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Communication Skills of Hotel Workers: Case of Pamukkale

Seher Ceylan, Yasemin Bozkurt, Nevin Kortunay

1. Introduction

To communicate is one of the basic needs of individuals who make up the society. Just like individuals, private and public institutions also exist and develop through communication. Effective communication is a complicated process influenced by many factors. Factors which directly influence the success of communication process include the source itself, coding the message, the channel through which message is sent, receiver, receiver's decoding the message, feedback, the presence of noise, etc. Because the message which was coded by the source with the intention of conveying should be the same with the message decoded and understood by the receiver. Correct development of this process is only possible if the source has verbal and non-verbal communication skills. Convincing for change and providing satisfaction in service industry depends on convincing and effective communication skills of workers. And tourism is one of the industries in which the quality of provided service is directly related to communication skills. Hence it is important to specify the variables that could influence communication skills of workers and to determine the factors by which communication skills could differ. Demographical characteristics of workers are considered as primary factors that could vary and influence communication skills. The aim of the present study in this context is to analyze communication skills of tourism workers in terms of their demographical characteristics.

2. Literature Review

2.1. Concept of Communication Skills

Communication is based on mutual understanding of two parties within the communication process. These parties transform information, emotions and thoughts they wish to convey into messages that could be understood by the other party and convey these messages through proper communication channels. As a result, process of meaning sharing occurs (Erođlu & Yüksel, 2013,7). The concept of communication skill means coding the message to be conveyed in such a way and content that could be understood by the receiver in the correct structure and according to the chosen medium, and sending it through the correct medium. In other words, communication skills influence whether the meaning of the message intended by the source is understood by the receiver (Görmüş, Aydın & Ergin, 2013, 114). Literature contains varying arguments on the scope of communication skills. Gibson and Mitchell (1995), for example, argue that communication skills are related to the sensitivity of the individual to non-verbal messages as well as receiver's ability of effective listening. Lear, Hodge and Schulz (2015) argue that the concept of communication skills is more extensive and has a deeper influence frame, and they analyze these as effective communication skills. They consider effective communication skills as a combination of writing, speaking, listening and non-verbal communication. One of the first things that come to mind when communication skills are concerned is speaking which is verbal communication. Many people believe they have a superior speaking skill. However talking in every subject, speaking a lot and fast, conveying thoughts and emotions without recognizing the listener are very far from defining the skill of speaking. Having communication skills requires empathetic listening and perceiving, having a well-rounded perspective, and the ability to pull away from one's own relativity. Communication should start with listening and communication problems arise out of, first and foremost, the absence of effective listening. Whetton and Cameron (2002) argue that listening to the problem or suggestions is very effective in the resolution of problems at the work place. Non-verbal communication expresses a wide communication area, including many factors such as body language with gestures, mimics or standing as well as distance, touching, appearance, silence, space design, timing, used colors etc. It provides understanding by

supporting or revealing the content of the conversation. It also contributes in increasing the level of credibility of the content. When non-verbal message and verbal message support each other, the rates of making the message understood and believing the message increase (Bovee & Thill, 2012). In communication skills, written communication which is conducted in both formal and informal ways such as reports, notes, letters, work documents, SMS, instant messages and use of social media (Lear et al., 2015, 67) also plays an important role. Stevens (2005, 42) who especially analyzed workers' communication skills in terms of written communication, argues that writing skills became even more important due to the increase of correspondences in work places in line with technological developments. Communication skills have a complex structure with multiple parts complementing each other. Bovee and Thill (2012) have considered written, verbal, non-verbal (touching, distance, and tone of voice, gestures and mimics) communication and listening within the scope of communication skills. It may be said that all communication types are important and complementary without distinguishing which one is more important. However certain information in the literature indicates that perception and importance degree of communication skills may differ in workers, academicians or students. For example, analyzing how the importance of communication skills is perceived by workers, academicians and students, Lear et al. (2015) determined that communication skills considered important by the workers (listening, non-verbal communication, written communication and speaking, respectively) were different from the ones considered important by academicians and students (listening, speaking, written and non-verbal communication, respectively).

