand people (URL-2). Due to the risk of contracting the coronavirus, people avoided leaving their homes unless necessary. People who can work on computers such as journalists, data processors, teachers have moved their offices to their houses. And weekend curfews have been occasionally imposed by the state (URL-3). In this period during which the living conditions became harsher, people faced difficulties in meeting their need for communication by printed media. The increase in people's need for news during the pandemic period can be associated with the dependency theory, which is one of the communication theories. The theory suggests that people want to learn what is going on in society and to direct their own lives accordingly. And this desire turns into addiction over time (Yaylagül, 2019: 85). In this study, the transition process of communication from traditional media to new media, where people become addicted rather than simply needing media; is explained with the findings confirmed in line with the data obtained by applying the interview method, which is one of the qualitative research methods.

Papyrus, parchment, and paper, which are significant technological tools in the history of humanity, have enabled the transfer of knowledge from the past to the present. With the development of the alphabet, the communication process that started with manuscripts became a cultural reality that could be multiplied. According to Innis, papyrus is much lighter than stone as a writing tool. The flexibility and machine adaptability of the alphabet strengthened the bond between the printed works and the oral tradition. Innis emphasized that new empires have emerged with communication technologies, and countries that can manipulate these tools can dominate the world (Yengin, 2017: 30-31). Today, the United States of America, which found the internet technology, has presented its new communication technology into the use of humanity after utilizing the technology in its army first. As Innis mentioned, the USA has gained a new way of power by accessing the data of all users thanks to the use of the internet, which is so low-cost to a level that it could be considered free.

The invention of mass media such as printed media, the radio, and television, which are labeled as traditional media, has been made possible by printing. Paper, whose homeland is China, used by the Turks in 650 and made its way to Anatolia. At that time, communication between Turks was carried out by postmen called Sai and Tatar. With the conquest of Istanbul by Fatih Sultan Mehmet, the paper production areas, which are the legacy of Eastern Rome, were also put into use and began producing. The first printing works started in China in the 8th century, then Pi Sheng (990–1051) developed these works and paved the way for German printer Johan Gutenberg to invent the movable-type printing press. The first book to had been published was the Gutenberg Bible in 1455, but before that, a small book was printed. The Ottoman Empire established the official Mütferrika Printing House approximately 200 years after the invention of the printing press. However, within the Ottoman Empire, the printing press began to be operated in 1492 by the Jews who came to İstanbul from Spain. Printing works were carried out by Jews in Thessaloniki in 1510, in Edirne in 1554, in Damascus in 1605, and in İzmir in 1646. In 1710, 188 works were prepared in the largest printing house of the Ottoman Empire, which was found by Yano ben Yaakov Eskinazi in Istanbul and opened a branch in İzmir. In this printing house, the letters used were cast, as well as the letters required for the Mütferrika Printing House (URL-4). Due to the low literacy rate in the Ottoman Empire, printed publications that initially appealed to a certain class of people were later published in a way that the public could benefit from.

Marshall McLuhan, one of the pioneers of technological determinism with Herald Innis, divides human history into three eras: First era: The primitive tribal era in which people communicate face-to-face by talking previous to the invention of the printing press. Second era: The period between the years 1500 and 1900. The most important factor that left a mark on this period is the printing press, which thrived the written culture. After the 1900s, which McLuhan refers to as the electronic age, traditional media tools like television and radio have been developed (Güngör, 2020: 185). McLuhan, who initially criticized television, later stated that the world has turned into a global village through traditional media tools. McLuhan suggested that the media has become an extension of people's mental or physical faculties with the following metaphors: the wheel as an extension of the foot, the book as an extension of the eye, clothing as an extension of our skin, and the electric circuit as an extension of our central nervous system (McLuhan, 2019). He also stated that the printing press has left a great mark in the history of humanity and made critical approaches to television at first. However, after a serious illness, he altered his thoughts about television and even expressed that the world has become a global village thanks to television. An event in any part of the world can be viewed instantly all over the world with live broadcasting tools.

The first newspaper was published in Venice in 1536. The purpose of this handwritten newspaper is to inform the Venetians of the war with the Ottoman Empire. It is observed that the newspaper, which was named *Gazetta*, later reduced the war news and included general news instead (Arik, 2018: 99). At the beginning of the seventeenth century, the first official journals and newspapers began to be published on a regular basis. The first magazine, named *Nieuwe Antwersche Tijdingne*, was published in Antwerp, and the first newspapers were published in Amsterdam, London, Vienna, and Paris between 1613 and 1618. Newspapers took their modern shape at the beginning of the 18th century. Articles were included and more effective communication was provided with replies to the reader's letters. Small notices and advertisements began to appear in newspapers in this process. In the 19th century, newspapers no longer belonged only to the upper class but became a means of communication

accessible to everyone with the growing number of literate people. (Baldini, 2000: 81-83). In the middle of the 19th century, the world of communication experienced a new revolution. Typography culture was left for the electronic media. The use of traditional communication tools has led to the rapid development of communication technologies. And the speed of technological developments experienced in this process has never been experienced before.

With the invention of the telegraph, a new era, without the constraints of time and space has begun. The invention of the telegraph, the radio, the telephone, and photographic technologies was completed by the 1900s. Since the beginning of the 20th century, the radio, television, the copy machine, and the computer were added to these inventions (Baldini, 2000: 87–89). Following the digital analysis of communication, the new situation shaped by the emergence of the computer and the internet was named "digital communication environment" and its development was observed in this line (Yengin, Bayrak, 2017: 19-20). In addition, digital publishing technologies have brought about different physical changes in traditional media tools. As a result of digitalization, the tools have also become smaller in size, and the mobilization of information has been enabled. Digitization helped the communication to get rid of the cables (As cited in Kılıç, 2018: 149). The development of electronics and electronic technologies has accelerated the invention of computers and the internet. Communication technology gained unprecedented momentum after the spread of newspapers and the invention of electronic technologies during the period following the invention of the printing press.

According to McLuhan, the technology used during the transmission of the message is more important than the message conveyed by the tool. His aphorism "The tool is the message", emphasizes that the technology used while sending the message is much more important than the message itself (Yengin, 2014). Messages may change, but the technology remains. This is the reason why McLuhan focused on the tool rather than the message itself. Güneli stated that, as in all sectors, the media has been affected by the rapid change as well as journalism practices, and the ways of communicating with the new media have shifted from print to digital platforms. Journalism has changed its dimension too in the rapidly developing digital communication environment through the invention of computers and the internet following the electronic age, which McLuhan stated as the third era in the history of humanity (As cited in Övür, 2020: 20). After the 1990s, news websites were established, and then with the development of social networks, journalism evolved into a new dimension. In the digital age we live in, it has become almost mandatory to be connected to the digital. Especially during the pandemic, in which even grocery shopping is done digitally. This dependence on digital platforms has become an addiction in some individuals (Yengin, Bayındır, 2019: 85-86). The border between being connected to digital platforms and being addicted to them has gradually disappeared.

EVOLUTION FROM TRADITIONAL MEDIA TO NEW MEDIA

Fanatik Newspaper has been chosen as a sample in explaining the evolution of communication from traditional media to new media tools during the Covid-19 pandemic period, as Fanatik uses both media platforms efficiently. For this purpose, a video interview, which is one of the qualitative research methods, was made with an editor of Fanatik Newspaper and it was recorded over Zoom. During the interview with Ömer Necati Albayrak, one of the editors of the newspaper, questions were asked in line with the "Scale of Location Feature in Social Sharing Networks". (Annex-1).

Data were obtained about which media Fanatik used more during and before the pandemic, through the interview with Ömer Necati Albayrak, who has been working as an editor at the newspaper since 2012. Albayrak stated that they transferred to digital broadcasting before the pandemic process, and they carried out internet journalism and e-journal publication together with traditional newspapers. Stating that they published e-journals for 3 years between 2013 and 2015, Albayrak expressed that they stopped this publication due to financial reasons. Instead, they continued their work on traditional newspapers and news websites, and they did not even consider doing this work again due to the low advertising revenue during the pandemic process.

Moreover, he said that they had difficulties in the financial part of the work during the first transition to the digital platform and that they could not get what they expected. With the beginning of the Covid-19 pandemic, they worked from their homes and sent their articles from there and added that

their offices were moved to their main office in Demirören Media Center, however with a smaller office for Fanatik Newspaper than the previous one. In addition, Albayrak stated that they have never been to their new offices since the beginning of the pandemic and continued their work entirely from home instead. Expressing that the working hours have lost their importance and spread over the whole day, Albayrak added that it was understood during the pandemic that there was no need for a room for the meetings they held in the newsrooms in ordinary times and that they held these meetings more rapidly with new media tools. The journalist expressed that this method of work, they did not have any shortcomings; on the contrary, the efficiency increased. Albayrak asserted that they do not work with robot journalists who produce algorithmic news and added that they have a unique automatic artificial intelligence system that allows them to keep up with some statistical data. On top of that, he declared that they are preparing news content in separate formats for social media, news sites, and newspapers. Although news websites are at the forefront, the value given to newspapers is still high given that newspaper news are broadcasted first in the morning on television. Continuing his remarks, he suggested that they work all day long to prepare a newspaper and they differ a lot in this respect compared to the news websites, where the speed is of the essence.

He indicated that they put emphasis on digital journalism even before the pandemic process and that they will continue to use new media tools effectively after the pandemic. Mostly because they realized working from home is much more efficient than working from the newspaper office, not to mention they benefit from new media tools such as mobile phones, computers, laptops, and iPads in interviews. Additionally, Albayrak expressed that they prepare their research articles much faster and more comfortably by meeting with football players or coaches from all over the world with their project called "Evden Eve Röportaj (Interview from Home to Home)". Also, he mentioned about the new media tools, suggesting that they provided a significant reduction in costs by saving time and money.

He continued indicating that 100 journalists were normally invited to football matches, but this number has decreased to 20 during the pandemic process and that there were not even 20 journalists in the home matches of Champions League matches of Istanbul Başakşehir Football Club. He added that they usually follow the matches on television, create their news quickly and send them to the newspapers; as well as asking questions to the coaches through digital tools, even during the matches they went physically. In addition, he stated that his wife perceives his work at home as entertainment instead of work, and that causes some minor conflicts. However, apart from these minor disagreements, there have been no other problems.

Albayrak expressed that the circulation of the pre-pandemic newspapers was between seventy and seventy-five thousand, and this number decreased to the frightening level of five thousand, and they were sure they can never see the old circulation amounts again. Yet there had been an increase which pushed the numbers to 60 thousand again. On a side note, he stated that news websites have click numbers between 3 and 5 million. According to the scale of the Alexa (URL-5) website, where the world and Turkey rankings of the websites are given, Fanatik Newspaper ranks 121st, Fotomaç 221st, and Fotospor 1.934th. Albayrak, who informed that Fanatik has more followers on social media, consequently causing more clicks on the news website, and stated that in this process, care was taken to ensure that the content in social media accounts is of much higher quality, more interesting, and more informative. As a result, an increase in the number of followers was achieved. For instance, Albayrak stated that while the newspaper's Twitter account had around 1 million 200 thousand followers before the pandemic, an additional 200 thousand followers were gained in this process; however, this power in digital platforms are not fruitful in terms of advertisements, hence they still get more efficiency from the printed publications. Despite the low costs in internet journalism and the fact that many more people visit news sites, advertising organizations still prefer printed publications, and there is almost a gap in advertising revenue between a newspaper with 60 thousand printed newspapers and a website that receives 5 million visitors per day. He said that the distinction between the digital platforms and the printed ones hasn't been truly figured out yet.

Albayrak stated that on online platforms the news could not be reached immediately because of the advertisements, and this is one of the most important reasons why some people still prefer published newspapers. He added that he prefers using Twitter to follow the news, as it is the fastest and clearest platform where he can reach the news. Apart from journalism, Ömer Necati Albayrak has been in charge

of preparing and presenting the MixZone program at Lig Radio for 4 years, and he also occasionally participates in Tivibu as a commentator.

FINDINGS

After the culture of rapprochement, where traditional and new media collide, grassroots and corporate media intersect, and producer and consumer forces interact in unexpected ways, individuals have come under the influence of the masses that they are part of with the collective intelligence which developed as a result of the spread of the participatory culture formed by the new media. Individuals who have become more vulnerable to influence are no longer acting according to their logic but in line with the guidance of the masses. (Jenkins, 2018: 19-21). As a result of the conducted research, it has been deduced that people cannot live without mass media tools in a world surrounded by mass media. In some societies, it has been observed that there is strict control over these tools. In democratic societies, however, this control is relatively less. Particularly in times of crisis, individuals are in need of information about what is going on even more. This situation makes individuals dependent on mass media. According to DeFleur and Ball-Rokeach, in society, those who have direct access to information through alternative channels may have less dependency. However, for those who have no other alternatives, the mass media plays an important role as the main source of information. These tools are not the main source of information for those who are in the upper class of the society, who have the opportunity to travel and see, and who can directly access news sources (Güngör, 2020: 122). In the crisis period created by the Covid-19 pandemic, which started towards the end of 2019 in the city of Wuhan, China's Hubei province, and affected the whole world, individuals tried to meet almost all of their communication needs from new media platforms. The difficulty of access and inequality experienced in traditional media tools have disappeared in the new media. In a time when individuals were confined to their homes and did not go outside unless necessary, they followed news websites, e-newspapers, and social networks in order to be informed about what was going on in this crisis. This notion was reached as a result of qualitative and quantitative research.

Important data about the evolution of communication from traditional media to new media were obtained from the interview with Fanatik Newspaper editor Ömer Necati Albayrak, which was recorded over Zoom. The questions asked in the interview were prepared in line with the "Scale of Positioning in Social Sharing Networks" (Annex-1). Journalist Albayrak states that they started digital broadcasting before the pandemic and that they carried out digital journalism and e-zine publication together with daily newspapers. He states that they carried out e-zine publishing in 3 cycles between 2013 and 2015, but they discontinued this publication because they could not get the advertising revenue they wanted. Albayrak states that while they were preparing the daily newspaper as 10 pages, they put 40 pages of effort into the newspaper, but the advertising income was still much less than the daily newspaper. As a result, they focused on their news website and social networks. While expressing that they prepare separate graphics and news content for each platform, Albayrak states that the number of followers on Twitter has reached 1 million 400 thousand and this number is increasing with each passing day. Expressing that they were following their business from their homes with the onset of the pandemic, Albayrak states that the newspaper offices have moved to the headquarters, but they have never been there yet, they conduct their business entirely from their homes with new media tools, and meetings normally held in the newsrooms are now being held more easily via the Zoom application. Stating that they will continue to use new media tools after the pandemic, Albayrak states that working at home is much more efficient than working in the newspaper office and that they have made interviews with football players and the sports community over Zoom under the name of "interviews from home to home" and that the costs have decreased and use of time became more efficient thanks to the current work system. He states that the members of the press preferred to watch the matches from their homes during the pandemic and also the fact that they did not even fill the quota of 100 people allocated to them. In addition, Albayrak has expressed that they could communicate with football players or coaches digitally even if they watched the match in the stands. Albayrak states that their circulation, which was around 75 thousand before the pandemic, decreased to 5 thousand at the beginning of the pandemic, and while they were worried that this number would continue to decrease, they later climbed back to 60 thousand. He states that there was a record increase in internet news sites in this process, and that news

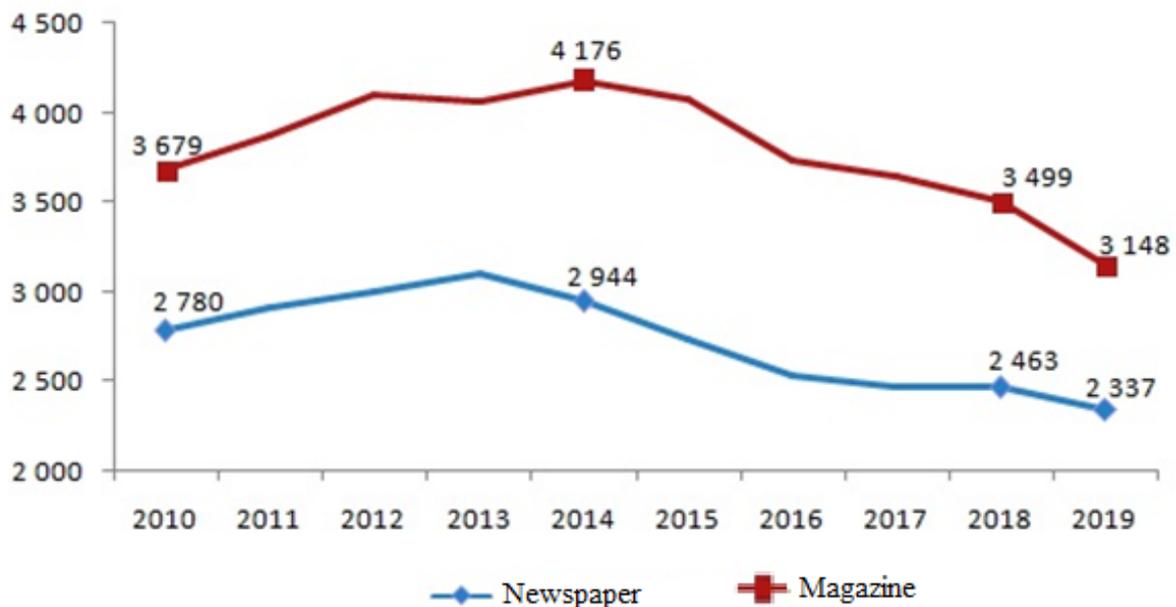
sites received between 3 and 5 million visits on a daily basis but advertising organizations still preferred newspapers.

As a result of the content analysis made with the quantitative research method, the number of newspapers and magazines in the last ten years and their total number of prints were investigated and it was determined that there were serious decreases, especially in the printed publication. However, the increase in the advertising revenues of newspapers and magazines in the last four years has drawn attention. The total newspaper circulation, which was 2 million 432 thousand in 2010, decreased to close to 2 million in 2011 and 2012, but increased to 2 million 200 thousand in 2013, the decline continued in the following years and the number went down to 1 million 186 thousand in 2019. In general, there has been a decrease of more than 100 percent in the last ten years. The circulation of the magazine, which was 140 thousand in 2010, decreased to 73 thousand in 2019. There was also a decrease of nearly 100 percent in magazines. The number of magazines, which was 3679 in 2010, increased to 4176 in 2014 but decreased to 3148 in 2019. While the number of newspapers was 2780 in 2010, it increased to 2944 in 2013 and then decreased to 2337 in 2019. Despite the decreasing circulation and numbers in newspapers and magazines, the increase in advertising revenues of the last four years was remarkable (URL-6).

DECREASE IN THE NUMBER OF MAGAZINES AND NEWSPAPERS

According to the data of the Turkish Statistical Institute, there has been a serious decrease in the number of newspapers and magazines in Turkey after 2013 and 2014 (URL-5). Although the circulation of magazines and newspapers decreased after 2010, there was an increase in their numbers until 2014. The number of magazines, which was 4176 in 2014, decreased to 3148 in 2019, and the number of newspapers decreased from 2944 to 2337 in the same period.

Graph 2. The decrease in the number of magazines and newspapers between 2010 and 2019.

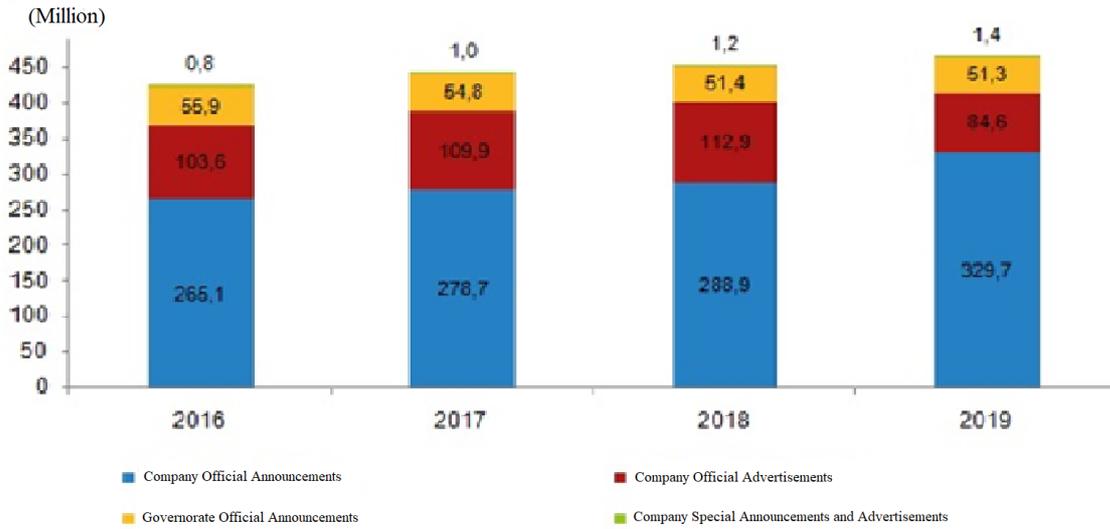


Source: (URL-6).

INCREASE IN OFFICIAL ANNOUNCEMENTS AND ADVERTISEMENTS

the Turkish Statistical Institute announced that there was an increase in the advertising revenues of printed newspapers and magazines from 2016 to 2019, according to the data obtained from the administrative records of the Press Advertising Agency (URL-5). Despite the decrease in the print numbers of newspapers and magazines exceeding one hundred percent and the decrease in their number, there has been an increase in advertising revenues in the last four years.

Graph 3. Increase in printed publications' advertising revenues in the last 4 years.



Source: (URL-6).

CONCLUSION

The evolution of communication from traditional media to new media through the Covid-19 pandemic, which broke out in China and affected the whole world, was evaluated through the data obtained as a result of using both qualitative and quantitative research methods. In the qualitative research, Fanatik Newspaper, which used both traditional and new media tools effectively before the pandemic as well, was chosen as a sample. The reason for choosing this newspaper as a sample is that it is the most widely read newspaper in the sports press and their news site is the most-followed site in the sports press on the internet. For this reason, an interview was held with Ömer Necati Albayrak, one of the experienced editors of the newspaper. These interviews, which were held face to face under normal conditions, were recorded via Zoom, one of the new media applications, due to the pandemic (Karasar, 2020: 210). The questions asked in this interview were prepared in line with the social networking status scale. The editor of Fanatik Newspaper, Albayrak, who announces that they were the first to create a news website in the sports press and they became the leader on this platform, states that, in addition to internet journalism, they also worked on an e-zine as a newspaper between 2013 and 2015. He has also remarked that they prepared a forty-page work for the e-zine while they were preparing the daily newspaper with ten pages but that they had to end this publication with the decision of the management, since they could not earn as much advertising revenue as they hoped for this work. Saying that the newspaper circulation, which was around 75 thousand before the pandemic, decreased to 5 thousand at the beginning of this process, but then reached 60 thousand again, Journalist Albayrak, states that news websites received between 3 million and 5 million visits during the pandemic. Albayrak, who states that he could not understand why news websites are still far behind the daily newspapers in terms of advertising revenue despite being followed so much, says that they attached great importance to social networks in this process, they prepared special designs and content for these networks, and that the number of their followers on Tweeter reached 1,400,000. Stating that they continued their work from their homes with the outbreak of the pandemic, Albayrak states that they made interviews with football players and coaches via Zoom, and that they preferred to watch football matches from home even though the quota for the press was available, and that the press tribune was empty during the Champions League match he attended.

In line with the data obtained from the research conducted with the content analysis method, it has been determined that there has been a decrease in the circulation and number of newspapers with social networks becoming prevalent in the last ten years. The total circulation of newspapers, which was 2,432,000 in 2010, decreased to 1,100,186 in 2019. In the same period, the number of magazines decreased from 140,000 to 73,000 thousand. The number of newspapers, which was 2780 in 2010,

decreased to 2337 in 2019, and the number of magazines decreased from 3679 to 3148 in the same period. It has been observed that there has been an increase in advertising revenues in the 4-year period from 2016 to 2019.

In today's world, which is surrounded by both traditional media and new media tools, people cannot imagine a life without them. Especially in times of crisis or due to the current Covid-19 pandemic, there is more interest in the news in times of increased tension in society. This interest can even turn into an addiction in some people. According to DeFleur and Ball-Rokeach, this addiction is less common in people who have alternative means of communication or who travel more and get the news by their own means (Güngör, 2020: 122). In this study, it has been observed that people want to be aware of what is going on in the crisis environment they are in during the Covid-19 pandemic more than ever before. It has been determined that the transition process from traditional media to new media has continued in communication, especially in the last ten years, and this transition has accelerated during the pandemic. As a result of both studies, it has been noted that people mostly follow the news from news websites, but the circulation of the newspapers, which decreased at the beginning of the pandemic, increased again later. With the results, it has been determined that although the evolution of communication from traditional media to new media seems to have been completed during the pandemic, newspapers are more preferred in terms of advertising revenue.

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ANNEXES

(ANNEX 1). Questions asked during the interview with Fanatik Newspaper Editor.

- 1- What is your name, surname, and occupation?
- 2- Which newspaper do you work for?
- 3- How many years have you been in this newspaper?
- 4- What is your job definition in the newspaper?
- 5- In addition to print publications, does your newspaper publish digital magazines and work on a digital journalism platform?
- 6- What kind of changes has the Covid-19 Pandemic caused in your business?
- 7- How do you carry out the work that you normally do in the newsrooms when you are at the newspaper office, during the pandemic?
- 8- Are there any robot journalists, an artificial intelligence product, working with you in your newsrooms?
- 9- While preparing your news and news-related videos, do you prepare separate content and videos for each platform (newspaper, website, social networks)?
- 10- Is it more efficient for you to work at the office or home?
- 11- What are the new media tools you use for your work at home?
- 12- Are you able to continue the interviews you frequently make in your newspaper from home, and how?
- 13- Are you watching football matches on TV during the pandemic process or can you go to the stadiums?
- 14- When several matches are played at the same time, what would it be like to follow all of them at the same time, write your articles and send them to the newspaper while the smell of home-cooked food surrounds you?
- 15- Can we learn the average circulation of your newspaper before the pandemic?
- 16- What was the number of printed publications during the lockdown period at the beginning of the pandemic and what is your current number?
- 17- When can the targeted printing amount be reached again?
- 18- What is the average number of clicks per day on your site?
- 19- What would you like to say about the density of advertisements that make it difficult to reach a news article on the Internet?
- 20- Could you give some information about the ranking of your website in Turkey?
- 21- Has the decrease in costs in digital journalism affected the advertising revenues of your newspaper?
- 22- Has there been a decrease in the staff of your newspaper during the pandemic?
- 23- Has your newspaper got used to the pandemic economically, if the process continues, could there be negative outcomes, such as closure or a decrease in the number of employees?
- 24- Has there been a shrinkage in the space of the newspaper?
- 25- Do you have a digital magazine publication along with a digital journalism platform?
- 26- Has there been a significant increase in the number of followers in your newspaper's social media accounts, especially after the start of the pandemic?
- 27- Have your employees responsible for social media increased the shares in this period?

An Investigation on the Netflix Platform in the Context of Flow Theory

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Abstract

Today, with the development of technology, many developments and changes have been experienced in mass media. In the traditional period, content could only be accessed from sources such as television, newspapers, magazines, and radio, while the digital platforms that emerged with the era of the so-called new media enabled people to acquire the content they wanted at any time. Netflix, one of these digital platforms, is a video streaming service that offers on-demand access to individuals. Netflix, which first started selling DVD subscriptions by mail in 1998, has turned into a platform that sells monthly subscriptions to reach the video content it hosts today. Digital platforms such as Netflix offer users the opportunity to watch the content they want from anywhere, with the communication device (tablet, phone, computer) they want, in a way that they can create their own streams, without even the need for internet. Within the scope of this study, the contents on the Netflix platform in the context of the flow theory of Raymond Williams will be analyzed by content analysis method. Williams discussed the program structure of the television as streaming. According to him, television contents create a whole among themselves and present a flow to the viewers and the audience is caught in this flow. Within the scope of the study, the contents of Netflix, one of the digital content viewing platforms that are formed as a result of changing broadcasting concepts, will be analyzed using semi-structured interview technique in the perspective of flow theory.

Keywords: *Netflix, Flow Theory, Digital Platform, Content Analysis, Internet Television*

Introduction

Today, the role and function of mass media has changed with the new media concept emerging as a result of changing technologies. The interaction phenomenon that emerged with Web 2.0 technology has also caused some transformations on mass media (Yengin & Bayindir, 2020: 88). The concept of convergence, which emerged as a result of technological developments, has also started to occur among mass media. With this concept of convergence, it has become possible to carry out the activity, which could only be carried out on a single mass communication tool in the past, via other means thanks to the internet. This transformation has had its effect on television as well as in all mass media. Previously, only the contents were presented and transferred to the audience in line with the flow determined by the television owners. However, nowadays, thanks to different broadcast platforms, it has become possible for viewers to access the content they want regardless of time and place. In other words, it has now become possible to watch television not only from a specific receiver but also via mobile devices and computers. With the concept called convergence, television services have diversified. In this period, there has been a transformation from passive viewers to active viewers. New generation digital platforms have contributed greatly to individuals' access to content. New services such as VOD, IPTV, Web TV and OTT have begun to offer content to users via the internet.

Netflix, a global-scale streaming platform from the so-called new generation television broadcasting platforms; It offers many different television content services to its users with more than 200 million subscribers in 190 countries. Netflix platform is actively used by viewers in Turkey as well as in the whole world. It is known that the number of current subscribers of Netflix Turkey exceeds 3.5 million. Apart from the Netflix platform, there are many different streaming platforms that produce content on a local scale. Unlike traditional tools, all these platforms allow users to access the content they want whenever they want (URL-1).

In traditional broadcasting, content is created in line with a predetermined schedule. This process, which is defined as the concept of flow by Raymond Williams, includes planning the access to television programs through experts. In line with this planned flow, it is planned which content will be presented to the audience at what time and the television viewing experiences of the people are organized. Williams defines this process as "flow theory" and takes place in the literature (McKelvey & Hunt, 2019). Unlike traditional broadcasting, the Netflix platform states that it offers a freer broadcasting concept regardless of time and place. However, on this platform, the streaming process that Williams has specified for television content is also encountered. The Netflix platform is defined as a platform that offers personalized content to its users. However, there is a flow in these contents, albeit individualized. Streams offered by experts in traditional broadcasting cannot be intervened by the audience. However, even though the contents on Netflix are shaped in line with the choices of the viewers, they are presented to the individuals within the framework of a set of streams. In this context, the contents of the Netflix platform, which has a different publishing understanding than traditional broadcasting, were analyzed in the context of flow theory.

WILLIAMS FLOW THEORY

Williams, who leads the British Cultural Studies School with his work in the media and culture field and is considered one of Britain's most respected theorists, is known for his work in the field of television and culture. In addition, the place of mass media such as radio, cinema and newspapers in social change and the use of these mass media by the ruling classes in order to direct the masses in line with the ideas of the ruling class, and the point where individuals and masses are present in communication processes are among the fundamental issues for Williams. The cultural function of television is of great importance in Williams' work. In the vast majority of his analyzes he examined the forms on television as cultural forms. According to Williams, the correct analysis of television is of great importance in understanding the cultural structure. It handled television contents as specific structures within genres. At this point, especially the programs and their types have an important place in Williams' research (Şentürk, 2017, s. 183-207).

Williams describes the structure of the programs on television as "streaming". Williams emphasized that in this process, which he described as flow, it is necessary to analyze what the effect of program types as a whole is, rather than examining each program content one by one (Williams, *Television: Technology and Cultural Form*, 1974). The contents that individuals watch differently from each other in front of television are actually organized by forming a flow by combining among themselves. Action movies and commercials create connections between them thanks to smooth transitions. These links provide the creation of sub-texts in genres (Şentürk, 2017, s. 194-197). In this context, various programs on television are basically included as parts of a single text in a holistic structure. According to Williams, changes and interruptions between certain programs or advertisements do not change the text of a single television. On the contrary, all these changes and interruptions are parts of a single and complete television text. Basically, Williams argues that many different content presented to the masses on television are actually parts of a whole and interact in these parts.

Williams points out that the television experience in all developing broadcasting systems consists of a "stream" that is created consecutively and without interruption. According to him, the phenomenon of streaming is the most prominent feature that differentiates television from all other mass media. Changes have occurred in fragmented and independent forms of communication through television and the human mind has been taken under control by this flow phenomenon. Television makes all the content in it suitable for its own reality. In this context, the flow element, which is at the key point in television, supports this cultural position of television. Williams developed his "flow theory" after a week in America. Frequent interruptions of films, especially movies on private channels he watches in America, gave Williams the chance to compare this broadcasting technique with the channels in England. Thus, the flow theory that Williams created as a result of these detailed observations entered the literature. Williams defines streaming as the television experience and as the integration of the television experience by coming together of various contents. (Williams, *Televizyon, Teknoloji Ve Kültürel Biçim*, 2003, s. 79).

Williams says that people can consciously choose different programs or channels, or that they have the opportunity to turn off the television altogether. However, the streaming effect on it has such a large effect that it can be the core element of the program content. The stream presented to the viewer can basically be associated with the television experience itself. While most people commonly describe their television experience, they do not say they watch the news or any program. Instead, he just states that he watches TV. In addition, even when individuals turn on the television to watch a certain program, they tend to watch subsequent programs. Williams argues that the reason for the flow phenomenon is advertisements. With the inclusion of commercials in television content, gaps that previously did not have a commodity value became valuable. However, many producers have begun to adjust their programs in accordance with these gaps, which are sold to advertisers for money. Increasing the intervals in sports competitions, increasing the tension in television series in certain sequences, intervals given in the programs, etc. elements are made consciously in order to highlight the advertisement. In addition, the

promotion of the next part of the program watched and the frequent screening of the trailers are among the television techniques that reinforce this flow phenomenon. A program with a high rate of watching on TV advertises different program types, and in fact, all genres provide the creation of this flow integrity. In addition, all these transactions are hidden from the audience and this situation is made natural. All these processes that serve the realization of the flow unconsciously motivate individuals and this mechanism, which makes the individual dependent on the screen, cannot be noticed by individuals (URL-2).

In this context, the main purpose of this study is to show that the streaming logic introduced by Raymond Williams for the contents in broadcasting systems is also included in the Netflix platform, which is defined as the streaming platform that emerged with the development of digital technologies. A program with a high rating on TV also advertises and advertises different programs. It has been observed that the Netflix platform is also dominated by the same logic. On the platform, which is presented to the users as a "personalized television", a certain content stream that does not completely consist of the preferences of the user is offered.

NETFLIX AS INTERNET TELEVISION

Today's technological developments have caused some changes in mass media as well as in many other fields. Castells (2005: 622-625) named this transformation and structure experienced with these new communication technologies with the concept of "network society". These technological transformations have also created differences in television viewing styles. Today, many platforms such as Netflix, Puhu TV, Blu TV, Exxen, which operate differently from the function of traditional television, have emerged platforms that can offer content to users and have a high probability of interaction.

Netflix is a video streaming platform that provides content through various software applications and enables on-demand access service. Today, Netflix, which is a video content library, was positioned as a company that sells DVD subscriptions to users via mail in 1998. By 2017, approximately 3.3 billion. Having a million-dollar DVD subscription, the company focused its focus on selling subscriptions that include a video content library that users can instantly access via the internet (Cox, 2018, p.445-447). Looking from the past to the present, Netflix is a video streaming platform with millions of subscribers.

Video streams are among the services that diversify and develop with the development of new media (Yengin & others, 2018: 383). Video streams have caused changes in the way television is processed. With today's developing technologies, the term television has gained new meanings far beyond what is known (Özel, 2020, s. 1-2). Internet technology, which has developed as a result of digital technologies, has transformed the television as well as many mass media. One of the Internet's television transformation models has been named OTT TV (Over the Top Television). In the OTT TV model, various video contents are delivered to the users through the subscription system through broadband data transfer. Thanks to this technology, viewers can access content from any device (phone, television, tablet) whenever and wherever they want (Montpetit, Klym, & Mirlacher, 2010, p.513-520). With OTT TV technology, it can also be watched on television thanks to internet providers (Aytekin, 2015, p. 110-130). In traditional television broadcasting, content is limited to broadcast streams created by broadcasters, and with this technology, content requested via internet providers has become available to watch on television. Thanks to digital technologies, screens are now freed from the dependency of places, and the content from any time dependency.

It has been determined that the most preferred OTT TV platform by users today is Netflix (Montpetit, Klym, & Mirlacher, 2010, s. 528-529). Netflix is a platform that demands a certain fee from its users every month with its subscription system and offers them various types of content such as documentaries and TV series. Netflix defines itself as "a streaming service that offers a very large archive of award-winning productions, series, movies and more on many devices with internet connectivity". In addition, the importance of watching ad-free content within the platform is also emphasized (URL-3). In addition, in March 2021, when this study was conducted, it was announced by the authorities that the number of Netflix Turkey subscribers reached 3.5 million (URL-4). It is known that the number of subscribers of Netflix worldwide exceeds 200 million (URL-5) Users who subscribe to platforms such as Netflix, Exxen, Puhu TV, BluTV that offer video streaming on demand, are characterized by the element of interaction in the content system created with the algorithm system. they experience a different viewing experience. Because Netflix's way of presenting and filtering content to users is quite different from traditional broadcast streams (Akova, 2020). The digital broadcasting era, which is defined as the new era television platform, has changed the term of traditional television viewing with the ability to provide real-time data flow thanks to the internet. Starting with antennas, it has become a place that can be viewed at any time and place with the introduction of various platforms such as television and Netflix, which started with satellite, cable broadcasting and digital broadcasting. Thanks to new digital platforms such as Netflix, users can watch the productions they want without even the need for internet. New generation platforms such as Netflix have transformed not only television viewing devices but also viewing systems.

Television organizations are said to have gained more screens thanks to multiple platforms such as Netflix (Sørensen, 2015, p. 382-397). Jeff Bewkes defines the concept of digital revolution as "turning the internet into television". Bewkes ignores the differences between devices and argues that devices such as tablets and phones are only smaller and portable televisions (Jang & Park, 2016, pp. 73-91). As a result of digitization, television experiences have been reformed (Chamberlain, 2010). While the choice of the viewer is limited in the traditional broadcasting approach, platforms such as Netflix claim that they give their users the right to choose content from a wider perspective. In addition, Netflix platform advocates that by recognizing its users and offering content for them, unlike traditional broadcasting, it saves the audience from being a part of the audience and gives it individuality. This individualization phenomenon also makes the individual feel special. However, the question that constitutes the main hypothesis of this study is precisely at this point. Does Netflix really offer personalized content? Is there a streaming phenomenon in the Netflix platform as in traditional broadcasting? When you look at the Netflix categories, there are the same content offered to everyone under many titles such as Agenda, Most Viewed, Popular Productions. Whereas, Netflix claims that each user offers content for their own wishes and expectations. One of the most important strategies Netflix uses to create subscribers and maintain the subscriptions created is to increase the original content that is only available on Netflix. As stated by Raymond Williams, while in traditional television broadcasting, there is a stream created by broadcast planning experts in order to catch and protect the attention of the audience, while Netflix uses such a streaming strategy to keep its subscribers.

METHODOLOGY

The Purpose and Importance of the Research

The Netflix platform argues that by recognizing its users and offering content for them, unlike traditional broadcasting, it saves the audience from being a part of the audience and gives them individuality. This individualization phenomenon also makes the individual feel special. However, the question that constitutes the main hypothesis of this study is precisely at this point.

- Does Netflix really offer personalized content?
- Is there a streaming phenomenon in the Netflix platform as in traditional broadcasting?

The purpose of the study was described as these questions. It has been tried to determine whether there is personalized content on the Netflix platform and whether there is a streaming phenomenon in Netflix, which is one of the digital broadcasting platforms, as in traditional broadcasting.

Research Method

Qualitative research technique was used in this study. As a data collection tool, semi-structured interview technique, which is among the in-depth interview techniques with users, was used to detect Netflix streaming content. Purposeful sampling method, which is one of the non-probabilistic sampling techniques, was preferred as the sampling method.

Qualitative research is generally concerned with the process itself rather than the outcomes. In this context, meanings are of great importance in qualitative research. In the structured interview technique, interviews are carried out with certain questions or topics prepared by the researchers beforehand. The semi-structured interview technique was chosen as a method within the scope of this study because the questions prepared in accordance with the purpose of the study allow the participants to express the situation with their own imagination, eliminates the limitations in methods such as questionnaires or tests and provides in-depth information about the determined subject (Yıldırım & Şimşek, 2003, s. 150-250). The basic logic of the purposeful sampling technique, which is among the non-probabilistic sampling techniques, is to determine the units that the researcher thinks most suitable for the purpose of the research according to the judgments and knowledge he has (Maxwell, 1996, p.70). In addition, content analysis method was used to analyze the answers obtained as a result of the semi-structured interview conducted within the scope of the study. Content analysis is the most used data collection method in communication research. Content analysis focuses on the information contained and transmitted by the message, and serves to analyze and interpret texts and data (Yıldırım B. , 2015, s. 105-125).

RESULTS

Within the scope of the study, in-depth interview technique was carried out with 10 people, 5 women and 4 men. Participants were classified as P1, P2... P9 without giving their names. First of all, the participants were asked about their age, education level, time spent on Netflix and the types they usually prefer on the platform.

Table 1. Information Regarding Participants' Age, Education Level, Netflix Watch Time and Type of Watched

PARTICIPANTS	AGE	EDUCATIONAL LEVEL	DAILY AVERAGE TIME IN NETFLIX	TYPE USUALLY WATCHED ON NETFLIX
P1	25	PhD	2-3 Hour	TV Series / Documentary
P2	28	Bachelor's Degree	1-2 Hour	TV Series
P3	28	Associate's Degree	2 Hour	TV Series
P4	30	Associate's Degree	3 Hour	TV Series
P5	27	Associate's Degree	3 Hour	TV Series
P6	29	PhD	1-2 Hour	TV Series / Anime
P7	29	Bachelor's Degree	1 Hour	Movie/ TV Series
P8	29	Bachelor's Degree	2 Hour	TV Series /Film/ Documentary
P9	23	Master Degree	1 Hour	Documentary

Within the scope of the study, the age, education level and average daily use of Netflix of 10 people determined for in-depth are tabulated as above. Attention has been paid to ensure that the participants have different education and age levels. As a result of the data obtained, it is seen that most of the 10 participants spend an average of 2-3 hours on Netflix. In addition, most of the participants stated that they watch TV series on the platform. Apart from that, a few participants stated that they watched genres such as movies, documentaries and anime as well as TV series.

The study asked, “After watching / watching any content, is any other content recommended by Netflix compatible with your currently preferred content? Are suggestions outside of your preferences? ” the answers to the question are as follows;

Table 2. Answers of Participants Regarding Research Questions

P1	<i>I cannot say that Netflix content is compatible with my tastes. I think the software that makes suggestions has a long way to go. Netflix hasn't developed enough to understand this yet.</i>
P2	<i>No. The recommendations often suggest the popular top rated ones.</i>
P3	<i>Generally, the suggestions are very similar to my preferences, I evaluate them whenever I find the opportunity, I love this feature.</i>
P4	<i>Generally, the suggestions do not match my preferences.</i>
P5	<i>It generally offers preferences that are compatible with what I watch.</i>
P6	<i>Sometimes I come across suggestions outside of my area of interest.</i>
P7	<i>Usually it gives suggestions similar to the genres I watch, but I have watched very little because of the suggestions.</i>
P8	<i>Generally, Netflix does not release content based on my preferences. It shows the same things all the time. Most of the time, the contents on the home screen are not interesting to me. It bothers me that it offers the same content all the time.</i>
P9	<i>I do not get suggestions completely similar to my preferences.</i>

When the responses of the participants to the question were analyzed, 5 participants stated that they did not receive suggestions that were completely similar to the genre they watched after watching any content, and that they were offered incompatible content. 2 participants stated that content compatible with their preferences was recommended, 1 participant stated that similar content was generally recommended with their preferences, but they did not prefer to watch these recommended content. “After watching / watching any content, is any other Netflix recommended content compatible with your currently preferred content? Are suggestions outside of your preferences? ” In line with the answers given to the question, they stated that the content recommended after watching any content is not compatible with the preferences of the audience and that different types of content are offered. In this context, the majority of the answers given to the first question asked to the participants about the streaming presentation of Netflix supports the thesis that Netflix does not offer a similar content with the previous content watched.

The research says “Is there content on your Netflix profile that you completely like and prefer?” the answers to the question are as follows:

Table 3. Answers of Participants Regarding Research Questions

P1	<i>No. Popular new releases are promoted very frequently. Sometimes people want to have the option to block this, just like Spotify. There was a lot of content I opened because Netflix recommended it or put it on my home page, most of it was disappointing.</i>
P2	<i>There are no types that are purely for my preferences. It is involved in other types of content, I think it's complicated.</i>
P3	<i>Yes, I mostly come across series and movies of the kind I prefer and like.</i>
P4	<i>It is generally not compatible, there are many different types of content.</i>
P5	<i>It generally offers preferences that are compatible with what I watch.</i>
P6	<i>Although sometimes it offers similar types, most of the time it does not match my preferences. I realize that Netflix is trying to guide me. It makes me feel that the suggestions are made consciously, especially when he constantly puts the TOP list in front of me.</i>
P7	<i>Yes, I mostly come across with the kind of content I watch. It appears in the lower ranks of content that I have never watched.</i>
P8	<i>Generally, my preferences are not included. The content that is at the forefront of the platform is offered to me as suggestions.</i>
P9	<i>Although it usually offers the kind of content I prefer, it mostly also offers popular content. That's why we can't say it's the type that I totally prefer.</i>

Within the scope of the research, the majority of users answered the question of whether their Netflix profiles contain content of the type they like completely. Only 3 of the users emphasized that they encounter content that is intended for their preferences. Most of the users have stated that Netflix brings current and popular content to the fore. In this context, it has been determined with the approval of the majority of the users that Netflix does not offer content completely aimed at the preferences and tastes of its users. In addition, some of the participants include Netflix's suggestions; "Popular new releases are promoted very frequently. Sometimes people want to have the option to block this, just like Spotify. There was a lot of content that I opened because Netflix recommended it or put it on my home page. Most of it was disappointing. ", "I realize Netflix is trying to direct me. It makes me feel that the suggestions are made consciously, especially when it constantly puts the TOP list in front of me." stated that they are uncomfortable with the presentation of these popular contents with their sentences. At this point, it is possible to conclude that Netflix does not offer options that are completely specific to people's tastes and preferences. It is seen that Netflix generally offers popular and current content as suggestions to its users with various algorithms.

Are the contents of the research under the heading of "Netflix categories such as Top 10, Agenda, and the content you prefer? What kind of content do you think are usually included in these categories? " the answers to the question are as follows:

Table 4. Answers of Participants Regarding Research Questions

P1	<i>I like to see these categories. It makes me follow the agenda. Even if I don't like it, I want to see the most liked or watched content due to my job. I wish we could filter country by country and see who is watching what, even if it is not limited to our country.</i>
P2	<i>The most watched content is on the agenda.</i>
P3	<i>Top 10 covers the most watched in the country in general, I often see genres that I am not interested in in the top 10.</i>
P4	<i>Top 10 is not in line with my preferences in general. I think these categories offer the same content to everyone.</i>
P5	<i>Top 10 is not in line with my preferences in general. These categories usually contain newly released content.</i>
P6	<i>Although some of the contents in the Top 10 fit my general preferences, I sometimes encounter irrelevant examples. Probably these come to me deliberately to increase my viewing.</i>
P7	<i>I think it would not be correct to say that it is not fully compatible or not compatible in this regard, because usually there are about 3-4 incompatibilities in the list.</i>
P8	<i>Top 10 is not in line with my preferences in general. These categories usually contain newly released content. These categories generally do not contain content that is compatible with my preferences.</i>
P9	<i>There are also content that is different from the genres I prefer. I think he came across whatever is popular.</i>

Another question asked to the participants within the scope of the research is whether the categories on the Netflix platform such as Top 10 and Agenda are compatible with their preferences. The majority of the participants stated that these categories do not encounter content compatible with their preferences and tastes, and content that is generally on the agenda and popularized by Netflix. In this context, it can be seen that Netflix has popularized various content that does not offer fully personalized content to its users. Netflix constantly brings this kind of content to the agenda of the users and actually offers the stream it determines to the users as if it was its own stream. At this point, Netflix users are offered a stream determined by Netflix administrators rather than a personalized stream.

Is the "Netflix of the research offering content entirely tailored to your interests and preferences? Or does Netflix also bring you some content that does not match your choices? If yes, what kind of content are these contents usually?" the answers to the question are as follows::

Table 5. Answers of Participants Regarding Research Questions

P1	<i>Yes, this happens very often. The reason is, as I said at the beginning, the software is not yet at a level that really understands our tastes and preferences. There is an infrastructure such as "If he likes fruit, then he should continue to eat fruit". Naturally, similar content falls before us, but in reality they are not what I want to see / watch. If it really offers a different content, it is also something that is on the agenda at that time.</i>
P2	<i>No, it is not for my interests and preferences, but rather the most watched ones of the genre I watch are suggested.</i>
P3	<i>Usually it offers content based on my preferences. I rarely see movie recommendations that I don't like; Turkish comedies.</i>
P4	<i>Usually it offers content that does not fit.</i>
P5	<i>Usually she offers content suitable for my preferences, but she often produces comedy-drama series as suggestions for content that does not fit.</i>
P6	<i>From time to time, I came across content that I had no interest in. I came across some types of series that I haven't followed. In addition, local comedy movies and domestic TV series that do not interest me are constantly falling on my home page. Although I haven't watched this kind of content on this platform before, he recommends this genre to me.</i>
P7	<i>Content comes out outside my area of interest, I guess this is a conscious strategy anyway. It is mostly in the genre of drama and intrigue.</i>
P8	<i>Usually it doesn't offer content that matches my preferences. Popular content is offered.</i>
P9	<i>Although content similar to my preferences is offered, sometimes Netflix also brings out some content that does not match my choices. The most watched movies / TV series that week are offered as suggestions.</i>

In response to this question, 8 participants stated that they offer content that is generally on the agenda and popular, not based on their interests. Only 1 participant stated that they encountered suggestions regarding their interests. The majority of the answers given within the scope of this question clearly show that Netflix offers the popular and popular content that it determines as a suggestion, as in the other answers.

The research "Do you think Netflix offers you a completely personalized viewing experience? Netflix contains content that is completely shaped in line with my own preferences, can you say that I do not encounter different types of content that Netflix suggests?" the answers to the question are as follows:

Table 6. Answers of Participants Regarding Research Questions

P1	<i>When you spend a lot of time on Netflix, you realize that the same things happen to you all the time. When your friends suggest something, you are already watching it. I don't think anyone can say, "Oh, Netflix offered me a special movie, you should watch it, it was great." My Netflix is whatever happens to my friend, mom or dad.</i>
P2	<i>I don't think so. I usually come across with the most watched content on the agenda.</i>
P3	<i>I rarely come across different contents, other than that, I see contents in line with my preferences.</i>
P4	<i>I can usually get anything I want on Netflix, but mostly I encounter different types of content.</i>
P5	<i>Generally, I come across content based on my preferences on Netflix.</i>
P6	<i>I believe Netflix offered us this around a strategy. It offers us an interface where our personal tastes are predominant, but it tries to guide the audience with the main contents it embeds. I think it is trying to create a general audience appreciation and create a global perception and appreciation.</i>

P7	<i>Content comes out outside my area of interest, I guess this is a conscious strategy anyway. It is mostly in the genre of drama and intrigue.</i>
P8	<i>Usually, Netflix does not release content for my preferences. Most of the time, the contents on the home screen are not interesting to me. It bothers me that it offers the same content all the time. In this context, I don't believe Netflix offers any personalized content. In general, I think it is a platform that offers popular content to us over and over again. I believe the alternatives it offers are not very creative.</i>
P9	<i>I cannot say that it offers completely personalized content.</i>

CONCLUSION

Within the scope of the research, it was tried to determine whether the flow theory developed by Williams in the context of the television tool is also included in the Netflix platform. For this purpose, semi-structured interviews were conducted with 9 users using Netflix, selected by purposeful sampling method. The majority of users stated that Netflix offers popular and current content rather than personalized content. When the answers given to the interview questions were evaluated, most of the participants confirmed that they did not experience a personalized viewing experience on Netflix and that there was a streaming offered by Netflix. In this context, the answer to the questions of whether there is personalized content on the Netflix platform, which constitutes the purpose of the study, and whether there is a streaming phenomenon as in traditional broadcasting has been reached clearly and clearly. Netflix does not provide personalized content to its users. There is a "flow" in digital publishing platforms, just like in the traditional publishing approach.

As a result, it has been determined as a result of in-depth interviews with users that Netflix, which is one of the user-oriented content platforms created thanks to the developments in digital broadcasting, does not offer fully personalized content, but rather popular and popular content by the authorities of the platform is often offered as a preference. The flow theory developed by Williams for television argues that many different contents such as commercials, news and series on television serve a stream as a whole. In this context, it is possible to see the reflections of this theory in today's digital platforms. The Netflix platform, which claims to offer personalized content, is actually trying to make the stream it created entirely by the viewers' own streams. Popular and hot content are constantly brought to the agenda of viewers by broadcasters.

Technologies that are constantly developing today actually serve to increase the effectiveness of this flow phenomenon. In particular, cable and digital broadcasting attract attention as elements that can ensure that people do not resist the flow by offering innovations such as professionalized channels and individualized content and further reinforce this flow. As Williams stated, Netflix, etc., which is one of the digital broadcasting platforms, not only on television. It is not just the different program content that streams on many publishing platforms. This flow is the flow of a certain culture and values. In Netflix, it places this culture and its values in the flow of its users with the various contents it creates.

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Online Instagram Concerts and Changing Perception of Space During the Pandemic

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Abstract

COVID-19 (coronavirus), which emerged in Wuhan, China, spread all over the world in a short time. World Health Organization (WHO) declared a pandemic on the 11th of March 2020, when the first case was seen in Turkey. According to the data of the World Health Organization, the COVID-19 virus has been seen in 114 countries and 4,291 people have died so far. Strict measures began to be taken in our country after the case was seen. First of all, schools were provided for online education transition. Later, entertainment venues were closed, and sports matches were suspended. As a result, during the pandemic period, various events, especially concerts, were broadcasted online on different platforms such as YouTube, Instagram, and Facebook. In this study, online Instagram concerts in the period of April-May 2020, by the time the cases first increased in Turkey, will be examined. The transformation of the concept of space has accelerated with the pandemic period. This transformation acting based on the assumption that music concerts, where concrete space is significant, are separated from time and space with new media technologies. Henri Lefebvre's concept of space is emphasized, and the decentralization of concert venues is explained over the concept of time, and space of flows proposed by Manuel Castells. In the study, a focus group study was conducted with 8 people who attended Instagram concerts in the specified time interval, and the data obtained were compared with the theoretical level and tried to be verified.

Keywords: *Space, New communication technologies, space of flows, pandemic.*

Introduction

Societies have struggled with many epidemics throughout history. Epidemics causing serious deaths such as Spanish flu, the plague called “black death”, and cholera, typhoid, also transformed society economically, socially, and culturally. It seems that the usage of digital communication technologies seems to become influential particularly in the cultural sphere during the pandemic we are experiencing today.

Concerts, courses, theatres meeting with the audience on online platforms, lead space to be intangible. The studies of the concept of space that has been accelerated after the 50s enabled this field to be evaluated socially. One of the most important theorists on the conception of space Henri Lefebvre indicates that space is also a product, which produces the societal. It is acted on the digital communication technologies based on the determination by Lefebvre, and on the thesis arguing that space becoming intangible particularly thanks to social media in this study.

The music sector has been experiencing a great trauma economically during the pandemic. Artists have been reaching their audience by broadcasting live streams on their Instagram pages. With the broadcastings they made in their private space, that is their own houses, and studios; they do not content themselves with cheering the audience up but also publicize.

In addition to the transformation of space, the concept of “timeless time”, proposed by Spanish theorist Manuel Castells, is discussed with space all along. One of the advocates of network society Castells, argues that workplaces and cultural activities went beyond the concept of time. Having considered the space perspective of theorist Henri Lefebvre, and concepts of communicator Manuel Castells, it is argued central structure of the space to have changed with the increased online concerts during the pandemic.

In the first section of this study, a summary of the historical process of pandemics in Turkey has been made. The transformation of space-time has been explained in the second section by having highlighted the conceptual and theoretical information. The method part is provided in the third and the last section of the study. The study has been restricted to the period of 2020 April-May in which the cases are increased the first time in Turkey. This restriction has been made due to both the first time society experienced a pandemic and the concerts are increased. The focus group interviewing has been made among the people having watched the online concerts in this specified period. In this study projected to be qualitative research, a discussion medium has been established by asking projected questions to 8 people and having applied purposive sampling. The findings obtained at the end of the research have been presented as tables and summaries.

1. COVID-19 PANDEMIC PERIOD IN THE TURKEY

Few people can describe correctly the word of the pandemic in our daily life probably two years up until now. The virus emerged in China, spread among people in a short time and World Health Organization declared the COVID-19 virus as “pandemic”. The Director-General of the World Health Organization Tedros Abhanom Ghebreyesus explained that there are more than 118,000 cases in 114 countries, and 4,291 of them have died of the virus in the statement he made in March 2020 (URL-1).

The Director of Oxford Dictionary, selecting the word of the year every year among the most used words, Casper Grathwell and its team highlighting the uniqueness of 2020 and drew attention to having been selecting new words over the years (URL-2)

The word “pandemic”, composed of the pan (whole) and demos (people, society) derived word from Ancient Greek, has been used for the diseases affecting humanity throughout history. The first case emerged on the 11th of March 2020 in Turkey and the restrictions were gradually executed. Public schools and universities are transferred to online education. The activities of entertainment venues are suspended on the 15th of March and flights to Germany, Spain, France, Austria, Norway, Denmark, Sweden, Belgium, and Holland are mutually halted. According to the COVID-19 data on the 20th of April 2020, the cases in Turkey are stated as 90,980, and the number of death 2,140 (Budak, Korkmaz, 2020: 67).

The restriction of COVID-19 is still on in the field of education, commercial, economy, tourism, and culture in 2021. In Turkey having got into "full closure" between the period, 19th April and 17th of May 2021 were executed lockdown. COVID-19 cases dated on 22th of May 2021 in Turkey as such:

Number of daily cases 8,697;

Number of daily tests 216,658;

Number of daily death 231;

The number of total cases 5,178,648 (URL-3).

The restrictions and measures executed for the health of society affected our social and cultural life either. Cultural activities such as concerts, theatres, and museums are transferred to online platforms. There is an exchange between online and traditional spaces in Turkey where online activities are executed.

2. THE TRANSFORMATION OF SPACE AND TIME IN PANDEMIC

Daily life, a space that one executes its daily routines, has lots of sub-branches to be examined. The socialization spaces that existed in our daily life, have changed with the pandemic coming up as a social reality.

Understanding the way works being executed during the day in time and space been structured is quite important to conceive and express the social life. Our activities executed in a day, *territorialized* as time and space. The situation characterized as “*territorialization*”, allows understanding how social life to have separated into spaces (Giddens, 2016:331).

The concept of “*territorialization*” has been reconstructed and the experience of time has been changed especially in the communication field along with the internet. A common element draws attention when the societies are examined in terms of fields such as economic, social, and cultural. This commonality is information to be prominence. As Castell indicated; information to have gained prominence in the mode of production, people to have connected to each other via networks, is one of the fundamental characteristics of a network society. When Manuel Castells defined the network society, expresses that this society is different in terms of time and space. He refers to the concept of time and space as “*timeless time*” and “*space of flows*”, and defines it as such:

“Time and space, as in nature correlated to each other in society either. Space can be defined as the ground of the social practices sharing the time, that is to say, the pecuniary support of the simultaneity construction in social theory. Space of flows is to be able to experience simultaneity technologically and organizationally without needed to get closer.” (Castells, 2016:68).

Castells indicates that local space is noticed through in other words the physicality of traditional space, and has been structuring through the sociality established among individuals. These flows of space beyond physical space are time-independent organizations (Calhoun, 2006: 47). The fusion of time and space in one pot became possible with digitalization and has been occurring in a highly accelerated manner with the pandemic experienced. Henri Lefebvre, conducted studies regarding the issue of space, expresses that space is a product in his study called “*The Production of Space*.”

“Even though social space intervenes both, result, cause, and reason in the mode of production, it changes by mode of production. The concept of space conjoins the mental with the cultural one and the societal with the historical.” (Lefebvre, 2014:25).

Lefebvre, having not considered space and time as the same concepts, emphasizes the significance of these two concepts in the establishment of social processes. On the other hand, M. D. Certeau suggesting space is the essential part of daily life, emphasizes that space is a social construction (Karmaz, 2021; 69-70). Another scholar that arguing that new communication technologies transforming space is Marshall McLuhan. While McLuhan with reference to its “*global village*” thesis, indicates that the sense of space is been missing after the electronic communication technologies become prominent, David Harvey emphasizes the digital age we live in makes the perception of space and time making it necessary to be pondered again (Timisi, 2005).

Network society, where the boundaries between the concept of space and time removed, the concept characterized as the clock time has been removed either. The removal of these borders brings all along a new daily life and a digital culture together. This culture makes its presence felt since computers having emerged. Digital culture, denoting to producing art pieces, music, and picture through digital media, means to be presenting products having occurred on digital platforms.

When pandemic is acknowledged as a process experienced in the structure of network society, digital platforms are assumed to get into a rapid transformation within the context of digital space and timeless time. In this regard, it is expressed that the digital platforms may have given a new opportunity to musicians during the harsh conditions that occurred in the music sector in the pandemic.

Music theorist Jacques Attali argues that new industrialized music is a music production mode in which structured on the removal of the borders between the composer, artist, and audience (Giddens, 2016:801). The mediums having brought along with digital culture, allows an interaction to have established between the audience and musician apart from physical spaces.

3. AN ANALYSIS ON THE ONLINE INSTAGRAM CONCERTS

People spent their time at home over the activities experienced on social media with the COVID-19 epidemic in Turkey and all around the world. According to the report of Hootsuite and We Are Social on social media and the internet, there are 4 million people internet users and actively 4 million social media users in the world. 46,3% of these users, use the internet for listening to music.

It is indicated that Facebook is the most used platform all around the world according to social media data. Instagram is in the fourth rank based on its using rate. According to the same report, the internet is used eight hours a day in Turkey. Turkey is in the third rank in terms of Instagram using (URL-4). According to 21st of April 2021 data stated by Statista.com having reported in terms of customer data, there are 46 million Instagram users (URL-5). By the time 20th of March 2020 which lockdown has started, live streams on Instagram have enormously increased (URL-6).

Based on these data, it draws attention that online concerts have been held during the period of the pandemic in Turkey frequently. Concurrently, it is aimed to identify how the concerts, held during the pandemic, are perceived by music lovers with the questions addressed to.

Focus group interview has been made in the research. Open-ended questions concerning online Instagram concerts have been addressed to the participants in the focus group interview which is qualitative research. The interview is provided to be held in an argumentative atmosphere. 8 people watching Instagram concert has selected through purposive sampling. The study has been restricted to the period of April-May 2020, the first peak of the pandemic. The purpose of this restriction is to be including the research questions concerning the effect of music on the quick adaptation of the stay-at-home period process of the users.

One of the prominent practices among the different types of music practices is “Balcony Concerts” in Italy. It followed by the live concert broadcasting on platforms such Instagram, Facebook, and YouTube (Berlin Philharmonic, Zorlu PSM [Performing Arts Center], IKSVM [Istanbul Foundation for Culture and Arts]...),

challenges of “musicians”, “open mic” programs, giving place to youngster musicians, held through Instagram live streams. These activities make music experience has transferred to the online space, and boosted the morale of the individual in quarantine up. It paves the way for a collective structure against the pandemic process. It provided both make society remember the unity and solidarity and individual not to stay away from music sphere.

The concerts started with the #stay-at-home hashtag were the activities that artists have experienced from their houses, studios i.e, their private spheres. The concert broadcasted live by Yalın on Instagram were watched by 32,400 in terms of instant, and 102,000 audiences total. The popular music artist Sila broadcasted a live concert subsequent to Yalın on the Instagram page of Oppo Turkey. Thousands of Instagram users participated in the concert.

Municipalities and ministries have broadcasted morale concerts by keeping pace with this emerging trend. At the very beginning of the pandemic, Kadıköy Municipality held concerts on Instagram with the caption of concert-at-home. Istanbul Metropolitan Municipality, broadcasting the live streams on Periscope, having interviewed with the artists invited and gave place to their concerts.

In addition to popular music, online concerts are held in several types of music. Within this context, the pianist Gulsin Onay’s broadcasting on Instagram was watched approximately by 1 million people. Jazz artist Kerem Görsev gave a mini-concert on its @akasyaacibadem account. After these concerts get attention, companies started to be a sponsor for these concerts (Kaya Deniz, 2020: 200). On the other hand, charity collected for the health workers and needy people who have been affected by the COVID-19 epidemic via these concerts. Artists such as Sertab Erener and Cem Adrian were the pioneers of these charity concerts.

With the pandemic, online Instagram concerts haven’t only made an impact in Turkey but also all around the world. One of the most affected countries in Italy due to the pandemic, a concert was held by Opera artist Andrea Bocelli. The concert having held on the day of Easter in Duomo Cathedral in Milano by Bocelli, broadcasted live on YouTube. The concert was watched by more than 25 million

people (URL-8). Another concert making a great impact was the activity of “One World: Together At Home” organized by the World Health Organization and Global Citizen by the curatorial lead of Lady Gaga. Global Citizen expressed on their Twitter account that the 127.9 million having collected in the concert which lasted 6 hours, and this charity to be used for health workers (URL 9). Along with these activities, Berlin Philharmonic Orchestra and Vienna State Opera met with the audience via subscription.

According to the results obtained from the focus group interview made in the study, it is ascertained that especially the concerts of Yalın and Sıla have the most interest. The concerts having watched by participants as such: Yalın, Sıla, Gülşen, Cem Adrian, Büyük Ev Ablukada, Harun Tekin.

All of the participants stated online concerts to be positive. They said these concerts to have boosted their morale up during the period of staying at home, and to have given a chance to get to know unfamous artists. Having experienced an emotional motivation through their musicians is among the ideas observed.

Another significant element is that the participants prefer to be watching concerts in the concert halls. The participants have told to love watching their favourite or wondered artists easily on Instagram for free. Nevertheless, they had emphasized not being able of having the feeling of the concert hall (buying tickets, waiting, dancing, accompanying the music...) from the online platform. All of them responded as such. Half of the participants express the feature of commenting on online Instagram concerts to have increased the interaction. They expressed space to have transformed rapidly and as music lovers, they kept pace with this transformation more quickly due to the pandemic.

Questions have been asked to the participants in terms of the transformation of time. They express that these activities to have been recorded and can be watched later as positive. Another significant aspect is all participants to have stated the wish of singing together with a community.

4. CONCLUSION

The concept of space has been discussed by lots of thinkers since the 1950s. New communication technologies to become widespread and the pandemic addition to that transforms the space. The virus causing lots of deaths since 2020 March, is still present in our country. Due to the ongoing restrictions, cultural-art activities are held on online.

Noteworthy changes have happened, especially in the music sector. The concerts having held in physical spaces held online on platforms such as YouTube, Facebook, and Instagram anymore. These online concerts having been held by artists in their own private spaces, denote that space rapidly changes.

The focus group research indicates that the people frequently watched online Instagram concerts during the period of 2020 of April-May which they have spent their time most at home. The most essential feature of these converts to have interaction, that is, the audience to be able to write their questions on the comment section, and artists to be able to respond to these. Nonetheless, it is seen physical space to have a ritual as well. Hence, buying tickets, singing together, are among the activities longed for by participants.

The report publishing by the Istanbul Foundation of Culture Art (IKSV) in (2020 April) “Solidarity Power of Culture-Arts, Needs of the Space During the Pandemic”, indicates cultural activities to be perpetuating its feature of being the most rehabilitative and associative power during the period of the pandemic. According to the same report, corporations must be in collaboration with independent artists and designers cultural and arts activities to be perpetuated. (URL-10).

When the financial problems the music sector experienced during the pandemic considered, the transformation of the space and the sponsors to have supported online Instagram concerts relieved this sector. One of the results of this study is online concerts held during the pandemic will be perpetuating for a while. Nevertheless, people to be preferring the traditional space as one of the outputs of the study.

APPENDIX 1 QUESTIONS OF FOCUS GROUP STUDY

1. Have you watched a concert during the pandemic? If yes, whose concerts were these?
2. Do you believe increasing Instagram concerts to have a positive effect on artists?
3. What are the advantages and disadvantages of these concerts for music lovers?
4. Would you prefer being in the concert hall or watching these concerts on Instagram?
5. Do you believe online concerts broadcasted on Instagram have reached all the audience and make space accessible?

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Cinema and New Media Possibilities in the Pandemic

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Abstract

Cinema, which started to digitalize in the 20th century, continues to be integrated with digital publishing platforms that emerged with the development of new media technologies in the 21st century. With the coronavirus pandemic that affected the whole world in 2019, digital broadcasting platforms became popular as an alternative cinema event in the quarantine process. Various precautions have been taken around the world for the coronavirus pandemic. As a result of the quarantine precaution, the local and global cinema industry was negatively affected. Cinema industry which is a collective production and screening process, has been interrupted by the suspension of the filming and the closing of the movie theaters during the quarantine. New media created a movement area for the cinema industry in this process. In this sense, the aim of this study is examining the researches on the effect of the coronavirus pandemic on the cinema and the effect of new media tools and opportunities on the cinema sector.

Keywords: *Cinema, New Media, Digitalization, Pandemic, Digital Cinema*

Introduction

The coronavirus (Covid-19) epidemic, which occurred in Wuhan, China on December 31, 2019, affected the whole world in a short time. The coronavirus, which has been declared an international pandemic by the World Health Organization, has spread around the world, especially in adult individuals, showing various symptoms (fever, cough, sore throat, shortness of breath, etc.) and caused high rates of mortality (URL-1). The coronavirus pandemic affects the health of the whole world as well as affects the psychological, sociological, cultural and economic fields. All countries of the world have taken various precautions to cope with the pandemic and to overcome this process with the least damage. Curfews have been implemented for individuals to quarantine themselves. During these processes, education was suspended and cultural activities were canceled. The quarantine precautions have affected all sectors and activities. In other words, the coronavirus pandemic has created negativities in economic, cultural, sociological and psychological areas.

During the quarantine periods, physical interaction is replaced by social distancing and alternatives have been tried to be found in accordance with quarantine conditions for activities that cannot be performed physically. In this sense, searches have begun to find different forms of activity. With the contribution of technological developments especially cultural, economic and psychological processes have been integrated into digital platforms. With the transition of all sectors into digitalization, artistic activities have also turned towards digitalization. The reasons such as the out of use of the physical spaces where cultural activities are carried out and the restrictions on the access of artists to their own materials have led the production of artistic products to a different site. Just as the sales of commercial products moved to online platforms, artists have performed or have chosen to display on digital platforms. In this sense, it has provided digital sociability to individuals who cannot socialize during the quarantine process through online virtual museums or exhibitions, online concerts, screenings or festivals. So, individuals who were locked away during the coronavirus quarantine were able to access alternatives to their daily activities through new media tools. New media tools have provided the opportunity to watch movies, especially for individuals who cannot go to the cinema in quarantine. The increasing use of these platforms in recent years has increased in quarantine processes. In this sense, new media appear as tools that positively affect the socialization activities of individuals in cases such as natural disasters and epidemics.

NEW MEDIA AND CINEMA

The struggle for human life creates dynamics that are constantly renewed. Technique and technology appear as one of these dynamics. Information that can be accessed by trial and error method in line with the needs of people is considered as technique. Technology is also part of the technique (Yengin & Bayındır, 2020: 77). Internet, which is the last of the technological developments such as printing press, newspaper, telegraph, photography, cinema, telephone, radio, television, computer, is described as the communication revolution of the 20th century (Güçdemir, 2003: 372). Back then, discussions were focused on newspapers, cinemas, radios and televisions. Today, discussions have focused on communication tools that contain different qualities together. Computer technologies form the basis of these tools. For example, with the help of a device with an internet connection, communication tools such as radio, television, newspaper and cinema can be accessed. (Sütçü, 2004: 323).

These new technologies are becoming widespread, with the facilities they provide. The concept of "new media", which was used by studies in psychological, economic, political, sociological and cultural fields in the 1970s, is used to express the tools that have been formed and continue to develop with computer technologies in the 1990s (Dilmen, 2007: 114). New media refers to a hybrid media that has data processing and communication tool qualities (Törenli, 2005: 87). New media tools, which can target the audience as individual users and can be defined as systems where the target audience can actively access content at different times and places, are actively used today with traditional media tools (Geray, 2002: 20).

Mass media had dominated the field of communication from the beginning of the 20th century until the 1990s. After the 1990s, internet and digital technologies have spread all over the world and opened the doors of a different era. This period when new media is formed includes tools and platforms such as websites, forums, digital education systems, soft-hardware systems etc. (Aydın, 2019: 1168). The 21st century is considered as a period in which traditional media tools are replaced by new media tools. New media is often associated with concepts such as digital media, interactive media, and multimedia. It is a concept that expresses the communication tools that are created with digital coding, differentiate from traditional media such as radio, television, cinema, newspapers, with its multimedia qualities that perform simultaneous and multi-layered interactions in communication processes in a wide range of capacities. According to Van Dijk, all tools with integration, interaction and digital coding qualities can be described as new media (Dijk, 2006: 9). As a result of the development of new media and its impact, there has been a transformation in broadcasting and screening progresses.

1-Interactivity

The dialogue between the audience and the mass media they are exposed to is called interaction. With the development of new media technologies, interaction has become a fundamental focus of the communication process. The relationship between the audience and the communication tool was planned instantly and mutually, and an active role was given to the audience (Tekinalp, 2003). According to Kim and Sawhney, the interactivity of new media has qualities such as communicability, programmability, creativity and flexibility (Kim & Sawhney, 2002). In this context, we can say that the interactivity concept of new media tools differs from traditional media tools with some nuances.

2-Convergence

Conversion means that different technologies provide similar services. The fact that smart phones have the features of different devices such as telephones, televisions and radios as a single tool is an example of convergence. Today, especially new media tools with smart technology represent the last point in convergence.

3- Individualization

New media tools with IP-based broadcasts create a space for the audience in their environment. In this area, individuals can interactively access the content they want, whenever and wherever they want (Özmen, 2020: 35- 39). Individuals in different parts of the world can easily access the data they want through new media.

The development of new media technologies points to a change in the social and cultural field. With the development of new media technologies, it has become possible to perform communication and art activities in the digital environment. Today, cinema reflects the culture and values of the society both as a mass communication tool and as an art form. The conditions of the society also affect the artistic, cinema production and screening processes. The desire of the artists to produce under such difficult conditions and the desire to present their works to their audiences regardless of physical spaces, has created a digitalized art as a solution under extraordinary conditions. The main actor that makes all these processes possible is technological developments. To be more precise, it is the internet and new media technologies.

Digital technologies, which were first used in telephone and voice transmission processes, were also used in the field of image transmission after the period called the digital revolution. Cinema and television broadcasting has started to enter the digital field since the end of the 19th century. Gradually, cinema and television broadcasting has been prepared for a visual experience where time and space are manipulated and coded in different ways. As a result, the digital transformation in the field of television and cinema did not occur suddenly (Manovich, 2000).

It has been actively used in television broadcasting since the 1990s (Durmaz, 2004: 7). Digital television broadcasting has become a standard for the whole world with the DVB (Digital Video Broadcasting) project, after the foundations of digital broadcasting have been laid with the leadership of the International Telecommunication Union (Akyol, 2006: 28). In the light of the developments and advancements experienced in digital television broadcasting in the last thirty years, this process has brought broadcasting concept to a different position than conventional televisions. It provides its audience with the opportunity to broadcast regardless of space and time, through its technologies and original content. New viewing styles that emerged as a result of all these possibilities also differed from known viewing habits (Küçük, 2015). With the change in television broadcasting and the introduction of digital cameras into the cinema field, film shoots with 35 mm cameras were shot with a digital device then recorded and presented to the screen. In the post production phase, the NLE (Non Linear Editing) editing system, which was performed on the computer, started to be used. The progressive development of digitalization in film production has not only created an opportunity for the editing to be carried out on a computer, but also to create the entire film on a computer. Toy Story (John Lasseter, 1995), the first fully computer-produced feature film, is an example of this (Canıklıgil, 2014: 17; Ormanlı, 2012: 35).

We see that digitalization affects different areas in the 21st century. New media technologies and digitalization have affected not only the way people communicate. The new media has broken the one-way, manipulative communication method that has been accepted by the majority for traditional media. With the new media, the outgoing message from the source has become changeable by the audience.

Especially after 2010, as the required technological infrastructure reached a sufficient level, digital publishing platforms started to become popular (Sunal & Kalkan, 2020: 189). Moving image platforms, which are becoming increasingly popular all over the world, are one of the new media products that are frequently preferred during the pandemic period.

DIGITAL BROADCAST PLATFORMS AND CORONAVIRUS

Netflix

Netflix, which was established in 1997 as a DVD distribution service tool, started to provide DVD rental services by introducing a subscription system for a monthly fee in 1999. Netflix, which reached 4.2 million users in 2005, improved itself by enabling users to watch content instantly on their personal computers with the system it developed. Netflix, which was made available in different regions such as Canada, Latin America, the Caribbean, England, and Ireland in the following years, reached more than 50 million members in 2014 by producing its own original content (Burroughs, 2019: 15).

Blutv

Blutv was put into service in 2016. It uses a paid subscription system similar to Netflix. BluTV, which has a wide broadcast category, also includes the content broadcast on television channels and keeps its target audience wide (Çağıl & Kara, 2019: 9-10).

Amazon Prime

It was put into service in 2006. Amazon Prime used to only offer video streaming services to its subscribers. In 2012, it signed a contract with a television channel (Epix) to produce its own content and became a rival of Netflix. Amazon Prime, which has been producing its own content since this year, aimed to expand its service to the world by 2016. It was also used in Turkey in 2016 (Özmen, 2020: 64). Today, the number of Amazon Prime subscribers is increasing rapidly.

Today, digital broadcasting platforms such as Netflix, Amazon Prime, Mubi, BluTV that offer individuals the opportunity to easily watch visual content such as movies and TV series are increasing. The number of users of these platforms, which are easily used on both computers and portable devices with the applications they create, has increased rapidly during the pandemic period.

According to the latest data of Netflix, whose number of users increased rapidly during the coronavirus pandemic process, the number of subscribers reached 203 million in the last quarter of 2020 (URL-3). Disney+, which belongs to the Disney company, reached 86 million users according to December 2020 data, while Hulu, which belongs to the same company, reached 38.8 million users according to December 2020 data (URL-4). Amazon Prime, on the other hand, increased the number of users to 150 million according to April 2020 data during the quarantine period (URL-5). In general terms, as a result of protection from the coronavirus pandemic, the membership rate to digital platforms increased by 15.8% compared to previous years during the quarantine period (URL-6).

In this process, alternative distribution ways such as the emergence of alternative display ways were also tried. For example, "Başka Sinema", which deals with the distribution of independent films in Turkey, signed an agreement with one of the digital film platforms, Blu TV platform, and released the films on this platform by rental

method. In this sense, new media technologies have provided an alternative screening opportunity for film production companies and distributors seeking salvation during the coronavirus pandemic.

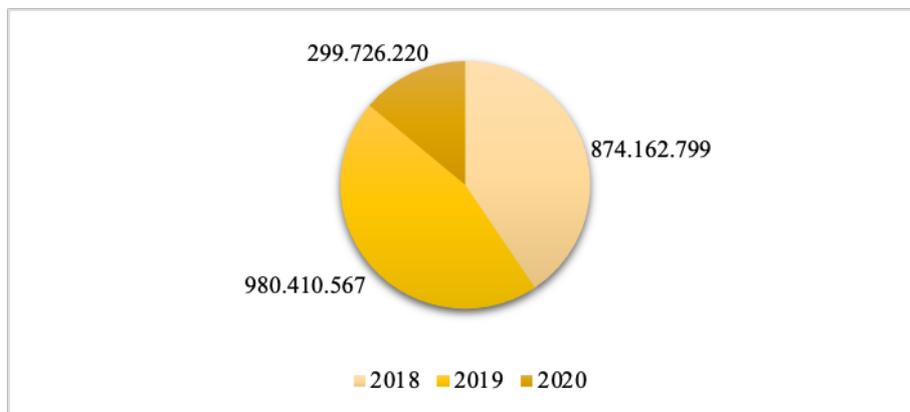
Cinema reviewer Aslı Ildır, defines this transformation in the screening processes as "a new normal". According to Ildır, it is the right time to start rethinking the concept of vision and while thinking about this, it is necessary to pay attention to the nuance of the medium / platform (URL-7). In the pandemic process, where digitalization has become a necessity, digital platforms that have been integrated into the cinema industry have diversified the stages of cinema production-distribution-screening. Hakan Erkılıç defines the transforming display format of cinema as the "New Media Business Model". According to Erkılıç, the structural problems of the sector lie at the root of these problems experienced during the pandemic period. The production-distribution-screening system, which has been operating in the cinema sector until today, is undergoing sort of a transformation in the coronavirus pandemic just like in the Spanish flu pandemic. After the closure of movie theaters in the coronavirus pandemic, studios are trying to release movies on digital platforms as well as delaying their screenings. For example, *Trolls World Tour* (2020), *Frozen 2* (2019), *Scoob! Movies like* (2020) have made their visions on Disney+. This situation breaks the classic production-distribution-screening chain (Yılmaz, 2020). Also, the Istanbul Film Festival, which could not occur, and the Meetings on the Bridge Workshop were occur online and the projects were presented on online platforms. The award-winning film selection of the festival was also shown on the online screening platform Mubi. In addition, the Turkish premieres of the works selected from the films that participated in the famous film festivals such as Cannes, Venice and Berlin could be watched on the website of IKSVM (Ayan, 2020). Therefore, the returns of the digitalized cinema experience bring up various discussions about the future of movie theaters.

Among the artistic activities that reach their audiences through digital spaces during the pandemic processes, especially museums and exhibitions such as Sakıp Sabancı Museum, SALT Gallery, Pera Museum, Istanbul Research Institute, Istanbul Modern, Borusan Contemporary, open their archives, materials and/or collections to digitalization, and live music concerts take place on digital platforms also festivals such as Istanbul Film Festival, Barrier-Free Film Festival, Workers' Film Festival, Filmmor Women's Film Festival, Berlin Film Festival, etc. has made it possible to access all these activities from anywhere in the world. In addition to all these, exhibitions, artist workshops and workshops opened during the pandemic period organized virtual tours through social media platforms and delivered their works to their audience through these platforms.

CINEMA AFTER QUARANTINE

Cinema is an art form and/or mass communication tool that is influenced by the economic, cultural and political atmosphere of societies. Throughout history, cinema has witnessed many different problems such as World Wars, economic and political crises, technological / scientific deficiencies, and included the stories of all these processes in its narratives. In 2020, the cinema industry has been adversely affected all over the world due to the coronavirus pandemic. The fact that it is not possible to predict when this process will end causes the situation in question to become even more acute. For example, according to the data of Global Box Office Turkey, the box office revenue rate in Turkey decreased by an average of 69.4% in 2020 compared to 2019 (Table 1).

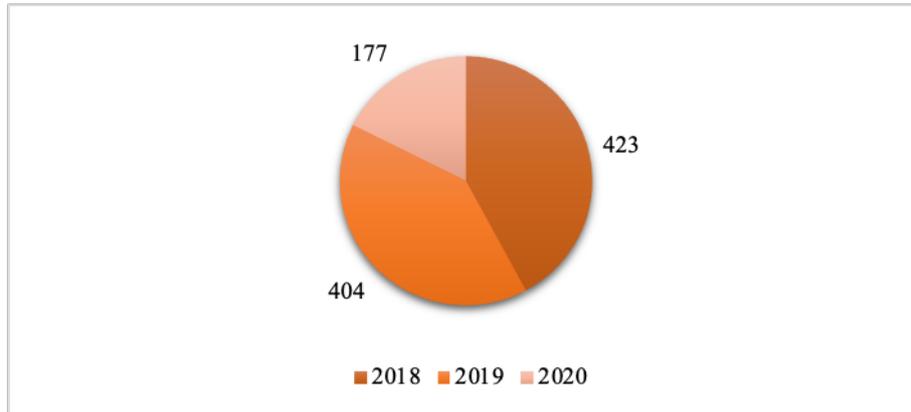
Table 1. Turkish Cinema Box Office Revenues



Source: Box Office Turkey Annual Data (URL-8)

In addition to the decline in box office revenues, the cinema sector has also experienced a decline in terms of production due to pandemic conditions. There has been a decline of approximately 56% in the number of new films released in Turkey since 2019 (Table 2).

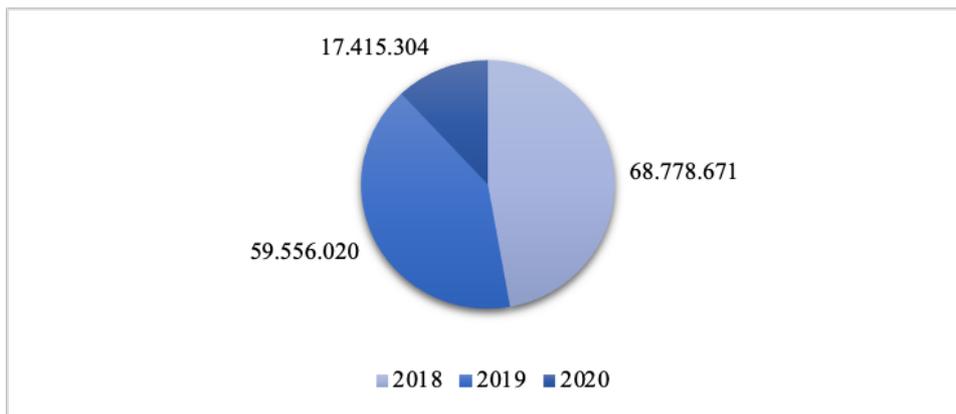
Table 2. Turkish Cinema New Film Numbers



Source: Box Office Turkey Annual Data (URL-8)

The audience of cinema on the other hand, reduced their activities to go to the cinema by following the policy of staying at home to protect personal health and hygiene, in accordance with the quarantine rules. In this sense, the number of audience going to the cinema decreased by 70% compared to 2019 (Table 3).

Table 3. Number of Audience in Turkish Cinema



Source: Box Office Turkey Annual Data (URL-8)

The coronavirus pandemic has adversely affected not only local sectors, but also all sectors on a global scale. According to March 2020 data, there was a 59% box office loss in the world's 10 largest cinema markets (England, Japan, Russia, France, China, Germany, South Korea, Australia, Italy, Mexico) compared to 2019. Especially the American cinema industry, which makes up 80% of the world cinema industry, has been one of the markets that suffered the most from the coronavirus pandemic(URL-9). As a well-known company in America and other countries, AMC received a loan of 500 million dollars to continue its operations (URL-10). Disney, on the other hand, laid off 100,000 employees at its studios and amusement parks (URL-11). In other words, the coronavirus pandemic has put many big cinema giants in a difficult position.

Digital platforms have become popular as alternative ways to watch movies, as the cinema industry is in a difficult situation due to the coronavirus pandemic and as a result of the precautions taken, movie theaters are closed and individuals are kept under quarantine. The popularity of digital platforms, which experience sort of a transformation regarding the understanding of watching movies, has increased gradually with the necessity of individuals to stay at home during the pandemic. In this direction, film producers have worked to deliver films to different media platforms with different quality. The screening experience has changed. With the digitalization of cinema and digital broadcasting platforms, the audience can access the content and the media they want at any time. The experience of watching movies on different screens has made it easier for the audience to access and control the images.

With the introduction of digitalization into the field of cinema, it has led to various changes in film production, distribution and screening processes and has also affected film narratives. These effects can be

evaluated as positive and negative from time to time. In addition to the positive aspects of technologies that digitize cinema, such as making communication with the audience normal, and less costly stages such as production and distribution, negative aspects are frequently emphasized considering that they have a structure that breaks traditional cinema (Sunul, 2016: 306). Digital cinema has been digitized by the use of computer technologies in production processes. This whole process has given a new form to the production of cinema. According to David Rosen, the challenge of filming now consists of fast editing and aestheticizing detailed shots, producing 90-minute films with interesting content suitable for viewing in new spaces (URL-12).

One of the most important consequences of digitalization in communication tools is the transformation of the relationship established between these tools and the audience. Classical cinema aims to identify the camera and the audience and to be invisible. The camera imitates the human eye, emphasis is placed on the continuity of time and space, rules such as the 180-degree rule and the opposite angle are observed. Depending on movie watching habits and broadcasting platforms, there is an increase in intertextual references in movies. In addition, it can be seen that narratives that contain multi-layered and transmedia experiences and support multi-screen experience are becoming widespread. These narratives also change traditional filmmaking techniques. However, the audience involved in a different screening experience has become more active on the content. Jenkins defines the cultural transfer action of users with tools that combine different technological tools as “convergence” (Jenkins, 2006). With the convergence, Jenkins defines a new user who can affect and interpret the content of the products, and has more than one identity. It can be said that convergence affects different processes of cinema. In addition to having effects on both accessing and choosing content, it also has an effect on the environments in which the content is watched. With the integration of cinema into tools such as television, computer and telephone, and especially with the audience moving away from movie theaters during the coronavirus pandemic period, black screens are gradually replacing the white screen (Anadolu, 2010: 5078).

In the light of the scientific and technological advances that have developed in recent years, digitalized cinema presents alternative screening forms for the audience. These alternative screening styles leave the control and time to the initiative of the audience. With the change in film screening platforms, instead of a viewer focused on watching movies, the audience has emerged with an intermittent viewing experience that is easily influenced by other stimuli. In this sense, digital platforms that provide content services suitable for new screening styles over the years have developed rapidly in parallel with the increase in the number of users, especially during the coronavirus pandemic. Digitalized cinema, with its different aspects, is the basis for different discussion topics. Behind people's desire to go to the cinema lies the sense of pleasure and catharsis they experience while watching a movie, and the individual watching the movie becomes alienated from the community (Kirel, 2010: 112). Benjamin states that tearing off a work of art from its own tradition will damage its aura and uniqueness (Benjamin, 1995: 65). This relationship between the work of art and technique draws attention to the quality of the work of art and the transformation of the relationship between the work of art and the masses. In this context, digitalized cinema transforms the production and screening stages of cinema both with the technical innovations in the production process and with the content produced in different formats and appealing to a wide audience in different spaces. Digitization creates its own aura of self-created content. The new media age has now replaced the age of technical reproducibility, not only in the reproduction of art, but also in digital imaging and image manipulations (Mitchell, 1992: 52). Today, artistic productions are divided into three as traditional production, technical production and digital production. The artistic products produced in the digital production period differ from those in the traditional period by differentiating the uniqueness of art (Sağlamtimur, 2010: 215). While these developments brought about various discussions on the quality of art, the ease of access to works of art became a precaution against the deterioration of the art structure over time.