2.2. Communication Skills of Hotel Workers and Their Impacts

All workers, regardless of industry, communicate through certain communication tools and skills when fulfilling their roles and responsibilities and/or establishing connections by interacting with each other and target groups of businesses. Use of the best, effective and successful communication implementations plays an important role in perception of the same message by the source and receiver in the communication process (Lear et al; 2015, 65). According to Kurtylmaz (2005), communication obstacles and conflicts arise in the absence of communication skills due to problems such as not listening to the other party, not being able to perceive according to their reference frame, talking continuously or a lot, not being able to support speaking and listening with non-verbal communication, and not being able to convey emotions and thoughts through non-verbal communication components. And this, in turn, directly impacts business performance and success. Harshman and Harshman (1999) argue that communication is the most important factor to impact good business performance. Poor communication within the business organization, for them, brings with it various problems such as misinterpretation, rumors, misinformation, and lack of feedback. And these problems directly impacts business performance. Byrne and Lemay (2006), on the other hand, argue that effective and successful communication increases productivity, job satisfaction, work performance and organizational commitment while it reduces the possibilities of absenteeism. Potential impacts of poor communication skills in a business may include damaging the brand image, reduced productivity for workers, ineffective or incorrect decision making, misinterpretations and wrong management etc. (Kleckner & Marshall, 2015, 59). Listening which is the first step of effective communication gains even more importance in tourism industry. Timely and good work flow for service depends first and foremost on listening what is being said. Aside from the communication within the business establishment itself, effective and empathetic listening skill is a must have also to resolve demands, suggestions and claims of the guests in order to provide satisfaction. Drollinger and Comer (2009) argued that workers gain trust as well when they are able to listen to the customers actively and empathetically (cited by Lear et al., 2015, 67). Trust and satisfaction of the customers mean repetitive visits and new guests through mouth-to-mouth communication among the customers. One of the most important communication skills is speaking which is a must have for personnel of all levels in the field of tourism. Conducting communication process through the correct tone of voice, accentuation and good-humored demeanor with concise and correct sentences and pronunciation when answering messages from customers or conveying the necessary information to

customers play an important role in establishing the desired connection with the customer. In addition, supporting verbal message with gestures and mimics increases the possibility of understanding the message as well as its impressiveness. The impact of non-verbal communication elements in communication may be easily seen through experiences of private and business life. For example, when a worker of tourism industry has a dress and appearance that reflects corporate identity, this may contribute in shaping the corporate identity in the minds of the guests in terms of design. Tending to the guests and resolving demands and claims in a timely fashion also contribute in establishing and continuing solid and positive relations. No matter what the circumstances are, using a positive intonation, gestures and mimics may directly impact positive perception of the guests who have come there to benefit from the service for a limited time. At the end, workers have to have effective communication skills especially in tourism establishments which depend on humans and human relations in order to establish healthy communications and relations. Regardless of the innate or learned nature of communication skills (Korkut, 2005, 144), there are many factors that influence them. One of these factors is demographical characteristics of the individual. Gender, for example, comes out as an important variable in the communication process. Although there are opposing findings in the literature (Aydın, 2015; Erigüç, Şener & Eriş, 2013; Görmüş, Aydın & Ergin, 2013; Bingöl & Demir, 2011; Karatekin et al., 2012), women and men in fields other than tourism have been found to differ in communication skills in general (Ocak & Erşen, 2015; Pelit & Karaçor, 2015; Gaskar & Özyağcıoğlu, 2014; Erigüç & Eriş, 2013; Çetinkaya, 2011; Dilekmen et al., 2008; Toy, 2007; Korkut, 2005; Bulut, 2003). In this context, it is necessary to determine whether hotel workers' communication skills differ in terms of their various demographical characteristics, which constitutes the aim of the present study.

3. Data and Methodology

Collection of data was accomplished through a questionnaire implemented on 395 personnel working in different departments of tourism establishments in Pamukkale destination. Developed by Ersanlı and Balcı (1998), questionnaire form used in the study consists of two sections: Communication Skills Inventory with three dimensions (mental, emotional and behavioral) and demographical questions. Statements in the inventory were adapted to tourism industry. Questionnaire used 5 point Likert scale and was implemented through face-to-face interviews during April-July of 2015.

Validity and reliability of the scale was reviewed even though Ersanlı and Balcı (1998) had already conducted validity and reliability tests for the scale. Surface validity was found to be conforming to literature. In addition, reliability degree of the questionnaire (Cronbach Alpha) was found to be 0,813 and therefore provided the expected degree of reliability (Güriş & Astar, 2014, 246)

4. Findings

4.1. Demographical Characteristics of the Study Sample Group

Statistical results related to the demographical characteristics are presented in Table 1.

Table 1. Demographical Characteristics of the Study Sample Group

Variables	Number of Participants	%	Variables	Number of Participants	%
Gender			Marital Status		
Woman	138	35,1	Married	188	48,2
Man	255	64,9	Single	201	51,5
Education			Work Department		
Elementary education	104	26,7	Front office	100	25,6
High school	172	44,1	Food & beverages	185	46,8
Undergraduate and higher	114	29,2	House keeping	105	26,6
Establishment Type			Education Related to Tourism		
Municipality certified hotel	45	11,8	Ones with tourism education	197	54,3
Hotel with tourism operation license	337	88,2	Ones without tourism education	166	45,7
Income			Employment Term in Pamukkale		
-1000 TL	178	46,0	1 year or less	123	34,6
1000-1499 TL	134	34,6	2-5 years	122	34,4
1500 TL and more	75	19,4	5 years and more	110	31,0
Age					
25 and below	111	28,4			
26-30 years old	106	27,1			
31-35 years old	75	19,2			
36-40 years old	52	13,3			
41 and above	47	12,0			

Participant hotel workers consisted of 64.9% male and 35.1% female workers. Education statuses of hotel workers were as follows: 26.7% elementary school, 44.1% high school, 29.2% undergraduate and higher education. 11.8% of hotel workers were working for municipality certified hotels and 88.2% were working for hotels with tourism operation licenses. 48.2% of hotel workers were married while 51.5% were single. 54.3% of hotel workers had some education related to tourism while 45.7% had not. 25.6% of hotel workers were working at the front office while 46.8% were working in food & beverages department and 26.6% were working in housekeeping department. 46% of hotel workers had an income of 1000 TL or below, 34.6% had an income of 1000-1499 TL and 19.4% had an income of 1500 TL and above. 34.6% of hotel workers were working in Pamukkale for less than 1 year while 34.4% were working for 2-5 years and 31% were working for 5 years and more. 28.4% of hotel workers

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were 25 years old and younger, 27.1% were 26-30 years old, 19.2% were 31-35 years old, 13.3% were 36-40 years old, and 12% were 41 years old or older.

Table 2. Differences in Communication Skills by Genders of Hotel Workers

Dimensions	Groups	N	Average	SD	t	p
Scale Average	Woman	138	3,7894	0,52958	-1,001	0,352
	Man	255	3,8487	0,57636		
Mental	Woman	138	3,8557	0,55381	-0,309	0,214
	Man	255	3,8749	0,60574		
Emotional	Woman	138	3,6087	0,73502	-1,896	0,664
	Man	255	3,7473	0,66763		
Behavioral	Woman	138	3,7836	0,54421	-1017	0,098
	Man	255	3,8463	0,60275		

Table 2 shows differences in communication skills according to the genders of hotel workers; no significant differences were found between communication skills of different genders.

Table 3. Differences in Communication Skills by Marital Statuses of Hotel Workers

Dimensions	Groups	N	Average	SD	t	p
Scale Average	Married	188	3,7868	0,54901	-1,414	0,956
	Single	201	3,8653	0,54577		
Mental	Married	188	3,8510	0,58513	-0,640	0,000*
	Single	201	3,8886	0,57321		
Emotional	Married	188	3,6636	0,64736	-0,916	0,169
	Single	201	3,7274	0,72147		
Behavioral	Married	188	3,7710	0,57678	-1,732	0,080
	Single	201	3,8715	0,56756		

Table 3 shows differences in communication skills according to marital statuses of hotel workers and singles were found to have a significant difference in the mental dimension compared to the married ones ($p < 0,005$).