CONCLUSION

The coronavirus pandemic, which was detected in December 2019 and spread rapidly and affected the whole world, caused the death of many people. The precautions taken against the coronavirus pandemic have disrupted the activities of individuals in public spaces. The necessity of quarantine has affected many sectors negatively, as well as cultural and artistic activities such as theatre, cinema, exhibition and museum. In this direction, alternative ways have been sought in culture and art activities as in other sectors. New media technologies have become tools that all sectors benefit from in this process. With the new media, time and space have become reconfigurable (Yengin, 2015: 49). Sectors trying to normalize commercially with social media platforms have also been able to carry out social activities with alternative portals in culture and arts activities. Thus, it has become possible with new media technologies to access the works of different artists and different art archives on online platforms. During the coronavirus pandemic, individuals have been affected psychologically, economically, culturally and sociologically. Because the quarantine precautions taken in order not to be affected by the pandemic have prevented individuals from both carrying out their daily work and social activities in their spare time. In this context, as in all sectors, losses have been experienced in the production and display processes

in the field of culture and arts. In this process, especially since the cinema industry has a collective production nature, it had to pause due to quarantine precautions. This disruption in the production process has led to the inability to obtain sufficient output for the display processes. It also caused the movies produced as a result of the movie theaters closed during the quarantine period to not reach the audience. Alternatives have been sought through new media portals for cinema activities that cannot be produced and screening in the public domains. In this work, activities that are tried to be carried out in the online field in the name of normalization are included. As these platforms became widespread and preferred due to the convenience they provide to users during the quarantine process, even ways to produce movies on online platforms by shooting movies at home were tried. This whole process leads to the question of whether new media technologies create an alternative publicity in extraordinary situations. In addition to the discussion of publicity, it has made it possible for users in many different places to reach a wide target audience, especially with the convenience and accessibility it provides. This has increased the accessibility of the masses to art in cheap and easy ways and has brought with it a questioning about the relative democratization of artistic production. New media technologies have started to be preferred by individuals frequently due to all these possibilities. This popularity is thought to have caused a change in the cruising culture. Instead of being consumed collectively in the traditional space of the cinema, it is consumed as an individual activity with different tools (mobile phone, tablet, computer screen, television), which shows a kind of transformation. This transformation highlights both the changes in the artistic quality of the cinema and the qualities of the cinema and a discussion of a screening culture in general. However, digitalized cinema has led to companies with a large share in the cinema market developing an aggressive distribution network by increasing their costs. In this sense, it has weakened local cinema. Digital cinema has brought a level of standardization in the film industry with its changing technical arguments. In addition, piracy is one of the important problems brought by digitalized cinema. In general terms, digitalized cinema has created both negative and positive effects on cinema processes.

Considering the speed of development and spread of new media technologies in the 21st century, opportunities and conveniences they provide in extraordinary situations, it would not be wrong to say that they will gain an advantage over traditional media tools in the future. Considering all these qualities, it can be said that new media tools are the most effective communication systems of the 21st century.

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Relationship Between Movie Theaters and Audience During the Pandemic: “Beyoğlu 1989 E-Bulletin” as an Example

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Abstract

Covid-19, a disease that transformed into a pandemic at the beginning of 2020, caused catastrophic results in the world and Turkey. There have been some restrictions on trade, education, tourism, and art. Daily life was not interrupted but some services and events that they have not primary functions (for some people) like “art” were on the verge of stopping and carried to the digital platforms. In this context, some corporations opened their archives and sometimes actual events to the public free of charge or for a certain amount of money. Art, which has always had “healing”, “mediating” and “unifying” effects, was consumed by the billions of people through digital devices. Considering art is both a sector and an industry, the unexpected phenomenon of Covid-19, which is a kind of crisis that occurs one in a hundred years and takes longer than expected, led to the temporary or permanent closure of some art and culture institutions. Due to these results, some supportive programs have been organized by official or non-official institutions to solve financial problems. In Turkey, all the movie theaters closed down on the 16th of March 2020 by the Ministry of Internal Affairs. Some halls opened in July and August, however, because of lack of audience and of the increasing number of patients they have closed down again in November. 2019 was a bad year for the sector yet 2020 was even worse with the decline of the audience by the ratio of %90. Before the pandemic, there were some problems in terms of halls. In this context, some movie theaters tried to find solutions not to lose the audience and find financial support. Beyoğlu Movie Theater that began operating in 1989, had some financial problems before the pandemic. The managers of the hall created a project called “Beyoğlu 1989”, which was a kind of electronic bulletin, and started sending e-mails to the subscribers. This project, which was implemented for the first time in Turkey, has reached the 57th issue and 800 subscribers today and has turned into a kind of weekly electronic-digital cinema newspaper that is also promoted on the Instagram account of the Beyoğlu cinema with 45 thousand followers. The broadcast also follows the cinema agenda and undertakes the task of a written-visual archive. In conclusion, a movie theater that started operating in the analog age, today use all the possibilities and utilities of the digital age and also with the help of its owners and followers, creates a communication ecology to prevent the shutdown. The aim of this article is to examine an electronic bulletin (also a film magazine) “1989”, which is first in Turkey, with the qualitative method.

Keywords: *Pandemic, Beyoğlu Movie Theater, Beyoğlu 1989, digitalization, e-bulletin*

Introduction

The Covid-19 pandemic, which has emerged recently and has had negative effects globally, has also caused negative consequences in the field of cinema. Cinemas were closed, movie releases were canceled, cinema workers were unemployed, and the audience mostly turned to televisions or digital platforms.

Strong countries in the field of cinema as a sector or an industry have tried to minimize the financial loss with production and distribution opportunities for the domestic and foreign markets. In this context, movie companies either introduced movies to digital platforms or established their own digital platforms. In countries like Turkey, where the foreign market share in the cinema industry is significantly low, the loss has been excessive.

Beyoğlu Cinema, which can be referred to as Istanbul’s and Turkey’s oldest passage or the movie theater with the fewest theaters, will be discussed as well as its project of weekly e-bulletin named “1989” that was created during the pandemic. In the first part of the study, the situation of movie theaters in Turkey will be discussed,

followed by the usage of Instagram in Turkey. In the last part, the content of 1989 from the first issue to this day will be dealt with qualitatively. Beyoğlu's Instagram page of 1989, which continues its publishing life with the subscription system, will also be examined in the study.

Within the scope of the article, it is aimed to reveal the impact of the electronic bulletin "1989" (as well as the cinema newspaper), which is a part of the loyalty program and the continuation of cinema club works of Beyoğlu cinema, on digital native and immigrant audience.

The Condition of Movie Theaters in Turkey

Turkish cinema has transformed into a significant sector that produces an average of 300 films annually in the 1960s, thanks to the effect of the "Theater Period" in the 1930s, the "Transition Period" in the 1940s, and the "Generation of Cinematographers" in the 1950s. Based in Istanbul, Yeşilçam Cinema has had experienced its heyday in terms of the audience with the opening of many movie theaters as enterprises in various regions and provinces of Turkey. Yeşilçam had shaped the country's agenda with its large or small halls and open-air cinemas. However, movie theaters began facing shutdowns due to the economic crises in the 1980s, the introduction of videotapes, increasing numbers of TRT channels, the start of private TV channels, and the direct arrival of the latest movies of Hollywood companies to movie theaters. Turkish cinema, which went through a loss of audience until the 2000s, gained momentum before the pandemic with the increase of quality in the movies and the effect of multiplexes in shopping malls and similar places.

The more the number of movies increased, the more the number of the audience increased, which resulted in a growing number of movie theaters. Nevertheless, the number of old movie theaters with one or two halls has been declining over the last decade. Even though this situation looks like a contradiction, it's simply a result of the monopolization of movie theater management and movie distribution. The audience is inclined to chain movie theaters in shopping malls, where popular movies almost exist in all the halls, whereas the examples of independent cinemas or art houses are shown in a limited number of theaters for 1 or 2 weeks in limited sessions.

Various evaluations concerning movie theaters in Turkish cinema are in question in recent studies. One of these evaluations states that as of 2018, 80% of the total number of halls in Turkey are located in movie theaters operating within the shopping mall, and 88% of the movie theaters in Istanbul operate within the shopping mall. In the same article, it is mentioned that in 2018, medium-scale releasers with 4-7 halls constitute 39% of the total release capacity, and large-scale releasers with 8 or more halls constitute 54% of the total capacity. While 77% of the release capacity of small-scale releasers operates outside the shopping malls, 93% of the release capacity of large-scale releasers is located in the shopping malls. In this regard, it is revealed that a significant portion of small-scale movie releasers are outside the shopping malls, whereas a significant portion of large-scale releasers is within the shopping malls (Özdurak, 2020: 8).

Cinema operators who show examples of independent or art-house movies also express their opinions on several platforms from time to time. One of them belongs to Turgay Kerimoğlu, the former manager of the Beyoğlu cinema, whose observations we examined within the scope of this study. Kerimoğlu's findings include movie theaters in Beyoğlu and some other districts in Istanbul. The diminishing numbers of local district cinemas in large cities cause loss of cultural memory of cities, which also makes it difficult for viewers to access low-budget independent movies. Temel Kerimoğlu, the former manager of Beyoğlu Cinema, states that the distribution companies used to bring 6-7 copies of European films and that an art movie could play in theaters for 4-5 weeks in Beyoğlu, Bakırköy, Capitol Movie Theater, as well as the theaters in Ankara and İzmir, without any division in the audience. He adds that today (2012), movies are widely played with 30-40 copies, and the audience is divided (Tüzün, 2012:98).

Ala Sivas and Rıdvan Şentürk deal with the issue of the halls in the Turkish cinema report they prepared with the support of the Istanbul Chamber of Commerce. According to the authors, some commercial movies may remain in theaters for an extended period of time although it is clear that they will not achieve box office success. That is primarily because of the power of the producer and distributor. This situation causes the *arthouse* movies, which are probably higher in quality than those movies that remain in theaters for long periods, to not have the opportunity to be displayed. In this sense, it will be possible to prevent injustice by means of transition to a transparent digital system where all distributors and theater owners can observe the count of movies reaching the audience on a weekly basis. It's also emphasized by the authors that movie theater owners can take initiative, follow the audience's viewing habits, categorize the upcoming movies and the audience, and then prepare the halls accordingly. (Sivas, Şentürk, 2010:68.) Although the digital system mentioned by Sivas and Şentürk was planned within the frame of the latest cinema law that went into effect in 2019, the law could not have been implemented due to the pandemic.

In 2017, the monopolization in the Turkish cinema was addressed in the report prepared by the Film-San Foundation, which is one of the oldest and significant non-governmental organizations in the field of cinema. According to the report, Mars Entertainment Group controls most of the sector like a cartel. The group produces its own movies and releases them in its own halls, thus making it difficult to compete for new productions. In Turkey, there are also differences between a movie's release and its playing duration in theaters. Since it is not possible to protect the rights with a contract regarding how long a movie stays in the hall it's played, the movie can be removed even on its first day if it's seen as unsuccessful. This problem poses great difficulties for the producers and needs to be regulated according to the report (Kanburoğlu, 2017: 109).

While the newspaper "Antrakt Sinema Gazetesi (Antrakt Cinema Magazine)", which focused on the research and reports about Turkish cinema for nearly 30 years, has recently begun to be published online, the owners of the formerly closed magazine "Antrakt Sinema" continues broadcasting. In this regard, in the book "Türkiye Sinemasının 22 Yılı (22 Years of Turkish Cinema)" published by Deniz Yavuz in 2012, it is stated that established in late 1988, Eurimages (European Cinema Support Fund) initiated its support activities in 1989. With the help of the commissions, the organization provides support to the movie theaters, distributors, and the movies in theaters. Turkey has been an official member of Eurimages since 1990 (Yavuz, 2012: 78). Yavuz also states that until the end of the eighties, movie theaters mostly served as giant halls with a single hall and multi-seat capacity. The movie release system, which used to be 2-3 sessions a day on certain days, was arranged in the form of 4-5 sessions every day in the 90s. And later on, mini-movie theaters had emerged (Yavuz, 2012: 120).

In her book on Turkish cinema between 1990-2011, Professor Dr. Nigar Pösteği argues there is a generation of directors who prioritize popularity and views that give credence to populist approaches. Pösteği states that the movies produced appeal either to those who are closely interested in cinema or to the young audience and that the rest of the audience watch Yeşilçam movies at home. The author suggests people who are alienated from themselves and their world and problems, prefer watching American movies or popular movies instead. In addition, she gives clues about why actually independent art movies or art-house movies aren't watched (Pösteği, 2012: 187-88).

Many studies have been published on the digitalization process in Turkish cinema recently. In one of these studies, it is stated that movie theaters face difficulties in meeting the digital transformation costs, and the copy price charged from movie owners per theater is a major problem for independent filmmakers. As a result of recently built shopping malls, old and long-established movie theaters began closing. Local cinema culture has been damaged with small theaters with many halls, and instead of being a cultural activity, cinema has become a part of the consumption culture. In the study, it is pointed out that although Turkey ranks 7th in Europe in terms of the number of halls according to 2015 data, it lags behind in the number of halls according to the population and there is an imbalance in the hall distribution. Moreover, according to 2015 data, the rate of going to the movies per capita in Turkey is 0.8, whereas it is 1.6 in Europe. The book claims that the solution to this problem is to encourage Turkish people to go to the cinema and to support all movie theaters except shopping malls. (Zengin, 2017:236-239).

Another important initiative in the field of art-house cinema in Turkey is "Başka Sinema (Other's Cinema)". Başka Sinema is competing against popular cinema with its characteristic cinematic approach. This organization has also been a beacon of hope for those who follow independent cinema that has been removed from theaters. In the first half of 2018, a total of 51 movies consisting of 16 domestic and 35 foreign ones were shown in Başka Sinema theaters. In foreign movies, there is a variety of genres as well as countries. For instance, 5 movies belonging to Ingmar Bergman, 2 documentaries, 3 biographical films, 1 animation, 3 comedy, and 20 drama movies were shown in Başka Sinema. (Kandar, 2018: 41).

It is emphasized that "Variety", one of the oldest movie industry magazines in Hollywood, includes the "Başka Sinema" program, and within this scope, 3 different movies are guaranteed to be shown in the theaters of the program every month. It is stated in the magazine that this approach is not very radical, however, it created awareness with its programs declared previously a month, and the aim is to increase the box office revenues (Carney, 2014).

Social Media and Instagram Usage in Turkey

With the technological developments, new media has become increasingly used and discussed, primarily in the communication context and art branches, as in every other field. As well as daily life, developments and comments concerning new media are included within the academic context. With the new media, the phenomenon of touchscreen society has become the focus of interest and various studies have been published on this subject. The various influences and features of the new media assert its presence in the entertainment and show environments. According to Yengin, show and information are intertwined. Having said that, society, with its

integrated structure, reaches information through what is shown. The author argues that entertainment is a significant imperative element. Therefore, especially the information given through show pleases the public. In addition to the usage of new media with the combination of entertainment, shows, and information, digital representation makes the new media indispensable. Technology plays a significant role in today's information flow. The phrase "knowledge is power" directs individuals to new media, and the content of new media includes limited or unlimited, true, or false information (Yengin, 2015: 175-176).

One of the important components of new media is interactivity, which is one of the vital aspects for social media users to use that platform. Users not only receive information from the media they participate in, but also, they can process information or data themselves. The users reach the state of the producer from the consumer by means of reaching to state of activity-efficiency from passivity. In a sense, they stop being followers and turn into loyal members that become part of the process through options such as personalization and participation (Yengin, 2019: 296)

With the widespread use of the internet, more and more social media platforms develop and are used by billions of people on mobile phones, tablets, and computers every day. Nowadays, Instagram is among the prominent social media platforms. The application, which offers both sharing pictures and videos, is used by official institutions as well as individuals. According to the latest reports, Turkey ranks 6th in Instagram usage with 38 million users (Digital in 2020, 2020).

Another study suggests that the 16-64 age group in Turkey ranks 15th among 46 countries in terms of time spent on social media and 80% of the said group is on Instagram. In addition, it is stated that 93% of users aged between 16 and 64 in Turkey watch videos on the internet, 72% listen to music, 45% watch vlogs, 43% listen to the radios, and 30% listen to podcasts. According to January 2020 data, there are 54 million social media users in Turkey, which means that approximately 64% of the total population uses social media (Türkiye'de Sosyal Medya, 2020).

In a scientific study published in the Netherlands, it is emphasized that Instagram is one of the fastest growing online web services focused on photography; and as a social media platform, it's used by individuals, companies, investors, and non-governmental organizations. In this platform, people come together and share photos and pictures. Thus, a large amount of information flow is provided, and companies aim to communicate more effectively with existing and potential customers/consumers/target audiences (Rouwenhorst, 2018: 124).

Assoc. Prof. Özgü Yolcu has published a study on the Instagram usage of Turkish movies. Yolcu states that among the social media applications that are increasingly diversified and used by more people, Instagram has drawn attention with the rapid increase in the number of its users. Instagram, where the photo and video sharing stands out, offers its users a platform where they might easily manipulate the images they captured, create different meanings, and share them with their followers (Yolcu, 2016: 214). Moreover, other components of the cinema industry than film companies use media such as Facebook and Instagram more than before. Since the digital native generation is online for long hours with various devices, it's become inevitable for the cinema industry to be present in these environments.

Analysis of the "1989" Project

The "1989" project, which is examined within the scope of this study, is a project developed and put into practice by Beyoğlu Movie Theater staff. Beyoğlu Theater was opened in 1989 on İstiklal Street. Until 2013, it showed both tentpole movies and examples from independent cinema. Within the "Başka Cinema" formation established at the end of 2013, the movie theater presented programs mainly from local and foreign independent-arthouse and festival films. It was closed down temporarily due to the Pandemic in March 2020. The movie theater had previously been in danger of being shut down, and before the pandemic there had been initiatives such as "loyalty cards" campaigns. During the pandemic, there have been initiatives like Fongogo support and 1989 subscriptions.

Beyoğlu Movie Theater is the first movie theater in Turkey to receive international support. The organization named "European Cinemas" provides financial support to movie theaters that play a certain number of European movies per year. Information about Beyoğlu Movie Theater is available on the web page of the institution. The English page contains the information that the movie theater, which has 1 hall and 286 seats, was opened in 1989 and joined the cinema network in 1994. Thus, it's among the first movie theaters from Turkey to join the industry (Europe Cinemas, 2020).

Beyoğlu Movie Theater has been in danger of closing down for years, like most movie theaters that have fewer halls, play independent movies, and reside outside of a shopping mall. In this context, in the cinema, where management has been changed in recent years, physical space and technical improvements have been made before

and during the pandemic. A young team has developed various plans and projects to prevent the cinema from being shut down. Within the scope of the study, the Weekly E-Bulletin / Cinema Newspaper 1989 project was discussed with questions and answers in the e-mail environment with Oğuzhan Durmuş, the manager of the theater. It was learned that the project had 800 subscribers on the date of the interview.



Figure 1: 1989 Introduction (Source: <https://www.instagram.com/beyoglusineması/?hl=tr>)

Durmuş answered the question: “How did the Beyoğlu 1989 project come up?” and expressed that in fact, they had such a plan before the pandemic and wanted to establish a movie club and in this direction, and spent their time contemplating with questions such as: “What changes can we make?”.

Beyoğlu Movie Theater, which is more than just a movie theater for cinema lovers, not only released movies and prepared special selections but also took the first step of the cinema club they wanted to realize with the idea of the e-bulletin that developed during the pandemic process, as a result of ideas such as how the theater can be positioned similar to its equivalents in the world, how it can support the development of cinema in Turkey from different channels. In the interview, it was asked whether there are similar examples of 1989 in the world and Turkey. Concerning that question, there is no weekly electronic-online bulletin or cinema newspaper in Turkey within the same scope. Durmuş states that prominent movie theaters in the world such as TIFF, BFI, Barbican Center, and Film at Lincoln Center have created their own cinema clubs with the projects they call “membership” and offer some privileges to the members of the club. In this context, it organizes private interviews and invitations for the members. The project of the Beyoğlu cinema team is also close to that concept. The e-bulletin received in the electronic mail environment is 7-8 pages in size when it is printed while various sections in the bulletin were fixed, new titles and sections were also made. For instance, there were no “Reference”, “Scoreboard”, or “Review of the Week” sections before. Recently, the “Bunun Burada Ne İşi Var? (What's It Doing Here?)” section is currently among the most popular sections where they receive the most positive feedback.

Social media has recently become a platform that is used, followed, and spent more time with the effect of the pandemic. The Beyoğlu cinema team did not create a separate social media account for 1989. Instead, they share their posts on the Beyoğlu Cinema Instagram account. Two different live broadcasts were conducted for the Fongogo campaign, moderated by Tolga Karaçelik and Ozan Açıktan. After these live broadcasts, the number of subscribers reached 45.000 from 20.000.

During the pandemic, 10 movie interviews and 1 sector conversation were held for the members of 1989. Since it is made on Zoom, the participation in the activities is limited in order not to slow down the connection. Participating members have expressed their satisfaction after the event. Oğuzhan Durmuş states that many producers, directors, actors and actresses, screenwriters, movie importers and distributors, cinema writers, and academics were members of 1989 and they received a lot of interest and support from the sector. With the income obtained from 1989, which seems to be a continuation of the loyalty card project that was initiated before to solve the financial problems of the cinema, expenses such as fixed payments, salaries and rents could be paid in Beyoğlu cinema. (Oğuzhan Durmuş, 2021).



Figure 2: Beyoğlu Movie Theater

The crowdfunding method mentioned in the study is getting more and more prevalent in Turkey. Beyoğlu Theater has also launched a support campaign for a certain period on the platform called Fongogo. On the Fongogo page, and the movie page, it's stated that "Beyoğlu Movie Theater, which is one of the independent movie theaters that await support from the Ministry of Culture, needs regular and audience-friendly support similar to its equivalents in the world to prevent its shutdown." (Fongogo, 2021).

When the Instagram account of the theater is analyzed, besides the news and information about Beyoğlu Movie Theater, it is worth mentioning that the account includes the 1989 magazine, interviews, and cinema news. Images of all the issues and information about events are available on the Instagram page, which creates a visual archive. Beyoğlu Theater's Instagram home page has 1317 posts and 44 thousand followers (Beyoğlu-Instagram, 2021). The first issue of 1989 was published on the 30th of March 2020. It began sending content to the e-mail addresses of subscribers every Monday. The bulletin includes cinema news, criticism, interviews, star paintings, domestic and foreign cinema history, and archive section.



Figure 3: 1st of 1989 (Source: <https://www.instagram.com/beyoglusinemasi/?hl=tr>)

While the first 12 issues had pictures and photos of Beyoğlu, the movie theater, and Istiklal Street were on the cover, the last 40 issues mostly included photographs and drawings of foreign movies and actors and actresses. In addition to current movies, late history movies were also put on the agenda in an effort to create and maintain a cinema culture. The leading actors of Turkish cinema such as directors, actors, actresses, and critics were mentioned and featured in the weekly bulletin (cinema newspaper).

During the pandemic, because the habits and priorities of the audience change and people consume movies with digital tools in indoor environments, the future of Turkish cinema and theaters has always been kept on the agenda, especially for Beyoğlu Theater. Interviews and raffles, new media components such as hypertextuality and interaction try to keep a movie theater of the analog age alive, with the opportunities of the digital age. On that account, the social media habits, consumption, and usage preferences of both digital immigrants and digital natives ensured the continuity of 1989 and Beyoğlu Theater. The 53rd issue was reached at the end of March 2021. However, movie theaters have not been opened yet.



Figure 4: Beyoğlu Movie Theater Official Instagram Page
(Source: <https://www.instagram.com/beyoglusinemasi/?hl=tr>)

CONCLUSION

The Covid-19 pandemic that covered the world's agenda as well as Turkey's in 2020, had devastating effects in all areas. In this study, within the context of the effect of Covid-19 on movie theaters in Turkey, the weekly e-bulletin 1989 (cinema newspaper) published by Beyoğlu Movie Theater and its team was examined. It's aimed to reveal the purpose and approach of traditional and old movie theaters' new media and social media usage in crisis environments, under the scope of Beyoğlu Movie Theater.

In the study where the qualitative method was used as the research method, primarily the condition of the cinema halls in Turkey was discussed, and various assumptions were made by means of examining the problems and the developments. In this regard, although the number of movie theaters and cinema audiences has increased since the last decade, developments and problems such as monopolization, digitalization, and the increasingly widespread use of popular cinema, especially Hollywood, have put the future of independent theaters in danger. Arthouse cinema (independent cinema), which has an older past in the world, is a relatively new concept in Turkey. World cinema examples shown at festivals are also part of this type of cinema. In the world, especially in Europe, such cinemas are operated in a healthier way with institutionalized structures and developed cinema culture. Though there is a certain festival community in Turkey, independent cinema halls have not achieved a stable structure due to various problems such as the low rate of going to the movies regularly within 52 weeks, the changes in the target audience, consumption habits, and some expression styles in independent cinema.

Due to Covid-19, which emerged in the first months of 2020 and caused a pandemic in a short time, movie theaters in Turkey were closed as of midnight on March 16, 2020, with a notice from the Ministry of Internal Affairs. Some halls opened in July and August, however, because of lack of audience and of the increasing number of patients they have closed down again in November. 2019 was a bad year for the sector yet 2020 was even worse with the decline of the audience by the ratio of %90.

Beyoğlu Movie Theater, which began operating in 1989, faced financial problems before the pandemic and had come to a point of complete shutdown. The executive team of the theater, which includes independent and art-house movies under the name of "Başka Sinema (Others' Cinema)", has started to send e-mails to movie fans every Monday through the weekly e-bulletin subscription system called "Beyoğlu 1989" as of March 30, 2020. According to the information in the 53rd issue, 151 guests contributed to the newspaper. 10 interviews were

held from the history of cinema and from today's cinema, and the Istanbul Tour podcast series (10 episodes) under the moderation of Hakan Bıçakçı were made, in addition to the gifts given to followers and subscribers with 6 raffles. This project, which was implemented for the first time in Turkey, has now reached its first year with 800 subscribers and has turned into a kind of weekly electronic-digital cinema newspaper, which is also promoted on the Instagram account of the Beyoğlu Theater that has 45 thousand followers. The broadcast also follows the cinema agenda and undertakes the task of the written-visual archive.

Consequently, Beyoğlu Movie Theater, which started operating in the analog age, creates a communication ecology by taking advantage of the possibilities of the digital age, thus striving for the prevention of closure of the theater.

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Technological Addiction or Technological Competence? Investigation of Young People's Approaches to Technology Use in the Context of Increasing Screen Time Due to the Covid-19 Pandemic

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ABSTRACT

Due to Covid-19 disease, which has an increasing negative impact on the world day by day and has been classified as a pandemic by the World Health Organization, continuing education remotely at various levels has brought with it very important discussions. Perhaps, one of the most crucial of these is the increased screen usage times. The intensive use of digital media in all areas of our social life has brought to mind the frequent handling of the time spent by children and young people in front of the screen in the pre-pandemic period by academia and non-academies. However, with the pandemic, the education process is carried out entirely in distance; in addition to that, with the elimination of the need for socialization, entertainment and information due to screens, which became the sole medium for socialization, entertainment and information, has further increased the importance of studies that reveal the effect of screen usage time on children and young people. From this perspective, our study is based on Sonia Livingstone's approach to addressing screen use not only through "risks" but also through "opportunities". When it comes to screen use and "screen time", parents and teachers evaluate screen time within the framework of technological addiction; they did not focus on the nature of screen use and how to convert it into technological competence. The main purpose of this study is to reveal the approaches of parents and teachers regarding screen times of high school students. In this context, the literature within the framework of "screen time", "technological addiction" and "technological competence" has been scanned for the research part of the study, in-depth interviews were conducted with the parents and teachers of students of different types of high schools throughout Istanbul. Due to the pandemic conditions during our time, the interviews were conducted digitally through a questionnaire; different questionnaire have been prepared for teachers and families. The findings obtained as a result of in-depth interviews were evaluated with six main headings. Headings are as follows: screen times of young people, risks that young people may face during media use, parents' perception of technological proficiency, teachers' perception of technological proficiency, parents' approaches to screen time of young people and teachers' approaches to screen time. It is hoped that the study will contribute to the literature on the axis of digital technologies and education.

Keywords: *New Communication Technologies, Covid 19 Pandemic, Education, Technological Proficiency, Technological Addiction, Screen Time.*

Introduction

The screen time, which is determined as a criterion of internet, screen and technology addiction, is being studied and examined with new and different research studies. The aim of this study is to contribute to the theoretical studies on screen time; to reveal the approaches of parents and teachers on the subject. In this context, screen time is not considered as a criterion of internet, screen and technology addiction, but within the framework of technological capabilities and the quality of technology use. For this purpose, for the research part of the study,

in-depth interviews were conducted with the families and teachers of the students studying in different types of high schools throughout Istanbul. In this context, 54 teachers and 137 parent participants were interviewed for qualitative data. Within the scope of qualitative study, due to the pandemic conditions interviews were conducted digitally over a questionnaire; different questionnaires were prepared for teachers and families. According to the findings obtained from the study, it is observed that about screen use and “screen time”, parents and teachers evaluated screen use within the framework of technological dependency; they do not focus on the quality of screen use and how it can be transformed into technological competence.

It is possible that addiction will be transformed into a competence when technology is used correctly and useful content is selected in the time spent in front of the screen. As a matter of fact, the use of technological devices by children and students to access information makes the content they use more important than the time they spend in front of the screen. Especially, in the distance education process after the Covid 19 pandemic, it is seen that learners of all levels who have digital technologies, infrastructure requirements and even digital competencies are advantageous within the scope of emergency distance education, however socio-economically disadvantaged learners experience inequality due to digital divide (Bozkurt et.al., 2020).

1. Screen Time Research

Screen time is described as the allotted time spent in front of many technological devices such as computers, phones, tablets and projectors (Boone, Gordon Larsen, Adair, & Popkin, 2007). According to Turkish Language Association, the screen is defined as a non-transparent flat surface or "visual display", on which an object is projected by light, transmits an image. Digital screen, on the other hand, is the surface on which formatted visual content is projected, specially designed to be transmitted from screens such as LED and LCD, used in corporate and public spaces, indoor and outdoor spaces. Especially the increase in screen usage time of children and young people has led to an increase in studies about screen time. The negative effects of screen time in the physical, mental and psycho-social areas are admitted by parents. But, assertions about whether screen time is directly related to negative results do not contain sufficient scientific evidence (Livingstone, 2018).

The time spent in front of the screen can cause serious problems in cases when the needs that must be done in daily life cannot be met. Hence, screen addiction has been added to addiction types in recent years. In cases when the time spent in front of the screen reaches serious levels, problems that need to be get under control can be seen such as decrease in social relations, communication barriers in the family, deterioration in peer relationships, eating disorders. Starting from this point, it is observed that families are concerned about the time their children spend on the screen. It is known that the time young people and all individuals spend in front of the screen is increasing day by day. Thus, duration-based guidelines should include scientific data and evidence, and in parallel with this, new research should be conducted to eliminate parents' concerns.

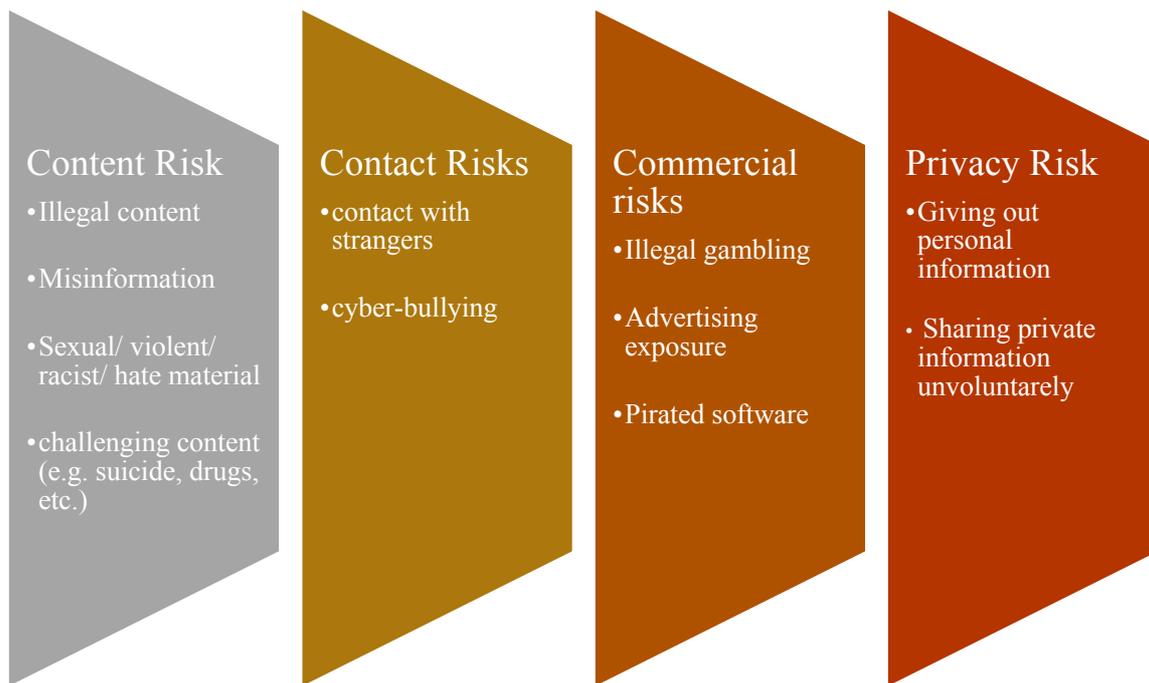
Considering that technology advances rapidly and has become a part of daily life, it must be the content on the screen and one's purpose of using the screen should be taken into account, not the time spent in front of the screen. The report involved in the research "Families and Screen Time" by Alicia Blum-Ross and Sonia Livingstone has been published. According to this report, as children between the ages of 8 and 11 spent 13.2 hours in front of television and 4.4 hours in front of a computer in a week in 2005, these figures increased to 14.8 hours for television and 11.1 hours for computers in 2015 (Canbeldek, 2017). In their interview after the published report, Livingstone and Blum-Ross point out that despite concerns about the possible negative effects of screen media on health, families are investing in digital technologies. Addiction and cyberbullying underlie families' concerns about the screen. Families also worry that their children will be left behind when digital opportunities are not provided. Therefore, it is observed that behind the investment in digital technologies, there are also the aims of supporting the education of young people, maintaining social ties and facilitating daily life.

2. Risks Related to Screen Usage

In general, screen use associated risks are grouped under four categories. These are behavioural risks (e.g.; sexually explicit correspondence, misuse of personal information.), content risks (harassment, impersonation) and commercial risks (e.g.; excessive or undercover marketing, fraud) (Livingstone, 2018).

Online risks can be defined as online statuses that have negative cognitive, psychological and social effects. Online risks can be classified in various ways. For example Livingstone ve Haddon (2008) collect these risks under 4 titles; "content risks, contact risks, commercial risks and privacy risks".

Chart 1. A Classification of Online Risks



Reference: (Livingstone & Haddon, 2008)

Livingstone, Mascheroni and Staksrud (2015) have added the dimension of the role young people take to online risks. In this regard, young people are exposed to content risks in the "receiver" role, connection risks in the "participant" role, and realization risks in the "actor" role. Each of these roles are examined under the categories of 'aggression, sexual, values and commercial'. Thus, 12 different risk categories emerged according to the risk and role content taken by the child.

Table 1. Online Risks According to the Roles of Young People

	Content (Child as receiver)	Connection (Child as participant)	Realization (Child as actor)
Aggression	Violent/ gory content	Harassment/ stalking	Bullying, hostile peer activity
Sexuality	Pornographic content	Sexual abuse on meeting strangers	Sexual harrasment, sexting
Values	Racist/ hateful content	Ideological persuasion	Potentially harmful user-generated content
Commercial	Embedded marketing	Personal data misuse	Gambling, copyright infringement

Reference: (Livingstone, Mascheroni & Staksrud, 2015)

Continuously developing internet technologies cause diversified and differentiated risks in online environments. This is why it is thought that a classification that checks the online risks faced by young people in an up-to-date manner will be useful.

3. Screen Addiction

The concept “addiction” can be described as one’s time spent on a tool, an object or a subject more than it should be, in a way that will affect daily life, communication and relationships. In other words, addiction is generally a form of losing control on the use of a substance or a behavior. Even the presence of only three of the following situations is sufficient for diagnosing addiction; the increase in the duration of use, the deprivation felt with the cessation of use, the effort to reduce the use, the decrease in social activity with the use and the continued use despite the physical difficulties. There main positions appear when these six situations are evaluated. These are; irrepresseble desire to use, increase in usage time and deficiencies in psychological and physical needs.

Internet addiction is named after “substance abuse” from Diagnostic and Statistical Manual of Mental Disorders by Ivan Goldberg in 1995. Internet addiction, which includes prominence, conflict, relapse, distancing and mood change factors as a behavioral addiction, is triggered by the application of communication practices over the internet.

Researchers such as Griffith and Young emphasized that problems occur within family, friends, work and school environments due to internet addiction. The most important indicator in the classification of internet addiction is extremism. At this point, internet addiction is an individual’s having problems in academic, social and psychological life as a result of his/her inability to control himself / herself in internet use.

Livingstone came to some conclusions about screen time and screen addiction. Livingstone identified five basic factors which should be observed in young people’s daily life before qualifying them as internet addict. These are 1) eating and sleeping enough 2) Physical health 3) Connecting socially with friends and family 4) Engaged in school and fulfillment of school-related responsibilities 5) Enjoying and pursuing hobbies and interests. According to Livingstone, answering 'yes' or 'a little' to these five basic behavior shows that the screen time problem is not as important as it is concerned (Ross, Livingstone, 2017).

Internet and social media cover an significant part of individuals' daily programs. It is believed that individuals meet some of their needs and obtain psychological satisfaction by using social media. Herein, there are some positions which individuals' and societies' level of internet and technology use is defined as addiction.

4. Technological Competence

Considering that the terminology of information and communication technology is constantly growing and changing, it seems that the competence encompasses all of the digital hardware and software used to support the acquisition, storage, transmission and retrieval of data. In addition to computers, these digital equipment also includes peripheral devices such as scanners, printers, speakers. At the same time, mobile devices including mobile phones, handheld computers, digital cameras, digital media players and calculators are within the scope of digital hardware. Technological competence is defined as the relationships between technical abilities in the psychomotor, cognitive and emotional fields (Hansen, 2008).

With the expansion of studies conducted by Dyren Fury (1990) and Layton (1994), it has become possible to define and measure technological competence as a structure. It is possible to mention three components that correspond to what researchers consider as dimensions of technological competence. The first of these is technological information. According to Dyrenfurth, in a democratic society, citizens can know something about technological concepts, principles and connections, as well as the nature and history of technology. This type of knowing is called cognitive in the educational science literature. The second dimension of technological competence is technological skill. Technical and technological skills are part of most human activities and are an important factor for human survival. These skills are generally accepted as psychomotor skills by psychologists and emerge as an important component of technological competence. The third dimension of technology is technological will or represents being active and entrepreneurial in technology. Technology is determined and directed by human emotions, motivations, values and personal qualities. Hence, the development of technology in society depends on the technological will of individuals to participate in and influence technological decisions. This is the emotional aspect of technological competence. Technological competence, in short, involves a balance between knowledge, skills and emotional commitment. It can be literally defined as the act of using mastery or mastership of the human (Hansen, 2008).

5. Analysis of Parents 'and Teachers' Approaches to Digitalization and Young People's Screen Use

Nowadays, it is seen that children and young people are trying to be kept away from the screens due to addiction concern. However, studies prove that limiting the time in front of the screen also limits the ability of children to gain technological competence. In this context, this study aims to reveal the approaches of parents and teachers to screen time. Research questions developed for the research problem are as follows:

- Does the screen time of young people affect screen addiction alone?
- What effect does limiting screen time for young people have on their technological competence?

54 teachers and 137 parent participants were interviewed for the qualitative analyses conducted as part of the research. With this design, a question chart consist of open-ended questions was applied to the participating groups. NVivo 12 analysis program was used to analyze the collected data. The data were also evaluated with "Content Analysis". Content analysis can be defined as determining the concepts from the collected data and reaching the facts by creating themes based on these concepts. (Yıldırım&Şimşek, 2013: 259). Question chart and scales are applied to participant group teachers and parents for qualitative data. Collected data converted into texts in computer environment. After the texts were studied by the researcher, they were transformed into codes, from codes to concepts and from concepts to themes. Coding is done according to the concepts emerged during the coding of the data. The findings were interpreted based on the coding. In order to ensure the credibility and consistency of this analysis, a control study of consistency between coders was carried out. In this comparison, the reliability of the research was made by using the formula of Consensus percentage = $\text{Consensus} / (\text{Consensus} + \text{Dissensus}) \times 100$. Miles and Huberman (2004) finds it reliable that the consensus percentage gets a value above 70%.

4.1. Results

The results obtained in the qualitative research part of the study were evaluated under six main headings based on the opinions of teachers and parents: teachers' perception of technology addiction, teachers' perception of technological competence, teachers' approaches to young people's screen time. Families' perception of technology addiction, families' perception of technological competence, approaches of families to young people's screen time.

Themes and Categories of Teachers

Table 5. Distribution of Teachers According to Demographic Information

Variable		Number of People
Level of Education	Graduate	45
	Postgraduate	9
Employment Status	Employed	42
	Nonemployed	12
Age	Under 30 years	27
	Between 30-45 years	18
	46 years and older	9

Table 6. Categories of School Counselors' Answers to the Question."What is Computer Addiction / Screen Addiction?"

When the answers given by counselors to the question what is computer addiction / screen addiction were examined, categories emerged such as being stuck, using out of need, deprivation, inability to control. These categories are combined under the theme of addiction.

When the findings are evaluated, it is observed that almost 44% of the teachers define computer / screen addiction as inability to control themselves.

Addiction Theme	Frequency	Percentage
Being stuck	9	12,5
Using out of need	13	25
Deprivation	12	18,75
Inability to control	18	43,75
Total	54	100

Table 7. Teachers' Answers to the Questions "What is Technological Competence Perception for You?" and Their Categories

When the answers given by the teachers to the question what is technological competence and how to achieve it; having knowledge, being able to control oneself, and following the developments categories emerged. These categories are combined under the theme of competence.

When the findings were evaluated, it was observed that nearly 39% of the teachers defined technological competence as having knowledge.

Technological Competence Theme	Frequency	Percentage
Having knowledge	21	38,9
Being able to control oneself	18	33,3
Following the developments	15	27,8
Total	54	100

Table 8. Teachers' Answers to the Question "Has The Coronavirus Had an Effect on Technological Competence?" and Their Categories.

The opinions of the teachers about increasing technological competencies of young people's screen time during the coronavirus epidemic that has highly affected the world in recent months have been examined and their answers are categorized as "yes", "no" and "partially". These categories are combined under the theme of the impact of coronavirus on technological competence.

When the findings were evaluated, it was revealed that approximately 67% of the teachers thought that the technological competence of the young people had increased during the coronavirus epidemic. A group of teachers with a rate of 16.7% supported the view that it had a positive effect, giving the answer "partially".

Impact Of Coronavirus On Technological Competence Theme	Frequency	Percentage
Yes	36	66,7
No	9	16,7
Partially	9	16,7
Total	54	100

Table 9. Teachers' Responses to the Question "How Does Limitation of Screen Time Affect Students' Gaining Technology Competence and Awareness? and Their Categories.

When teachers' answers to the question "how limitation of screen time affects students' gaining technology competence and awareness" examined, two categories emerged as affects positively and depends on the student. These categories are combined under the effect of time limitation theme.

Considering the findings, nearly 59% of the teachers think it depends on students and the 41,2% of the teachers think it will affect positively.

Effect Of Time Limitation Theme	Frequency	Percentage
Affects positively	22	41,2
Depends on student	32	58,8
Total	54	100

Table 10. Categories of Teachers' Answers Given to the Question "Do You Think A Student In Adolescence Can Determine The Time To Stay On The Screen?"

The answers splitted up as "yes" and "no" when teachers' responds to the question "whether a student who is in adolescence can determine screen time by himself/herself" is examined. These categories are combined under the determination of screen time theme.

When the findings are evaluated, it was seen that the teachers showed an equal distribution of yes and no answers about whether students can determine screen time or not.

The Determination Of Screen Time Theme	Frequency	Percentage
Yes	27	50
No	27	50
Total	54	100

Table 11. Categories of Teachers' Answers Given to the Question "How Long Should a High School-Age Student Spend on Screen?"

When teachers’ answers to the question how long a student of high school age should spend on the screen is examined, it is seen that they responded in the form of 0-2 hours, 2-4 hours and 4-6 hours. These categories are combined under the screen time theme.

When the findings were evaluated, it was seen that 50% of the teachers agree on that the time young people should stay on the screen should be 2-4 hours and 44,4% of them thinks 0-2 hours in front of the screen is appropriate.

Screen Time Theme	Frequency	Percentage
0 – 2 hours	20	44,4
2 – 4 hours	21	50
4 – 6 hours	13	5,6
Total	54	100

Table 12. Answers and Their Categories to the Question “Can Screen Addiction Be Spoken of for Professional Groups (Computer or Software Engineer, Editor, Graphic Designer, Banker Etc.) Who Spend Most of Their Days in Screen?”

When the teachers’ answers examined to the question whether screen addiction can be mentioned for occupational groups who spend most of the day in front of the screen, categories such “yes, no, depends” emerged. These categories are combined under the screen addiction of professional groups theme.

Considering the findings, it was seen that 61% of the teachers answered “no” to the question whether screen addiction can be mentioned for occupational groups who spend most of their day in front of the screen, and apparently they contradicted their opinions about the limitation of time.

Screen Addiction Of Professional Groups Theme	Frequency	Percentage
Yes	6	11,1
No	33	61,1
It depends	15	27,8
Total	54	100

Themes and Categories of Parents

Table 13. Distribution of Parents According to Demographic Information

Number of Children	1	41
	2	68
	3	22
	4 and above	6
Age	Under 30 years	7
	35-45 years	68
	46 years and older	62
Education Level of Mother	Primary School	26
	High School	41
	Graduate	52
	Postgraduate	18
Education Level of Father	Primary School	23
	High School	32
	Graduate	63
	Postgraduate	19
Household Income	2000-3000 TL	7
	3001-4000 TL	15
	4001-5000 TL	18
	5001 and above	97
	Total	137

Table 14. Parents' Answers and Their Categories to the Question. "What is Computer Addiction / Screen Addiction?"

When the parents' answers to the question "what is computer addiction / screen addiction?" were examined, categories emerged such as being stuck, using out of need, deprivation, inability to control, being away from social life, and excessive use. These categories are combined under the addiction theme.

Looking at the findings, it was seen that nearly 20% of the parents considered excessive use and almost 19% considered being away from social life.

Addiction Theme	Frequency	Percentage
Being stuck	17	12,1
Using out of need	16	11,3
Deprivation	9	6,4
Inability to control	38	27
Being away from social life	26	18,4
Excessive use	28	19,9
Total	141	100

Table 15. Parents' Answers and Their Categories to the Question "How Many Hours Should a High School Age Student Spend on the Screen Per Day?"

When the answers given by the parents to the question how much time a student of high school age should spend on the screen are examined, it is seen that they responded as 0-2 hours, 2-4 hours, 4-6 hours and over 6 hours. These categories are combined under screen time theme.

According to findings, 48,2% of the parents thinks students' screen time must be limited to 0-2 hours and only 7,3% of the group approves between 4-6 hours. This reveals a marked discrepancy in the screen time required for technological competence gains.

Screen Time Theme	Frequency	Percentage
0 – 2 hours	66	48,2
2 – 4 hours	57	41,6
4 – 6 hours	10	7,3
More than 6 hours	4	2,9
Total	137	100

Table 16. Parents' Answers to the Question "Do you think a student in adolescence can determine the screen time by himself?" and Their Categories.

The answers split up as “yes” and “no” when parents responds to the question “whether a student who is in adolescence can determine screen time by himself/herself” is examined. These categories are combined under the determination of screen time theme.

Findings show that with the number of 87, majority of parents agree on children cannot determine their screen time.

The Determination Of Screen Time Theme	Frequency	Percentage
Yes	50	36,5
No	87	63,5
Total	137	100

Table 17. Parents' Answers to the Question "If Children Work on Screen, Can This Be Considered as Screen Addiction?" and Their Categories.

When parents answers on whether they associate the screen addiction with time their children study, three categories were determined as yes, no and it depends. These categories are combined under the parental opinion theme.

When the findings were evaluated, it was revealed that 73% of the parents did not see this as an addiction if their children were studying on the screen. This result contradicts with their previous opinion which says their screen time must be limited with 0-2 hours.

Parental Opinion Theme	Frequency	Percentage
Yes	19	13,9
No	100	73
It depends	18	13,1
Total	137	100

Table 18. Parents’ Answers to the Question “Can Screen Addiction Be Spoken of for Professional Groups (Computer or Software Engineer, Editor, Graphic Designer, Banker Etc.) Who Spend Most of Their Days in Screen?” and Their Categories.

When the parents’ answers examined to the question whether screen addiction can be mentioned for occupational groups who spend most of the day in front of the screen, categories such “yes, no, depends” emerged. These categories are combined under the screen addiction of professional groups theme.

Looking at the findings, it is seen that the rate of parents who do not associate working on screen with addiction due to professional use is 61%. This result also contradicts parental opinions that advocate for restricting screen time.

Screen Addiction Of Professional Groups Theme	Frequency	Percentage
Yes	42	11,1
No	51	61,1
It depends	45	27,8
Total	138	100

Table 19. Parents' Answers to the Question "What is Technological Competence and How is it Achieved?" and Their Categories.

When parents' answers to the question what is technological competence and how to achieve it, the categories of having knowledge, being able to control oneself, following developments, facilitating life, and proper use have emerged. These categories are combined under the theme of technological competence.

When the findings were evaluated, it was seen that 35,6% of the parents defined technological competence as following the developments and nearly 21,5% defined it as making life easier. Again, it is seen that parents who advocate restricting screen time are not conscious enough about the sufficient time to follow the developments.

Technological Competence Theme	Frequency	Percentage
Having knowledge	32	21,5
Being able to control oneself	9	6
Following the developments	53	35,6
Facilitating the life	31	23,8
Proper use	24	16,1
Total	149	100

Table 20. Parents Their Answers to the Question "How Do You Think Limitation of Screen Time Affect Students' Gaining Technology Competence and Awareness?" and Their Categories

When parents' answers to the question "how limitation of screen time affects students' gaining technology competence and awareness", two categories emerged as affects positively and depends on student. These categories are combined under the effect of time limitation theme.

According to the findings, with the rate of 90,5%, majority of the parents hold the view that limitation of screen time will affect technological competence of students positively. Only 9,5% of the group thinks it will affect negatively and a serious contradiction is observed between the parents opinions.

Effect Of Time Limitation Theme	Frequency	Percentage
Affectss positively	124	90,5
May affect negatively	13	9,5
Total	137	100

Table 21. Parents' Answers to the Question "What Is Your Approach / Attitude to The Screen Time Of Your Children?" and Their Categories.

When parents’ responses to the question what their attitudes towards screen use of their children were examined, three categories emerged as “should be limited, should not be used except studying, and difficult to control”. These categories are combined under the theme of parental approach.

When the findings were evaluated, it was seen that 41,6% of the parents thought that the screen time of the young people should be limited, and nearly 33% of the parents gave the answer difficult to control. It is seen that parents evaluate the relationship between young people and technology as part of concepts of limiting and controlling and they are not conscious enough about this issue.

Parental Approach Theme	Frequency	Percentage
Should be limited	56	41,6
Should not be used except studying	36	25,6
Difficult to control	45	32,8
Total	137	100

Table 22. Parents’ Answers To The Question ""Has the Screen Time of Young People Increased Their Technological Competencies in the Coronavirus Epidemic Process That Has Affected the Whole World in Recent Months?"and Their Categories.

Parents' opinions about the increase of screen time of young people in technological competence in the process of the coronavirus epidemic that has affected the world in recent months were analyzed. In the responses there were categories yes, education and research,

shopping and social media. These categories are combined under the theme of the impact of coronavirus on technological competence.

When the findings were evaluated, it was seen that 38.5% of the parents thought that their children's screen use increased their technological competence during the coronavirus epidemic process. Here, the fact that parents' considering limiting screen time as well as arguing that increasing screen time during the epidemic increases technological competence reveals a contradictory situation.

Impact Of Coronavirus On Technological Competence Theme	Frequency	Percentage
Yes	137	38,5
Education and Research	108	30,3
Shopping	29	8,1
Social Media	82	23
Total	356	100

Conclusion

According to the findings obtained from the study, it is observed that about screen use and “screen time”, parents and teachers evaluated screen use within the framework of technological addiction. It is clear that they do not focus on the quality of screen use and how it can be transformed into technological competence. On the other hand, considering that both educational and other essential needs of children and young people encourage them to use the internet, limiting them with a narrow screen time also means limiting their knowledge of technology.

According to the obtained data in the study, it is seen that both parents and teachers still focus on time and addiction concepts concerning the relationship of young people with technology. But trying to limit the relationship of young people with technology involves a serious contradiction with the behaviour of some parents investing in technology and technological devices, thinking their children should not be left behind technology, education and developments. Also teachers are using technology intently and effectively and especially all education systems have been operating in technology-intensive environments for more than a year. Remembering that young people, as individuals of today and the future, are the generation of Digital Natives, we, as the adult generation of Digital immigrants, have to get to know technology more closely and cooperate with young people instead of putting obstacles in front of them. This cooperation will carry young people into the future as competent and well-equipped individuals.

It is important to understand the screen use of children and young people in terms of enhancing their technological competence. The increase in the capacity of new communication technologies to produce, process, store and transmit information has made the competencies important in this area. At this point, synchronizing parents' and education professionals'

approaches related with screen time and considering screen time from the point of competence rather than addiction is important.

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Extreme Digitalization and Its Effects on Individual and Social Life During the Post Corona Pandemic Period

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Abstract

It is seen that individuals use digital tools and digital media more than ever, due to the developments of Covid 19 virus worldwide, corona epidemic measures in different dimensions in each country and social distance rules. Within the scope of corona measures, user behaviors and digital habits have started to differentiate and intensify in this extremely isolated process where new living rules are applied. In the global arena, individuals from different ages and socio-economic groups in many different countries have come to share on their social media accounts that they experience problems such as "crammed tracking", excessive online shopping, etc., in the quarantine restrictions. While the use of excessive digital tools and media causes a wide variety of physical and mental illnesses, it also causes visible positive and negative changes in the lives of individuals. The aim of this study is to provide a general view and recommendations for individual and social changes in the context of extreme digitalization during the corona epidemic period.

Keywords: *New Media, Corona, Extreme Digitalization, Digital Diseases*

Introduction

The Corona epidemic, which started with the Covid 19 virus, which affected all the countries of the world globally, did not only effect people physically and spiritually; it also changed their socio-economic status and life habits. Short and long-term curfews implemented within the scope of Covid 19 corona measures; the closure of shopping malls, cafes and restaurants, as well as the fact that cinemas, theaters and museums are still closed in many countries have brought about radical changes in individual and social life. Throughout the world, in this process, it is seen that digital tools and digital media are used much more than ever in all areas of life, and it is revealed by researches.

In the so-called "new normal" period in the post-corona period, the extreme digitalization experienced has affected individuals and their social lives both positively and negatively, while providing the continuity of education with online education models, online meetings with zoom applications etc, and whatsapp bringing family members and friends together with video calls.

Individuals who were able to go to school, workplaces and entertainment venues before the corona period now meet all their needs online, sometimes without getting up from the same table or sofa all day. With the "life fits home" practice within the scope of corona measures, the World Health Organization offers solutions to individuals living so inactive and deprived of physical activity, with campaigns stating "stay at home for your health" but "don't stay still".

1.1. Benefits of digitization

The benefits of following digitalization, that is, technologies and applications that will improve the performance of individuals and institutions, can be summarized as follows:

- To provide personal or corporate growth,
- Increasing personal or corporate productivity with minimum effort and maximum efficiency,
- Reaching the targeted audience, personally or institutionally, in the fastest way with the least cost,
- Developing the personal or corporate network in a way that provides maximum benefit at minimum cost,

- To be able to present personal or corporate messages simultaneously, multi-layered, without the problem of time and space, with the possibility of multimedia
- To deliver personal and corporate messages to the maximum number of people with minimum effort and cost.

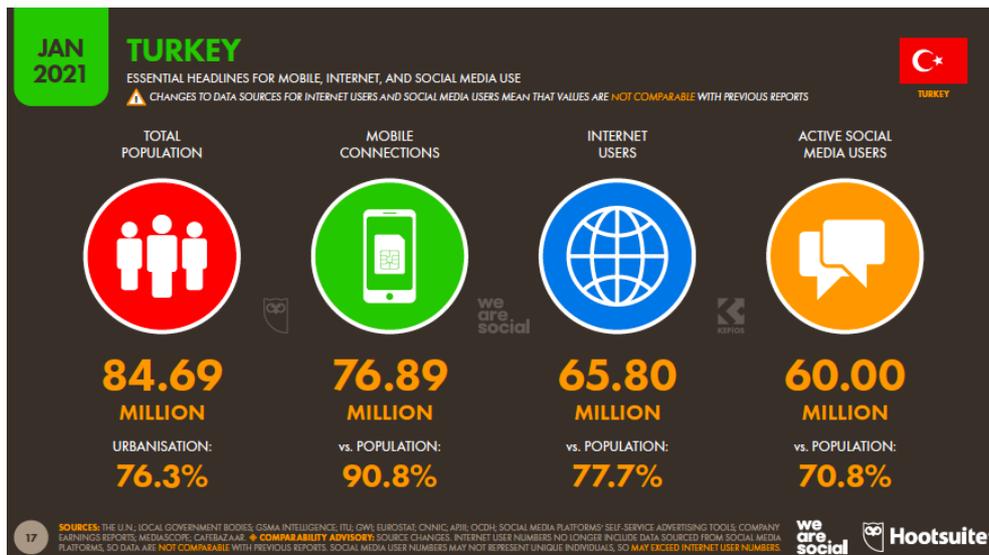
1.2. Extreme Digitization

According to TDK (Turkish Language Society), digitalization means numerical, based on numbers. Digitization, on the other hand, in order to achieve maximum efficiency with minimum physical effort; it can be defined as the transfer of data previously processed with analog technologies to digital media by reading and editing with smart phone, computer, tablet, etc. technology tools. In today's world called the digital age; with the use of technology in education, health, employment, entertainment and in all areas of life, the digital transformation of individuals and institutions is a very important and inevitable condition for catching up with the era, development and change. With the Corona epidemic, the rate of digitalization has increased in Turkey as well as in the rest of the world. In many countries, individuals from different age and socio-economic groups have started to share on their social media accounts that they have problems such as binge watching, excessive online shopping, etc. While excessive digital tools and media cause a wide variety of physical and mental illnesses, they also cause visible positive and negative changes in the lives of individuals.

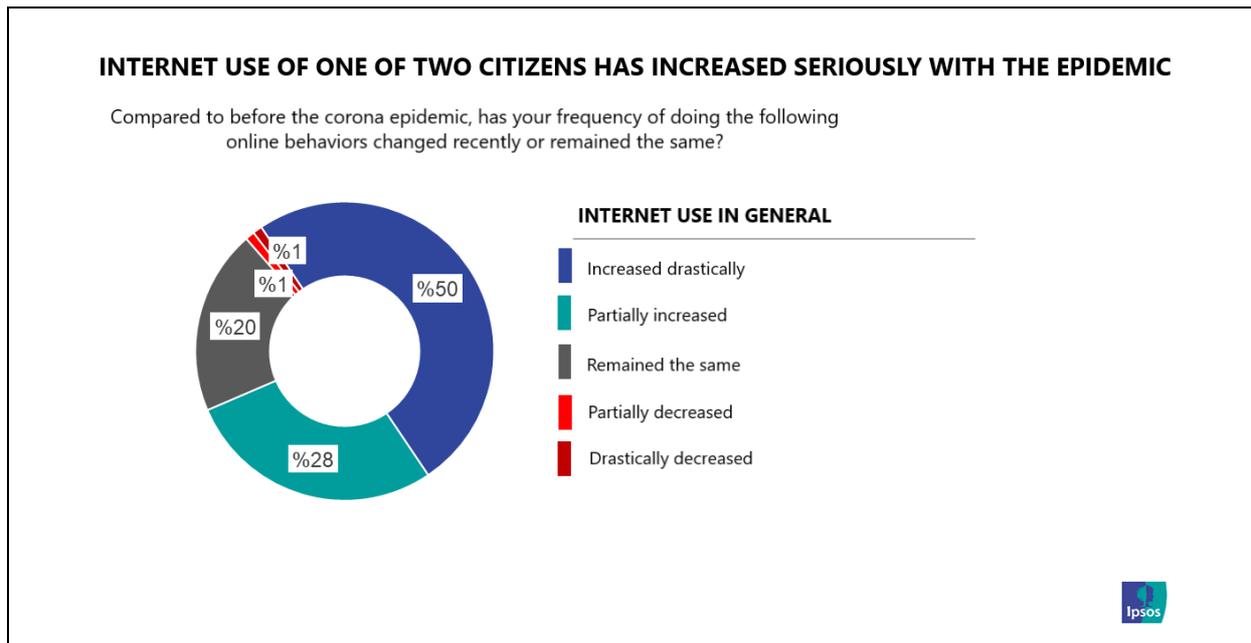
It is seen that individuals use digital tools and channels more than ever, due to the corona pandemic developments experienced around the world, epidemic measures experienced in different dimensions in each country, and social distance rules. Within the scope of corona measures, in this extremely isolated process where new life rules are applied, user behaviours and digital habits have also started to differentiate and intensify. In this period, which is called the "new normal" after the first two waves of the Covid 19 pandemic, digital transformations and extreme digitalization also lead to personal and social transformations. While individuals are changing many behavioural models, societies are going through radical changes in areas such as production, consumption, health, security etc. With the transformation of the Covid 19 virus into mutant viruses, the epidemic seems to enter an uncertain and uncontrolled period again.

1.3. Digitalization and User Habits in Turkey in the Post Corona Period

Although Turkey is not one of the first countries to reach and use internet access, it is one of the countries with the highest usage rate today. Considering that individuals from all socioeconomic classes have smartphones regardless of their income, it will be better understood why the internet usage rates are so high. Individuals who used the internet intensively before the corona epidemic in Turkey increased the duration and intensity of internet use during the corona epidemic and in the so-called post corona period.

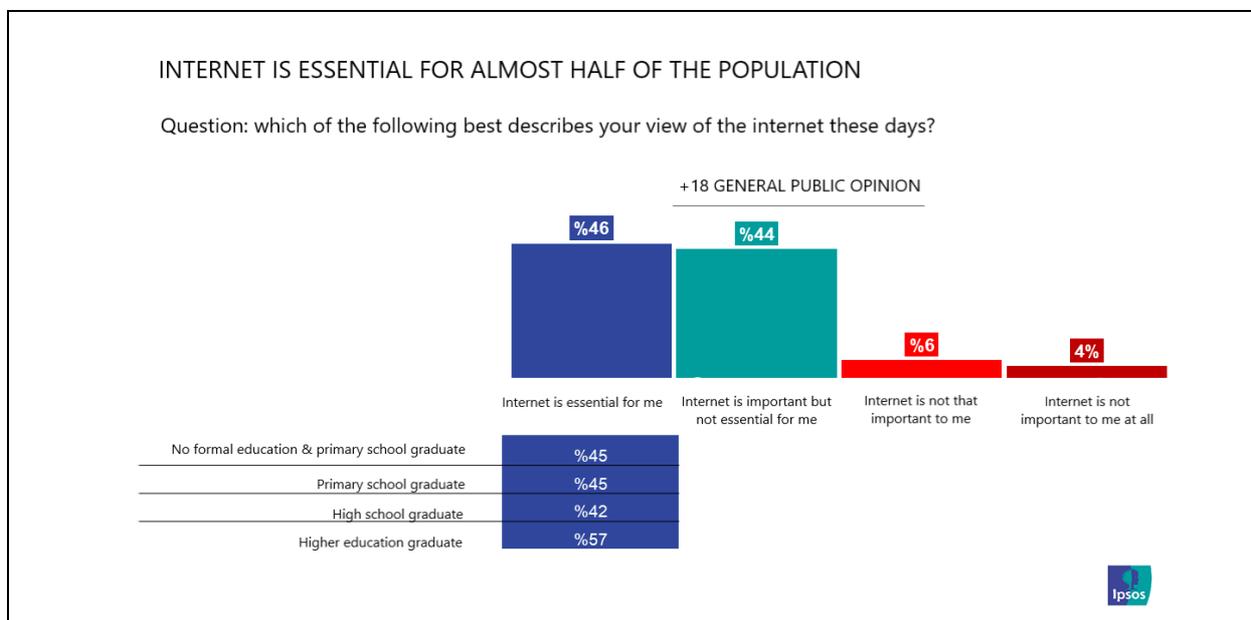


Tab 1. We Are Social 2021 Turkey Report



Tab 2. IPSOS, Data for the 44th period of the Coronavirus Outbreak and Community Survey, February 2021

According to the data of IPSOS; with the increase in the time spent at home due to the epidemic, it is seen that the activities carried out at home are also affected by this. One of the interesting results is that there is an increase in the number of households using the internet and that the time individuals spend on using the internet has increased. While half of the citizens stated that their internet usage in general has increased significantly since the epidemic started (50%), internet usage of one quarter has increased partially (28%) (IPSOS, Data for the 44th period of the Coronavirus Outbreak and Society Survey, February 2021).



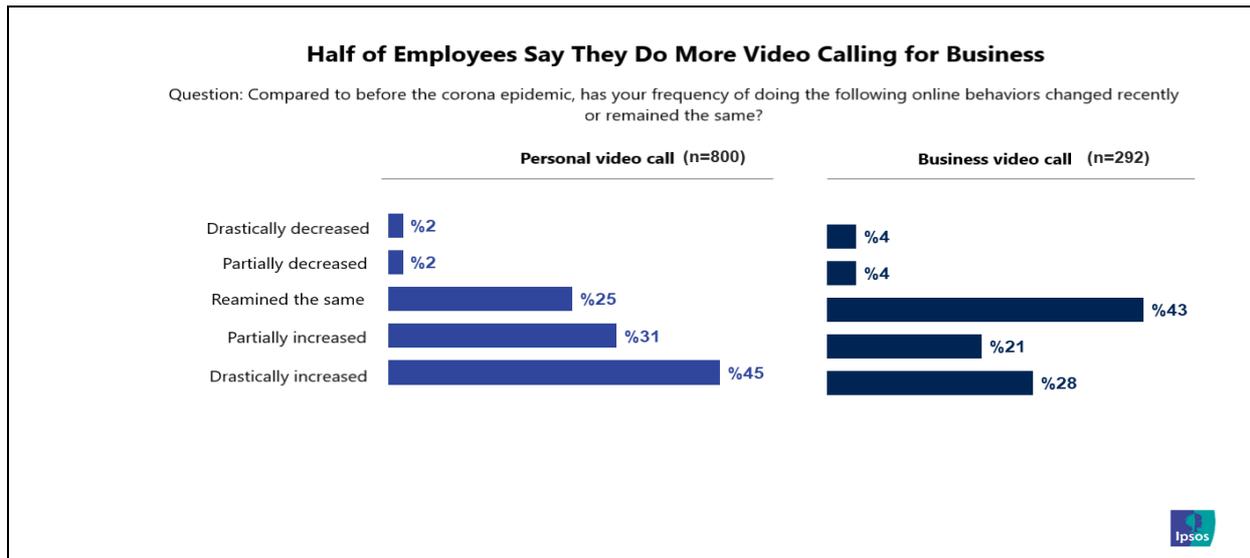
Tab 3. IPSOS, Data for the 44th period of the Coronavirus Outbreak and Community Survey, February 2021

As in the global arena, the use of digital tools and media during the Covid 19 corona pandemic period in Turkey is observed more and more intensely than ever before. Shock, anxiety disorders, anxiety about the future, emotional state disorders and mental problems experienced in the first days of the Corona epidemic turned into a different situation afterwards. Illustrations, cartoons and digitally manipulated photographs showing watching movies and eating too much were frequently shared around the world in the early days and became the subject of entertainment in social media. After the first shock of the epidemic was over, the living habits of individuals who

are prone to consumption have also changed considerably. Along with curfews and quarantine practices, which vary in terms of application form and duration throughout the world; individuals have started to make discourses on social media such as Facebook and Twitter, complaining that they watch TV series continuously and for quite a long time (binge watching) and that they eat unnecessarily large amounts of food or shop online for products they do not need. Binge watching, with its shortest and most concise definition, means uninterrupted and continuous television viewing for a long time. In the film and TV series industry, the trend of opting out of subscription-based and pay-per-view television broadcasts, which started in the United States in 2013 during the transition from conventional media to new media, has spread rapidly around the world and the viewers' orientation to digital platforms such as Netflix, Amazon Prime has begun. In the same year, the concept of binge-watching was also included in the literature as a new trend in America. In the digital age, new media users have started to watch more than one episode of a series, and even all episodes of each season, one after the other and without interruption, starting from the first episode of a series. Like all other global trends, this one has quickly gained acceptance around the world. In the Corona era, binge watching entered its heyday in its history.

Easy accessibility can often lead to overconsumption, as seen in eating and alcohol habits. In video-on-demand (VOD) services, this has recently been referred to as "binge-watching", potentially consuming entire seasons of TV shows in one sitting (Trouleau, 2016: 1215). Binge watching starts with watching the first episode of a popular series and ends with watching all episodes of all seasons. The binge watching process necessarily ends when the individual gets sleepy or when eye and/or mental fatigue begins. As a result; time and location-independent new media channels such as Netflix, Amazon Prime, Blu TV, Puhu TV, Gain, Exxen etc. make binge watching a very revenue-generating area for the industry and for new generation viewers, ad-free, uncensored, unlimited, time/space independent and offered in a comfortable environment makes it fun. Therefore, binge watching is changing the way individuals watch television and the economy of the industry. The increasing number of addictive digital platform serials sometimes take the viewer's whole day and disconnect him from real life. Obsessive monitoring, which causes health problems such as heart, blood pressure, obesity and cancer due to being too inactive, has been a reality in Turkey for a while (Karadağ 2019, 6). Due to the Corona epidemic that connects the whole world to their home and the protective measures applied in different times and forms in each country, individuals who are closed for days at home instead of getting away from the mainstream daily news generation agenda where the current crisis and their troubles are told and thinking about the problems they will experience, they watch series one after another through binge watching on digital platforms. In addition, they are faced with serious eating disorders by taking unlimited and unnecessary foods while watching TV series.

As in the rest of the world, individuals from all age groups and different socioeconomic structures in Turkey are also faced with the problem of Binge Eating Disorder (BED) in addition to binge watching during the corona pandemic and post-corona period. "People with BED eat much more than most people can eat in a given period of time (for example, in two hours) under similar conditions and duration. These people have the feeling that nothing can stop them from eating during this time. There is no limit to stop eating at a certain point. The person cannot control himself, cannot think about what he eats and how much he eats. These people may have one or more of the behaviors described as "much faster than usual", "disturbingly", or "eating excessively when there is no feeling of hunger". The main distinguishing aspect of BED is that during the binge eating periods that manifest itself repeatedly, no measures are taken to eliminate the negative effects of binge" (Topcuoglu 2013). Since the beginning of the corona epidemic, overeating problems have arisen due to emotional state disorders or problems such as anxiety, future anxiety, etc. Of course, in an extremely digitalized era, consumer habits about eating have also changed in this direction. Companies that order food online have worked so hard and have earned more financial income than they expected; this has led many online shopping sites such as getir.com to provide ready-to-eat food ordering services. In another study conducted in the days when the corona virus epidemic began to take effect in Turkey, it was observed that the eating habits of consumers outside the home also changed. It has been determined that the habit of ready-to-eat food has decreased, while the home order has increased (İpsos Consumption Products Expenditure, 2020)



Tab 4. IPSOS, Data for the 44th period of the Coronavirus Outbreak and Community Survey, February 2021

1.4. Post corona and changing dynamics

In the pandemic, the use of digital tools and channels is observed more and more intensely than ever before. Shock, anxiety disorders, anxiety about the future, emotional state disorders and mental problems experienced in the first days of the epidemic became more different in the future. The living habits are also quite different than before. Individuals have started to make discourses on social media in a way that they complain that they watch TV series for long periods of time, eat too much food or shop online all the time. Individuals who are confined to their homes with the measures taken in different times and forms in each country; Instead of getting away from the news generation where crisis and troubles are told and thinking about the problems, they watch TV series one after the other with binge watching on digital platforms. While watching non-stop TV series, they are faced with serious eating disorders by taking unnecessary foods.

In another study conducted in the days when the corona virus epidemic began to take effect in Turkey, it was observed that the eating habits of consumers outside the home also changed. It has been determined that the habit of ready-to-eat has decreased, while the home order has increased. (Ipsos Consumer Goods Expenditure, 2020). During the corona epidemic, family lives were affected as well as individual lives. Family members, especially during the period of curfew; They spent more time together than ever before. It has also been observed that they experience domestic due to excessive digitalization by spending more time with smartphones, tablets and computers instead of family conflicts activities (eating, home maintenance, family games, study, etc.).

1.5. New normal and digital transformations

Socially speaking, the economy has been shaken on a global scale. Some institutions have lagged behind the digital age and are on the edge of bankruptcy. Businesses that are not digitized and lagging in this area are going through a difficult period. Many businesses whose trade have been affected and their incomes have fallen have turned to digital channels, social media and e-commerce. As a result, small businesses aimed to increase sales by establishing digital-based systems and acting together with new technology. This change and improves the relationship between businesses and customers and makes it suitable for the new world order. E-health, mobile health, telemedicine applications in the protection of individual and social health and service delivery are also examples of the benefit-oriented uses of digitalization and especially artificial intelligence. In the so-called "new normal" period after the pandemic, digital transformations also lead to personal and social transformations. While individuals are changing many behavioural models, societies are going through radical changes in areas such as production, consumption, health, security, etc.

1.6. Change of Individual and Social Life in the New Era

During the corona epidemic, family lives have been affected as much as individual lives. Family members, especially during the period of curfew; spent more time together than ever before. It has also been observed that they experience domestic conflicts due to excessive digitalization by spending more time with

smartphones, tablets and computers instead of domestic family activities (eating, home maintenance, repair, family games, study, etc.). The United Nations "The Impact of COVID-19 on Women" report stated that violence against women and children has increased, the report named this issue as "shadow violence" and revealed the changes in individual and social life in the post-corona period with numbers and facts. According to the research report of the UN on women during the Covid 19 period; violence against women and girls is increasing globally, coupled with the COVID-19 pandemic, economic and social stresses, and measures to restrict contact and movement. Crowded homes, substance use, limited access to services and reduced peer support exacerbate these conditions. Before the epidemic, it was estimated that one in three women would experience violence in their lifetime. Now, many of these women are confined to their homes with their abusers (UN COVID-19 Impact on Women report p.17).

Individual problems encountered in the new world order are not limited to mental and social dimensions. It has also been observed that excessive use of digital tools and the time spent online longer than usual cause physical problems in individuals. Especially neck and back hernias, postural problems and posture disorders have also caused the onset of regional pain and an increase in existing pain and reduced their quality of life. When viewed socially, economies around the world have been shaken on a global scale. Since some institutions around the world, especially small businesses, are accustomed to working with traditional working systems and offline sales and marketing channels, they have not only lagged behind the digital age, but also came to the point of closing or bankruptcy by not being able to sell. In summary, it is seen that businesses that do not fulfill the requirements of digitalization and delay in investing in this field are going through a very difficult period. During the corona pandemic, many businesses, whose businesses were badly affected and their incomes decreased visibly, turned to digital channels, social media and e-commerce. As a natural result of this, small businesses have aimed to increase sales by establishing digital-based systems and acting together with new technology. This changes and develops the relationship between businesses and potential customers and makes it suitable for the new world order and provides profit for both parties.

The Shadow Pandemic: Violence Against Women and Girls and COVID-19

Globally,

243 million



women and girls aged 15-49 have been subjected to sexual and/or physical violence perpetrated by an intimate partner in the previous 12 months.

The number is likely to INCREASE as security, health, and money worries heighten tensions and strains are accentuated by cramped and confined living conditions.

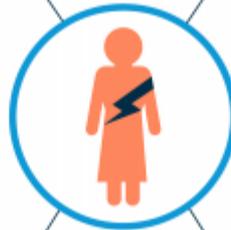
Emerging data shows that since the outbreak of COVID-19, violence against women and girls (VAWG), and particularly domestic violence, has INTENSIFIED.

Below are just a few of the dozens of countries reporting an increase in violence against women

In **France**, reports of domestic violence have increased by **30%** since the lockdown on March 17.

In **Cyprus and Singapore** helplines have registered an increase in calls of **30%** and **33%**, respectively.

In **Argentina** emergency calls for domestic violence cases have increased by **25%** since the lockdown on March 20.



Increased cases of domestic violence and demand for emergency shelter have also been reported in **Canada, Germany, Spain, the United Kingdom and the United States.**

As stay-at-home orders expand to contain the spread of the virus, women with violent partners increasingly find themselves isolated from the people and resources that can help them.

87,000 women were intentionally killed in 2017. The majority of these killings were committed by an intimate partner or family member of the victim.

Violence against women and girls is pervasive but at the same time widely under-reported. Less

than **40%** of women who experience violence report these crimes or seek help of any sort.

The global cost of violence against women had previously been estimated at approximately.

US\$1.5 trillion

That figure can only be rising as violence increases now, and continues in the aftermath of the pandemic.

Tab 5. UN POLICY BRIEF: THE IMPACT OF COVID-19 ON WOMEN 2020:19

1.7. The new normally changing world order and its social effects

While there were great changes throughout the world during the corona pandemic, its effects on global trade were also quite large. Consumer and producer confidence indices fell sharply. Budget revenues of governments fell, expenditures increased. Unemployment rose. In this context, the worldwide spread of the Corona virus (Covid-19) epidemic affected production, supply chains and consumption, while sharply narrowing the economic activities in the world and bringing some sectors to a standstill. The increase in uncertainty about the development of the epidemic makes the problem even more serious. Tightening financial conditions, loss of

income of households and deterioration in firms' cash flows also lead to a significant weakening in demand. Social isolation measures implemented against the spread of the epidemic have greatly reduced the activities of the service sector. Financial problems, unemployment, decrease in demand, production difficulties and uncertainty caused by the epidemic have had more or less negative effects in almost every economy in the world, and a crisis has been entered. (Adiguzel M., 2020:192)

In August 2020, the UN published a report investigating the behavioral changes and all socioeconomic effects of the Corona epidemic on women and men around the world. According to the results of the comprehensive research conducted by the UN on women during the Corona period, women who experienced loss of employment and income with the onset of the COVID-19 epidemic were deeply affected economically. Men and women from all walks of life experienced job loss, income loss, and reduction in paid working hours. While the rate of women who said they lost their job among the wage earners participating in the research was 19 percent, this rate was 14.4 percent for men. (UN Women research: "COVID-19 socioeconomically affects men and women differently" Press Release, 2020). The same report also includes the emotional and psychological effects of the COVID-19 outbreak. "Research also shows that the COVID-19 pandemic has negative emotional and psychological effects. 54 percent of women and 49 percent of men stated that they experienced problems such as stress and anxiety with the onset of the epidemic. The vast majority (96.5%) of the participants living in Istanbul stated that they were negatively affected psychologically and emotionally. Participants living in Northeast Anatolia, East Anatolia, Aegean and West Anatolia, respectively, said that they were negatively affected psychologically and emotionally." (UN Women research: "COVID-19 socioeconomically affects men and women differently" Press Release, 2020)

While the Corona epidemic has deeply affected all sectors around the world, technology companies have been the companies that have experienced the most change and transformation in this regard. Microsoft CEO Satya Nadella also stated on April 30, 2020: "We saw two years of digital transformation in two months. From remote teamwork and learning to sales and customer service, critical cloud infrastructure and security, we work with our customers every day to help them adapt and do business in a world where everything is done remotely"(Source: Euronews). In this period when global economies are affected, especially small and medium enterprises need to be careful and take the right steps towards digitalization. It is important for big brands to continuously improve their technological infrastructure, improve their communication channels with their customers and use them correctly. If we think in terms of public safety and health, new practices and systems have been implemented in many countries. For example, while the security forces in the People's Republic of China were wearing glasses with facial recognition technology before the epidemic; in the post-corona period, people now use technologies and systems that can measure body temperature from a distance, since they use masks and their faces cannot be identified. In addition, e-health, mobile health, telemedicine applications in the protection of individual and social health and service delivery are also examples of the benefit-oriented use of digitalization and especially artificial intelligence.

CONCLUSION

Human nature has a need to act. However, decreased regular physical activity and consequent less energy expenditure brings with it the potential worsening of ongoing disorders, while at the same time increasing the risk of appearing in behaviors that contribute to the development of anxiety and depression (Owen, Sparling, Healy, Dunstan, & Matthews, 2008). 2010). Studies indicate that physical activity can improve the immune system with an increase in immune system cells. In this context, it is important to increase the immune function that will defend the body against the virus with the help of appropriate physical activity. On the other hand, physical activities of different intensity have different effects on the immune system (Nieman and Wentz, 2019).

Turkish Republic Ministry of Health's "Life fits in the house" application, the movement area of individuals was limited, while digital actions increased with curfews, physical activities were reduced to a minimum. It is known that a sedentary life negatively affects the immune system. Inactivity and excessive use of digital tools cause neck hernias, posture disorders and spinal pains physically, and psychologically cause mental problems such as depression, sleeping and eating disorders. Individuals who find some room and opportunity with the gradual removal of restrictions should attach importance to physical activity as recommended by the World Health Organization (WHO), and they should make activities such as distanced but outdoor walks a part of their lives as much as possible. WHO, which is accepted as a body that manages international health affiliated to the UN, publishes special reports for countries and offers solutions to special health problems such as salt use, obesity, smoke-free space, etc., has recently started the "action for health" movement. In the post-corona period, WHO, like all other national and international institutions, conducts some corona studies and prepares justified information and awareness campaigns. During the corona process, WHO has started a number of international information materials to reduce inactivity by 15%.



Graphic 6. WHO Be Active Campaign Infographics

As a result, it is very important for individuals in Turkey, as well as all over the world, to take serious personal precautions to protect themselves from excessive use of digital tools and channels. Individuals have to find ways to prevent the time they spend in the digital environment with the self-control mechanisms they have developed. The use of smart phones, laptops, smart television systems in more limited periods; even if they are at home during the curfews, it is very important for them to make general lifestyle changes such as doing sports and moving more. In this period, which is called the new normal, it is recommended that they get support from a relevant institution or expert if they cannot cope with these habits.

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Changes and New Trends in Health Communication

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Abstract

Health communication can be considered in terms of different groups such as communication of healthcare professionals with each other, patient-healthcare worker communication, patient-patient communication and patient relatives communication with each other. Communication is the primary tool in ensuring health literacy and disseminating effective health information to the wider audience. Effective health communication raises awareness about health problems, risks and solutions; influences and strengthens individuals' attitudes. All mass media are used within the scope of health education to develop and adopt healthy living habits in society in order to improve health. The dizzying developments and changes in communication technologies have diversified and enriched the ways to obtain more information and support about health problems. The transition from monologue to dialogue in the internet field has caused the transformation from one-way information transmission to dynamic, multi-faceted interactive and discussions. Thus, the period began in which not only consuming but also producing users took part. While this has improved those who use social networks, it has also made it difficult to control health information. The coexistence of the media's potential to generate negative behavior as well as the possibilities and capacity to develop positive health behaviors also constitutes a paradoxical situation. Individuals who try to collect information about diseases and treatment methods by using new media tools sometimes risk their health with false information. In addition, the communication between the different groups mentioned above through forums on online platforms takes on a remarkable new form in terms of patient-patient communication. In this context, the aim of the study is to discuss the transformation of patient-patient communication on online platforms within the framework of the literature.

Keywords: *Health Communicatian, Health Sociology, Social Media, New Media, Turkey*

Introduction

The World Health Organization defined the definition of health in 1948 as "not only the absence of illness or disability, but a state of complete physical, mental and social well-being". This definition is important in terms of revealing a new perspective on the concept of health. In the past, health was associated with "illness" and had a negative definition, but it evolved into a positive definition by including the social and spiritual side in the definition of health. With positive definition, the concept of health got rid of the limitation of medical science and its relationship with social sciences has also strengthened. The understanding that the improvement of health status is not possible only with the treatment of diseases and the understanding that health is realized with the contribution of biological factors and social and environmental factors has matured.

According to studies on the determinants of health status, the determinants are generally accepted under four groups; human biology, healthcare, environment and lifestyle. According to the results of the social determinants of health studies conducted by the University of Wisconsin, Public Health Institute in America, health-related lifestyle habits affect health status by 30%, health services contribute 20%, physical environment 10% and socioeconomic factors 40%. (<https://www.countyhealthrankings.org/explore-health-rankings/measures-data-sources/county-health-rankings-model>. Date of access: 10 April 2021).

Among these factors, lifestyle is of great importance in two respects. The first of these is that it affects the health status with a high rate, the second is that this area is under the control of the individual, and it is not possible to intervene from outside. Lifestyle is a set of behaviors that can only be changed by the individual's own acceptance, motivation and will, and are under the control of the individual. Therefore, the individual needs to be persuaded to show the desired health behavior, and it is extremely important to prepare this persuasion process with careful and effective strategies.

As a result of the increase in chronic diseases in the world and the development of awareness about the effect of environmental and social factors on health status, the concept of health promotion has emerged and strategies have been developed in this direction. The individual's access to accurate and reliable resources is an important factor in activities carried out within the scope of health promotion. For this reason, today the concepts of information literacy and health literacy have come to the fore (Mendi, 2015: 276). Health literacy is defined as the capacity to obtain, produce and understand basic health-related information and services required to make correct / appropriate health-related decisions. Health literacy is an outcome of health promotion efforts and plays a vital role in meeting public health goals (Çınarlı, 2019: 243-244). Health literacy is an extremely important phenomenon in terms of achieving effective health communication and thus achieving the goal of developing health behavior. The definition of health education, according to Smith (1979), is as follows: "Health education in its broadest sense is the sum of all factors that jointly determine the knowledge, beliefs and behaviors related to the development, protection and improvement of the health of individuals and societies" (Cited in Çınarlı, 2019: 59). It is important that individuals have access to the right health information they need in order to make ideal health decisions. In this context, it is important that decision-makers in the field of health effectively use social media tools that are accepted by the society and provide versatile use, along with traditional methods for information transfer.

Considering that communication in general is at the center of every social event that concerns people, it is clear that health status, health education, health literacy and all similar issues are a part of a healthy society and social life. In this context, the concept of health communication, which is a subtitle of communication, comes to the fore.

1.1. Health Communication

Health communication has become an important discipline all over the world in recent years. In the United States of America, within the scope of "Healthy People 2010" targets, the topic of health communication was included for the first time, and the increasing importance of this issue was emphasized. The subject of "Health Communication and Health Information Technologies" was also included within the scope of the "Healthy People 2020" project.

Under this heading, besides the goals to strengthen the communication between the patient and the healthcare personnel; Increasing the number of individuals using the Internet, increasing the proportion of quality web sites related to health, increasing the rate of individuals seeking online health information with easy access to health information, and increasing the rate of crisis and emergency risk messages aimed at protecting public health were included (Mendi, 2015: 277).

One of the reasons of increasing health expenditures in almost all countries and Turkey in recent years is the unnecessary use of health services over the need, and the fact that effective health communication practices provide the opportunity to control health expenditures reveals the importance of this discipline from another aspect. According to Çınarlı (2019), health communication is the most effective discipline that can be used to close the information gap in society, and the primary strategy of health communication campaigns is the selection of the right tools and messages. Health communication also has an important role to save the patient from one-way communication, two-way communication resulting from information asymmetry between patient and physician and passive position in this communication.

The field of health communication has a wide range from improving the quality of life and health of individuals to the preparation of national and universal health programs and the establishment of health policies. Effective implementation of health communication, on the other hand, increases awareness about health risks and solutions, provides motivation to reduce health risks, contributes to getting help from those in similar situations, affects or strengthens attitudes, increases the use of appropriate healthcare services and reduces the demand / use of inappropriate healthcare services. In summary, it is possible to define health communication as a versatile and multidisciplinary approach used to reach different target audiences and to share health-related information (Çınarlı, 2019: 51-52).

1.2 Health Communication, New Media and New Trends

The concept of health communication stands out as a subtitle of communication. In this context, to say that health communication is a type of communication that includes studies on health problems, aims to improve and develop health on a regional and national basis, and uses mass media such as media, social marketing, advertising, public relations and newspapers, magazines, television, radio, internet. is possible (Gündüz Hoşgör, 2014: 74). Internet usage has increased rapidly both in Turkey and in the world in recent years. The Internet has also become the most important reference source for those looking for health information. With the advances in communication technologies, the transition of the Internet from Web 1.0 to Web 2.0 has enabled a new model that enables more dynamic and interactive online discussions, enabling users to become not only consumers but also producers and consumers (Çınarlı, 2019: 157). Online tools allow them to share user-focused and consumer-controlled information and provide an inexpensive way to reach large audience groups over long or close distances. One of the most important features of social media is that it provides a suitable environment for healthy information exchange between different socio-demographic groups (Gencer et al., 2019: 44). With the availability of such opportunities, social media has started to be used extensively to obtain online health information and the interest is rapidly increasing. Through social media, also known as the participatory internet, individuals with certain diseases can share their disease experiences and treatment options among patient communities from wherever they are, and have the opportunity to communicate with physicians and obtain detailed information about their diseases.

As Gündüz Hoşgör stated, "In this century, when the internet has become widespread with technological developments, it has become available to households and even managed to enter into pockets, the increase and spread of health messages thanks to the internet is no longer a strange situation. For example, persons who can have an idea by researching the current problems and diseases diagnosed with regard to a condition that concerns their health on the internet. Whether in private or public health institutions, it is possible to investigate which physicians to go to and be examined. Internet environments; It is important in terms of bringing the patient and the physician together and providing a conversation that can be the subject of communication. The appearance and use of the internet as the most preferred health communication tool of recent times is also noteworthy. (Gündüz Hoşgör, 2014: 56)

From this point of view, it is possible to say that studies linking health communication with media and new media have increased in recent years. According to the study of Ayaz and Ayaz, who examined the theses on this subject with the method of content analysis, the aims of the theses are to determine whether the media is informative, to reveal the relationship of health communication with the internet and information technologies, to determine the influence of the media, the commercialization of the media in the field of health or the power of the media in the field of health. It can be listed as determining the effect of the advertisement or the attitude towards the advertisement. On the other hand, it is stated that the number of theses related to the internet has increased and the number of theses that try to reveal the relationship between health communication and internet and the importance of information technologies in health communication have also increased. (Ayaz and Ayaz, 2017: 164-165).

Social media tools have made it easier for healthcare professionals to share views and information with each other. Social networks such as Sermo, Doximity and QuantiaMD have been developed in order to enable physicians to share their knowledge and experiences with each other. Through these networks, physicians can obtain opinions from each other in difficult and complex situations. According to a study conducted with the participation of patients in family medicine offices in the state of Southern Utah in the USA to evaluate the social media usage preferences of the patients; 56% of the patients stated that they wanted physicians to use social media, and 83% of the patients stated that they used at least one of the social media tools (Mendi, 2015: 281).

Social media provides important facilities to health education activities by enabling communication and cooperation in creating health-related behavioral changes. Social support provided by the use of social media also has a positive effect on the health and well-being of individuals. It has been observed that 40% of individuals with health problems use the Facebook network for social support, and this online support increases the level of self-efficacy in health. According to the results of the systematic review study conducted by Moorhead et al. (2013); 98 investigated studies have shown that social media provides an environment that allows sharing, commenting and discussing health information on issues such as diabetes, influenza, and mental health. It has been determined that the most discussed tools in the studies are Facebook, Blogs, Twitter and Youtube. In addition, data collected on social media provide potential epidemiological resources for predicting outbreaks; It is known that a group of researchers used Twitter data to determine trends in the spread of flu (cited in Mendi, 2015: 281-282).

New media provide users with the opportunity to participate and reach large masses, providing unique environments for health promotion activities. As a result of these opportunities, it is seen that the number of people looking for health information in online resources has increased. According to the "Pew Research Center" 2013 data, 35% of adults in the USA use the internet at least once to solve their own or someone else's health problem;

72% of the users stated that they used the internet to search for information about any health issue in the previous year (Mendi, 2015: 282). In addition to the individual use of social media, it is also possible to use it institutionally. Hospitals, other health institutions, health-related NGOs and professional organizations share functions such as providing health information, spreading health campaigns, helping patients or healthy people through social media (Çınarlı, 2019: 165). In the United States of America, the "The Heart Truth" campaign has been organized in digital environment in order to increase women's awareness of heart diseases, which are among the leading causes of death in women, to enable them to identify their risks individually and to encourage them to meet with the doctor. The red dress was used as a symbol to emphasize that heart diseases are also important for women. Within the scope of the campaign, the most active and effective blogs were determined and the campaign was announced in 66 blogs in 2010. The number of users of the created Twitter account exceeded 3000 in February 2011, social activities and conferences were organized to bring women and "bloggers" together; During these meetings, the use of Twitter was ensured and it was determined that many tweets were posted. In addition to these applications, a Facebook account was created, Flickr was actively used, and it was observed that 144 videos were uploaded to YouTube by users who were not affiliated with the campaign (Mendi, 2015: 284).