Table 4. Differences in Communication Skills by Tourism Education of Hotel Workers

Dimensions	Groups	N	Average	SD	t	p
Scale Average	Ones with tourism education	197	3,8289	0,61363	0,430	0,667
	Ones without tourism education	166	3,8031	0,51656		
Mental	Ones with tourism education	197	3,8740	0,65638	0,555	0,579
	Ones without tourism education	166	3,8389	0,52706		
Emotional	Ones with tourism education	197	3,6925	0,68279	0,278	0,781
	Ones without tourism education	166	3,6716	0,74545		
Behavioral	Ones with tourism education	197	3,8213	0,63940	0,206	0,837
	Ones without tourism education	166	3,8084	0,53160		

Table 4 shows differences in communication skills of hotel workers according to their tourism education statuses; no significant differences were found.

Table 5. Differences in Communication Skills by Establishment Type of Hotel Workers

Dimensions	Groups	N	Average	SD	t	p
Scale Average	Municipality certified hotels	45	3,8271	0,53591	0,071	0,943
	Hotels with tourism operation license	337	3,8207	0,56488		
Mental	Municipality certified hotels	45	3,9102	0,50661	0,548	0,584
	Hotels with tourism operation license	337	3,8588	0,59957		
Emotional	Municipality certified hotels	45	3,6062	0,73078	-0,861	0,390
	Hotels with tourism operation license	337	3,7007	0,68660		
Behavioral	Municipality certified hotels	45	3,8331	0,55230	0,171	0,864
	Hotels with tourism operation license	337	3,8172	0,58729		

Table 5 shows differences in communication skills of hotel workers according to the establishment type they are working for but no significant differences were found.

Table 6. Differences in Communication Skills by Ages of Hotel Workers

Dimensions	Groups	N	Average	SD	F	p	Scheffe
Scale Average	25 years old and below	111	3,9579	0,50914	2,560	0,038*	---
	26-30 years old	106	3,7618	0,57656			
	31-35 years old	75	3,7422	0,62930			
	36-40 years old	52	3,7580	0,47413			
	41 and above	47	3,8351	0,55025			
	Mental	25 years old and below	111	3,9953			
	26-30 years old	106	3,7828	0,61004			
	31-35 years old	75	3,7937	0,63141			
	36-40 years old	52	3,8255	0,48002			
	41 and above	47	3,9177	0,58006			
Emotional	25 years old and below	111	3,7974	0,64987	1,101	0,356	---
	26-30 years old	106	3,6718	0,75190			
	31-35 years old	75	3,6314	0,73178			
	36-40 years old	52	3,5885	0,67669			
	41 and above	47	3,6806	0,59724			
Behavioral	25 years old and below	111	3,9611	0,49471			
	26-30 years old	106	3,7571	0,60751			
	31-35 years old	75	3,7259	0,65273			
	36-40 years old	52	3,7574	0,52298			
	41 and above	47	3,8328	0,59970			

Df:4

Table 6 shows differences in communication skills of hotel workers according to their ages and workers who were 25 years old and below had a significant difference compared to other age groups in terms of the scale average ($p < 0,005$). In addition, 25 years old and younger workers also showed a significant difference compared to other age groups in terms of behavioral dimension ($p < 0,005$).

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Table 7. Differences in Communication Skills by Income of Hotel Workers

Dimensions	Groups	N	Average	SD	F	p	Scheffe
Scale Average	-1000 TL	178	3,8749	0,46447	2,047	0,130	
	1000-1499 TL	134	3,7480	0,60072			
	1500 TL and more	75	3,7987	0,65563			
Mental	-1000 TL	178	3,9390	0,48265	3,357	0,036*	1-2
	1000-1499 TL	134	3,7686	0,64285			
	1500 TL and more	75	3,8391	0,67063			
Emotional	1000 TL	178	3,6730	0,63049	0,243	0,785	
	1000-1499 TL	134	3,6635	0,63526			
	1500 TL and more	75	3,7301	0,90280			
Behavioral	-1000 TL	178	3,8793	0,49721	2,131	0,120	
	1000-1499 TL	134	3,7460	0,62970			
	1500 TL and more	75	3,7895	0,65309			

Df:2

Table 7 shows differences in communication skills of hotel workers according to their incomes and workers who had an income of 1000 TL or less show a significant difference in their communication skills compared to the ones with an income of 1000-1499 TL ($p < 0,005$).

Table 8. Differences in Communication Skills by Departments of Hotel Workers

Dimensions	Groups	N	Average	SD	F	p	Scheffe
Scale Average	Front office	100	3,9838	0,59833	5,704	0,004*	1-2
	Food&beverages	185	3,7742	0,56645			
	House keeping	105	3,7555	0,48397			
Mental	Front office	100	4,0124	0,63807	4,477	0,012*	1-2
	Food&beverages	185	3,7992	0,59326			
	House keeping	105	3,8384	0,50456			
Emotional	Front office	100	3,8856	0,81704	6,726	0,001*	1-2
	Food&beverages	185	3,6678	0,64178			
	House keeping	105	3,5387	0,61917			
Behavioral	Front office	100	3,9518	0,59838	3,499	0,031*	----
	Food&beverages	185	3,7836	0,60536			
	House keeping	105	3,7609	0,51013			

Df:2

Table 8 shows differences in communication skills of hotel workers according to their departments and all dimensions show significant differences. In terms of the scale average, a significant difference was ascertained between workers of front office and workers of food & beverages and house keeping departments ($p < 0,005$). In terms of mental dimension, workers of front office showed a significant difference from workers of food & beverages department ($p < 0,005$). In terms of emotional dimension, a significant difference was ascertained between workers of front office and workers of food & beverages and house keeping departments ($p < 0,001$). And in terms of behavioral dimension, there was a significant difference between the department people work for and their communication skills ($p < 0,005$).

Table 9. Differences in Communication Skills by Education Levels of Hotel Workers

Dimensions	Groups	N	Average	SD	F	p	Scheffe
Scale Average	Elementary education	104	3,6766	0,49177	8,332	0,000*	1-3
	High school	172	3,8076	0,56189			2-3
	Undergraduate and higher	114	3,9783	0,57721			
Mental	Elementary education	104	3,7629	0,46646	5,793	0,003*	1-3
	High school	172	3,8303	0,60722			2-3
	Undergraduate and higher	114	4,0166	0,63207			
Emotional	Elementary education	104	3,4988	0,63409	8,609	0,000*	1-3
	High school	172	3,6788	0,65727			2-3
	Undergraduate and higher	114	3,8810	0,75318			
Behavioral	Elementary education	104	3,6744	0,54499	6,503	0,002*	1-3
	High school	172	3,8159	0,60371			
	Undergraduate and higher	114	3,9549	0,55254			

Df:2

Table 9 shows differences in communication skills of hotel workers according to their education statuses and all dimensions show significant differences. In terms of the scale average, significant differences were found between elementary school graduates and undergraduates and higher, and between high school graduates and undergraduates and higher ($p < 0,005$). In terms of mental dimension, significant differences were found between elementary school graduates and undergraduates and higher, and between high school graduates and undergraduates and higher ($p < 0,005$). In terms of emotional dimension, significant differences were found between elementary school graduates and undergraduates and higher, and between high school graduates and undergraduates and higher ($p < 0,005$). In terms of behavioral dimension, significant differences were found between elementary school graduates and undergraduates and higher ($p < 0,005$).

Table 10. Differences in Communication Skills by Employment Duration of Hotel Workers

Dimensions	Groups	N	Average	SD	F	p	Scheffe
Scale Average	1 year or less	123	3,7513	0,55360	2,272	0,105	---
	2-5 years	122	3,8777	0,51320			
	5 years and more	110	3,8922	0,62299			
Mental	1 year or less	123	3,7893	0,57447	2,266	0,105	---
	2-5 years	122	3,9447	0,53821			
	5 years and more	109	3,9035	0,66037			
Emotional	1 year or less	123	3,6199	0,74540	1,966	0,142	---
	2-5 years	122	3,6956	0,63737			
	5 years and more	110	3,8028	0,72888			
Behavioral	1 year or less	123	3,7605	0,56971	1,689	0,186	---
	2-5 years	122	3,8760	0,54655			
	5 years and more	110	3,8840	0,63522			

Df:2

Table 10 shows differences in communication skills of hotel workers according to their employment terms; no significant differences were found.