The use of social media by public institutions in Turkey has started to become widespread in recent years. With the 2015-2018 Information Society Strategy and Action Plan prepared by the Ministry of Development, it is aimed to make effective use of mobile technologies and social media opportunities in the provision of public services, to make e-government applications more effective with social media applications, and to ensure the presentation of public services on mobile environments. Ministry of Health joined Facebook and Twitter on 12.04.2012. Since Facebook and Twitter are more frequently used social media tools, a separate unit has been established within the Ministry. Through the Facebook account of the Ministry of Health, topics, announcements and activities within its field of activity are shared and users can follow the latest developments in the field of health with the information provided. For example, it is seen that beneficial results can be obtained by ensuring the participation of the public through informative posts on smoking cessation campaigns and the fight against obesity. On its Twitter account, the Ministry also provides an instant sharing opportunity by responding one-to-one to citizens' questions on health-related issues on Twitter. As another example, within the scope of the activity named "Calculate Your Body Mass Index", citizens who convey their height and weight from their social media account are notified of their body mass indexes and thus, citizens are informed about weight control. Moreover, through this activity, the duty of the Ministry to provide preventive health services is also carried out in the social media environment. Twitter enables public institutions to be aware of the positive or negative comments, complaints and requests of citizens about a subject more quickly, and provides the institutions the opportunity to respond to the questions of the citizens faster (Erkek, 2016: 144-146).

Considering the Covid-19 pandemic period, it should be considered that health communication differs from other periods. During this period, the use of social media and the desire to receive news also increased. In Turkey, a quantitative research was carried out on social media with the participation of 520 social media users in order to measure the impact of the epidemic in the middle of 2020 and the relationship between change and post-traumatic growth with various socio-demographic variables. According to the results, the Covid-19 pandemic has increased people's curiosity and desire to hear. 59.1% of the participants stated that their desire to use social media and 75.8% of them stated that they wanted to follow the news (Karataş, 2020: 8-10). The fact that this research can be carried out through a communication channel is an important example in terms of expanding the usage areas of social media and providing various opportunities.

The coexistence of the media's opportunities and capacity to develop positive health behaviors and the potential to create negative behaviors creates a paradoxical situation (Çınarlı, 2019: 190). In addition to the advantages of using the internet in health communication, such as wide information capacity, interpersonal communication opportunities and social support, there are also disadvantages such as cost, inequalities in access, use of medical language, reliability and transience of information, excessive information, and risk-promoting messages (Avcı and Avcı, 2014: 185).

In summary, health communication in many countries, including Turkey, is evolving into a different form through the communication channels provided by technology. Individuals have the opportunity to carry out detailed researches on the condition of the patient as a health care provider or a relative of a patient. The point that needs to be discussed especially here is the risk created by information that can be used in relation to health, as well as in other matters, without being relational and systematic. Because some disease symptoms may be indicators that do not prevent some people from being a healthy individual. Structural, genetic and individual factors may need to be taken into consideration. If the information flow, which is interpreted as doctor's advice without taking these into account, becomes harmful to health, this communication can lead to unexpected negative consequences. At this point, trying to prevent information exchange on health issues will not be a solution. However, it should be noted that if one of the parties in the exchange of information is a doctor, their responsibilities further increase.

Conclusion

New media offers serious opportunities and facilities to create appropriate health behavior targeted within the scope of health promotion. The opportunities offered by the new media have started to be used intensively by those seeking health information and health-related service providers, especially due to the fact that they reach large masses, provide speed and mutual interaction. In this respect, it can be said that health communication studies associated with new media are increasing day by day. Particular emphasis in this study is that health communication, including new media channels, where information is spreading rapidly, is beginning to change shape. New media tools are used for health communication both individually and for public institutions. However, the presence of inaccurate, incomplete, erroneous and out-of-date information in communication channels also has the potential to make decisions that negatively affect the health of individuals and to develop inappropriate health behaviors.

With the fact that new media and the internet will be more reference sources in the field of health in the future, increasing the health literacy level of the society in distinguishing correct information from wrong information appears as the most important topic and at the same time the most important responsibility. Another point that should be emphasized is that it is a topic worth researching, especially when the patient-patient relations come with technological possibilities. Because it is possible to say that these channels, where information is spread in a risky, sometimes uncontrolled manner, carry more risks in the field of health. On the other hand, the use of new media as one of the new forms of health communication is also important in terms of new forms of organization.

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The Transformation of Computer Games to Ideological Devices: a Review Through the Mobile Legends Game

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Abstract

Today, mass media constitute the widespread sharing, transmission and transmission channels of societies, and games played on the computer, which is a mass communication tool, are also accepted as an important media tool. These games are an activity tool where individuals of all ages, especially the young generation, evaluate their spare time, relieve stress and participate to have fun. Since computer games have become widespread, they have gained popularity day by day as they have the opportunity to convey personal ideas and ideologies of individuals. In this context, the national feelings of individuals also manifest themselves in games. The nationalistic attitudes and behaviors of individuals, which are revealed by computer games, which are one of the most popular technological developments of the 21st century, constitute the subject of the research. In this context, Mobile Legends, one of the most played games in the world, was selected and the user dialogues with the winners of the game in Turkey gave direction to the research. The fact that the communities in the game are divided according to nationalities and compete with the flags of their own country has been important for the selection of the game. The relationship of the individual with the flag has been revealed by the analyzes taken from the Turkey Values Research.

Keywords: *Computer Games, National Identity, Nationalism, Flag*

Introduction

Mass communication includes all kinds of broadcasts made through the press, radio-television, cinema films, video tapes and the internet, which are called mass media. Mass communication can be defined as 'unilateral or multilateral delivery of information, ideas and attitudes to human communities by using mass media'. It is the mass media that performs mass communication. The common feature of these tools is that they are technical tools that convey news and thoughts to the masses (İcel, 2018: 46-48). With the technological developments of the 20th century, the spread of the internet and the increase in the use of computers, which are a mass communication tool, have made the transmission of news and thoughts widespread.

The Turkish Statistical Institute (TÜİK, 2020) observed that internet usage has increased compared to previous years in its Information Technologies research conducted in 2019 on internet and computer use. According to this; Internet use was 75.3% among individuals in the 16-74 age group in 2019. This rate was recorded as 72.9 percent in the previous year. While it was 66.8% in 2017, it was determined as 18.8% in the research conducted in 2004. According to the rates, there has been an increase in the use of the internet and computer every year. In this context, computer and internet technologies, which are increasingly taking place in our lives, have played an important role in conveying our knowledge, thoughts and attitudes by increasing mass communication.

This increase in the use of the internet and computer has introduced the concept of computer games into our lives. It will be useful to define the concept of game before computer games. In the Turkish Language Association, the concept of game (TDK, 2014) is defined as an entertainment that develops talent and intelligence, has certain rules, and has a good time. According to the Dutch cultural historian Johan Huizinga, the game is a feeling of tension and joy and the consciousness of "being different" from the ordinary life, which has a purpose in itself, which is performed within the limits of certain time and place in accordance with freely consented but completely imperative rules. (Huizinga 1995: 48) Based on these definitions, the game is used as a tool that has both the task of entertaining and contains its own rules and is consumed by individuals within these rules.

Games have been moved to computers with the understanding of entertainment that has differentiated with the developing communication technologies and political, economic and cultural changes. Gaming is a fun, optional, obscure activity that is often outside the real world and has its own rules and culture. The game generally draws attention with its features such as having boundaries, having rules and not being serious (Yengin and Bayrak, 2019: 295). The digital game that started with arcades played on television screens; It has moved from the streets, parks, friend environment to internet cafes, computers, tablets and even mobile phones. In this context, the definition of the digital game has begun to differ from the game itself. According to Frasca, digital game (citing from Frasca, Yavuz Demirbaş, 2017); It is an entertainment and leisure activity software that is computer-based, built on text or visuals, that one or more people can use together over a physical or online network on electronic platforms such as computers, game consoles, tablets (Ankara Development News Agency, 2019). With the merger of games with digital and the increase in the number of users, it has started to take place in the first place as the activity that these users spend their time. The Information Technologies and Communication Authority states that there are approximately 35 million internet users in Turkey, 25% of them play computer games, one out of every three people over the age of 15 play computer games, and internet users spend 50 hours a week playing games (Hürriyet Newspaper, 2019). From this point, it can be said that computer games are related to the rapid increase in media and communication technologies.

After the development of graphics, the games becoming downloadable to mobile phones both revitalized the game industry and gave birth to the category of mobile games. In this context, the sample of the research is the Mobile Legends game. While Mobile Legends can only be played on the computer, the game has reached large audiences and has become an application as a mobile version in line with the demand of this audience.

Computer games can be seen as media tools that effectively deliver any ideology or message to the target audience due to their entertainment and interesting features. According to Sicart (2003), games certainly contain ideology or they pioneer an idea. Like many other games, Mobile Legends has its own ideologies. In the research, an answer was sought to the problem sentence "*Do computer games turn into ideological devices by the target audience*" over Mobile Legends. The purpose of choosing the Mobile Legends game is that the communities in the game are separated by nationalities and people from the same country can only get a country flag when they form a group.

Studies investigating the concept of ideology in computer games, while revealing the ideological expression of computer games, include what kind of identities the players themselves develop in the game in addition to what they get from the ideological environment of the game. The fact that human life has a computer-centered orientation may include economic, political and cultural information that includes real-life examples for gamers (cited in İnal & Kiraz, Galloway, 2004; Squire, 2006). According to Squire (2006), computer games have the potential to include strong currents of ideas and ideologies. Today, from an ideological point of view, computer games are seen as media tools where countries or ethnic groups make their own propaganda or where people belonging to any group or community find a medium to convey their ideology. In addition, individuals with a certain national identity can participate in computer games in order to spread their own ideologies.

SAMPLE, METHOD AND THEORETICAL FRAMEWORK

The research is based on the basic assumption that '*computer games turn into ideological devices by the target audience*'. In order to prove the accuracy of this assumption, the Mobile Legends game, which is one of the most popular games played worldwide and today, was chosen as the sample of the research. As the limitations of the research, the nationalist discourses in the game were examined through user dialogues. In order to prove the view that the flag is the most important factor in these discourses, the value that the Turkish society attaches to the flag is included in the study through the Turkey Values Survey.

There are certain rankings in this game and the number of teams in team games is 5 people. If each team member is from the same country, the flag of that country is added next to the team. According to the place they played and the matches they won, the players can enter the rankings first in their own neighborhood, then in the province, then in the country and finally in the world. In this game, which also includes the professional game system, tournaments are organized in countries such as the Turkish championship in Turkey. The winning team represents their country in the world championship, and in this way, the game becomes one of the e-sports games with the highest number of players in the world. The players who have entered the ranking are also highly respected. Due to the fact that the general plot of the game progresses over the flag, nationalist discourses are generally seen over the flag. Players want to come together with individuals from their own nation within the same team and compete with the flag in the game, represent their flag and enter the world ranking with their own flags. They are fighting for the virtual flag of the virtual country they represent. In this context, in order to examine the attitudes of individuals in line with the nationalist discourses in the Mobile Legends game, dialogues in the form of questions and answers were conveyed with Turkish players who were ranked in the game in Turkey and even

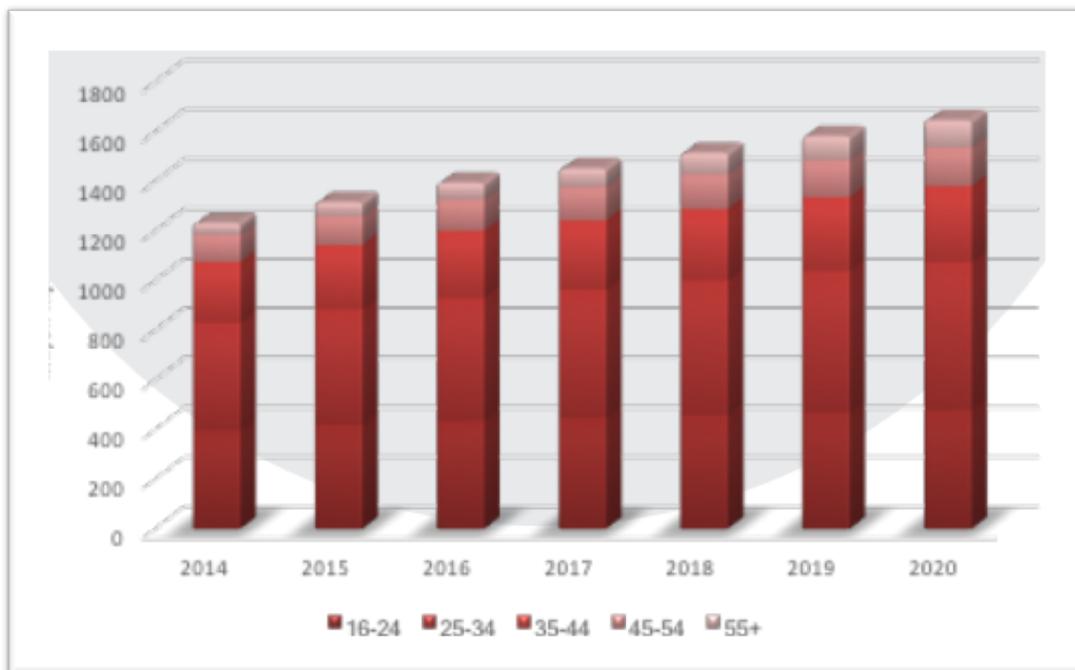
in the world. In addition, user comments were examined on the game's own forum site (<https://forum.mobilelegends.com>) to support the hypothesis.

Netnography method, which can also be defined as social media ethnography, was preferred as a method in the research. Netnography is defined as a new research method that examines user behavior in virtual communities and developed from ethnography in order to understand today's user who is increasingly socializing in online communities (as cited in Özbölük and Dursun, Langer and Beckman, 2005; Bowler, 2010). Since netnography is a method developed from ethnography, the similarities between them are met as a natural result. The basis of the difference of netnography lies in the fact that the research field is the internet (Dahan, Levi, 2012; 34). It is accepted that the most important feature that distinguishes netnography from other content analysis is that the researcher can communicate with community members as a participant. In this context, the users of the Mobile Legends game were contacted and their behavior was analyzed through question-answer dialogues.

The theoretical framework of the research is based on Johan Huizinga's Game Theory. According to him, this action, which is an independent element of daily life, is outside the direct satisfaction mechanisms of needs and desires. Rather, the game interrupts this mechanism. It infiltrates this mechanism as a temporary action that has a purpose in itself and is fulfilled by finding satisfaction in itself. Thus, when the game is considered as itself, it appears as an interruption in daily life, an occupation of relaxation. But even with this regularly repeated nature of the play, it accompanies life in general, forming a complement or even a part of it. It decorates life, fills its gaps. In Huizinga's understanding, play can be explained by things that are opposite to itself, that is, things that are serious, things that are ordinary, things that happen in daily life. From this point of view, as seen in Squire's definition above, the game and the human are intertwined. Ideologies of people in their daily life; economic, social, social and political ideas are also reflected in the games. Therefore, individuals with a certain national identity exist with their own ideologies in these games in which they are involved in the flow of their daily lives. This causes games to be transformed as an ideological device by their users.

THE RELATIONSHIP OF COMPUTER GAMES AND THE CONCEPT OF IDENTITY

Computer games have attracted the attention of individuals of all ages and the age range of the masses playing games through computer systems has expanded in recent years. In the graphic below, the percentages of the age ranges of the users, the data obtained from the website of Statista, one of the data providers that perform data collection and sharing activities, are shared.



Picture 1. Percentage of Playing Computer Games by Age Range

Source: Statista.com

The chart presents data on the average player profile across all gaming platforms worldwide. The players are classified according to their age ranges and it is shown how many millions of people all ages correspond to in

total. According to these data, it has been seen that more than 1 billion players around the world have played computer games since 2014. Considering the age range of the players, 16-24 and 25-34 constitute a large part of the total number of players.

The width of the intervals shown by these age ranges may be due to the fact that there are different searches on the basis of the act of playing the game. Individuals play games in order to relieve stress, spend free time, have fun, gain superiority with competition, form a team with individuals with similar identities, and develop a new identity in the game environment. Huizinga defines the game in Game Theory as follows: “The game is not just a biological phenomenon. The game is simultaneously draining excess energy; meeting the need for rest and evacuation; prepare for life; the gratification of instincts which society forbids their immediate satisfaction; It is a person entering into competition with other members of society to test and show his own superiority” (Oskay, 2017: 198). However, while individuals of all ages can have the purpose of relieving stress, spending free time or having fun while playing, it contains formations related to identity on the basis of the playing actions related to the concept of identity. In this process of identity and play, the reason for the density between the ages of 16-24 and 25-34 years is explained, based on Erikson's psychoanalytic development theory. The stages of the theory that characterize adolescence and young adulthood are given in the table below for explanatory purposes (Atak, 2011: 169).

Table 1. Erikson's Theory of Stages of Psychosocial Development and Corresponding Sense of Identity

Life Period	Age	Stage Description (SyntonicTendency-Dystonic Tendency)	Sense of Identity
Infancy	01-1,5	Basic Trust vs Mistrust	I am what given to me
First Childhood	1-3	Autonomy vs Shame and doubt	I am what I created
Game Age	3-5	Initiative vs Guilt	I'm what I dreamed I'd be
School Age	5-11	Industriousness vs Inferiority	I am all that I can learn
Adolescence	12-19	Identity cohesion vs Role confusion	Who am I
Young Adulthood	20-30	Intimacy vs Isolation	We are all that we love
Adulthood	30-60	Generativity vs Stagnation / self-absorption	I am what I produce
Old age	60+	Integrity vs Despair	What I can leave behind

According to the table, identity confusion constitutes the conflict of the adolescence period, which covers the ages of 12-19. The desire to create a new identity; It can be seen in adolescence when identity confusion is most intense. In this period, individuals, unlike other age ranges, can participate in the game for the purpose of gaining new identities in addition to the activities of having fun, spending free time and relieving stress. From this point of view, the reason for the concentration of the 16-24 age group is the search for identity that arises due to identity confusion. Likewise, in the period between the ages of 20-30, which is defined as young adulthood, identity confusion and search for identity have been completed; the tendency to coalesce, establish social relations and maintain relations has begun. For this reason, the desire to establish closeness with individuals with similar identities can also be defined as the reason why there are the highest number of players in the 25-34 age range.

As can be seen, with the internet technology, identity has turned into a strategy that can be reconstructed in virtual environments (Uğur and Bilici, 1998, p.494), rather than something that individuals are clothed. In this context, the identity construction of individuals in computer games that allow intergroup relations is shaped around the attitudes and behaviors of the players towards these different groups. For intergroup behavior to occur, two or more groups must have interacted with each other. As a result of this relationship, behaviors can be small group behaviors as well as large group behaviors such as nationalism, sexism and class discrimination. Facts such as nationality, class, gender, religion, occupation are social categorizations. Individuals who include and feel themselves in the same category are members of the social group determined by the same social category, and the member of each social group sees himself or herself as different from the member of the other group. In this case, individuals behave according to their social identity determinants, not their personal identities, and go for comparisons (Sözen, 2011; 94-95).

For the construction of social identity, the individual must feel belonging to a group and interact with that group. Human is a social entity; Being social, establishing social relations, living in society are common characteristics of people. According to Şerif Mardin (Mardin, 1976), one of the basic elements that determine the social life of people is the way they perceive the society they live in. Every person shares a common "society map" with other individuals in the society they live in and with those they are close to. People belonging to a group can get along because they share this community map. Thus, they fulfill the requirements of the society in which they live.

The most general construct that shares a map of society is the nation. The nation is an imagined political community, an imagined community that is both inherently sovereign and limited. It has been imagined because even the members of the smallest nation will not know other members, will not meet them, will not hear anything about most of them, but still the dream of their sum will live on in the minds of each (Anderson, 1993). So the nation limits its imagination because it can never imagine itself coinciding with all humanity. Computer players also represent imaginary communities gathered around a game, such as Benedict Anderson's concept of imaginary community for the nation. Just like the nation, computer players come together for the same purpose and fight together. Within these groups, computer gamers gather around factors such as the same sense of belonging, the same purpose, the same team and the same achievements. As the symbol of belonging to a nation, flag, language and similar content, a computer player has his own team flag and colors. In addition, the unifying feature of these symbols, which are shaped by the concept of nationalism for a nation, is also seen in computer games for users. In the same way, like the concept of nation that Anderson limited, in computer games, users are limited under the team they compete with. In addition, being a part of the same team for a playgroup, just as there are nationalist feelings for the existence of a nation, enables to act with a collective consciousness within the framework of common feelings.

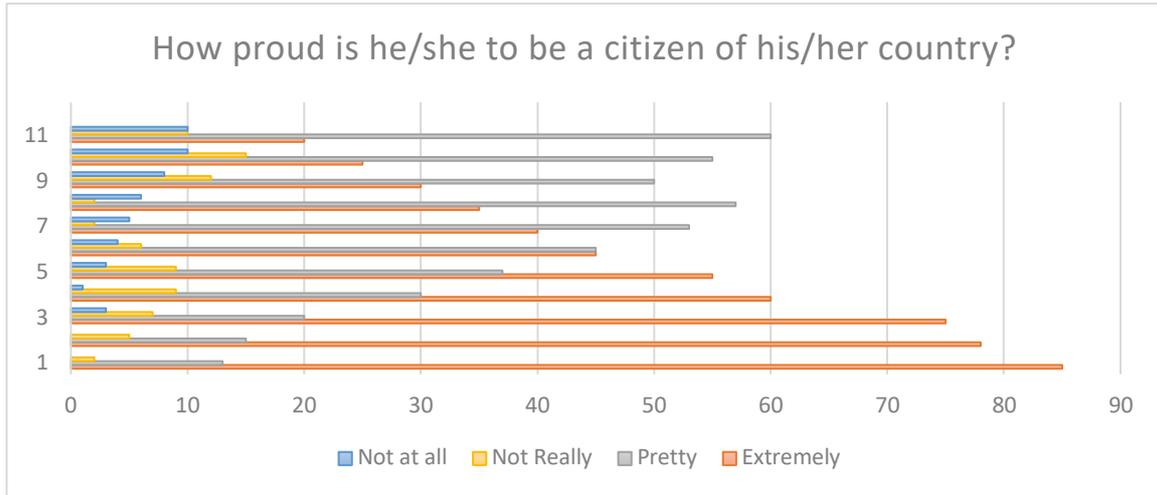
Finally, according to Anderson, it is imaginary brotherhood that has enabled millions of people over the last two hundred years to be willing to die for such limited dreams rather than killing each other. However, it is an important question in terms of nationalism caused by such great sacrifices in response to the narrowed dreams of recent history. The lines in Mithat Cemal Kuntay's poem *"The blood on the flag that makes the flags. The land is the homeland if there is anyone who dies for it"* stated that the nation would not exist without this sacrifice, and that the flag, which is the symbol of the nation, would lose its function, in other words, without these deaths. Based on this, the sense of unity in computer games emerged with functional aspects. This partnership lays the groundwork for us to show and function the miniature versions of the concepts of nation and flag in daily life in computer games.

TRANSFORMING COMPUTER GAMES TO IDEOLOGICAL DEVICES: THE GAME OF MOBILE LEGENDS

Although imaginary communities are created in digital games, the national identity of the individual, the culture in which he grew up and the love of the flag show themselves in the flow and nature of the game. The identity created in the digital game world and transformed in this imaginary platform still mirrors the individual's own identity because, as seen in Game Theory, which forms the basis of the theory of the study, the game is a complement to real life. In Mobile Legends, which constitutes the sample of the study, there is the formation of Turkish troops and when the players come together in tournaments, they compete with the symbol of the Turkish flag. In the game, a symbolic indicator such as a flag is used to show the national belonging of the players in the virtual environment, thus creating a difference between the players of one country and the others. In the game, all team members carry a flag above their names to indicate their country of origin. Thus, the game draws attention to the competition practice based on the national identity of the players and shapes the various activities of the digital players on the different servers of the game. At the same time, the flag is a sign that creates consciousness and helps to separate those who are not from us. If it is remembered that the identity is formed according to the 'other', the effect of signs and symbols that draws our boundaries with the other and excludes the foreign other can be better understood. From this point of view, when the flag was adapted to Benedict Anderson's imaginary congregations, it became a unifying symbol, whose members did not know each other, most of them heard nothing about it, yet the imagination of their sums still lives on in the minds of each. (Kalaycı, 1998: 105-106)

The emphasis on national identity draws attention in the act of competing in this imaginary environment and the nationalist discourses that develop due to this cause Turkish actors to play Turkish in the virtual environment. It is noteworthy that the game adds the flag symbol to the competitions. For the Turkish society, which is separated from the other with its identity, the flag is a representative indicator of this distinction. It would be useful to take a look at the Turkey Values Research conducted by Bahçeşehir University, inspired by the World Values Research, in order to investigate the importance Turkish society attaches to its country and flag.

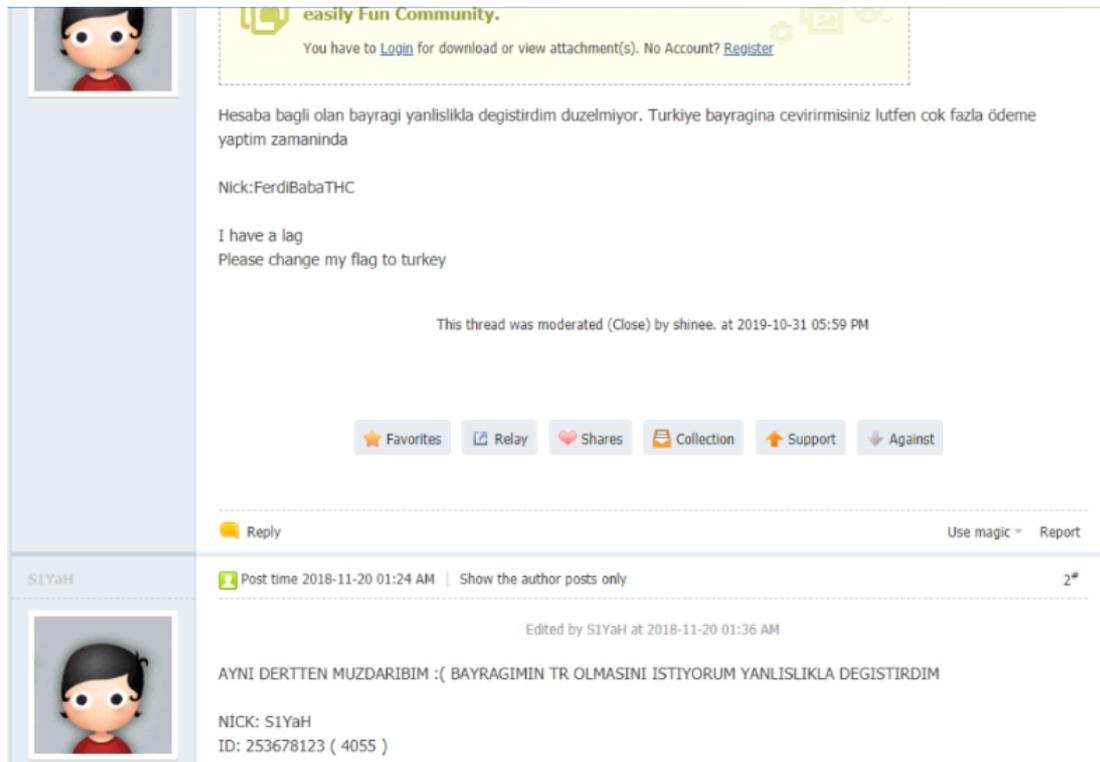
World and European Values Studies started in 1981 with the participation of 25 countries. The project is a first in the world in terms of both its scope and approach. Turkey has been included in these studies in the second time of the studies. The starting point of these researches is the mental structure of a society, its cultural values; There is a strong interaction between politics, economy, law and similar elements. In Turkey, these studies were last carried out by Bahçeşehir University in 2012. As a result of the study named as Turkey Values Atlas by Prof. Dr. Yılmaz Esmer, who conducted the Turkey part of the research, Turkey became the third country that is most proud of its national identity among other countries. The data of the research were taken from the Atlas of Turkish Values prepared by Prof. Dr. Yılmaz Güney.



Picture 2. Atlas of Turkish Values (2012)
Source: Yilmaz Esmer, 2012

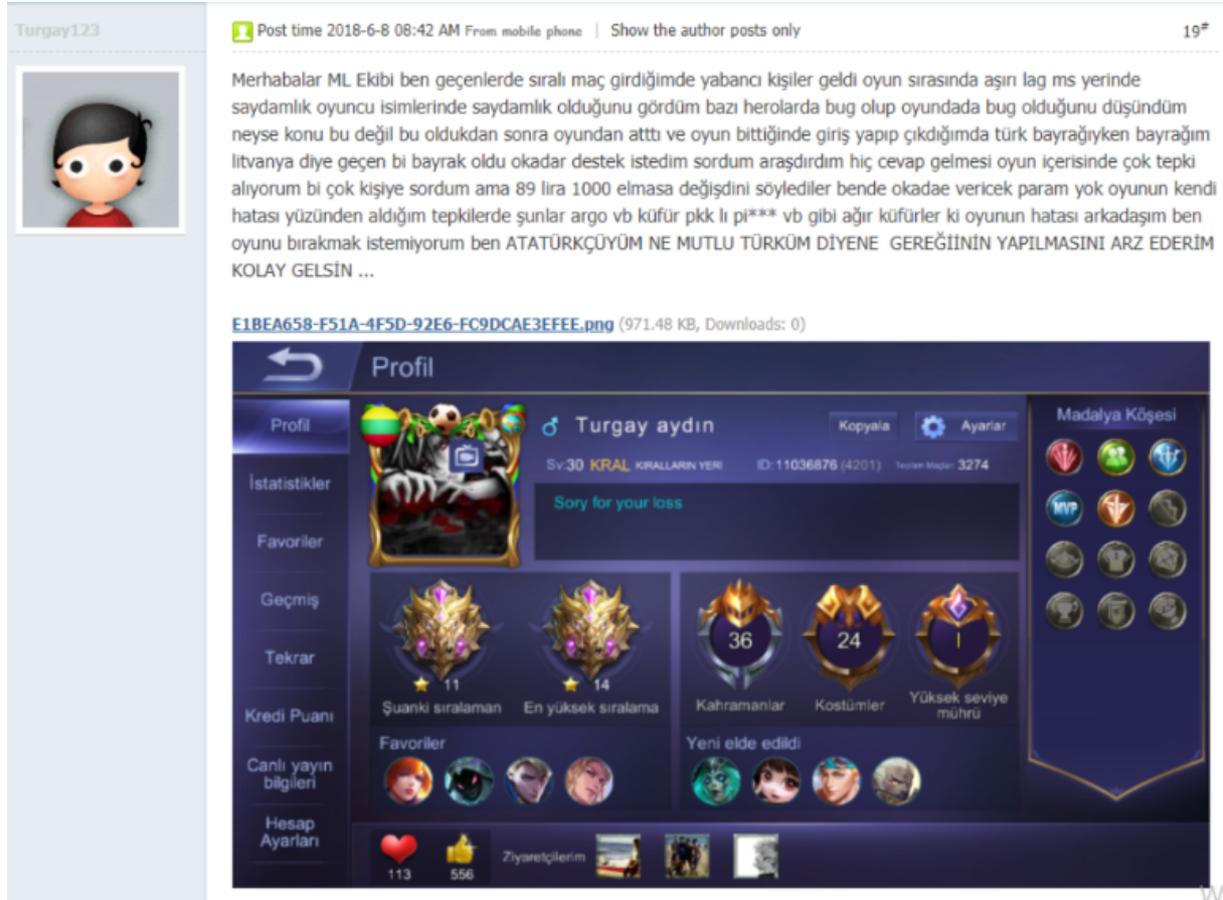
In the research conducted among 47 European countries, the first 10 states that are happy to be citizens of their country are included in the table. Turkey is seen as the third country with the people most proud of their citizenship. Three of the four people who participated in the research say that they are extremely proud of being a citizen of the Republic of Turkey. The only countries that exceeded this rate were Ireland and Kosovo. Asked as an indicator of the intensity of national feelings and nationalism, “How proud are you to be a Turk?” From the answers to the question, it is seen that 75% of the people are extremely proud of their Turkishness.

The importance given to the flag of a nation that is so attached to its national identity can be seen as the usual result of this national consciousness. In the Mobile Legends game, the fact that the players choose their flag during the registration process, which is the first stage, shows that these individuals are included in the game with their ideology from the very beginning. In this context, the comments written by the players who started the game with the flag of another country unintentionally at the beginning of the game or whose flag was changed due to a systematic error of the game during the game, later on, prove their ties with their own flag.



Picture 3. User Comments From Mobile Legends Forum Site
Source: <https://forum.mobilelegends.com/>

Picture 3 shows the dialogue of two different users who accidentally changed their flag in the game. The first user's "I accidentally changed the flag connected to the account, it does not improve. Another user replied, "I am suffering from the same problem, I want my flag to be TR". The important thing here is that the game does not have any digital setup that would prevent these players from playing in Turkey, teaming up with Turkish players, and competing with Turkish players in their own format. Users only want the symbol they carry when they enter the game to be the symbol of the Turkish flag. As a result, the feelings of nationalism of individuals manifest themselves in the game in this way.

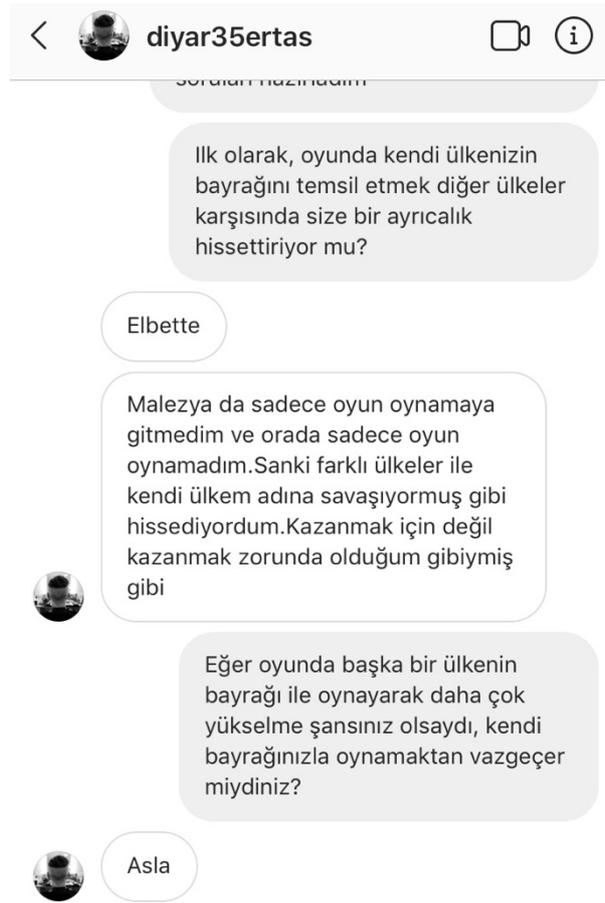


Picture 4: User Comments From Mobile Legends Forum Site
Source: <https://forum.mobilelegends.com/>

Picture 4 shows the reproach of a user named Turgay Aydın who changed his flag during the game due to a system error. After changing the flag in the game, he wants the Turkish flag back with the reaction of other users. At the end of his comment, different from the text he wrote above, written in capital letters "I am Atatürk. How happy is the one who says I am a Turk! The discourse of "I would like to do what is necessary" contains the concept of nationalism in itself. As a result, the nationalistic feelings of individuals show themselves in the game with the flag symbol.

The main assumption of the research, the discourse of "computer games turn into ideological devices by the target audience", has been tried to be proven through the dialogues of the game with its players who have won first place in Turkey and around the world and placed in the top rankings. Since the chat section of the game has a 16 letter limit, the players were contacted through their Instagram accounts that they shared over their own game accounts. Four questions were prepared to be asked to the players. These questions are listed below;

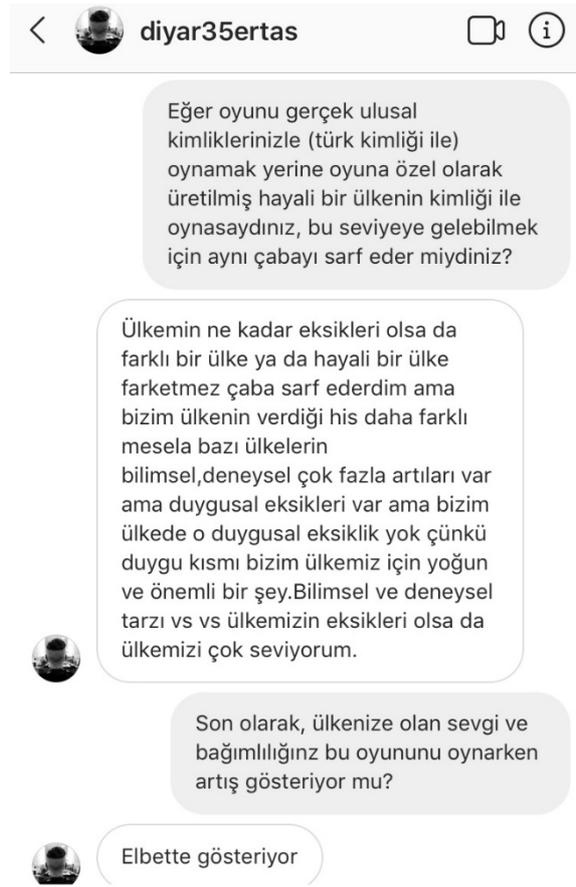
- 1) First, does representing your country's flag in the game make you feel privileged over other countries?
- 2) If you had a chance to rise higher in the game by playing with another country's flag, would you give up your own flag?
- 3) If you played the game with the identity of an imaginary country produced specifically for the game instead of playing the game with your real national identities, would you make the same effort to reach this level?
- 4) Finally, does your love and addiction to your country increase while playing this game?



Picture 5. Dialogue with Mobile Legends Player

In Picture 5, the Turkish player Diyar Ertaş, who has entered the world rankings of the Mobile Legends game, has a question-and-answer conversation with the game's name Itachi. Itachi, one of the well-known players of the game in Turkey, went to Malaysia and represented our country in the international tournaments of the game. First of all, in his answer to the question "Does representing your country's flag in the game make you feel privileged against other countries?", he said that representing his own country's flag gave him a privilege and that he did not just play in the Malaysian tournament, but felt as if he was really fighting with other countries. From this point of view, he stated that both his flag distinguishes him from other identities in the game and that serving that flag makes him feel a commitment to a degree of necessity.

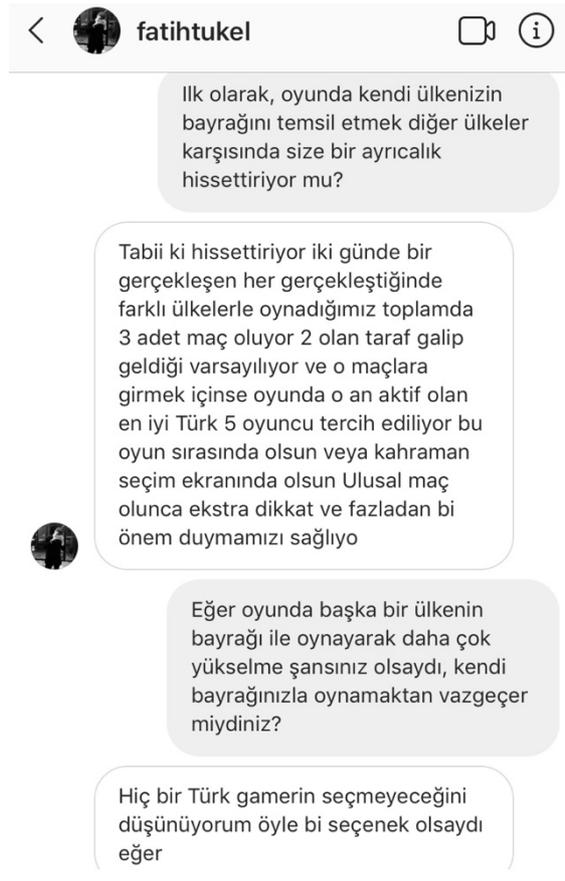
Secondly, he answered "never" to the question "If you had a chance to rise higher by playing with the flag of another country in the game, would you give up your own flag?", which was prepared to prove the importance that the players attach to their flag. This answer shows that; Despite all the gains that the rise will bring, the flag of his own country preferred to compete with the identity of his own nation. According to this; By combining the game's use of the Turkish flag symbol with his own ideology, he emphasized that he would not play with another identity in the game. In summary; has turned the game into an ideological apparatus.



Picture 6: Dialogue with Mobile Legends Player

Thirdly, with the question "If you played the game with the identity of an imaginary country produced specifically for the game instead of playing with your real national identities, would you make the same effort to reach this level?" It was questioned whether he would make the effort or not. In other words; It has been tried to prove the thought that he cares so much because it represents the flag of the game. In response, he stated that he would make an effort, albeit imaginary, but the feeling he would have in return would be different. As a Turk, he criticized his country about his self-identity. that his country has shortcomings; however, he said that it has a different advantage from other countries. This plus is that the emotional deficiency in other countries does not exist in the Turkish nation. Here, he showed his country's commitment to each other.

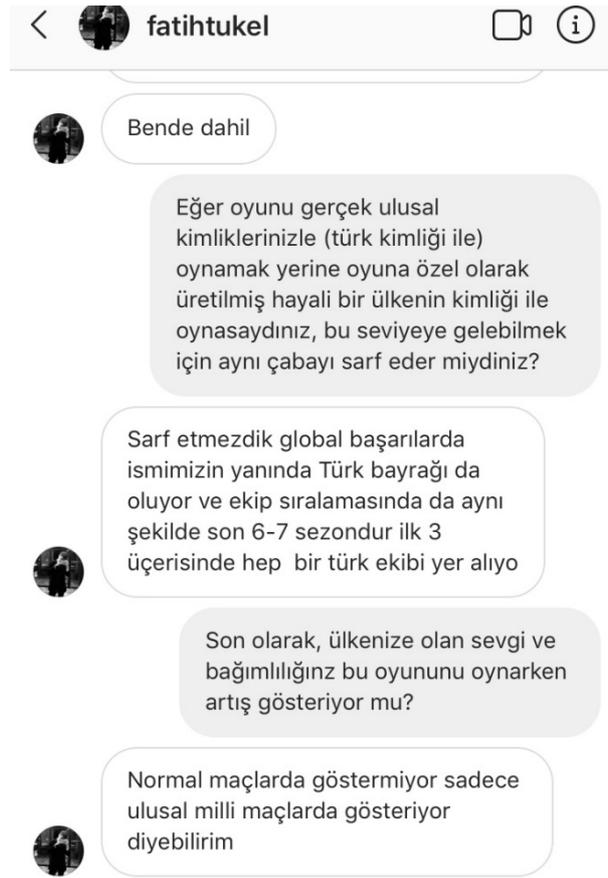
Finally, in the fourth question, "Does your love and addiction to your country increase while playing this game?" It has been questioned whether it manifests itself higher in the game with symbols of national consciousness such as the flag in the game, users with common identities and players belonging to different identities. This belief is strengthened by the player's "of course" answer.



Picture 7: Dialogue with Mobile Legends Player

In Picture 7, there is a question-and-answer conversation with Fatih Tükel, who was the winner in Turkey in the hero named Granger of the Mobile Legends game and also has the highest street power score in Turkey, with his name in the game LeoCharlotte. LeoCharlotte, one of the players of the Charlotte team, known as the best team in the game, was asked the same questions that were asked to the player mentioned above. First of all, in his answer to the question "Does representing your country's flag in the game make you feel privileged against other countries?", he said that he pays extra attention and cares more because he represents the country's flag during the game. According to the response, it has been seen that the game system reinforces the sense of nation when representing the flag in national matches more than in a normal game.

Secondly, to the question of "If you had a chance to rise higher by playing with the flag of another country in the game, would you give up your own flag?", which was asked to measure the connection of the players with the flag, "I think that no Turkish player would choose if there was such an option, myself included." ' he replied. According to this; like the player mentioned above, he did not accept another flag, even in a game. In addition, the emphasis that other players would not accept with this answer created the impression that Turkish society is a nationalist and fond of its flag.



Picture 8: Dialogue with Mobile Legends Player

In the third place, the question "If you played the game with the identity of an imaginary country produced specifically for the game instead of playing the game with your real national identities, would you make the same effort to reach this level?" was asked. "We wouldn't spend it. In global successes, there is a Turkish flag besides our name, and in the last 6-7 seasons, a Turkish team has always been in the top 3 in the team rankings," and emphasized that Turkish teams are making efforts to display the Turkish flag in the world rankings. In the fourth and last question, "Does your love and dependence on your country increase while playing this game?" The answer to "I can say that it does not show in normal matches, only in national and national matches" was answered exactly by combining the existing ideologies and ideas of the symbols and individuals in the game. It has been an indication that the game has turned into an ideological device.

CONCLUSION

The relationship between the individual and the technique, by keeping it up-to-date with the productive development provided by technology, isolates the digitalized individual and discards the standardized consumption. In this way, the technique guides individuals with the help of new media technologies and enables the individual to consume the current commodity (Yengin & Bayındır, 2020: 77).

As people began to use computers and the internet intensively, the digital world continued to be developed to meet the needs and wishes of its users. These needs include activities such as making use of free time, relieving stress and having fun. The element of the computer that can perform these actions together is seen as games. Computer games can be seen as media tools that effectively deliver any ideology or message to the target audience due to their entertainment and interesting features. According to Sicart (2003), games certainly contain ideology or they pioneer an idea.

Johan Huizinga's Game Theory is based on the view that play is an interruption from everyday life, so play accompanies and complements life. After emphasizing this aspect of the game, Huizinga explains the game as a cultural function with examples from the primitive social life. For example, he says that in order to sustain people's lives, such as going hunting, the behaviors towards their activities in this area change their dimensions

and become a game. Individuals and communities express the way they interpret life and the world in games. Squire, like this definition, says that the game and the human are intertwined and therefore their ideologies in their daily life; states that he brings his economic, social, social and political ideas to the game. According to this, people try to be included in a virtual identity with their own identity. Players interact with the ideological images in this virtual plane as well as the interaction with the virtual world of the game. The social identities of individuals, and rather their national identities, depend on the geography of their existence; It shows his commitment to the people, flag and history of that geography. Then, when he has the opportunity to compete with this national identity in games, the game can become an ideological device for the individual.