5. Discussion, Limitations and Further Research

Convincing and effective communication skills of workers play an important role in expressing the corporate identities of the establishments, especially in tourism where human relations are of paramount importance, as well as in understanding internal and external stakeholders. Therefore it is necessary to understand which factors influence these skills. In this context, the present study was conducted to analyze the influence of demographical factors on the communication skills of workers through the differences between workers' communication skills and their genders, tourism education, establishment type, and employment terms, and these variables were found to show no significant differences in terms of their communication skills. We may conclude that a worker's communication skills are influenced less by their tourism education and more by their experiences, regardless of their gender. Working at a municipality certified establishment or a hotel with a tourism operation license, or duration of the employment do not seem to create any difference in terms of their communication skills.

On the other hand, there were some significant differences between department, age, marital status, income and education of hotel workers and their communication skills.

In terms of their marital statuses, singles were observed to be different in terms of their communication skills in mental dimension compared to married workers. In this context, it may be considered that private responsibilities and high levels of relations of married hotel workers are reflected on their communication skills. Therefore, occasional communication skills training may be suggested for primarily married personnel. 25 years old and younger workers showed significant differences in terms of the scale average compared to the other age groups. In addition, 25 years old and younger workers also showed a significant difference compared to other age groups in terms of behavioral dimension. These findings may indicate that sensitivity in communication skills decreases and skill levels drop as people get older. Therefore the importance of effective communication could be reminded and its benefits could be increased through various trainings, organized by taking age groups into consideration. When communication skills of hotel workers were analyzed according to their incomes, workers who had an income of 1000 TL or less showed a significant difference in their communication skills compared to the ones with an income of 1000-1499 TL. So it may be concluded that financial situations of workers may influence their communication skills, therefore their work performances. In this context, managers are recommended to be careful about wages policy. In terms of mental, emotional and behavioral dimensions, significant differences were ascertained between workers of front office, and workers of food & beverages and house keeping departments. These findings may be originating from the experience of front office workers who are in a constant communication process with the guests. The requirement of constant communication with the guests may be influencing communication skills of these workers. However, it should be reminded that workers in housekeeping and food & beverages department also have the possibility to communicate with guests at any time. Guests are directly influenced by the behaviors of these workers as well. Hence necessary measures should be taken to enable personnel of all positions to have an adequate level of communication skills. Differences in communication skills of hotel workers according to their education statuses were analyzed and all dimensions showed significant differences. Differences were found in terms of communication skills in mental, emotional and behavioral dimensions as education level increased. These findings indicate that education level is an important factor in effective communication. Managers could direct their subordinates to continue their education by adopting a life long learning approach and providing them with opportunities.

Although the present study has significant results, it also has various limitations. First of all, it is suggested to conduct analyses on data from a wider sample. Influence of factors other than demographical characteristics on communication skills could be analyzed or comparisons could be made.

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Negative Vigilante In Turkish Media As An Instance Of The Violence: The Case of Yeni Akit Newspaper

Burcu Kaya Erdem *

1. Introduction

Vigilance means the action of keeping watchfulness or alertness, while Vigilante denotes vigilant local citizens or a group of them.

Mainly seen among the characters of the animated films of the Hollywood cinema under the guise of “heroism”, the vigilantes reflect the notion of fighting with a system that has become gradually in the past a part of the corrupted and criminal world and the heroes that fight with this system. However, this representation of heroic identity reflects sociological problems beyond the imminent story. And it brings with it a variety of approaches from the viewpoint of considering these aspects from different perspectives.

Some authors for instance maintain that vigilantes are private citizens (Johnston 1996; Little and Sheffield 1983), while others also envision vigilantism as carried out by state agents (Dumsday 2009; Huggins 1991). Most authors agree that vigilantism consists of (threats of) violence (Rosenbaum and Sederberg 1974), but some also include nonviolent versions like Neighborhood Watches (Hine 1998). The perceived goal of vigilantes also differs widely, such as defending an established sociopolitical order (Rosenbaum and Sederberg 1974), imposing law in a lawless setting (Alvarez and Bachman 2007), community social control (Weisburd 1998) and the apprehension and punishment of (alleged) criminals (Ayyildiz 1995; Shotland 1976; Weisburd 1998; Zimring 2003). Similarly, some claim that vigilantism is always a premeditated or organized act (Brown 1975; Dumsday 2009; Johnston 1996), while others also recognize more spontaneous forms (Adinkrah 2005; Huggins 1991; Shotland and Goodstein 1984). (Haas, 2010, p. 30).

It is quite common that the tendency to seek one’s own justice where justice cannot be attained and/or it is not sufficiently attained is regarded as extremely contingent and innocent from the viewpoint of theorists who assess some actions in the context of the individual’s psychology and society’s (who divided vigilante groups as to the nature of the cause) support (i.e. legitimacy).

For instance, Marianne Bachmeier who she shot the alleged murderer of her daughter is probably the most well-known case of vigilante justice in Germany. This is because no one dares to question the vengeance feeling of a mother towards a person who brutally took away her 7-year old daughter.

The problem of vigilante emerges at the point where the relationship between the vigilante and the state authority, law and national conscience is brought under a definition, i.e. where vigilante becomes a psycho-political and sociological problem.

2. Vigilante Concept and State Authority

According to Rosenbaum and Sederberg, vigilante groups are divided three parts as to the disposition of the cause they choose to defend. “Three such purposes appear to predominate: crime-control, social group-control and regime-control” (1976, p.10).

1. Crime-control vigilantism: establishment violence directed against persons who are believed to be committing acts proscribed by the establishment legal system;
2. Social- group –control vigilantism: establishment violence directed against groups that are competing for or advocate a redistribution of values within the system; and

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3. Regime- control vigilantism: establishment violence to preserve the status qua at times when the formal system of rule enforcement is viewed as ineffective or irrelevant. (Schmid & Jongman, 1988, p.46).

As can be seen in this categorization, vigilantism is not always an act of heroism. This is because what is called as the initiative of vigilant local citizens cannot be taken independently from the cultural structure encircling the society and the social tendencies. There are highly controversial approaches in the relevant literature regarding the definition and perception (contingent and critical) of the vigilante concept.

To most, vigilantism is a rather amorphous concept. Ask nine different people to describe a "vigilante" and you will likely receive ten different answers." Detractors have branded groups as diverse as anti-abortionists," state militias, opponents of disfavored politicians, 'countries imposing trade sanctions," heckled basketball players, and the politically correct as "vigilantes." If true vigilantism encompassed this wide spectrum of actions, the task of defining it would be Herculean indeed. Fortunately, it does not. (Hine, 1998, pp. 1223-1224).

The tendency of this study is to adopt a cautious assessment of vigilante actions within the context of the governmental, legal and ideological discourse (such as "national conscience") because these actions may well lead to widespread violence or fascistic brutality. As a matter of fact, vigilante is one of the political violence conceptualizations in the context of its negative relationship with the state and law.

The establishment is not always (fully) in control of the state, there might be more than one establishment in one state, or state power might have been usurped by a military coup, depriving the establishment of its main coercive arm. In other situations the state tolerates or even encourages the activities of vigilante death squads. For this reasons it appears useful to introduce more firmly a vigilante category in typologies of terrorism. Needless to say, not all vigilante activities are terroristic, nor are they all directly political, especially if they limit themselves to local crime-control, "order-without-law" types of activities. The term "vigilantism" is usually linked to the defense of the established order (Schmid & Jongman, 1988, pp. 46-47).