The basic assumption of the game, the sentence "computer games turn into ideological devices by the target audience" has been proven in the research based on the comments written by the users on the forum page of the game and the one-to-one dialogues with the players in the form of questions and answers. The most well-known and victorious players of the Mobile Legends game stated that the national symbols in this game triggered them and they entered the spirit of winning for their country in this virtual world. their answers to questions such as being given the chance to change their flag in exchange for promotion; There were sharp answers such as "never", "I don't think any Turkish player would accept it". From this point of view, computer games contain national symbols and when their ideologies and ideas are combined with the target audience's own ideologies, they can cause nationalist discourses to emerge.

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A Research on the Usage of Contactless Technologies During the Pandemic: Qr Codes

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Abstract

COVID-19 is an epidemic that started on December 1st, 2019, in Wuhan, the capital of the Hubei state of China. With the spread of COVID-19 in January 2020, the number of cases started to rise. On March 11th, 2020, the World Health Organization declared Covid-19 as a pandemic. As a contagious and infectious disease, Covid-19 has led technology to get involved in our casual life. Due to these conditions, people head towards contactless technologies. This study aims to examine the usage of QR codes and the increasing usage rate of alternative technologies. The usage of contactless technologies is evaluated by focus group studies with the participation of selected people from generations X, Y, and Z. The participants were asked questions about contactless technology, and depending on the findings, the variability of tendency and safety issues on the contactless technologies are examined. The relationship between the QR code technology and traditional & new media is also studied.

Keywords: *QR Code, Contactless Technologies, Media, New Media*

Introduction

Communication is the basic need of humankind and traces back to the beginning of humanity. Humans have developed different ways to communicate. The means of communication has changed and improved over time. Developments in communication technologies have played a significant role in forming the new social order which we call information society. "Technique" is the information of the production, to achieve something. Technology, on the other hand, is the socialization of knowledge, has social reflections, and has a social meaning. When something new is produced or introduced to society, it is called the newest. Technology in use of society is now developing faster than ever (Yengin, et.al., 2018: 376- 392). The changing and development process of the technology is dependent on the present conditions. Social events direct technology.

Mass communication tools and broadcasting services that include organs that provide mass communication like radio, television, newspaper, and magazines are called "media" (Püsküllüoğlu, 1994: 911). Media is defined as traditional, or new media. "Traditional Media" involves mainly the one-sided mass communication tools such as newspapers, magazines, radio, or the TV. New media, on the other hand, refers to the mass communication tools that are based on the infrastructures of computers, the internet, and internet technologies. The concept of the "New Media" has emerged as a result of internet technology and of the evolution of the media into technology. After Web 1.0, Web 2.0, and the Web 3.0 era, new media has begun to be shaped. In the age of Web 1.0, the users were readers only. In Web 2.0, however, people have become able to communicate through the internet. Finally, Web 3.0 is in a state that enables the users to participate in the environment and communicate with tablets, computers, and any other devices.

The instant development of digital media leads it to become widespread and popular. The convenience, speed, interaction, and portability of which the new media consist, have been significant factors especially for the users to prefer digital media (İspir, 2014: 26). Indeed, communication improves in accordance with digitalization. Humankind has realized the great significance of communication, especially in 2020, when the virus has proven the myth. People have sought different ways to communicate, followed the new technological developments, and had to adapt to these technologies. They started to carry on their casual activities in digital environments. Calls, meetings, organizations have been conducted on the Internet, however, the activities that require touch and contact could not be. Since the solutions have been not enough, the technology has come through. While carrying on their

vital activities, people had to get involved in the activities that require physical contact, but the technology has come through again.

Having been used in many sectors, but not a part of our lives, contactless technologies have managed to get involved in our lives. Many ideas have been built around contactless technologies. Most of the new productions have included contactless technologies. Designers, architects, engineers, and any other relevant business sectors have contemplated how they can make public life safer and contactless.

In fact, most of the technologies have already been in our life. We all know about the contactless payment technology models. To decrease the infection of the virus, the usage of bank cards instead of cash has risen the usage of contactless cards. Contactless cards that can be used even without taking the card out of the wallet in the turnstile passes, business places, transport stations, and many other areas can serve as examples of contactless technologies which have been already in use before the pandemic, and become more widespread after. Technologies as infrared thermometers and thermal cameras make the places that require regular check secure. With the increasing use of contactless technologies, people have started to be in the search of different, advanced, and new solutions. The most densely touched areas are the doorknobs in the social places. Owing to the sensor doors which we also have been using before the pandemic, contactless entrances were provided to the shops, WCs, and so. It becomes more widespread after the pandemic. Among the most attractive applications are the contactless menus in restaurants and cafes. With the QR code scanners available for mobile phones, one can order without touching a menu. In this way, infection rates can be controlled. (URL 1). *“When we all are in the influence of the pandemic, there has been 50% decrease in the cash use, and online trade has constituted most of the transaction (URL 2).”*

CONTACTLESS TECHNOLOGIES

Wireless technologies have made a tremendous impact on our daily lives. Rudiments of these technologies are Wifi (*Wireless Fidelity*), Bluetooth, NFC (*Near Field Communication*), IrDA (Infrared Data Association), and ZigBee. Thanks to these technologies that enable us to quit wired technology, it is now possible for us to connect to our devices without any contact. The increasing number of smartphones has enabled many people to utilize these technologies and ease their lives.

RFID technology, being used in the military in the mid-20th century, has also taken part in contactless technologies. *“Designed for identifying physical objects, the rapid advancement of this technology has provided significant vantages to the producer companies. The RFID system, growing and developing, has become a favored technology regarding the criteria such as production activities, the cost in supply chains, and production. (Maraşlı and Çıbuk 2015: 250).”*

QR CODE

QR Code, (QR Code-Quick Response Code) *was invented in 1994 by the Japanese automotive company Denso Wave*, due to the inefficiency of 1D Barcode (One Dimensional Barcode) (URL 3). QR Code is an acronym for “Quick Response Code”. It was developed for the automotive industry and has become common with the development of mobile phones with digital cameras. QR Code is an encoding technology that contains information on a two-dimensional matrix. QR Codes can encode information both horizontally and vertically. They can contain a large amount of data. A QR code uses four encoding modes: Numeric (7089 characters), alphanumeric (4296 characters), byte/binary (2953 characters), and kanji (1817).



The Anatomy of a QR Code

“QR Codes can encode digital, textual and visual data to a geometrical matrix by using particular algorithms, and when scanned, users can display the encoded data.” Even if 30% of the geometrical figure is damaged, the decoding process does not be affected by it.

- QR Code technology can contain a large amount of data.
- QR Code technology is easy to use, and affordable.
- QR Code does not occupy space when printed.
- QR Codes are long-lasting, and cannot be broken easily.
- QR Codes can be scanned from 360 degrees. (Bozkurt, Karadeniz and Erdoğan, 2018: 107)”

When compared to 1D barcodes, QR Codes can store much more data. QR codes differ from other barcode technologies since they can store information and be scanned at high speeds and 360 degrees besides having the ability to store data at large capacities (Aktaş, 2013:121).

The most important feature of a QR code is that it has error correction. Even if a significant part of a QR code is wounded due to the poor quality of the print, or the color noise; the data can be recovered. The amount of restored data can reach up to 30% of the total amount that the code consists of. There are four selectable levels of error correction dependent on the work environment. As more redundancy is encoded increases, so does its data, and the ability to correct errors, thus, the resulting code is larger. Because of that, when selecting the error correction level, one must consider any other elements such as the work environment and the size of the QR Code. In environments where the QR code is likely to be damaged, different selection levels can be selected, as ‘Q’ or ‘H’. When in safer environments with larger data sizes, the ‘L’ level of error correction can be selected. In general, ‘M’ (%15) is the most preferred QR Code error correction level. (Aktaş, 2014: 80- 81). QR Codes may differ depending on the international standards they have. The international standards enable QR code scanner software to be developed for different devices as well as generating and decoding by the devices.

QR codes have the international standards of AIM (Association for Automatic Identification and Mobility), JIS (Japanese Standards Association) and JAMA (Japan Automobile Manufacturers Association), ISO (International Organization for Standardization), China, Korea, and Vietnam. The technical features of a QR code determine its symbol size, the information type, capacity, and its functionality for data transformation and error correction (Canadi, cited by Aktaş, 2016: 22). A QR code consists of modules where black and white elements are composed and placed in a square matrix. Barcode technology was firstly used to label and track parts used in automobile production, and today it has started to be used in different industries. Currently, it can be used in commercial tracking software, entertainment products, product marketing, product labeling in stores, or even from printed communication tools as newspapers, magazines, signboards, posters, and internet pages. Various scanners with different operating systems have been developed for QR Codes. One can access the campaign analyses or new data on how many times it was scanned, or its demographic features through QR Codes.



Figure 1

QR codes, with a high-speed scanning feature, also contain data. In this context, this feature is what distinguishes a QR Code from classical scannable codes. A traditional 1D barcode format (Figure-1) consists of columns, while the QR code (Figure-2) can contain information in both columns and rows (Aktaş, 2016: 21).



Figure 2 (The QR code that is linked to <https://ctc.aydin.edu.tr>)

QR CODE USE IN THE TRADITIONAL MEDIA

The Internet has merged the telecommunication systems by providing interaction between TV, radio, and newspaper, which are considered as traditional media, and strongly differ from each other. Consequently, altogether, or separately, any kind of media content such as audio, video, animation, text, and image, becomes transmittable through one communication channel, the internet. However the traditional media was able to transmit the communication content such as audio, image, video, or text by using different communication structures, independently from each other (Aktaş,2016: 17).

Traditional newspapers have sought new ways to maintain their existence over the new information and communication tools to preserve their prestige. In the first years of the internet, in the 1990s, traditional newspapers have transferred the exact same copies of the printed versions into the online environment. Many news has been broadcasted as much the same as the exact versions of published ones. (Aktaş C, 2016: 18). At this point, traditional newspapers have been in a search of providing a whole new newspaper experience especially in order to maintain their presence in the media industry and increase their circulation, to people with their shifting consumption habits towards the online environment. In this context, traditional newspapers all around the world have created QR codes from their published news and offered their audience a brand-new newspaper experience. Consequently, newspaper readers had the opportunity to utilize a new communication tool that is available for both digital and analog communication technologies.

THE PURPOSE OF THE RESEARCH

QR code technology, which can be easily read by scanners and provides contactless access to information, has been available since 1994. It has been utilized in many fields like textile, education, industry, and so. COVID-19 is an epidemic that started on December 1st, 2019, in Wuhan, the capital of the Hubei state of China. With the spread of COVID-19 in January 2020, the number of cases started to rise. The pandemic was declared by the World Health Organization (WHO) on 11th, March 2020. (URL 4). Different modes of transmission have been described during the COVID-19 outbreak. One of the possible modes is droplet transmission. When an infected person coughs, sneezes, talks, or exhales, respiratory secretions or droplets spread. Droplet transmission occurs when a person is in close contact with an infected person. Respiratory secretions are the most common mode of transmission. Contaminated objects and surfaces are most likely to spread the virus through the droplets. After touching a contaminated surface, an individual may be infected by touching the mouth, nose, or eyes.

Droplets that spread around when coughing, talking, or sneezing may also be suspended in the air over time. Infectious droplets that are suspended, or move in the air may cause infection especially in enclosed spaces (URL 5). With COVID-19, the risk of virus contamination from surfaces led people to contactless technologies. One of the examples of the technology is QR codes. This product has officially come into our lives. HES (Health for Everyone) application has been in service in Turkey since March 2020. HES codes are generated with QR code technology by the Ministry of Health to ensure a healthy and safe environment, keep the Covid-19 infection risks under control, learn about the health conditions in transportation, and for the institutional and organizational visits, within the framework of Controlled Social Life.

Along with technology, people's lifestyles have begun to change. This situation has had different impacts on generations X, Y, and Z. It is revealed that the tendency of generations Y and Z towards technological developments is high, and whether they trust them or whether they are in search of any other trends are evaluated. How generation X adapted to these technologies? How were their reactions and tendency against this obligation? This study finds out the answers to these questions. Is QR code technology sufficient and reliable? What would be the reaction of society if it were not an obligation? People from X, Y, and Z generations were interviewed in this study.

The reasons we prefer to use the QR code technology are that:

- it is a part of both the Traditional and the New Media,
- it is easy to use,
- currently used in many sectors (such as education, health, textile, and technology),
- and the easy access through mobile phones, QR code scanner applications, and accessibility.

RESEARCH METHOD

This study poses 16 questions to 30 participants via focus group interview technique (*through phone call records*). Distant connection is preferred not to risk the participants' health due to the Covid-19 pandemic in which we engage, and due to the lockdown conditions.

Data Collection Process

Every participant was interviewed for 9-20 minutes on average. The determination was aimed at the subject. Every participant was informed about the aim of the research before the interview. The interview time was set depending on the availability of each participant, and they were conducted between 2 pm and 10 pm. The participants were chosen considering their knowledge of QR codes and contactless technologies to have more productive and effective results for the research.

Each participant was interviewed separately. No group interview was conducted. The participants were informed about and stated that no voice or video record of their's will be shared without their consent under their privacy, and the records will only apply in this research, all questions were asked to each participant respectively, and the answers were given of their own free will.

Table 1: The participants, their occupations, and genders.

X	Y	Z
Housewife (Woman)	Text Writer (Woman)	Student (Man)
Textile/Director (Woman)	Secretary (Woman)	Grapher (Woman)
Hairdresser (Man)	Ceramicist (Erkek)	Architect (Woman)
Seaman (Man)	Computer Engineer (Man)	Teacher (Woman)
Officer (Man)	Editor (Woman)	Digital Journal Specialist (Man)

Data Analysis

This study poses an examination of “the impact of the contactless technologies on generations X, Y, and Z, and reveals the usage extent of the technologies during the pandemic.” This study consists of 15 participants in total, from generations X, Y, and Z (and their call records), and the participants were asked 16 questions.

The evaluation of the obtained data was conducted with the “Content Analysis Method”. The purpose is to reveal and to detect the facts by the data obtained.

FINDINGS

This study is based on “The Information Theory”. “Information”, means “fact about someone or something”. Information theory is a concept that emerged in the 1940s.

We asked, “Do you have any idea about contactless technologies?” to people in the generation X, and different occupational groups (*housewife, textile manager, hairdresser, sailor, civil servant*). Four out of five people in this generation said they had an idea about contactless technologies, and one person said they have heard of it but had no idea.

The participant with no idea said she does not need that since she was a housewife. The rest of the 4 people said they do because of their occupations. Most of them stated that they especially use it while shopping and for transport.

Housewife: “I know what it is, but I have never used it before, I have never needed it. I do not have much knowledge.”

Hairdresser: “Yes, I use it while shopping and working.”

Mariner: “Yes, shopping, transportation...”

The reason the participants from generation X have an idea about contactless technologies is that they are a part of particular occupational groups.

When we asked the participants from generation Y that are in different occupational groups (*Scriptwriter, secretary, pottery master, computer engineer, editor*) the same questions, we determined that 5 of them know about contactless technologies.

Pottery Master: “I think these teach people the technological advancements, and being lazy as well.”

Computer Engineer: “Yes. I use it particularly in cash points lately.”

Script Writer: “Yes. It helps during my banking transactions and while shopping.”

Every participant from generation Z said they know about contactless technologies.

Participants from generation X, Y, and Z were asked “Did you know about QR codes before the pandemic?” And 3 people out of 5 participants from generation X replied “No.”, and the other 2 said, “I have”.

Textile Manager: “Yes I used it in my banking transactions.”

Hairdresser: “I knew because I am a participant of the Chamber of Craftsmen”

Among the participants; housewife, sailor, and civil servants said they do not know about the QR code. Four participants from generation Y stated that they knew about the QR code before the pandemic, yet the remaining one person did not know about it.

Each participant from generation Z said they knew about the QR code before the pandemic.

The popularity of the QR code has risen with the pandemic.

The participants were asked “How did you know about the QR code?” Three people from generation X stated that they have heard about the QR Code technologies with the pandemic, and one person, through Chamber of Craftsmen, due to his occupation.

Textile Manager: “As a matter of my job, the QR code system is applied in the production of products and their registration, so I became acquainted with the QR code system”

When participants from generation Y were asked “How did you know about the QR code?”, one person stated that they learned it with HES Code, another person stated that they knew since they follow the technological developments, one person, through techno shops and café menus, one person due to their software business, and the last one, through mobile phone applications.

Secretary: “I learned it through HES code.”

Pottery Master: “By techno shops and cafe menus.”

Computer Engineer: I know it because I deal with software.” I learned it since I created barcode-scanning cargo automation.

Editor: “I learned it through mobile phone applications. I mostly use it while shopping. It helps me to know whether the product I purchased is original or not, or to know the available sizes via the internet.”

The participants from generation Z said they have heard of the QR code by their environment, with banking transactions and cafes.

Textile Manager: “The first time I learned about QR Codes was when I scan the menu through my phone’s camera.”

Participants were asked “Have you ever find it difficult to use contactless technologies?” Among participants from generation X, the housewife said she finds it very difficult while the textile manager, sailor, and the civil servant said they do not, and the hairdresser said he does not, and it helps him while shopping.

Textile Manager: “I certainly have not, it really helped a lot. I could handle all my stuff without touching and taking risks.”

Participants from generation Y said they did not have any difficulty when asked “Has it been difficult for you to use contactless technologies during the pandemic period?”

Every participant from generation Z said that they have not found it difficult and that it even helped them a lot.

To the question “In which areas you have mostly used contactless technologies during the pandemic?” generation X replied “transportation, banking, shopping, business place”.

generation Y said banking, shopping, cafe, transportation.

generation Z said shopping, banking transactions, business.

When asked, “Do you use the contactless feature of your credit card?” every participant from generation X said “Yes, I use” except the housewife.

Textile Manager: “Of course I use it; I can handle all my jobs without entering a password. It makes my daily life easier.”

Every participant from generation Y, except one of them, said “Yes”. The pottery master said he do not use the contactless feature of his credit card.

Pottery Master: “I do not use it because I do not find it safe.”

Every participant from generation Z said they use it.

To the question “Do you have QR Code Scanner on your mobile phone? If so, do you use it?” two participants from generation X said “No”, one participant said, “I have, but do not use it”, and two participants said “Yes”.

Hairdresser: “I have. Since I am a hairdresser, I use the application for each customer.”

Three participants from generation Y said “Yes”, one participant said, “I have but do not use it often”, and one participant said “No”.

Every participant from generation Z said it is a feature of their mobile phones and they use it.

When asked “Do you think that contactless technologies are secure?” Every participant from generation X said they do not trust and have hesitations over it.

Textile Manager: “I do not think it is very secure, but I am still using it.”

Hairdresser: “No it is not. After stealing, a person can do whatever he/she wants.”

Mariner: “It is not safe. If stolen, a card can easily be used.”

Three people from generation Y states that they do not find it safe, and two people from generation Y states that they do.

Secretary: “Secure, the chance for my card to be copied is lower.”

Pottery Master: “No, I do not trust much and do not handle my important stuff.”

Computer Engineer: “No it is not. Since it does not have a password feature, it could be a problem when lost.”

Two participants from generation Z said “Yes” and three participants said “No”. But two people who said “No” stated that they use it even though they do not trust it, since it makes their life easier.

Architect: “I do not completely trust even though it makes our life easier.”

Graphic Designer: “I do not think they are safer than bank cards because it can be used by anyone else easily until noticed.”

When asked, “Do you use QR Code Technology in newspapers, magazines, or traditional media tools?” all participants from generation X replied “No”.

Four participants from generation Y said “No” while one participant said “Sometimes”.

Four participants from generation Z said “Yes” while one participant said “No”.

To the question “What is your opinion regarding the QR code menus in restaurants?” people from generation X replied as follows:

Housewife: “I prefer to order by myself”

Textile Manager: “I do not support it, not every people could do it. It certainly not suits some age groups.”

Hairdresser: “I think that is a good thing. We directly decide on what we will have instead of waiting for a menu.”

Mariner: “I think that is a good thing. It is healthier especially during the pandemic.”

Client Servant: “Much more sensible.”

Replies from generation Y are as follow:

Script Writer: “It is very useful and very good; I use it very easily.”

Secretary: “I think it is a good thing. We can choose what we want instead of waiting for a menu.”

Pottery Master: “Both having menu or scanning QR code is suitable for me.”

Computer Engineer: “It is a good feature for the pandemic period. But before the pandemic, I would prefer to use a regular menu. Because there could a problem with the internet or telephone camera.”

Editor: “We are able to directly order instead of waiting for the menu when it is crowded.”

Replies from generation Z are as follow:

Student: *“There is no point.”*

Architect: *“I find it useful. We directly decide on what we will have instead of waiting for a menu.”*

Graphic Designer: *“It is quite technologic, but I wish it would not be that way, I am some kind of traditionalist.”*

Digital Publishing Expert: *“It is useful, but I do not want to use it all the time.”*

Teacher: *“It protects the workers.”*

Participants were asked, *“Does QR code technology in the advertisements arouse your interest?”* four people from generation X said “No” while one person said “Yes”.

Textile Manager: *“No. It only addresses youngsters and middle-aged people. My opinion is that we should have simpler technologies that everyone can use.”*

One person from generation Y said “Yes” one said “No”. Other replies are as shown below:

Script Writer: *“I am accustomed to it. At first, they aroused my interest but for now, they do not.”*

Computer Engineer: *“I have been already using it. It is a great idea; anyone can use it.”*

Editor: *“Yes. Because every day a new thing changes in the digital world. It is good to learn them.”*

Four participants from generation Z said “Yes.” while one person said “No”.

Graphic Designer: *“Yes, I wonder what they will bring us.”*

When asked, *“During the pandemic period, people can socialize without contact, does it relieve you or does it boost your desire to socialize?”* four people from generation X said “No” while one person said “Yes”.

Textile Manager: *“In my opinion, yes, it makes things easy, but QR code and contactless systems hinder, reduce, and deaden people’s socialization and communication.”*

Replies from generation Y are as shown below:

Script Writer: *“Yes, of course, it relieves me.”*

Secretary: *“No, it does not relieve me.”*

Pottery Master: *“It is better to use QR codes more, but it boosts my desire to socialize because the former applications were more integrated with the casual life.”*

Computer Engineer: *“Nothing changed much for me. I was using it before the pandemic and I am still using.”*

Editor: *“It does not affect me since I do not go out except for work.”*

One person from generation Z said “Yes” while three people said “No” and one person said “Maybe.”

Graphic Designer: *“It does not relieve me, also do not boost my desire to socialize, except for my compulsory business.”*

“Have you ever used public transportation by scanning a QR Code?” Every participant from generation X said “No” except the sailor.

All participants from generation Z said, *“No, I have not.”*

Three people from generation Z said, “Yes” while two people said “No”.

Participants were asked *“When giving your HES code, do you read the numbers out loud, or do you scan the code?”*, and four people from generation X said they read the numbers while one person said he/she uses the QR code.

All participants from generation Y use QR codes.

Three participants from generation Z said they use QR codes while two participants said they read the numbers.

Graphic Designer: *“I read the numbers. I memorized it as I did with my ID number, but I know it is just a temporal code.”*

Participants were asked *“Do you use the QR Codes of the applications on your mobile phones? Have you heard of them? (Telegram, WhatsApp, Facebook Messenger),* two people from generation X said, *“I have but do not use it”* while three people said “Yes”. People who said “Yes” also stated that they use it for WhatsApp.

Four people from generation Y said that they use often while one person said rarely.

Computer Engineer: *“People who use WhatsApp web might be using it. I use it most of the time.”*

All participants from generation Z know and use it.

When asked “Do you use QR codes while your banking transactions? If so, do you hesitate, or trust it?” four people from generation X said, “I do not use it and do not find it secure” and one person said, “Yes, but I hesitate to do”.

Textile Manager: “Yes, I use it and yes, I have hesitations. Hesitations about the thief of my data and not having full knowledge of it.

Four people from generation Y said, “Yes and have no hesitation” while one person said, “No, but I would hesitate if I used.”

Pottery Master: “No, I do not but I would hesitate if I did.”

Editor: “I use it at the ATM. I can easily handle my transactions without touching.”

Computer Engineer: “I use it in ATM, and it really helps a lot. I can easily withdraw or deposit money during pandemic without touching anywhere.”

One person from generation Z said “No”, one person “I use it, but I do not find it safe” and three people said, “Yes, and I do not hesitate to use it.”

Architect: “I sometimes use it since it makes things easier, but I do not find it secure.”

Graphic Designer: “Yes, I use QR code and do not have that kind of insecurity that I have about contactless cards. I can easily handle my job and do not have to touch anywhere.”

Digital Publishing Expert: “Yes, I use it. I do not have any hesitation. I do not have to touch anywhere during the pandemic.”

CONCLUSION

After the declaration of the pandemic on 11th, March 2020 by the World Health Organization, and with the contagious and infectious aspect of COVID-19 led to change in many things in our life. It made technology to be integrated more into our lives. Contactless technologies started to be used in every area. We had to carry on our daily activities in contactless ways. The contact-free technologies cause noticeable changes in especially business life. Meetings started to be conducted online, and even education was affected by this. At this point, a new kind of technology has emerged: contactless technologies. As very common technologies in our life, they started to be intertwined with our lives. Nowadays, QR codes started to function as a bridge between the online and offline world. Directing the course of the technology, QR codes have begun to be designed to make our life easier. Banks, advertisement agencies, textile, and technology companies have quietly benefitted from these technologies. QR technology, increasing interaction and encouraging internet use, begun to be used in many various fields.

We can understand by the question we asked in the focus group interview, “Do you have any idea about contactless technologies?” that the more people from generations X, Y, and Z socialize, the more knowledge they have about contactless technologies. From the replies given to the question “Have you ever heard about QR Codes before the pandemic?”, it is understood that pandemic has a big influence on the recognition of one of the contactless technologies, which is QR code. However, as stated, generations Y and Z have already known the technology before the pandemic. The reason for this is that this technology was already in our life. The most important reason for QR codes to get popular is the pandemic. Whereas people from different occupational groups already knew it before the pandemic as well. Because of people’s desire to socialize after the emergence of Covid-19, and companies’ search for contactless technologies over this desire; companies have started to seek innovative ideas as contactless menus, and in this way, people get to know this technology. Before the pandemic, QR code was mostly used in transportation, banking, shopping. Along with the pandemic, their usage increased even more. Especially with the HES Codes, QR Code applications in mobile phones have become common. To ensure the continuity of social life, QR code technology has begun to be used via mobile phones. When asked about the reliability of contactless technologies, all participants from generation X said that they do not find the technology safe, half of the people from generation Y and Z said that they trust it while the other half said they do not. When X, Y, and Z generations are considered all together, it was concluded that a large majority of people do not trust these technologies. When they were asked a question about QR code usage in traditional media, all participants from generation X said “No, I do not use.” On the other hand, although generation Y has more tendency towards new media than traditional media, only one person from generation Y uses QR codes in traditional media tools. When it comes to generation Z, four people out of five said they use QR codes in traditional media tools even though they seem not to be interested in traditional media. Thus, it is understood that the efforts of traditional media to be integrated into new media started to yield results. In response to the question about QR Code usage in

advertisements, half of the participants agree while the rest disagree once again. It is observed that X, Y, and Z generations are hesitant about this issue. The main reason for this is that QR codes used in advertisements are ineffective and forgettable. Contactless technologies do not boost the desire of people to socialize during the pandemic. When it comes to public transportation, people do not use QR code technology until they have to do so. In fact, most people have not even heard of it.

HES code is one of the areas in which QR codes are mostly used. Most people use QR codes through the HES application. Also, one of the most used areas of QR codes is banking transactions. People state that they have trust and safety issues when using these technologies. Only generation Z stated that they find this way secure in banking transactions. Even though X and Y generations still feel unsecured about this technology, the obligation to avoid contact forces them to use QR code technology.

Even though they got involved in life, these technologies created an environment of distrust among people. Most of the people from these three generations do not completely trust them since their personal data is shared. QR codes and contactless technologies are used mostly in transportation, banking, shopping, and business activities by each of the generations. Many people from generation Z use QR code technology in traditional media. In this way, traditional media will be able to take place in new media in the future. Even though generations X and Y do not use it yet, the usage of generation Z can be considered as a success of traditional media. Hereby, this research concludes how traditional media, with its decreasing popularity more with the pandemic, benefited from QR code technology while trying to get involved in the new media.

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ELECTRONIC RESOURCES

URL 1 - <https://www.ekoyapidergisi.org/6718-salgin-sonrasi-yasamin-anahtari-temassiz-teknolojiler.html>
DATE OF ACCESS: 24.04.2021

URL 2 - <https://www.teknotorite.com/salginda-fiziki-parayi-unuttuk-odemeleri-online-ve-temassiz-yaptik/>
DATE OF ACCESS: 4/24/2021

URL 3 - <https://www.qrcode.com/en/> DATE OF ACCESS: 4/10/2021

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URL 5 - <https://www.florence.com.tr/korona-virus-nasil-bulasir> DATE OF ACCESS: 4/10/2021

ATTACHMENT 1: QUESTIONS ASKED TO FOCUS GROUP

1. Do you have any idea about contactless technologies?
2. Have you ever heard about QR Codes before the pandemic?
3. How did you know about the QR Codes?
4. Has it been difficult for you to use contactless technologies during the pandemic period?
5. In which area you have used contactless technologies during the pandemic?
6. Do you use the contactless feature of your credit card?

7. Do you have QR Code Scanner on your mobile phone? If so, do you use it?
8. Do you think that contactless technologies are secure?
9. Do you use QR Code Technology in newspapers, magazines, or traditional media tools?
10. What is your opinion regarding the QR code menus?
11. Does QR code technology in the advertisements arouse your interest?
12. During the pandemic period, people can socialize without contact, does it relieve you or does it boost your desire to socialize?
13. Have you ever used public transportation by scanning a QR Code?
14. When giving your HES code, do you read the numbers out loud, or do you scan the code?
15. Do you use the QR Codes of the applications on your mobile phones? Have you heard about them?
(Telegram, Whatsapp, Facebook Messenger)
16. Do you use QR codes while your banking transactions? If so, do you hesitate, or trust it?

Use of Virtual Reality Technology In the Digitalization Process of Education: Four Model Museum

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Abstract

Along with the developing technology and the social risks human faces, the society's trends towards digital technology is inevitable. Undoubtedly, the interest of individuals in digital technologies has directly affected all sectors. The transformation of societies depending on their technological needs and conveniences offered by technology has formed new supply-demand balances, and sectoral changes have occurred in line with the demands of the society that was formed by the supply-demand balance. From a sectoral point of view, communication and related technologies have also been affected by all these transformations. Major developments in communication technologies have also led to changes in all sub-disciplines that are dependent on it. These changes have been so great that it has become necessary to explain separately and academically each of them. As a new and spreading technology, virtual reality technology is considered as a new opportunity by means of its key concept definitions and the successful implementation of both communication and educational processes. Especially, considering the qualities of generation Z, and the fact that the education processes are for generation Z; the probability of success of an education process by using virtual reality technology can be expected to increase. In this context, a study named "Four Model Museum" was carried out within the body of Istanbul Aydin University Faculty of Communication, New Media Applications and Research Center, which uses virtual reality technology and targets Public Relations undergraduate students. Within the scope of the study, the curricula prepared for Public Relations students were examined and four Models in Public Relations, which were considered as suitable subjects, were selected. Scenarios were prepared in the context of selected topics and sound were recorded in recording studios of Istanbul Aydin University, department of Radio, Television, and Cinema. Adhering to the scenario, 3D models, coatings, and finally, virtual reality software were developed. In this study, the scenario and content of the virtual reality education software named "Four Model Museum" were examined and analyzed within the framework of communication science.

Keywords: *Virtual reality, public relations, education, communication, technology.*

Introduction

Throughout history, societies have produced technology and have been transformed accordingly. A similar transformation exists today as well. In the process of transition to the information society, many changes occur and affect daily life. The inducing power of these changes is the innovations brought by technology. Technological innovations, which emerge in response to the needs of society, bring social changes along with them. As a conclusion of this process, digital transformation has emerged (Kocaman-Karoğlu, Bal-Çetinkaya, & Çimşir, 2020, p. 147-184).

In the digitalization process, virtual reality technology emerges as a communication and media tool. As stated, in the future, virtual reality will be used as the basic technology in the field of education. Various people foresaw that especially with the increase in spread, hardware costs will decrease, and accessible content will become high qualified (Ferhat, 2016, p. 726). Situations that deeply affect the natural flow of life, such as the current pandemic, have strongly increased the use of digital technology in education processes. Digital technologies have already begun to be used intensively in many stages of education. While the spread of various online education platforms poses as an example for private enterprises, the fact that the Ministry of National Education has moved all

education processes to online and distance education platforms during the pandemic is a public example of the digitalization of education. At this point, the correct adaptation of new communication or media tools to the current education curriculum and the realization of successful applications are the main concerns.

When we examine the history of virtual reality in education, surprisingly, it is seen that the process has lasted for over a hundred years. The best-known examples of the use of virtual reality in the field of education are flight simulators, and the first example of flight simulators with the present virtual reality technology is Furness' equipment called "Super Cockpit" (Furness, 1986, p. 63-65). Today, the use of virtual reality in education continues with the use of more advanced equipment. While studies such as Engage (URL - 1) and ClassVR (URL - 2) offer synchronous virtual classroom and virtual conference environments in education processes, there are also asynchronous virtual reality supported applications for the use of medical devices such as defibrillators (Özdemir, Çakmak, Yol, Özdemir, & Özdemir, 2020). Regardless of which discipline it focuses on, the greatest difficulty in virtual reality use is related to the production of content. In the literature reviews conducted, it has been observed that there is limited information on the production of virtual reality content. In addition, the use of virtual reality technologies in the field of education and the explanations of this virtual technology as a two-way communication tool in educational processes within the framework of communication science is important. In addition, the importance of the use of virtual reality technology in the field of education and its benefits enabling two-way communication in educational processes within the framework of communication science stands out. A virtual reality software named "Four Model Museum" was developed within the body of Istanbul Aydın University New Media Research Center VR Laboratories in 2020 (Erol, 2020). In this study, the development process of the software named "Four Model Museum" was represented with its stages and the final content was tried to be explained in the context of communication science.

Virtual Reality as a New Communication Medium

The "virtual reality" is a three-dimensional simulation model created by computers, which feels real and provides mutual communication with a dynamic environment. (Yengin and Bayrak, 2019: 302). Virtual reality, which is expressed as an environment with full participation (Yengin and Bayrak, 2017: 103), is not a new concept when examined in terms of its history. Regarding the history of virtual reality, different sources point to different dates. In some sources, virtual reality is based on conceptual explanations of Ivan Sutherland's "The Ultimate Display" (Gobbetti & Scateni, 1998, p. 1). In some other sources, it is based on the flight simulation named "super cockpit" by Furness, an employee of the United States Air Force in 1977 (Gürcan et al., 2017, p. 3). No matter what the base of the historical background is, virtual reality is described as a simulation model (Linowes, 2015, p. 2) that creates a realistic feeling in a dynamic environment and offers two-way communication to its user by virtue of the computer-based technologies (Bayraktar & Kaleli, 2007, p. 2). With this aspect, virtual reality technology emerges as a powerful communication tool.

As a virtual reality technology, a Head-Mounted Display / HMD, today known as a helmet display (Bayrak and Yengin, 2021: 71) is used in a wide range of fields from medicine to tourism (Kaleci, Tepe, & Tuzun, 2017, p. 670). Undoubtedly, the field of education has also taken its place in this list. With the advantages it provides, virtual reality can provide educational content to students in a variety of ways. The definition of virtual reality by many authorities includes the various ways to use the educational content to be delivered to the student. For example, HIT Laboratories (Human Interface Technology Laboratory) affiliated with Washington University defines virtual reality as follows; "*It is a three-dimensional computer simulation that provides sensory information (sight, sound, and/or others) to make you feel that you are in a place*" (URL-3). As seen in the definition, while the educational content is presented to the student, it can be felt that the student is in a suitable place for the educational content, while more realistic and fantastic methods can be applied through the power of the developed software and input and output devices called various sensors. In this way, the student can learn by having a more permanent experience.

The features of the use of virtual reality in education can be listed as follows (Çavaş, Huyugüzel Çavaş, & Taşkın Can, 2004, p. 110); Interaction: The interaction of the student with the objects in the virtual environment allows the objects to be examined. The concentration of the student: According to research; The access of students to the educational content in the virtual reality environment helps the student to fully focus and comprehend the subject. Narrative Flexibility: Educational studies carried out in a virtual reality environment have story-based flexibility. Experiential Gain: Students gain virtual experience by using the virtual environment. Importance Given to the Senses: The fact that virtual reality technology appeals to students' sense organs is an element that accelerates the educational process. For virtual reality technology to be used in the educational process, it is undoubtedly important to examine its tools. In this context, the tools that allow the use of virtual reality technology can be examined under three main topics.

Today, when it comes to virtual reality, the first tool that comes to mind is HMD devices, which can be described as head-mounted screens. The first examples trace back to 1961 (Sherman & Craig, 2003, p. 25). HMDs

have increased in popularity and prevalence with the widespread use of mobile devices and the reach of devices such as Oculus Rift and HTC Vive to the final consumer (Linowes, 2015, p. 3). HMDs can be described as a headgear in which there is usually a separate screen for each eye (in some cases, there is only one screen), usually, there are headphones and motion-sensing sensors. HMDs aim to give the feeling that the user is in a virtual environment with a wired or wireless connection to a computer. (Çavaş, Huyugüzel Çavaş, & Taşkın Can, 2004, p. 111). However, these features are constantly evolving and changing in form.



Image 1: An HMD and User (URL-4) Connected to a Computer

Virtual Reality Simulator Examples

Cabin simulators are virtual reality devices used to train the operators of vehicles such as airplanes, cars, and trains. They are mediums where education was carried out before expensive devices came into use (Şen & Satır, 2020, p. 17). Submarine Diving Simulator produced by Havelsan is a good example of cabin simulators. With the simulator, submarine personnel can be trained on the course of the submarine under and on the water (URL-5).



Image 2: Outside (Left) (URL-6) and Inside of a Submarine Diving Simulator (Right) (URL-7)

Room worlds are virtual reality tools used by projecting the image on all planes of the room in a way that more than one user can use. The first example of these rooms has taken its place in the literature as the CAVE system of the University of Illinois (McLellan, 1996, p. 467). In this technique, which is more dependent on desktop computers, the image is usually transmitted to the user via monitors, but the user can control the image presented on the monitor virtually with data glove or spaceball input tools (Çavaş, Huyugüzel Çavaş, & Taşkın Can, 2004, p. 112). In HCD, which is similar to the HMD structure but has qualitative differences, the user sees the virtual reality environment with the help of a suspended binocular-like device and experiences the control of the virtual reality environment with input devices connected to the computer (Çavaş, Huyugüzel Çavaş, & Taşkın Can, 2004). With the mirror worlds, the images of the users in the real world are transferred to the virtual world through display devices. This transferred image is processed with various technologies and presented to the user again. What distinguishes the mirror worlds from other virtual reality techniques is that the user does not have to use any tool (McLellan, 1996, p. 467).



Image 3: Virtual Dressing Rooms Serving as an Application Example for the Mirror Worlds (URL-8)

Four Model Museum Development Process

The development processes of the virtual reality software called Four Model Museum consist of several stages and models. When the process is carefully examined, it is seen that it consists of three main topics. In addition, each title has its own sub-titles and processes. In this context, the primary stage, planning, refers to the section where the answers to some questions are sought and the project is designed in accordance with the schedule before making any development in the virtual environment for the project to be carried out. Therefore, when decided to develop the Four Model Museum, the planning process was carried out in two sub-stages: Theoretical Planning and Projecting.

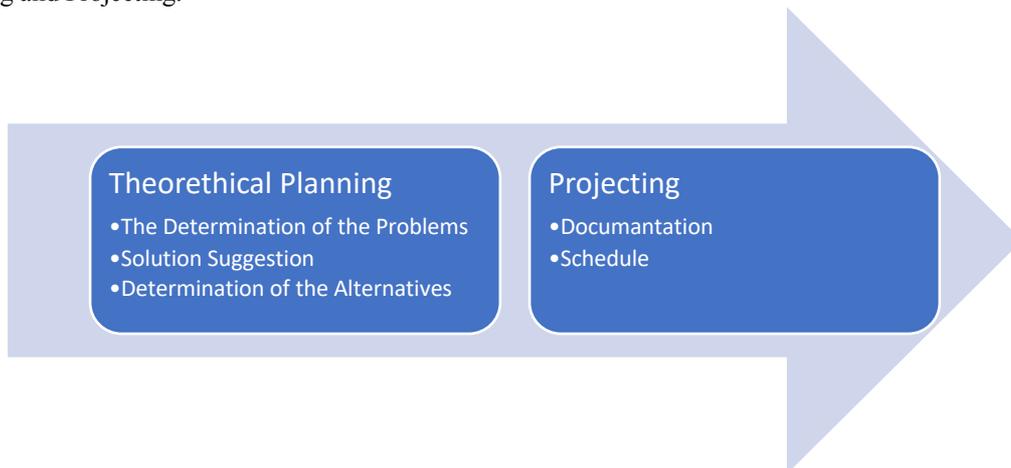


Figure 1: Planning Model

In this section, which is called theoretical planning, the target to be reached has been determined and the existing problems have been identified in order to reach the target, and the tools necessary to cope with the identified problems have been determined. The problems identified at this point, in a sense, led to the formation of the sub-steps of the development, testing, and launch processes that took place after the planning process. In addition, the current capacity has been determined and solutions have been proposed for the issues outside the current capacity, and solution methods and alternative solution methods have been found. While making the theoretical planning for the Four Model Museums, the problems and solution suggestions given in the table below were determined.

Table 1: Problems and Solution Suggestions Regarding the Determination of Educational Topics

	Problem	Solution Proposal	Alternative Solution Proposal
Identifying Educational Topics	Selection of Educational Topics to be Presented in the Virtual Reality Environment	Receiving consultancy from an institution providing undergraduate education as it will target public relations undergraduate students.	Selection of topics by examining the printed materials related to the field of public relations higher education.
	How to Present Educational Content	Presentation of the selected topics in a story-based manner with the help of a scenario to be prepared.	Gamification-based presentation of selected topics with the help of a scenario to be prepared.

Table 2: Problems and Solution Suggestions Regarding Scripting and Sound/Music Topics

	Problem	Solution Proposal	Alternative Solution Proposal
Scripting	How the script to be written, and what it will serve (determination of qualifications)	The scenario to be written should be prepared in a structure with large space descriptions, including a synopsis. Depictions of places should be supportive of the 3D modeling process.	
	How to determine the elements that are outside of the textual structure in the scenario	After the script is written, the depiction of the place needs to be improved with a simple sketch based on the script.	
Sounds and Music	How will the recording processes of the dialogs in the scenario be carried out?	Obtaining the necessary permissions for the use of the sound recording studio affiliated to the Radio, Television and Cinema Department of Istanbul Aydın University	Identifying and making agreements with private studios that provide the necessary qualifications for sound recording.
	Determination of suitable music for the scenario and license problems	The use and supply of music not covered by the license on the Internet and is made available to everyone	Performing the music recording with the desired qualifications through musicians.
	Where and how to source sound effects	Use and supply of sound effects that are not covered by a license on the Internet and are made available to everyone	

Table 3: Problem and Solution Suggestion for All Visual Content

	Problem	Solution Proposal	Alternative Solution Proposal
Visual and Textual Content	Where and how to obtain all visual/textual content within the scope of the scenario and licensing problems	Use of visual/textual content on the Internet that is accessible to everyone.	
3D Modeling	What are the objects to be 3D modeled?	A list of all objects in the scenario and all other objects that are not included in the scenario but will be used as decor in the virtual environment should be determined.	
	How will the virtual environment simulate the real world, regardless of the objects?	The sketch work carried out after the script writing should be taken as a reference.	If appropriate, a real space can be studied and modeled.
	How will the modeling of the main and side characters determined in line with the scenario be realized?	Modeling service for the main characters must be purchased professionally. For side characters, licensed character models available on the Internet and suitable for reuse should be used.	All characters must use appropriately similar character models available on the Internet and be licensed for reuse.
	Which software/tools will be used in the modeling processes?	3Ds Max, Maya etc. 3D modeling software must be purchased and used under license.	The Blender 3D modeling tool, which is the free software of The Blender Foundation, should be used.
	How will the Material and Texture operations, which are part of the modeling process, be executed?	Free materials and skins available on the Internet should be used.	Support should be sought from Istanbul Aydın University New Media students who are taking 3D Modeling.
Animation Recordings	How will animation recordings be executed for 3D models that require animation?	Blender software allows animation recording and blender software must be used.	Ready-made animations, which are a service of Adobe company and available on mixamo.com, should be used.

Table 4: Problem and Solution Suggestions for Development, Testing and Launch Process

	Problem	Solution Proposal	Alternative Solution Proposal
Detection of Virtual Reality Platform	Which virtual reality device will be developed?	HTC Vive Pro	Oculus Rift S
Detection of Development Platform	On which platform will all the produced content be developed/converted to software?	Unreal Engine 4.xx	Unity 3D 2019.x.x
Test Process	How will it be determined that the software produced is working correctly?	Professional service should be obtained from software validation and testing companies.	The software should be tested in line with the test scenarios prepared based on the scenario.
Publish Process	Which distribution platform will be used?	The Steam platform must be used.	The appropriate one from Epic Store, Origin and other distribution platforms should be selected.
	What are the solutions to be followed in case the distribution platform rejects the developed software?	The reasons for rejection should be investigated and, if possible, eliminated. Otherwise, launch processes should be carried out with other distribution platforms.	A special distribution platform should be developed for the developed software. Software should be released on websites etc.

With the Project Planning process, which started after the theoretical planning, all the stages in the theoretical planning part were documented and scheduled. In addition, the determination of educational topics was carried out in this part, and it was decided to use the subjects named Four Models in Public Relations, which are included in the project in the curriculum of Public Relations undergraduate students. It has been seen that it is possible to present the selected topics with storytelling since they are more suitable for the story structure. In addition, other documentation processes (such as the preparation of the Model list) were carried out at this stage. The table below contains the calendar work for the Four Model Museum.

Table 5: Project Calendar

Work/Time	2019				2020											
	November		December		January		February		March		April		May		June	
Scenario	x	x														
Sound/Music			x													
Visual/Text Contents		x	x	x												
3D Modeling				x	x	x	x	x	x	x	x	x				
Development												x	x			
Test Process													x	x		
Launch Process																x

The section passed after the planning phase is named the development phase. This stage includes the development of the software in every sense. The process from the realization of the sound recordings to the preparation of the software is considered as development phase. In the development phase of the Four Model Museums, the solution proposals for the problems determined during the planning were determined by making a situation assessment and the development process was carried out in line with these choices. If a different situation is encountered during the development process, it is aimed to make the selection again from the solution proposals determined during the planning stage, and to successfully conclude the project without any interruption.

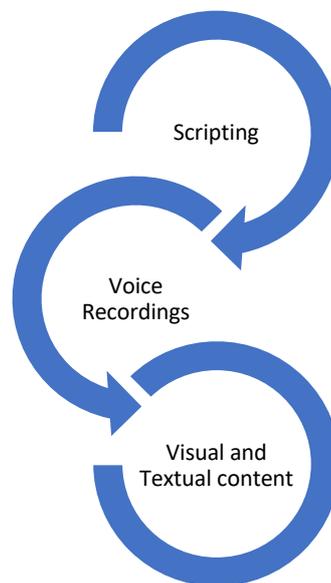


Figure 2: Demonstrating the Pre-Model Development Process on the Model

Scripting is the most important stage of the whole project. The scenario is the ground and basis for the project to be developed. Therefore, the development phase started with scriptwriting. Scriptwriting has been carried out in a way that affects and supports the processes that follow. In the planning phase, although plans are mostly carried out against instrumental and external effects; the scenario allows the identification of software assets that will be used at any stage of the development phase, as well as the story to be presented. Since all assets subject to this project are intended to be produced as free of external dependence as possible, the scenario is wanted to be the guide during the realization of production. In this way, it has been ensured that no unanswered question remains at any stage of the development phase. In accordance with the French scenario format criteria, scenarios were written on the subjects determined within the framework of the educational content carried out during the

planning phase, and dialogs and spatial descriptions were determined. Then, the sketch drawing, which is of great importance in the development process, was carried out. While creating the content of the sound recording process with the dialogues, the richness of the spatial descriptions had great significance in terms of modeling and sound effects, or stage placement.

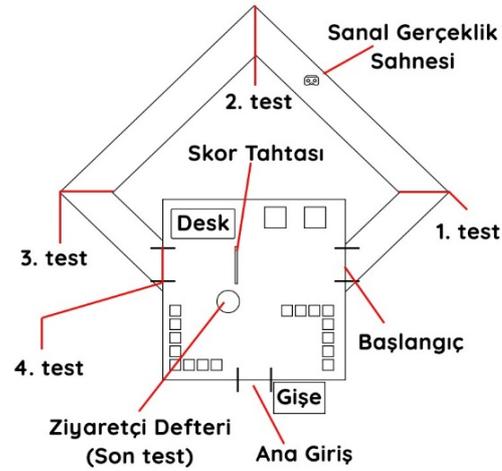


Image 4: Four Model Museum Layout Sketch

After the script work, permissions were obtained for the use of the Sound Recording Studio affiliated to the Istanbul Aydın University Radio, Television and Cinema Department to record the dialogs in the scenario. The sound was recorded by Serhat Yılmaz and İhsan Emre Erol, graduate students of Istanbul Aydın University.



Image 5: During the Sound Recording Process of the Four Model Museums

For sound effects, the scenario was examined and the ambiance and suitable sound effects for the conditions tried to be reflected in the scenario. The desired music to be used in the software was evaluated in terms of genre and included among the software assets by choosing among the licensed options from YouTube Music Library suitable for reuse.

The study carried out on the determination of the educational content during the planning phase created a draft structure for the determination of visual and textual content. Since the script was written based on the draft, the visuals, and textual backgrounds of all the objects in the scenario were prepared. To be used during the development, the digital versions of the images suitable for the scenario were determined by Google searches, and their license status was checked and saved for later use with the appropriate folder structure. Likewise, the texts to be associated with the images are recorded with appropriate folder structures.



Image 6: Visual and Textual Content from the Four Model Museums

3D Modeling, Material/Texture Processes and Animation Recordings

i. Modeling of Objects

The modeling of the objects mentioned in the planning phase and listed during the projecting phase started in this process. Some objects were modeled via Blender software, while some objects were obtained from the internet as licensed for reuse. From a frame to a flowerpot, these objects covered a wide range of items.

ii. Modeling of Virtual Environment

Based on the sketch in the scripting process and using the spatial descriptions determined in the scenario, the virtual environment called the Four Models Museum was modeled via Blender software.



Figure 3: Modeling Process Model

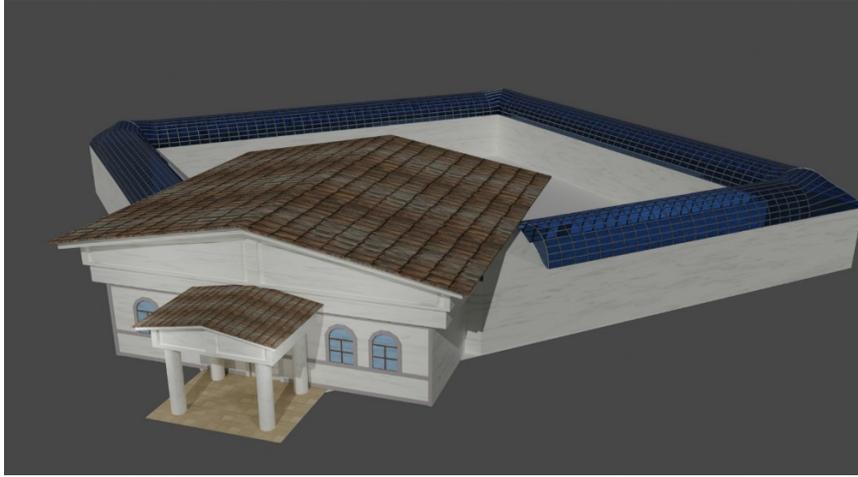


Image 7: Virtual Environment During Modeling

iii. Character Modeling

Character modeling stands out as one of the most challenging processes. Therefore, professional service was received for the main character in the scenario, and the side characters were chosen from among the free characters offered on mixamo.com, which is the service of Adobe.



Image 8: Characters Used in the Four Model Museums. Edward Bernays (Left), Ivy Lee (Middle), Example of Other Characters (Right)

iv. Editing Materials and Textures

Although material arrangements are considered as a separate area of expertise, the problem has been tried to be overcome by using as many textures as possible. Internet resources such as polyigon.com and texturehaven.com, which are platforms that share free texture files, were preferred for the selection of textures, which are also referred to as coatings. In addition, Batuhan Çulhaoğlu, a student of Istanbul Aydın University New Media and Communication Department, supported the project in the processes called texture painting. In this way, it is ensured that the image of the virtual environment is as close to the real image as possible.

v. Recording of Animations

For the recording of all animations, pre-made animations provided by Adobe company on mixamo.com were preferred. With this preference, it was aimed to speed up the process. Since Mixamo allows animation recording by loading 3D characters, the 3D main character, which is taken as a professional service, can be moved through mixamo.

vi. Software Development

During the software development process, the game engine named Unreal Engine, which was determined during the Planning phase, was used. All 3D models, sound recordings, and all other content prepared for this engine were included, software modules required for HTC Vive hardware were installed and necessary

adjustments were made to run it in virtual reality mode, and software was developed using visual software development tools called Blueprint.

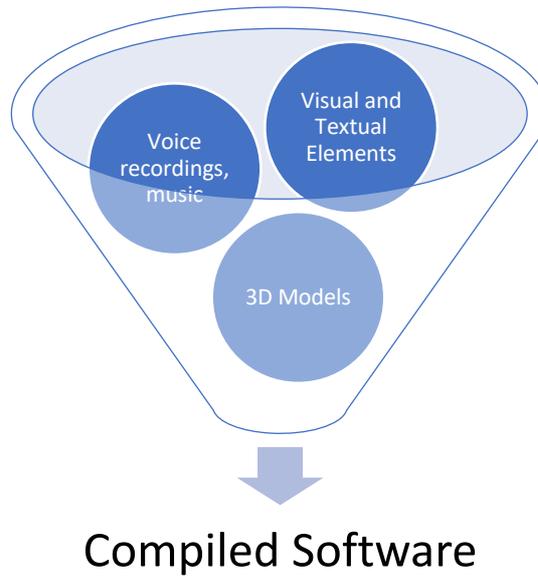


Figure 4: Demonstrating the Software Development Process on a Model

After the development of the software within the engine, the software was compiled for the Windows operating system and printed. All of the processes were carried out in the Virtual Reality Laboratories of Istanbul Aydın University New Media Applications and Research Center with the work of İhsan Emre Erol and Istanbul University Computer Engineering Student Oktay Şahin.

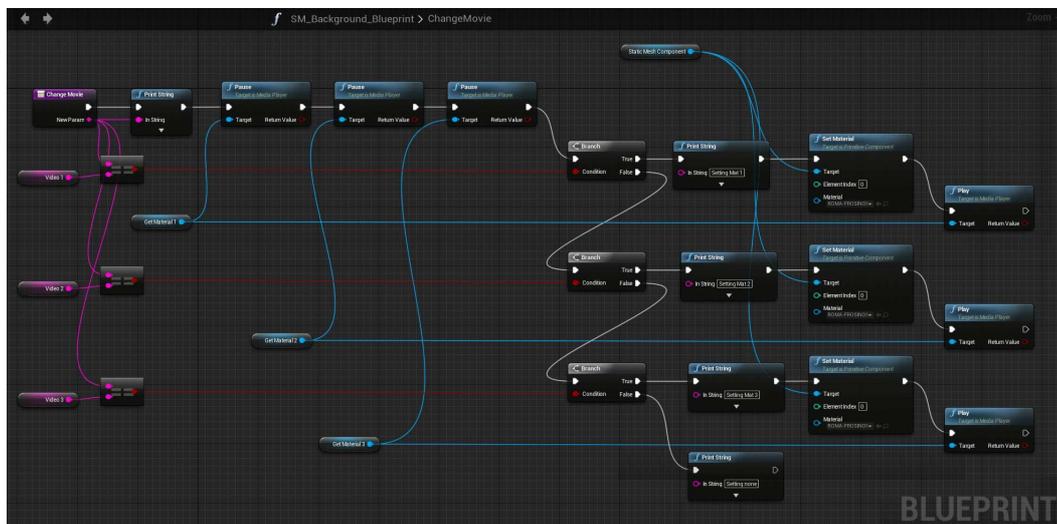


Image 9: Unreal Engine Blueprint Editor

The most important stage of any software development work is the testing process. The presentation of the software that works towards the user is naturally directly proportional to the success of the software. Contrary to popular belief, software development should actually be considered defect management work. However, the test processes to be carried out to detect errors are a very different process in relation to the depth of the project. The reason why the process is different is the cognitive barriers to the software developer's ability to test the software. The lack of information that is intended to be available between the developers and testers of any software increases the success of defect detection.

Based on this context, four model museum software were presented to the first use of university students and error detections were tried to be carried out. In line with the prepared test scenarios, the students were enabled to use every step of the software, and the feedback was received followingly. The testing process was carried out

through a filter between the software development and the release process. The first software, which was printed for the Windows environment, was run in this process for testing and was converted into a test scenario with the addition of structures that did not exist before the scenario and can be counted as in-game interaction. Then, the test scenarios were applied on the running software and the error was detected and the report was created. With the generated report, the software was reintroduced into the software development process in order to upgrade the software version and eliminate errors.

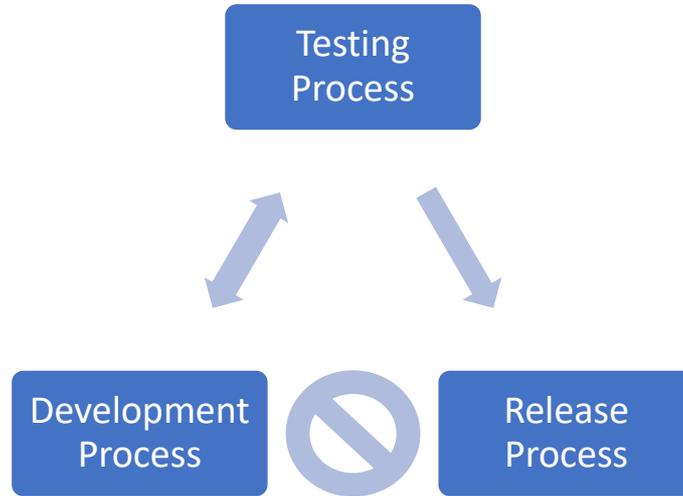


Figure 5: Development, Testing and Release Process Model

This process continued until the software passed the test scenarios successfully, and as a result, a successful software has been prepared from the beginning to the end. The software, which passed the test scenario successfully, was put into the launch process.

In the past, the release of software was a process from packaging to sale, but today this situation has changed. Especially with the widespread use of the internet, software is now released over the internet. Along with the use of the Internet for publish, distribution platforms for software have begun to emerge on the Internet. Indeed, the best example of this today is the application stores on our phones. The Steam platform, which was prepared aim to serve this purpose, stands out as the distribution platform of digital games and game-like softwares that will run in the computer environment. The Steam platform, which was determined for the Four Model Museums during the planning phase, is the main environment where the publish processes take place and transactions were carried out through the web panels offered by the platform.

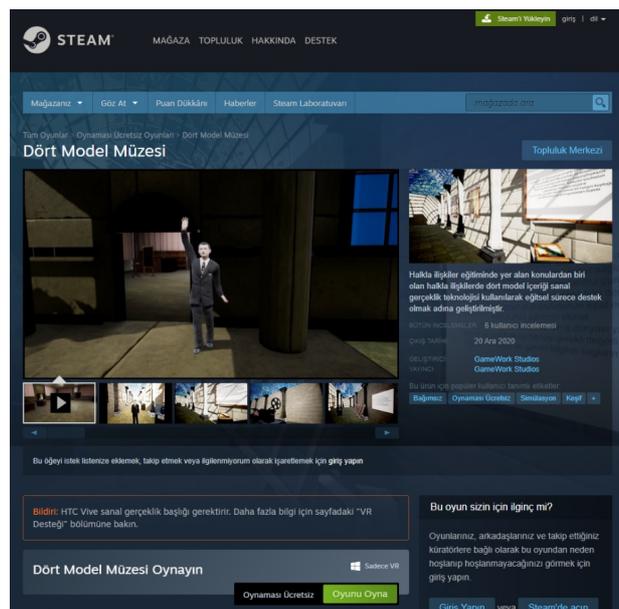


Image 10: A View from the Steam Platform Store Page of the Four Model Museums

The software, which has passed the testing process successfully, is available for publish on the Steam platform. The necessary accounts for the Steam platform have been created, the Steam platform's game publish agreements have been accepted, and access to the relevant panels has been provided. Then, the software was uploaded to the steam platform and visual and textual contents of the Four Model Museum were transferred via the panel. These transferred contents are requested by the platform to be used within the steam platform for the promotion of the Four Model Museum after the release. As a result of the examination of Steam officials, the Four Model Museum was published and opened to access on December 20th, 2020.

Demonstrating the Whole Process with a Model

Although the formation of the Four Model Museum until its release on Steam seems complicated, it actually consists of a sequential series of operations. If these processes are visualized and expressed with a model, they undoubtedly become more understandable and interpretable. In addition, when we consider the basic scope of the project, projects like the Four Models Museum actually include many different disciplines, from fine arts to communication sciences and physical sciences. The model also expresses the challenges of the project management for developing a digital product like the Four Model Museum. Although the Four Model Museums serve experimental purposes, and all assets aim to solve hypothetical problems internally, the emerging stages have revealed the necessity of carrying out similar projects with more than one individual. In reality, all the stages in the model represent a team.

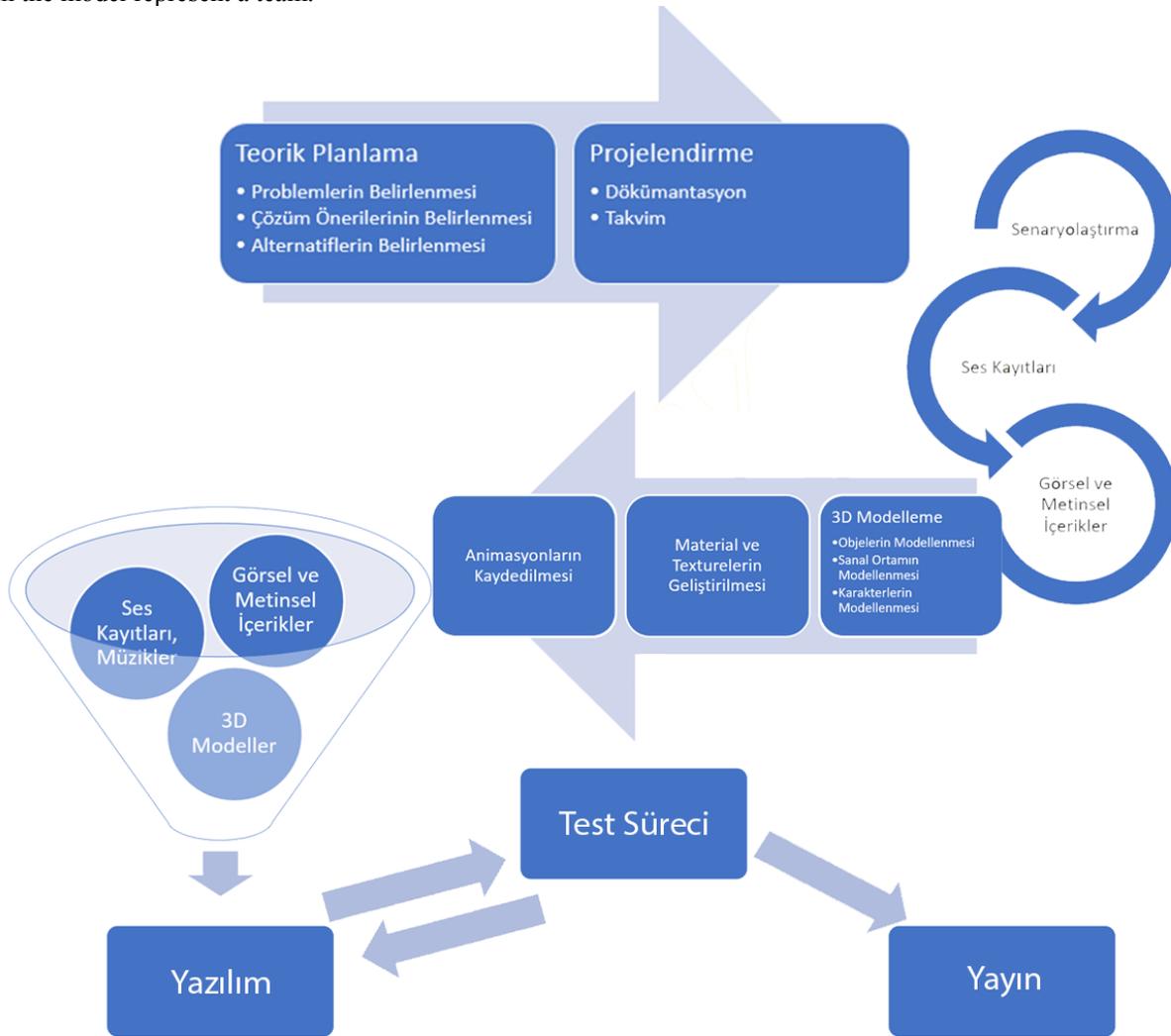


Figure 6: Demonstration of the Process of the Four Model Museum Software (from the planning process, until the release), on the Model

The determination of the problems that started with the theoretical planning and the solution suggestions were used as a response to all the situations encountered in the process, and besides, it was a pioneer in the healthy execution of the process until the last stage. In addition, the planning was documented and recorded in the project

planning section and laid the groundwork for the creation of the project schedule. It is seen that the stages shown in Figure 15 are of generality that can be used in the execution of similar projects.

Conclusion

Virtual reality technology has a significant position among the rapidly developing new media technologies. The main reason behind this position is despite other technologies, virtual reality offers an innovative communication environment with various features. Virtual reality is called a full participation environment, which positions the user in a virtual world by isolating them from the physical environment. In addition, the user interacts with digitally designed objects in the virtual world within certain limitations. Virtual reality, which is a significant development in terms of the course of technology, is the harbinger of new communication environments free of wearable technologies such as holograms.

Virtual reality, which has started to be used in significant areas today, has started to attract intense attention after the Covid-19 pandemic. In this sense, virtual reality has become a solution for many issues such as education that directly concern social life and cannot be tolerated. When we examined the recent studies, it is clear that the focus is on how to get more benefits from this technology. In this context, from the data shared by digital platforms such as Steam, it is clear that intensive production progress is being carried out for virtual reality by many companies, which attracts the attention of new media technology and content producers.

The Four Model Museum, developed within the body of Istanbul Aydın University New Media Application and Research Center, was held to enable public relations undergraduate students to carry out their education with virtual reality technology, which is characterized as high technology. In addition, the theoretical knowledge and explanations that are frequently encountered in the field of social sciences are transferred to the field of practice. Thanks to this project, which includes social sciences as well as fine arts and physical sciences, it has provided a project development model on how the theoretical knowledge in the field of social sciences can be combined and presented with high technology in different projects. Besides this, it has also pointed out the required human resources. Based on the metaphor that ‘The only constant in life is change’, this project stated that social sciences, physical sciences, educational sciences, and other disciplines are parts that should not be separated from each other.

This study also set a good example that virtual reality and similar technologies can be used not only in educational processes for the field of entertainment and applied sciences but also in the expression of theoretical values that can be described as theoretical knowledge. Therefore, if it is evaluated in another sense, it has expanded the range of the use of virtual reality technology in terms of academic education. The use of the model applied during the conduct of the study -also being explained in this article- will increase the chances of success of the similar studies to be carried out, and will shorten the working time by providing solutions for all the problems that will be encountered before the actual implementation.

Undoubtedly, in the changing and developing world, there will be an increase in the number of studies to be conducted by blending all disciplines. High-tech tools developed for visual, auditory, and other human senses will take more place in the future in the social sciences discipline that examines humans and society, even if it is the field of physical science. Therefore, as expected, more human resources will be needed in the future and social and physical sciences will lead to the emergence of new disciplines, despite being partially intertwined.

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An Examination of Trendyol’s Legendary-Days Youtube Ads Through Comments

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Abstract

The internet, where people spend a big chunk of their time, has become an indispensable part of life. Thanks to online e-commerce websites, being able to choose from different categories and products and procure everything needed, from clothes to technology, from major appliances to groceries, is one of the most important conveniences of our age. As the interest of consumers increased, so did the number of e-commerce websites. These websites started to make numerous special offers and marketing campaigns to differentiate themselves from their competitors. One of these campaigns, the Black Friday, has taken the shopping habits within the context of consumption culture to a whole new level the moment it was introduced in Turkey. This discount tradition that went beyond the borders of the US with globalization, has spread around the world. An example to the fact that traditional shopping has given its place to e-commerce applications thanks to the rapid development of digitalization, one of Turkey’s pioneer e-commerce applications, Trendyol has transformed Black Friday and started the “Legendary Days” campaign. The frequency of the promotion work within the process of this campaign has caused the emergence of a different range of perceptions in the target audience. Encountering Trendyol’s “Legendary Days” advertising campaign too often has created both positive and negative perception, especially during COVID-19 lockdowns where people spend most of their time watching TV, browsing the internet, or playing online games. In this study, 429 YouTube comments on Trendyol’s four commercial films on YouTube for Trendyol’s “Legendary Days” campaign that took place on 25th, 26th, and 27th of November 2020, have been examined through a content analysis of 13 items. Additionally, a text analysis was conducted on comments. According to the results of the study, it was found that being exposed to YouTube advertisements on a frequent basis, especially during a pandemic where people cannot leave their homes, had created a negative reputation for Trendyol’s “Legendary Days” campaign among YouTube users. This case causes a discrepancy between the positive reputation works Trendyol has conducted during the pandemic period.

Keywords: *Trendyol, E-commerce, YouTube, Legendary Days, Content Analysis.*

Introduction

Communication is defined as the whole of the codes - even when there is no verbal expression - that occur anywhere there is more than one person (Oskay, 2011: 3-4). Communication in general terms consists of 'source', 'message', 'recipient', and 'feedback' which refers to the receiver's response to the source about the message (Dağtaş and Demiray, 1994: 24-25; Yüksel, 2013: 16-17; Baran and Davis, 2013: 123). The communication phenomenon, which has been transferred to the electronic world over time, has provided an endless interaction environment for every individual or corporate person using internet technologies.

Media is a concept that includes all kinds of communication elements. In its simplest form, it can be explained as “a communication environment” (Yengin, 2014: 41). While traditional media consisted of tools such as newspapers and radio, where one-sided communication was established and feedback was not allowed, over time, thanks to the development of internet technologies, media has turned away from its traditional structure and has turned into the new media form that is digital and two-way (Table 1).

Table 1. Comparison of Traditional Media and New Media (Awareness, 2008; cited by. Akar, 2010: 8).

Media: Traditional	Media: New
One-way	Participative
Push-oriented	Versatile (brand to customer, customer to brand, customer to customer)
Non-continuous communication	Audience-oriented, audience-selected
Brand-oriented	
A monologue	A dialogue

Internet technologies have continued to develop since the first time they emerged and have strengthened their place in our lives (Irak and Yazıcıoğlu, 2012: 7). The fact that access to the internet is easy and fast and that it draws the consumer into the world of endless resources caused this technology to become more attractive. From food to clothing, from games to sports, from education to health, the internet has become a necessity at the very center of our lives. This indispensable need causes manufacturers and brands to enter a race to be the most preferred and the most trending by always remaining ahead of the game.

Shopping habits of consumers have also changed with the development of technology. Easy payment options, a wide variety of products that can be delivered to your door after just a few clicks, the chance to change or return the product, are just a few of the interesting aspects of the e-commerce sector. While most brands have both online and brick-and-mortar stores, emerging brands generally do e-commerce only through the online system. Thanks to the features that facilitate the shopping experience such as the development of technology and ease of payment, the number of people who meet their shopping needs through e-commerce is also increasing (Uraltaş and Bahadırılı, 2012: 23). Mason et al. (2021) state that social media marketing has gained importance during the Covid-19 process. In the e-commerce sector, where competition is high, brands do a lot of marketing to differentiate themselves from their competitors and to be preferred by their target audiences. Advertising has an important role in creating buying behavior for the target audience to prefer the brand (Salmanova, Çevik Ergin and Yılmaz Sert, 2018: 212). Target audiences can carefully analyze every element used in advertisements. Advertising is an important tool to increase awareness, to be preferred and to ensure positive behavior toward the brand. The purpose of the advertisement, the buying behavior it wants to create in the target audience and in the potential target audience, and the promise it wants to give can increase its effect more in direct proportion to the image of the brand.

Today, when social media applications replace traditional channels with the arrival of digitalization, brands also share their advertisements, which is one of the marketing mix elements, on their own social media accounts. Social media applications allow brands to directly communicate with their target audiences and to receive positive and negative feedback easily. These comments are especially important in order to determine the wishes and the habits of the target audience.

In our day, when managing reputation, it is necessary to be more careful, open and transparent. The reason for this is that digitalization has made it easier for target audiences to reach more information about the institution or the person. Without the need to be in the industry for many years in order to gain a positive reputation, doing online public relations studies, creating a successful campaign or managing crisis situations professionally are enough to create a positive reputation in the target audience, while the failure to manage an immediate crisis that develops in the online world has the power to destroy the brand's reputation (Büyükdoğan, 2020: 380-381). To gain positive reputation, it is important for brands to do their online communication activities in a sensible and transparent way and to remain open to communication, while paying attention to feedback (Özmelek Taş, 2019: 12). Also, they should make efforts to be positively contemporary brands, and they should avoid adopting an attitude that is not open to negative reactions and criticism.

Robert Bolesław Zajonc (1968) states that only with the Mere Exposure Effect we will increase our positive feelings toward the stimuli we are exposed to again and again. From the perspective of advertising, it is stated that the target audience gives priority to the messages they are familiar with rather than those they are not familiar with, and this familiarity may cause positive feelings about the message over time (Aaker, Batra and Myers, 1992: 182; cited by Şahin, 2012: 102). These positive feelings can also influence brand selection and buying behavior. Trendyol tried to increase its preferability by frequently appearing in front of its target audience within the scope of its 2020 Legendary Days campaign.

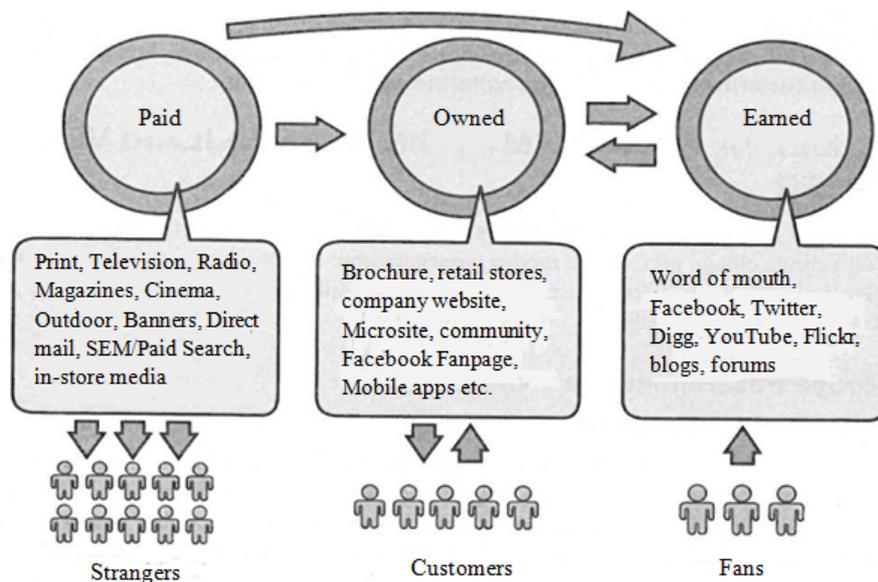
The convergence in communication technologies is the merging of different fields and thus having a better use (Lee and Olson, 2010: 91; cited by Abanoz 2018: 288). The convergence of the mass media among themselves due to the emerging developments, especially the new normal and the restrictions experienced during

the Covid-19 process, the lockdowns and the depressed target audiences constantly seeing advertisements about a certain brand and the works of this brand everywhere at any time, can lead to a negative perception and attitude toward the brand.

Thanks to social media, which is a participatory environment, the number of positive/negative comments, likes or dislikes of people who have the same opinion can also affect the opinions of other people, causing them to exhibit more violent attitudes as they come across thoughts similar to their own. From this aspect, it is important for brands and individuals to get positive comments and to have more likes than dislikes. Online public relations efforts, creating a good communication environment, valuing the feedback of stakeholders and target audiences contribute to the brand's conquest of both media and customers. It is necessary to work toward becoming a brand that renews itself in line with the feedback by adopting a concerned and caring attitude toward all kinds of feedback. With the positive reputation and trust gained in this manner during a negative situation faced by the brand, customers and stakeholders may assume the role of a defender of the brand. This shows the importance of earned media. The three media marketing types is known as Paid Owned Earned Media - P.O.E.M (URL-1). Paid media refers to the type that belongs to someone else and charges a certain fee for coverage (URL-2). Owned media are corporate communication tools such as a website, blog, or magazine created by the brand on its own behalf. Earned media can be described as organic and does not require any fees (URL-3). Earned media is acquired through behaviors such as fans and customers creating and publishing content about the brand spontaneously, speaking about the brand, defending and embracing it. Media types may have the characteristics to catalyze and influence one another (Özata, 2015: 37)(Figure 1).

Within the scope of this study, as of 21.03.2021 and 25.03.2021, four advertisement videos shared on YouTube by Trendyol about the “25-26-27 November 2020 Legendary Days Campaign” were identified. These four YouTube ads received 429 comments, and the comments were analyzed through content analysis of 13 items.

Figure 1. Types of Media (LeaderLab, 2010; cited by Özata, 2015: 37).



The Emergence of Black Friday and the Black Friday Campaigns of E-Commerce Sites

It is thought that the term “Black Friday” was first used on 24 September 1869, referring to the crisis that occurred as a result of the manipulation on gold prices (URL-4)(Image 1.). Two stockbrokers, Jay Gould and James Fisk, made some manipulations in the gold market in order to make bigger profits. The sudden fall of the US gold stock market as a result of this scoop caused a major economic crisis (URL-5).

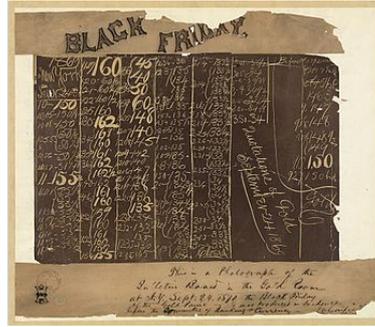


Image 1. Photograph of the blackboard in the New York Gold Room 24 September 1869, showing the collapse of the price of gold (URL-6).

The story that connects Black Friday with discount methods begins with stores that suffer big losses in their annual sales applying discounts to earn more money during Thanksgiving (URL-7). The reason why these discount days are called Black Friday is that the losses written in red turn into profit for the first time on the Friday of the discount and are finally written with black (Smith and Raymen, 2017: 678; cited by Çetinkaya and Ceng 2018: 172).

The Black Friday shopping craze has spread in different formats, all over the world, especially in America. This period of discount, which has become a tradition, is adopted by many international brands and businesses, including countries, and is implemented through various tactics (Çetinkaya and Ceng, 2018: 172). Consumers now wait for Black Friday days to buy the products they want at the most affordable prices with the biggest discounts.

When Black Friday first appeared in Turkey, it was widely criticized for its negative connotation against spiritual values, because of the term ‘Black Friday’. However, later on, the negative perception was broken as the brands came up with different names in accordance with the country and their brand positioning. For example, Trendyol called it ‘Legendary Days’, Penti created ‘Pink Friday’ and Media Markt named it ‘Awesome Friday’ (URL-8)(Image 2.).



Image 2. Hepsiburada Legendary November Discounts Website Image (URL-9).

Social Media Ads and Target Audience

It is stated that new media tools and social media offer a participatory and interactive new social structure in the digital world, independent of time and space (Çambay, 2015: 238). All kinds of feedback can be transmitted to the source quickly and easily. The distance between the source and the target audience has shortened considerably.

There are many marketing studies conducted by advertisers to make their products, goods and services preferred by target audiences. Advertising is one of the most important marketing activities both in traditional and in digital media. With digitalization, a large part of these efforts has started to be made for social media channels.

The rapid feedback feature of social media helps to easily measure the positive or negative reactions of the target audience to the ads. For example, the target audience's positive perception of the brand's social media advertising efforts indicates that the work was successful (Kayapınar et al., 2017: 475; cited by Demircan and Aksoy, 2020: 31). Besides, people can easily share their thoughts with the manufacturer and the brand by commenting, liking, sharing and saving content. Every effort made on social media leads the person who encounters it to share it with his/her close circles, allowing it to spread among other users. Such situations are called word of mouth marketing (Vilpponen et al., 2006; Akar, 2009; Tong, and Xuecheng, 2010). In some cases, this happens spontaneously while it can also be planned by brands.

The fact that social media platforms are open to everyone and people can use these platforms in accordance with their preferences and needs provided an opportunity for brands to find a new area where they can communicate with their target audience and reach even wider audiences with their work. Effective communication with the right people in the community is critical in connecting with a wide audience. (Sayımer, 2008: 83). With the development of the internet and social media, people started to communicate with other users on social media, whom they never met, and shared their experiences about a brand, product or service, and began to influence these people. Word of mouth marketing studies have been transformed thanks to the internet, and a concept called "electronic word of mouth marketing (eWOM)" has emerged (Dahan, 2012: 92). With the increasing awareness of the importance of this, a certain kind of social media users, called influencers, who share their experiences, influence users and have a large number of followers, have begun to rise (Canöz et al., 2020: 74). These influencers also engaged the attention of brands, and collaborations with influencers have started to take place intensively in marketing efforts. So much so that brands have started to star influencers in their commercials.

Thanks to social media, people become aware of many things and buy what they like. The line between manufacturers and consumers is blurred. Consumers now have the most say in an interactive network, influencing decision makers. Digital media and social media have given users the opportunity to be both the manufacturer and the viewer by offering active participation (Biçer and Şener, 2020: 597). Thus, users have the power to both influence and be influenced.

Ad Engagement on YouTube

It is stated that YouTube has brought a new breath to internet culture since its establishment (Özkaşıkçı, 2012: 104). It has largely replaced the traditional media tool, television. YouTube allows people to access unlimited video sources on any subject, including the content they see on television. With its subscription system, live broadcast, notifications, comment, like or dislike buttons YouTube gives the user the opportunity to create content and become an active participant. Creating content on YouTube is a more detailed process than making a video and uploading it (Scolari and Fraticelli, 2017; cited by Zinderen, 2020: 221). Users' opinions about their experiences and their ability to influence other people can have positive and negative effects on brands. While positive experiences affect the increase in the sales of the brands, negative experiences and comments can pose a threat to the brand in terms of preferability (Brown, 2009: 164; cited by Güçdemir, 2010: 35).

According to the "We Are Social 2020 Alexa Top Sites in Turkey" ranking, YouTube is the most visited site and the most used social media after Google (URL-10). Having an important place for internet users, YouTube is undoubtedly an excellent tool for brands and manufacturers who want to influence wide audiences.

YouTube is a platform that satisfies the need for self-actualization of users and has financial value as well. The reasons for people to use the platform are basically the desire to create an image for themselves to show others in the community, to be recognized, to provide information on behalf of themselves or their institutions, to keep up to date, to create a personal and institutional archive. Since the reasons for corporate or individual users to produce content are for many purposes such as image making and reputation, it is a comprehensive work that requires expertise (Zinderen, 2020: 221). Users can access many statistical values such as the number of people who watched the videos they uploaded, at which times of the day and the comments. For this reason, sharing videos when users are most active is crucial for increasing the number of feedback and views (Yavuz and Haseki, 2012: 130; cited by Demircan and Aksoy, 2020: 33). Compared to other social media, YouTube is the most shared and referred platform. Consumers can post and share videos of any size on any platform.

Table 2. YouTube Advertisement Models (URL-11).

Video reklam biçimi	Açıklama	Platform	Özellikler
Skippable ads 	Skippable video ads can be skipped after 5 seconds.	Desktop computers, mobile devices, TVs or game consoles	Plays in the video-player with the option to skip after 5 seconds.
Non-skippable ads 	Non-skippable video ads must be watched before the video can be viewed.	Desktop computers, mobile devices, TVs or game consoles	Plays in the video-player between 15 to 20 seconds, depending on regional standards.
Bumper ads 	Non-skippable video ads lasting no more than 6 seconds must be watched before the video can be viewed. Bumper ads become active when both skippable and non-skippable ads are enabled.	Desktop computers, mobile devices, TVs or game consoles	Plays in the video-player and can only be 6 seconds long.
Overlay ads 	Overlay ads with images or text cover the bottom 20% of video player screen.	Only desktop computers	Image or text size of 468x60 pixels or 728x90 pixels.

Creating a viral video is not enough to stand out, be talked about, and create buying behavior in the target audience on YouTube. It is impossible to predict whether a video will go viral. Instead, it is a more effective method to try to convey the desired message to the target audience by weaving a story (Handley and Chapman, 2013: 275-276). It is possible to advertise the videos within the platform by determining the demographic characteristics of the target audience and the model that is suitable for the planned strategy (URL-11). Ads can popularize the brand and convey the desired message to more people and be remembered easily. However, too much advertising can create a negative effect, causing the target audience to move away from the brand (Table 2.).

There are 3 important points to consider when advertising on YouTube: Giving the desired message to the target audience clearly in the first 5 seconds, highlighting the brand name or logo, conveying the desired target audience behavior at the end of the ad while making sure that the audience understood it (URL-13).

Sebastian et al (2021) emphasize that YouTube ads create both positive and negative purchase intentions. Similarly, as YouTube ads have more and more entertaining and informative content, it is emphasized that the value of YouTube ads increases (Aziza et al., 2019). Advertising value is a measure of how effective the ad is. Advertising value is defined as the subjective evaluation of the value and usefulness of advertising for consumers, and defines informing, irritation and deception, and entertainment as three factors that explain how consumers evaluate the value of advertising (Ducoffe, 1995: 1-3). Ads are expected to make an impact on the target audience. The most basic effect is expressed as creating purchase intention in consumers. Purchasing intention is defined as consumers' intention to purchase products (Hsu & Tsou, 2011). The study, which deals with the effect of YouTube ad value and purchase intention, states that information, entertainment and being trending have a positive effect on YouTube advertising, while irritation has a negative effect, and that YouTube's ads have a positive effect on purchase intention (Firat, 2019: 141). The study, which deals with the effect of user-generated content on YouTube on consumers' purchase intention, reveals that reliability, usefulness, user-friendliness and information quality in videos have a positive effect on creating purchase intention (Yüksel, 2016).

Any negative situation in the YouTube environment is related to the state of being angry or irritated, the interruption of the video with advertisements in various ways, or the fact that the advertisement is boring. Mere exposure effect applied to the target audience by brands may contribute to the increase of awareness and preference, while constant exposure to advertisements may cause the target audience to alienate from the brand. There are various studies showing that irritation due to watching content negatively affects the value of internet ads, mobile ads and ads on social networks (Ducoffe, 1996; Tsang et al., 2004; Logan et al., 2012; Dar et al., 2014). Yang et al. state that advertisements on YouTube have a negative effect on purchase intention (Yang et al., 2017). Similarly, there are various studies that show that YouTube ads cause irritation (Dehghani et al., 2016).

It is stated that the ad duration display in YouTube's skippable ads helps to relieve the ad irritation of the viewers and reduces the possibility of skipping the ad. It is also stated that seeing the skip button causes irritation against the ad, regardless of whether the ad is short or long, and this reduces the effect of the ad (Jeon et al., 2019: 144).

In the research conducted by Dehghani et al. (2016), information, entertainment and personalization are stated to be the strongest driving force, while it is emphasized that irritation has a negative effect on YouTube ads. On the other hand, it is stated that the value of advertising through YouTube affects both brand awareness and purchase intention of consumers.

RESEARCH

Trendyol, one of Turkey's leading e-commerce sites, frequently launches discount campaigns and creates ads. One of these is the "Legendary Days", which is created as a reflection of America's most famous sale day, Black Friday. As of 21.03.2021 and 25.03.2021, four advertisement videos shared on YouTube by Trendyol about the "25-26-27 November 2020 Legendary Days Campaign" were identified. These four YouTube ads received 429 comments, and the comments were analyzed through content analysis of 13 items via SPSS application and NVivo software.

Three of these Trendyol "Legendary Days" ads last 23 seconds and one lasts 42 seconds. The ad may appear at the beginning, in the middle or at the end of the videos in skippable video ads format, and it can be skipped after 5 seconds.

Hypothesis 1: **"There is positive correlation between the viewing frequency of Trendyol's 2020 November Legendary Days YouTube ads and the negative comments on the ads."**

Hypothesis 2: **"The mere exposure effect approach shown by Trendyol with its 2020 November Legendary Days ads had a positive impact on the target audience."**

31.9% (137) of the reviewed comments were on Legendary Days in Trendyol on 25-27 November (Video 1), 6.1% (26) were on Legendary Days in Trendyol on 25-27 November (Video 2), 55.7% (239) were on Trendyol's Legendary Days Begins on 25 November (Video 3), 6.3% (27) were on Legendary Days in Trendyol on 25-27 November (Video 4).

44.3% (190) of the reviewed comments were on Legendary Days in Trendyol on 25-27 November and 55.7% (239) were on Trendyol's Legendary Days Begins on 25 November YouTube ad videos.

55.7% (239) of the analyzed YouTube ads by Trendyol were on the YouTube video ad shared on 21 November 2020 and 44.3% (190) were on the YouTube video ad shared on 25 November 2020.

6.3% (27) of the analyzed YouTube ads by Trendyol had 4.139 views, 6.1% (26) had 4.829 views, 55.7% (239) had 449.174 views and 31.9% (137) had 6.810 views.

6.3% (27) of the analyzed YouTube ads by Trendyol received 41 likes, 6.1% (26) received 56 likes, 31.9% (137) received 57 likes and 55.7% (239) received 368 likes.

6.3% (27) of the analyzed YouTube ads by Trendyol received 179 dislikes, 6.1% (26) received 221 dislikes, 31.9% (137) received 402 dislikes and 55.7% (239) received 625 dislikes.

31.9% (137) of the analyzed YouTube ads by Trendyol received 219 comments, 6.3% (27) received 34 comments, 6.1% (26) received 38 comments and 55.7% (239) received 464 comments.

5.6% (24) of the analyzed YouTube ads by Trendyol received positive comments while 75.8% (325) received negative comments, and 18.6% (80) neutral comments.

50% (12) of the positive comments on Trendyol's YouTube ads was made for liking the ad, and 50% (12) was for liking Trendyol.

13.5% (44) of the negative comments on Trendyol’s YouTube ads was regarding the inflation of discount prices, 21.2% (69) was about the negative reputation, 0.3% (1) mentioned dislike for the ad and 65% (212) was about the continuous exposure to the ad.

17.5% (14) of the neutral comments on Trendyol’s YouTube ads was about the music used in the ad, 37.5% (30) was for about Trendyol, 43.8% (35) was about interaction independent of Trendyol, 1.3% (1) was about the number of dislikes the video got.

4.2% of Trendyol’s YouTube ad with 449.174 views received positive comments, 74.1% received negative comments, and 21.8% received neutral comments. 40% of the positive comments was made for liking the advertisement and 60% was made for liking Trendyol. 60.7% of the negative comments was about the constant exposure to the ads, 24.2% was about the negative reputation, 14.6% was about the inflation of discount prices.

25.9% of Trendyol’s YouTube ad with 4.139 views received positive comments, 48.1% received negative comments, and 25.9% received neutral comments. 28.6% of the positive comments was made for liking the advertisement and 71.6% was made for liking Trendyol. 61.5% of the negative comments was about the constant exposure to the ads, 30.8% was about the negative reputation, 7.7% was about the inflation of discount prices.

7.7% of Trendyol’s YouTube ad with 4.829 views received positive comments, 76.9% received negative comments, and 15.4% received neutral comments. 7.7% of the positive comments was made for liking the advertisement. 60% of the negative comments was about the constant exposure to the ads and 40% was about the negative reputation.

3.6% of Trendyol’s YouTube ad with 6.810 views received positive comments, 83.9% received negative comments, and 12.4% received neutral comments. 80% of the positive comments was made for liking the advertisement and 20% was made for liking Trendyol. 73% of the negative comments was about the constant exposure to the ads, 14.8% was about the inflation of discount prices and 12.2% was about the negative reputation.

The YouTube ad with 4.139 views received 41 likes and 221 dislikes. The YouTube ad with 4.829 views received 56 likes and 402 dislikes. The YouTube ad with 6.810 views received 368 likes and 625 dislikes. The YouTube ad with 449.174 views received 57 likes and 179 dislikes (Chart 1. and Chart 2.).

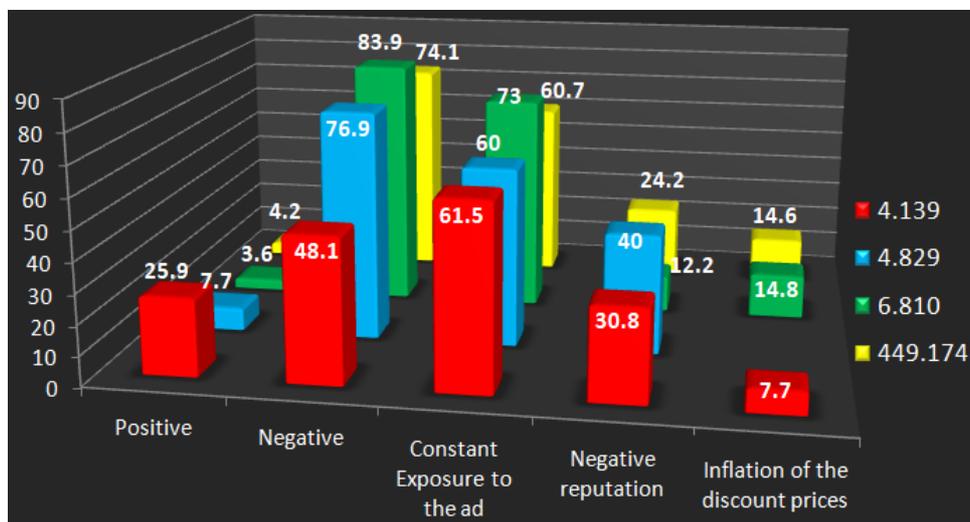


Chart 1. Positive and Negative Comment Status Based on Views.

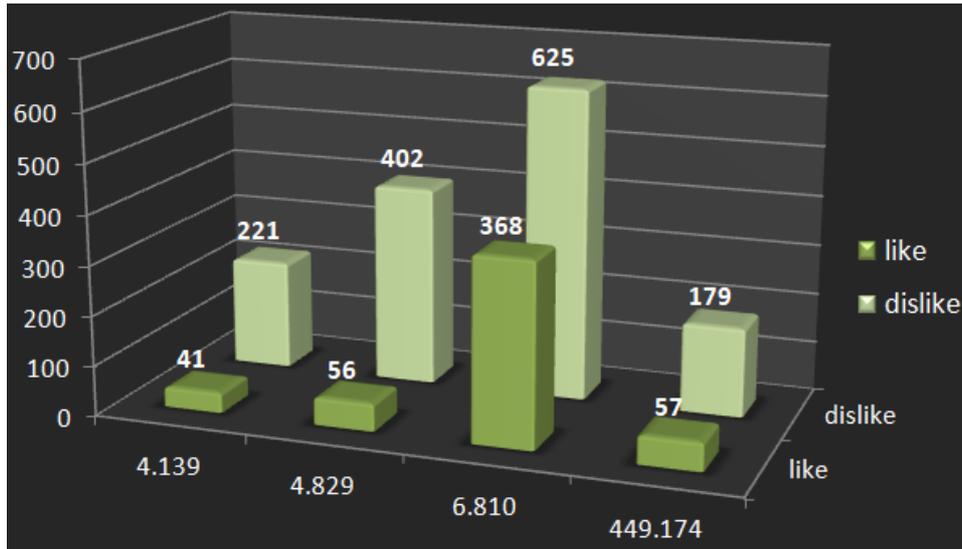


Chart 2. Like and Dislike Status Based on Views.

It is seen that as the number of views increases, negative comments also increase, also that the rate of ads constantly appearing in negative comments (whether the viewing percentage is high or low) is high. Accordingly, it is seen that the advertisement used in YouTube advertising to direct users to e-commerce sites for shopping has a negative effect on users. In addition, as the number of views increases, the rate of negative comments about the inflation of discount prices also increases. A similar situation can be seen in positive comments as well. As the number of views increases, the rate of positive comments decreases. When the views and likes and dislikes are analyzed, it is seen that as the number of views increases, the number of dislikes also increases.

25.9% of Trendyol's YouTube ad with 41 likes received positive comments, 48.1% received negative comments, and 25.9% received neutral comments. 28.6% of the positive comments was made for liking the advertisement and 74.1% was made for liking Trendyol. 61.5% of the negative comments was about the constant exposure to the ads, 30.8% was about the negative reputation and 7.7% was about the inflation of discount prices.

7.7% of Trendyol's YouTube ad with 56 likes received positive comments, 76.9% received negative comments, and 15.4% received neutral comments. 7.7% of the positive comments was made for liking the advertisement. 60% of the negative comments was about the constant exposure to the ads and 40% was about the negative reputation.

4.2% of Trendyol's YouTube ad with 368 likes received positive comments, 74.1% received negative comments, and 21.8% received neutral comments. 40% of the positive comments was made for liking the advertisement and 60% was made for liking Trendyol. 60.7% of the negative comments was about the constant exposure to the ads, 24.2% was about the negative reputation and 14.6% was about the inflation of discount prices.

The YouTube ad with 41 likes received 4.139 views, the YouTube ad with 56 likes received 4.829 views, and the YouTube ad with 368 likes received 449.174 views (Chart 3. and Chart 4.).

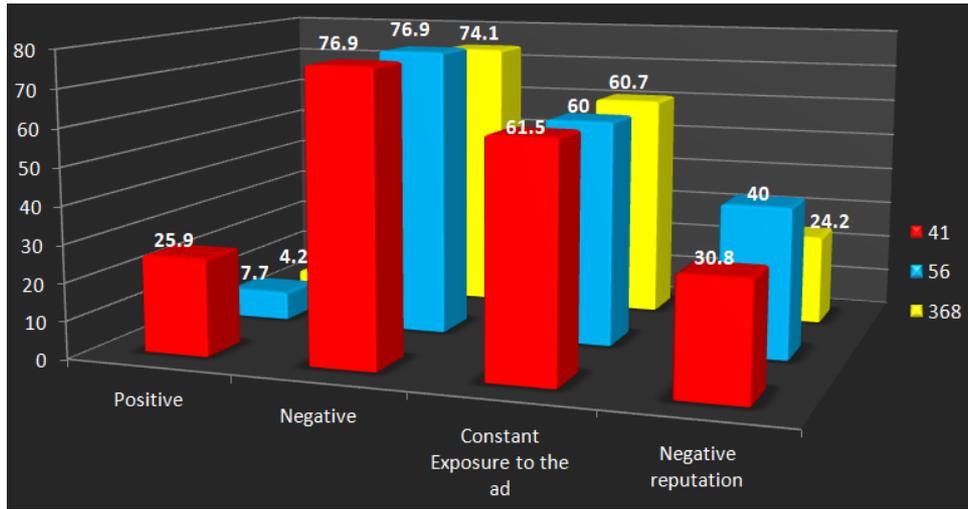


Chart 3. Positive and Negative Comment Status by Number of Likes.

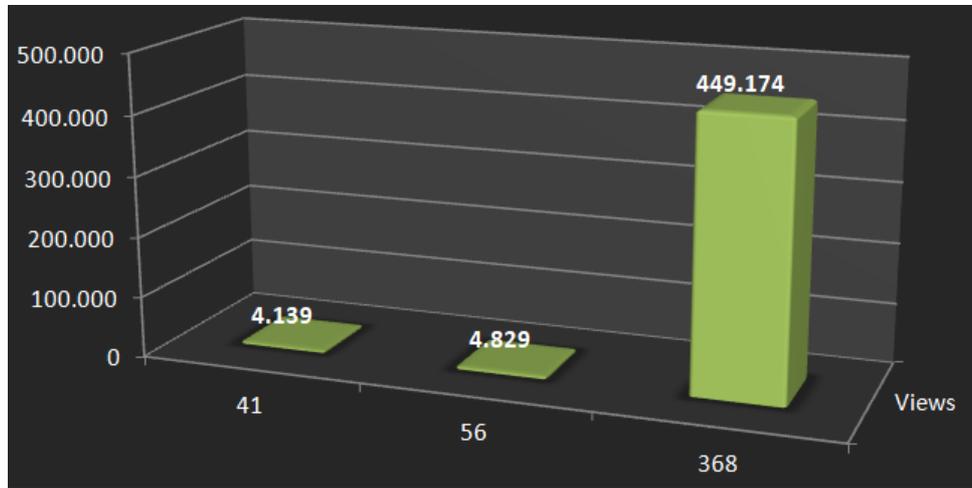


Chart 4. Views by Number of Likes.

As the number of likes increases, it is seen that even though the rate of negative comments is high, it remains constant and does not change. As the number of likes increase, a similar situation can be seen in the rate of constant exposure. As the number of likes increases, the rate of positive comments decreases. However, it is seen here that the difference between positive comment rates and negative comment rates is obviously clear.

Trendyol’s YouTube ad with 179 dislikes received 48.1% negative comments and 25.9% neutral comments. 61.5% of the negative comments was about the constant exposure to ads and 30.8% was about the negative reputation.

The YouTube ad with 625 dislikes received 74.1% negative comments and 21.8% neutral comments. 60% of the negative comments was about the constant exposure to ads and 40% was about the negative reputation.

The YouTube ad with 179 dislikes received 4.139 views and the YouTube ad with 625 dislikes received 449.174 views (Chart 5. and Chart 6.).

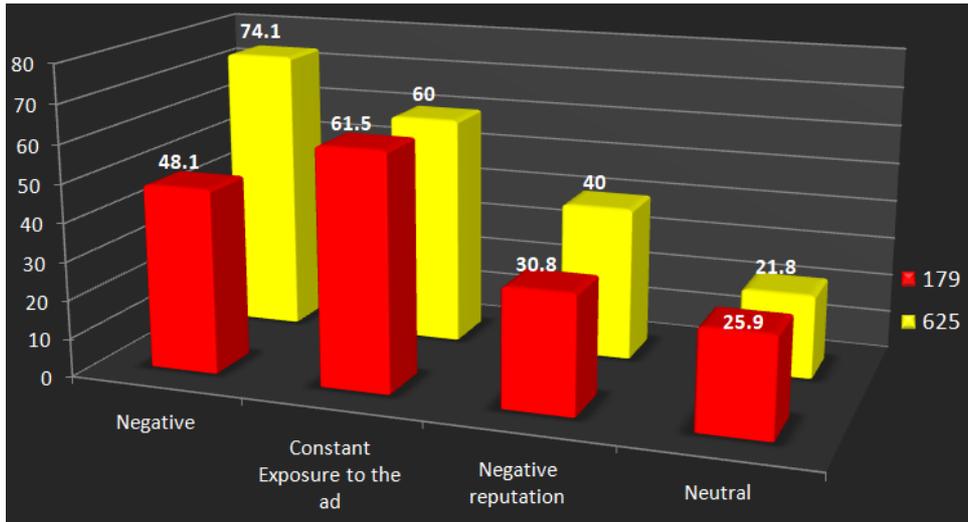


Chart 5. Negative Comment Status by Number of Dislikes.

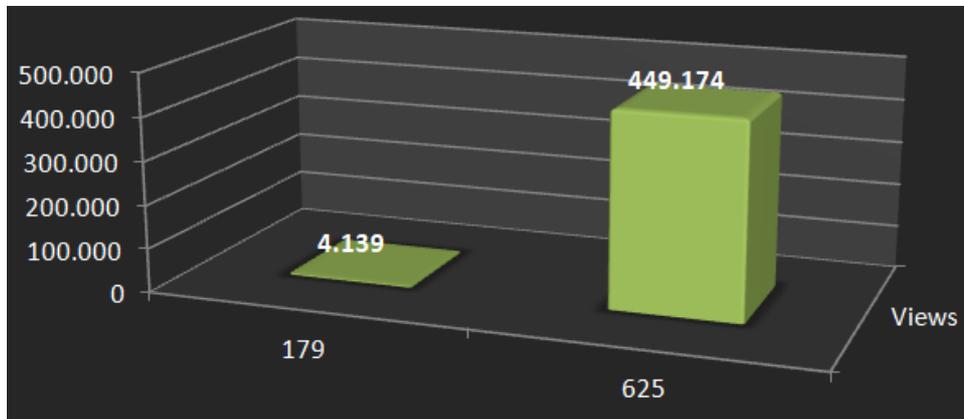


Chart 6. Views by Number of Dislikes.

The YouTube ad with 34 comments received 25.9% positive, 48.1% negative and 25.9% neutral comments. 28.6% of the positive comments was made for liking the ad while 71.4% for liking Trendyol. 61.5% of the negative comments was made for the constant exposure to the ad and 30.8% for the negative reputation.

The YouTube ad with 34 comments received 4.2% positive, 74.1% negative and 21.8% neutral comments. 40% of the positive comments was made for liking the ad while 60% for liking Trendyol. 60.7% of the negative comments was made for the constant exposure to the ad and 24.2% for the negative reputation.

Trendyol’s YouTube ad with 34 comments received 4.139 views, the YouTube ad with 464 comments received 6.180 views (Chart 7. and Chart 8.).

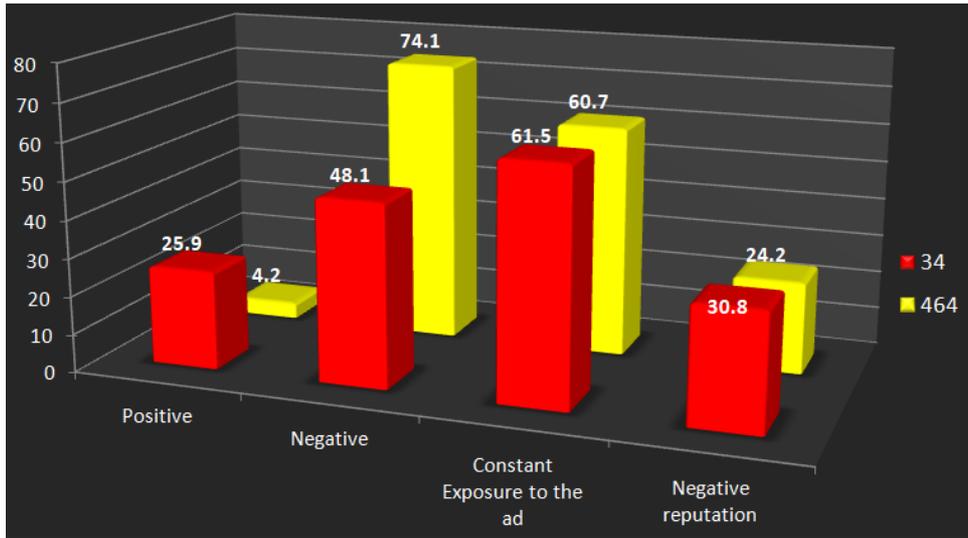


Chart 7. Positive and Negative Comment Status by Number of Comments.

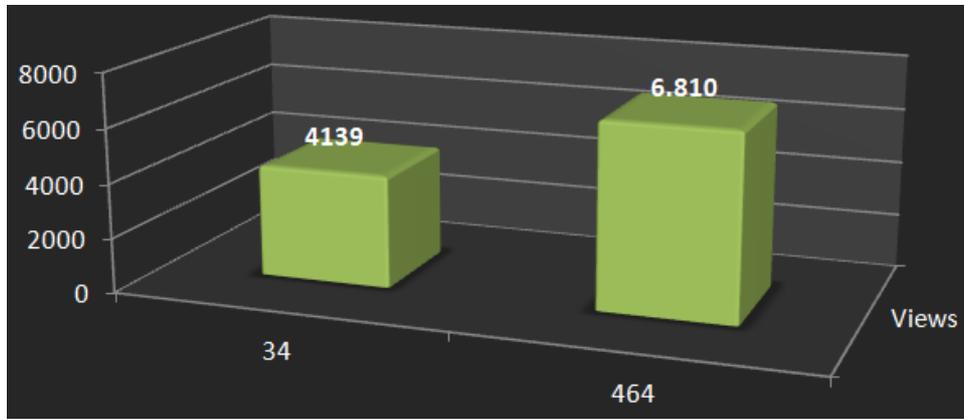


Chart 8. Views by Number of Comments.

It is seen that as the number of comments increases, the number of negative comments increases. As the number of comments increases, the number of views increases.

Within the scope of the research, a text analysis of the negative comments was made. In the research, it was determined that four ads were published on YouTube, and video 1, video 2, and video 4 have the same content. For this reason, the text analysis was carried out by combining video 1, video 2, video 4 (147 comments), and taking video 3 (177 comments) separately. The text analysis of 324 negative comments in total is as follows.



Image 3. Negative Comment Cloud for Videos 1, 2 and 4.



Image 5. Negative Comment Cloud for Video 3.

Looking at the negative comments made for Video 3, it is observed that the words “discount” and “enough” as well as other expressions that can be associated with the advertisement are frequently used (Image 5.).

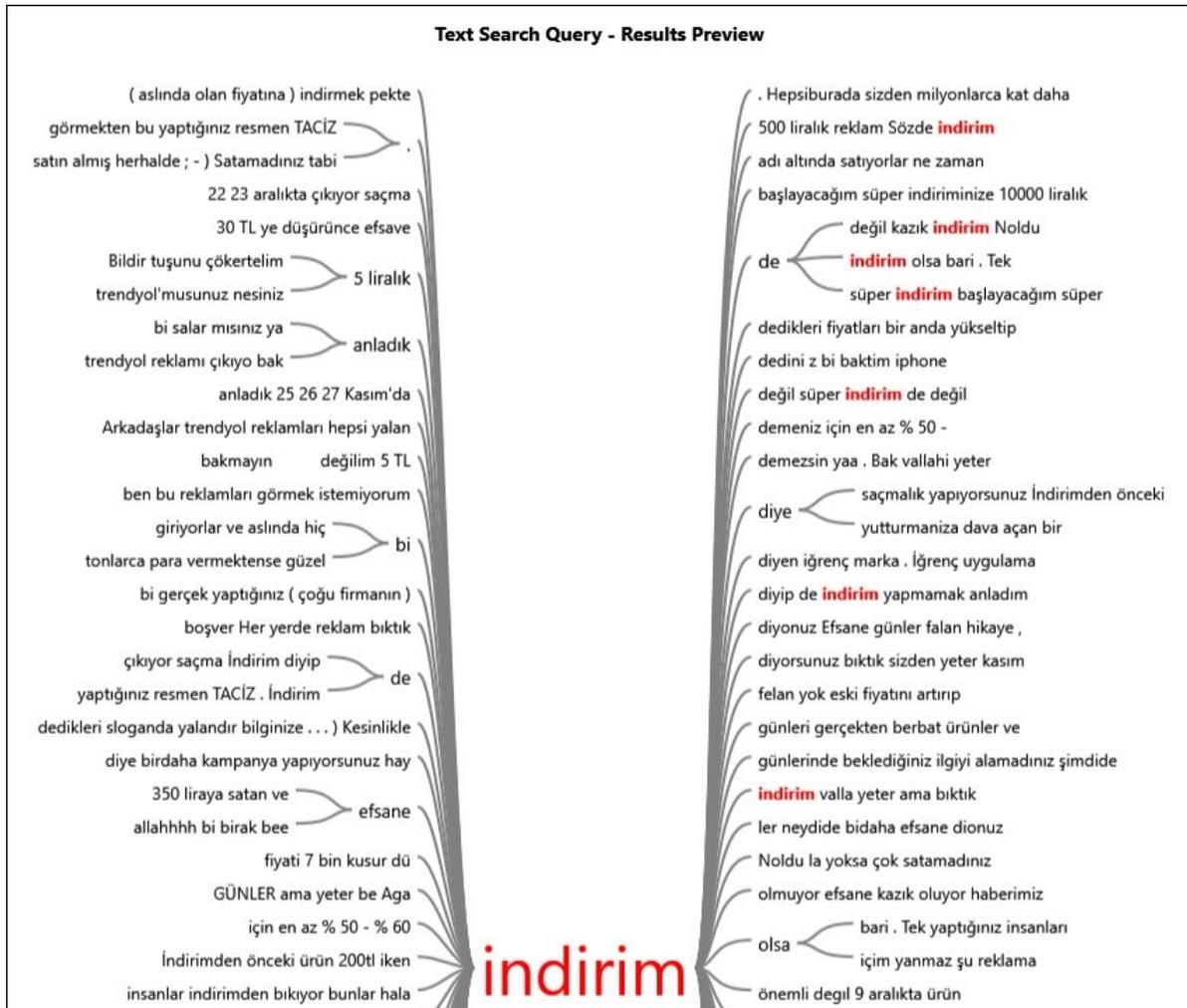


Image 6. Word Tree for the Word 'Discount' in Negative Comments for Video 3 (top).

Text Search Query - Results Preview

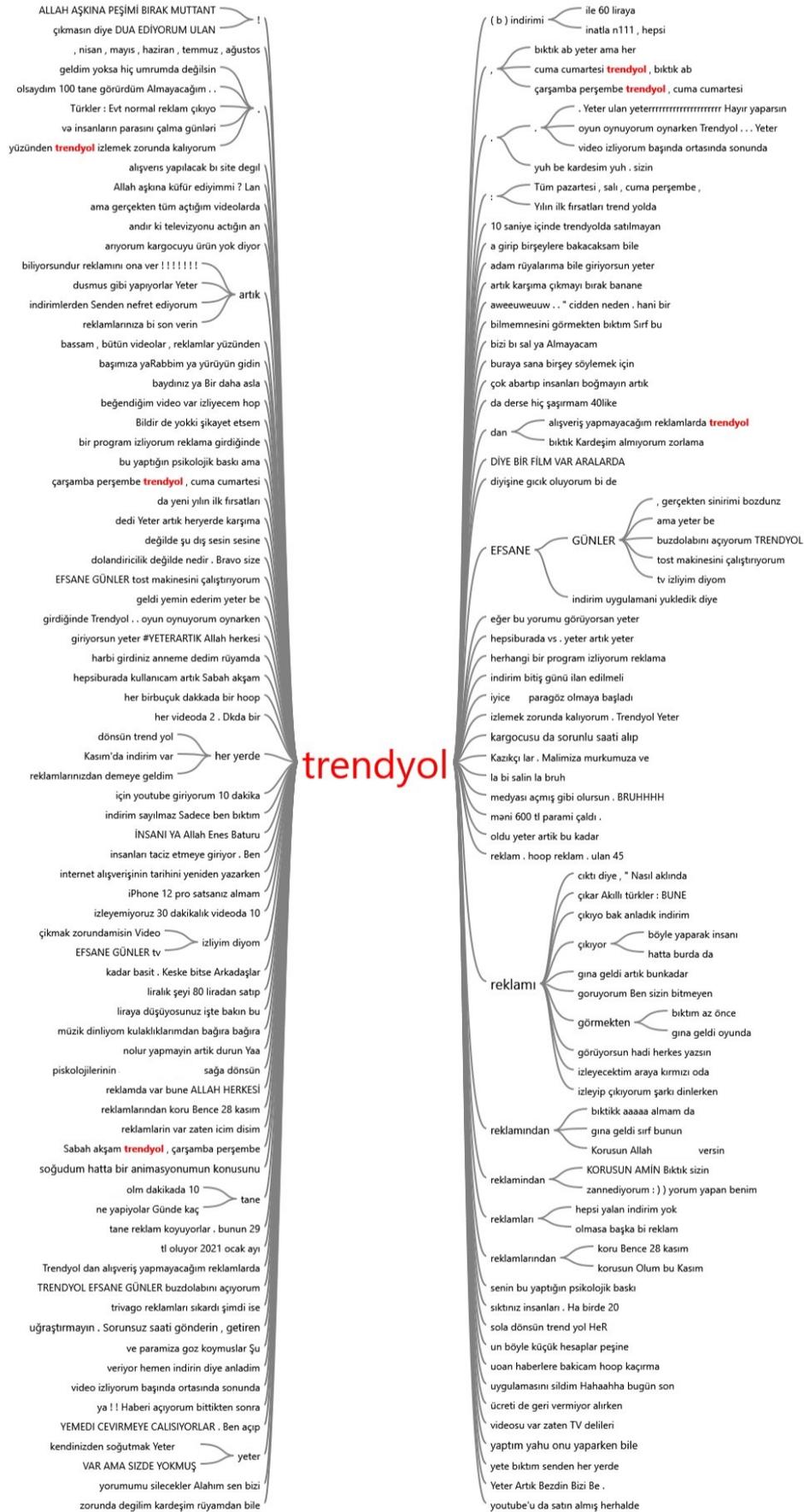


Image 9. Word Tree for the Word 'Trendyol' in Negative Comments for All Videos.

In general, the discomfort from seeing the videos constantly and the conviction that the discount is applied after raising the prices can be seen. Commenters also made comparisons with the brand's competition (Image 9.).

According to the above-mentioned findings, Hypothesis 1: **“There is positive correlation between the viewing frequency of Trendyol's 2020 November Legendary Days YouTube ads and the negative comments on the ads,”** has been accepted.

According to the above-mentioned findings, Hypothesis 2: **“The mere exposure effect approach shown by Trendyol with its 2020 November Legendary Days ads had a positive impact on the target audience,”** has not been accepted.

CONCLUSION

Communication, which is an important process for us to express ourselves and maintain our existence, has transformed over time, and with the help of many tools, opportunities to communicate in different ways have emerged. With the development of technology, brands and consumers have begun to be influenced by each other, and consumer feedback has become more and more important for brands. Social media channels born out of digitalization have also started to enable the consumer to assume a participatory role and to share their experiences and comments with brands.

Technology has brought our activities, which we used to physically experience, to the virtual platform. This is how e-commerce sites emerged. Attracted to e-commerce sites that offer various product alternatives, easy payment, easy delivery and easy return, people have started to shop from these websites instead of going to brick-and-mortar stores. With the increasing e-commerce trends, the number of these sites have also increased, and the competition has begun.

Black Friday, which is a famous sale day in the United States, has started to be implemented by the e-commerce sites in Turkey in order to stand out among rivals and to become the most preferred. Focused on its target audience, Trendyol frequently advertises to announce this and several similar campaigns. Trendyol's constant presence witnessed by its target audience on every platform, whether traditional or new, has had a negative impact on the target audience. The fact that the target audience is almost being forced to watch the ad before, during or after every video they watch on YouTube causes people to have a short interruption and to feel disturbed by this, leading them to write several negative comments indicating that they do not want to see anymore Trendyol ads. Since there is positive correlation between the frequency of watching Trendyol's 2020 “Legendary Days” ads and the negative comments made for the ads, it has been revealed that the mere exposure effect does not have a positive effect on the target audience.

In this study, the perception created in the target audience by Trendyol's “Legendary Days” ads within the framework of the Black Friday campaign was examined through the “Legendary Days” YouTube video ad comments. The dislike rate of the ad videos shared by the brand on its own YouTube channel has largely exceeded the like rate. Most of the comments state that seeing the Trendyol campaign ads constantly overwhelm them, and they begin to have negative feelings toward the brand. In other negative comments, we came across the idea that Trendyol campaigns are deceiving people by inflating the prices.

Generally, people do not want to be constantly exposed to Trendyol ads. Not only YouTube ads, but also television ads that keep running over and over are also mentioned in the comments. When analyzed based on views, likes and dislikes, the most striking point is that the rate of negative comments is high. It can be said that almost being forced to watch YouTube ads frequently especially during the pandemic when people cannot leave their house, created a negative reputation for Trendyol's “Legendary Days” campaign. This situation is in contradiction with the other positive reputation efforts of Trendyol during the pandemic.

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Medical Journalism in Women’s Magazine: The Case of Cosmopolitan

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Abstract

Health is a most common topic discussed in women magazine ranking from fashion to beauty, sexuality to art and culture. Biological health, mental health, fertility and sexual health are the most common topics which are given wide coverage. Whether this news, having quantitatively audience, is qualitatively health news is the primarily problem. The most of the news deals with particular subject such as medical selling, aesthetic advertisement and prototypes imposed on popular life. A large number of news reaching the audience read for health purposes cannot go beyond triggering the consumption culture. That is the starting point of this study.

The study limited to 52 issues of Cosmopolitan Turkey published between June 2014- September 2018 analyses Dr. Cosmo, which falls into the health news category. In this study, content analysis is used to examine to what extent the news qualitatively and quantitatively contributes to medicine journalism. At the end of the study, it is found that the most of the health news is published on the purposes of commercial concerns, consolidates aesthetic perception and generally stuck between certain topics.

Keywords: Magazine Journalism, Cosmopolitan, Medicine Journalism, Women’s Magazine.

Introduction

Women’s magazines, which are one of the most important sources of information for society, reach the audience in the framework their publishing strategies. The magazines producing the triplet of fashion, beauty and magazine contents covers the issues like sport, art and culture and health as well. Due to the fact that these topics are of importance for both audience and human health, health-related news is expected to be prepared and published sensitively. Accuracy of the news, the manner of publishing and audience perception have important consequences. Therefore, the quality of the news is extremely important. The aim of the study is to analyze which contents are used, how the news is utilized to create perception, whether the news is deemed health news. In this context, Dr. Cosmo, which constitutes health category of Cosmopolitan magazine, is analyzed in terms of medicine journalism by drawing general framework pertaining to health news in various magazines.

1. Medical Journalism in Women’s Magazine

Health-related events, facts, issues or problems are newsworthy and considered important by audience. Unlike other news contents, health-related topics take particular importance in the mass media because having directly impact on human life, quality of life (Çaplı, 2002: 15, as cited in Damlapınar & Umut, 2017: 374). Ability of providing guidance and creating perception in the society requires health news to be produced meticulously. Because these kinds of news reach a vast number of audience, they are given wide coverage in the all spheres of media. In this study, health news in women’s magazines as popular sphere of media are analyzed.

Health-related news in women and men magazines generally takes place in every issue. While these news are issued under health category such as Cosmopolitan, many magazines gives health-related news under lifestyle, beauty, sex categories. The main concern is to what extent these news reported in the magazines are the real health news many of which includes gym advertisement, sportswear brand advertisement, product-brand promotion, occupation promotion like physician, dietitian etc.

Health-related news from this aspect may lead to change consumption patterns in the society. As an example of this, the news about high cholesterol can lead to a heart attack or other health diseases causes decline in consumption of food of animal origin like meat, egg, increase in consumption of fowl and vegetable. Health-related news contributes much to tendency of consumption organic food (Çağlar, 2012: 112). In overall assessment, fundamental problems of medical journalism are manipulation of consumption, not having the characteristics of health news but having sensationalistic manner.

When examined literature, the research conducted by Taylan and Ünal in 2017 reveals substantial results. The study shows that more than half of the health-related news does not have the characteristic of health news quintessentially, but excites audience about specific consumption patterns and lifestyles which are indirectly related to this subject. On the other hand, it is seen that physicians or specialists don't become the part of the news in majority of health-related news. The news mentions physician or specialist includes statements related to institution or brand promotion and covert advertising. Along with covert advertising, 1 of 10 news is directly given advertisement, promotion of institution, brand and product. (Taylan & Ünal, 2017: 42-43). The research done by Ayaz in 2019 supports the study conducted by Taylan and Ünal.

Another research about health-related news in journals puts forth substantial findings. 37 of 71 news in November, 38 of 64 news in December and 44 of 75 news in January, that is, 119 of 210 news as reported in Milliyet newspaper, are related to popular physicians. 18 of 170 news in November, 34 of 152 news in December, 26 of 161 news in January, that is 78 of 483 news as reported in Hürriyet newspaper, are related to popular physicians. 38 of 48 news in November, 31 of 45 news in December, 68 of 225 health-related news in January, that is, 137 of 318 news reported in Günaydın, supplement of Sabah Journal, is related to popular physicians. Total distribution of the figures shows that 334 of 1011 news is mentioning either popular physicians or promotion of physicians working for some private health institutions (Ayaz, 2019: 44-45). Another criticism pertaining to health-related news is sensational approach. Kaya et al. accentuate that these news is prepared over emphasizing “hope” and “miracle” concepts.

The study reviewing all newspapers published in Turkey between 1 January – 31 July 2010 shows that two concepts are concomitantly articulated in 182 articles. While “Miracle” concept is used as affirmative, prospective and complimentary, consentient context in 68% of the articles; 25% of the articles rejects the usage of concept like this (Kaya, Yüksel & Ögüt, 2011: 62). The fundamental problems in health-related news are still relevant today.

The news with headline “Self-care ritual at 7 steps for skin blemishes” in Vogue, “As exposed to sun these days, if you have sensitive skin, you can complain about hyperpigmentations. But don't worry, a qualified sunscreen lotion along with the products produced and formalized for skin blemishes will help you to have more bright skin. Explore the tips for these unexpected guests.”, states (Vogue, 2021). When details are scrutinized, it is clearly seen that tips for all steps lead to a product of a brand. That each step required certain product is stated like a solution. “Skincare Report for June” headline published in Harper's Bazaar has the same manner.

“Use super swipe lipsticks moisturizing your lips along with concealers remaining all day long and infused with hyaluronic acid” is stated in “Beauty Editor's Favourites by Pelin Haşçalık” headline in the same magazine, Harper's Bazaar (Harper's Bazaar, 2021). Products of 5 brands and their prices are included in the same article. Alem, a national magazine, gives place to news in the same manner by promoting Gülsha brand by giving tips for skincare: “Rose Effect in Skincare: Gülsha” and “Gülsha products with natural ingredients is glittering your skin” (Alem, 2021).

“How to lose weight by counting? What is 5333 formula? 5-day diet by Dr. Ayça Kaya” title is also featuring the name of physician and mentioning her social media account (Elele, 2021). Advertisement of physicians can be widely noted in sexual health-related news is also given same coverage as diet-related news. Sexual health is expressed with the statements “Aesthetic, Plastic and Reconstructive Surgeon Orhan Tuğrul answers frequently asked question about genital aesthetic operations” under the headline “Genital Aesthetic from all aspects” (Elele, 2021).

“Women know no bounds amid pandemic. They lined up for contact-free care.” Headline and “Renowned Medical Aesthetician Dr. Hüseyin Tırman releases his special antiaging treatment for women. Jetsetter Feryal Gülman became the very first experimentist of the contact-free treatment called Nanolift. Mrs. Gülman, who is always well-groomed lady, entered the new year with this skin rejuvenation treatment. It is rumored that many women from high society is lining up for Nanolift treatment.” expressions are merely promotion of specialist physician (Şamdan, 2021). Because there is not any other detail in the news, it can be asked that whether the news is an advertorial or informative.

2. *Cosmopolitan Magazine*

Cosmopolitan is an international magazine for women. First publication of it is in the USA in 1886, as a family magazine. It was later published as literary magazine. It was transformed into women’s magazine after the end of 1960. The contents of the magazine known as “Cosmo” include women issues, relationships, sex, health, careers, self-improvement, celebrities, fashion and beauty. Cosmopolitan by publisher Hearst Magazines has 63 international editions. It is printed in 34 languages and distributed more than 100 countries (Hearst, 2021). With women-focused articles and editorial staff of 75, the magazine pursues its publishing policy underlining the concepts of accuracy, certainness and fairness. The following expressions are used by emphasizing that some partnership agreements are made and the magazine have financial income when any brand is shown in the website: “If we suggest a jean, a TV show or a sex position, just rely on this. Because we have already tried whatever we suggested and we believe you love it. Have we mentioned that we regularly took our health, sex, beauty, fashion and trend specialists’ advice for second opinion and analysis? Being completely transparent, we let you know that we take part in various subsidiary marketing programs: which means when you explore something in our website, we can get a commission. However, we offer you the products that we truly like and wholly support (Cosmopolitan, 2021).

Cosmopolitan in Turkey, published by Turkuvaz Media Group, states that it addresses wide audience and guide them to fashion, beauty, lifestyle (Dr, 2021). When the contents of the magazine is examined, it is seen that the suggested products, places and lifestyles addresses the high income group, low income group is not possible to be addressed.

3. *Methodology*

In this study, 533 health-related news published in 52 issues of Cosmopolitan is analyzed. Using content analyze method, the study aims to understand to what extend the news has qualitatively and quantitatively health news characteristic. In this context, ten categories by contents are determined and two coding are utilized under the categories of news.

4. *Findings*

In this study, 15.347 pages in 52 issues by Cosmopolitan are analyzed. 533 health-related news is found in 4480 news in the issues. While monthly news is figured as 86,15, health-related news constitutes 10,25. Among 10 categories, 40 codes are utilized for analysis of the news.

Table: Distribution of the News by Categories and Codes

Category	Code
Beauty	Care (24) Aesthetic (25) Physician (27)
Physician	Birth (9) Eye (13) Aesthetic (17) Sleep (5) Varsity (4) Breast (13) Teeth (9) Aging (5) Sex (5)
Nutrition	Weight (21) Nutrition (38) Diet (24)
Sport	Activity (13) Exercise (34) Muscle (5)
Mental Health	Depression (9) Motivation (9) Stress (7)
Practical Tips	Natural (7) Cleaning (6) Massage (5) Tiredness (5) Nutrition (11) Vitamin (4) Smoking (4) Teeth (5) Nose (6) Sleep (6)
Gynecological Diseases	Fungal (3) Period (4) Physician(4) Fibroid (4)
Sexuality	Aesthetic (5) Sexual Health (6) Sex (6)
Promotion	Brand (110)
Others	Advertisement (14)

Under the category of Beauty, 76 news have been analyzed with following codes: care, aesthetic, physician. The most interesting fact in the news is that the physicians become the main subject of the news. Some parts of the news include both physicians and the institutions or clinics that they work for by mentioning their

names. With “Magic Hand Touching Hair” headline, “If you concern about losing your hair, which is the most important component of our beauty, don’t worry. Dr. Melike K ulahçı, Medical Director of Transmed Hair and Aesthetic Surgery Medical Center, answers all questions” takes place in December 2017 issue (Cosmopolitan, 2017/12: 206). The statements clearly emphasize related physician and clinic. In the same issue, “Effective Method, Liposhaping” headline, “Plastic And Reconstructive Surgeon Emirali Hamilođlu from Transmed Hair and Aesthetic Surgery Medical Center, Aesthetic answers our questions about liposhaping operation and regional treatments” is reported (Cosmopolitan, 2017/12: 207). These spot statements are used by consulting on other physician in the same clinic. The headline of “Stand by Women” and “Reaching the mass with #likeagirl project, Orkid encourages women to aim for the best they can do” is reported in the issue of April 2015 (Cosmopolitan, 2014/04: 218) by emphasizing the brand, Orkid. To sum up beauty category from all aspects, aesthetic -related news gives prominence to physicians, hospitals while care-related news gives prominence to brands themselves.

As seen on the table the physicians take place both as code and as category. The section of physicians considered as category highlights the physicians and institutions where physicians work rather than the content of the news. The headlines and spots of some of the news directly begin with the names of the physicians and the institutions they work for. The news issued with the spots of The headline of “Smooth Look” and “Dermatologist Dr. Eylem Acar tells about the removal of capillaries and varicose veins” (Cosmopolitan, 2017/1: 136) can be considered as such news. This sort of contents cause the main focus to be directed to the specialist person. Also it is possible to notice the same highlights regarding physician and hospital on the news under the category of physicians.

After the physicians category it is the section of nutrition where the promotions of specialists are given most commonly. On the 83 news under the category of nutrition the most predominant components are dieticians towards the codes of nutrition, weight and diet. On the news positioned within this category the only determinant and dominant part are dieticians.

The headline of “Diet Trends” 2015 and “which food types will be growing trend this year? Considering that the diet has a certainly increasing importance, every year it is continuing to discover new nutrition that we let them into our kitchens. Dietician Oya Neva Demirkol is sharing the secrets about what will come to happen in the world of diet in 2015” (Cosmopolitan, 2014/12: 248). The news positioned with such spot statements can be thought of as a summary of relevant news.

Under the category of sports, there have been 52 news analyzed within the frame of activity, exercises and muscle codes. It is observed in the analyses that sportive activities such as golf, surfing and sailing that are based on the high income group are prioritized. Furthermore, it is mentioned that sports is necessary for a healthy life. On the other hand sports also appeared in the context of the muscle that takes place in plenty of men and women magazines.

“Strong Muscles in a Short Period” headline and “Limited spare time is no longer any excuse for those who don’t exercise! Xbody will let you train all of your muscle groups. Makes sense, doesn’t it? So let’s hear the details from Kaan Orga who is the General Director of Xbody and a fitness trainer” (Cosmopolitan, 2014/06: 236) is stated. It is one the typical news associated with highlighting of muscle.

“Stay Young with Strong Muscles” headline and “You may have stronger muscles and a body that always looks young through adjusting work out into your exercise routine. All you need to do is to practice the training program recommended by Bahri Baris who is one of the fitness trainers at MacFit Ortak y” (Cosmopolitan, 2016/01: 136). The news published with the mentioned spot statements it is noticeable that highlighting muscle context along with introduction of trainers and gyms attract attention.

25 news have been reviewed within the category of mental health with frame of the following codes: depression, motivation and stress. The news supported with the expert opinion include emphasis on psychiatrist and psychologist, however it can be more likely to be considered as news for informative purposes.

Under the category of practical tips, there have been 59 news analyzed within the frame of following codes: natural, cleaning, massage, tiredness, nutrition, vitamin, smoking, teeth and nose. When it comes to comparison of news within the category of practical tips with other categories, the practical tips news can be considered as positive for the readers since it includes more informative and instructive content. Sensational headlines to be considered negative part of the news ruin the nature of the health news.

“50 Simple (but miraculous) Health Recommendations” headline and “Some of them may sound strange, you may have heard some of the from your grandmother, however you had better start practicing these solutions”(Cosmopolitan, 2014/09: 230). The headline represents a summary of practical recommendations. In the same category the headline given with the spot of “5 Steps to a Healthy Life” and “Work, children, social activities and other duties do not let you spend your time on healthy habits. In fact you do not need to go to a gym or a lot more time in order to have a healthy life. As we always say the minor changes you make in your life can open the

doors of a healthy life for you and keeps you away from stress” presents a list of recommendations with a reductionist aspect on purpose in order to sensationally attract the attention of audience.

15 news have been analyzed within gynecological diseases with the frame of the following codes: fungus, period, physician, fibroid. The news that point out the diseases are supported with expert opinions. The headline of “Are Fibroids Dangerous?” and the news presented with spot statement “Especially the disease of which we very often hear the name is the fibroids. The reason why fibroids come out and what they can cause in the body, how they are treated. We asked all of these questions to gynecological specialist Prof. Fatih Sendag from Acibadem University” (Cosmopolitan, 2016/05: 300). The news about fibroid presented with the mentioned spot statements is an important example showing the news type the relevant category.

The 17 news under the category of sex are coded with the following: aesthetic, sexual health and sex. Although there are 3 different codes in the category, the main focus of the news are based on emphasis of aesthetic. “Genital Tightening Operation with Details’ and ‘The structural discontents that come out around vagina in time can be easily removed through aesthetic operations today. We can actually say that the genital aesthetic operation is commonly preferred in past years. We reviewed and discussed the genital tightening operation with Prof. Erol Kislaoğlu.” (Cosmopolitan, 2015/01: 134). The news that took place with the mentioned headline and spot statements is an example that has the emphasis on aesthetic operation within the category.

One of the most impressive categories of the study is promotion. 110 news that can be considered as a high rate have been involved within the brand code under the category of promotion. The news that takes place within this category is shaped upon promotion of people, products and brands in a sense.

“What is this N Diet?” headline and “Dietitian Ali Dereli who claims that it is not so hard to have a healthy life with regular diet gives also the crucial tips for a healthy diet on this first book named N Diet. We interviewed with him about what we can find in this book and received golden advices from him” (Cosmopolitan, 2014/09: 134). The news presented with the mentioned spot can be described as a typical promotion news.

When it comes to looking at the others categories, which are the last ones of the study, there are 14 news under the promotion code. Although it is positioned like news, the relevant content is consisted of promotions.

5. Conclusion

When examined in terms of quality and content, it is found that health news is just a fraction. Although health category of the magazine is analyzed, the news deemed as health-related news is stuck between aesthetic, beauty, self-care and diet contents. There are many health problems that people deals with, however, health-related news is limited and discussed within the certain framework.

The news published more under certain categories has limited contents. As the main topic of Sport-related news is activity and muscle, the main topic of nutrition is diet, those of sexual health is genital aesthetics. Therefore, content-rich news is not overriding and overarching.

Commercial concerns comes into prominence in majority of the news related to diet, aesthetics and self-care. Predominance of aesthetics-related news includes physician, clinic or hospital promotions. It can be seen from the headlines of the news. Commercial concerns are not only driven by specialist recommendations. The examples given in findings shows that the content of some news is aimed at promotion of a person, a brand or a product. A vast number of promotion in the format of news-advertisement shows that commercial concerns prevail in the news.

When examined general perception in the news, informative and consciousness-raising contents are highly insufficient. Overwhelmingly prepared skin health-related news manipulates the audience to aesthetic surgeries and perfectionism. The same situation goes for muscle stress which is one of handicaps of sport news. Sport news highlights not for being healthy but for having aesthetical appearance which is required to have muscles.

Health news is so important that it has not room for mistake, commercial concerns. The news is expected to raise awareness and be informative. Supported by specialist opinion, the news should be served wide range of contents by minimalizing commercial concerns.

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