In real life, vigilante denotes that masses resort to violence for the purpose of eliminating their grieves emerging out of their distrust with the state and therefore seeking their own rights, protecting and – so to say - re-establish the social order. Therefore it includes a lawlessness and use of violence beyond the acts of heroism which we can call negative vigilante. Indeed, this study was prepared for reading how the negative vigilante phenomenon which is a social violence practice swings in the pendulum of mass culture, state and national conscience as a psycho-political factor, and examining the place and influence of the media in the swinging moves of this pendulum.

In the context of that: "Vigilantism is commonly said to occur when citizens, from whom authorities are supposed to derive their legitimacy, believe that the criminal justice system is inadequate. Vigilantism can be seen as the result of a so-called injustice gap: a discrepancy between the desired and actual outcome. Taking the law into one's own hands is a way of reducing this perceived injustice gap and restoring one's sense of justice. Vigilantism may occur when people do not want the criminal justice authorities to get involved, when the authorities fail to respond, or when the authorities were involved but not to the satisfaction of the affected party". (Haas et. all., 2012, p. 389).

So, according to all this; according to Haas (2010, p.31): "Vigilantism is a planned criminal act carried out by one or more private citizens in response to (the perceived threat of) a crime committed by one or more private citizens, targeting the (alleged) perpetrator(s) of that crime".

As evidenced by this definition, the problematic side of the vigilante concept is its inherent criminal quality that expresses its relationship with the state authority, law and national consciousness (ideology). This quality becomes clear at the intersection of the lynch with the vigilante in patriarchal cultures in particular. This is the stage where vigilante becomes executable by masses, received with tolerance by the public authorities or discourse elites and handled within the

framework of the right of being provoked. Where vigilante assumes mass culture and is evolved into lynch...

That's why the first premise of this study is that vigilante is nothing but a social lynch provided that it finds a social base and is supported by the public authorities.

3. As the Secret Torture Instrument of the Legal Orders: Lynch and Vigilante Relationality

Lynch is "the murder of a criminal or someone who has committed a crime in their own belief by a group of people from the community by punching or beating with instruments like stones or sticks". (Püsküllüoğlu, 2008). Of course, this is an extremely superficial definition of lynch.

Just like vigilante, lynch is an act of punishment involving violence towards a person or a group of persons who have committed a criminal action as judged by the person's or the group's perspective. In this action, the person or group that tends to have lynch action decides to determine the crime and the criminal and assumes to punish the criminal by his/their own way by eliminating the normative values on grounds that the law did not run as they wished and the criminal was not punished as it should be.

Lynch is a modern word. The concept of lynch is epitomized with the American history maybe because it is possible to trace the neatly kept records of the United States since the beginning of the Civil War of the 19th Century and maybe it is really the United States that is the first country where the systematic examples of the lynch was encountered. Frank Shay says: "Lynching today is as American as apple pie". (Shay, 1969, p. 99) Similarly, Mark Twain wrote "The United States of Lyncherdom" as an essay in 1901. He was prompted to write it after the lynching of Will Godley. (Twain, 1901)

As the premise of this study, what makes vigilante problematic is the potential of vigilante's transformation into lynch. "Is the lynch an instrument of torture hidden in the basement of the modern legal orders?... Can the lynch be a side way for the states of law kept away from the eyes but not closed completely and given way from time to time?" asks Tanıl Bora (2015: 9). And this is a highly relevant question as it refers to the relationality of the lynch with the with the state authority and law, i.e. lynch's being a method of punishment despite the law and the state and/or with their support. This means the problem regarding the act of violence called lynch emerges when it is brought together with concepts such as "the law of lynch", "the culture of lynch", etc.

According to William E. Burrows, vigilantes (1) are members of an organized committee; (2) are established members of the community; (3) proceed for a finite time and with definite goals; (4) claim to act as a last resort because of a failure of the established law enforcement system; and (5) claim to work for the preservation and betterment of the existing system. (Greene, 2007, p.1335).

As seen by this definition, all of the characteristics born by the concept of both the lynch and the vigilante as per their purpose and content are directly related with the state authority and the law. This is because in both of these actions a person or a group of persons put themselves in place of the state authority, and resort to punish whom they deem guilty with violence. And this is something that undermines the state of law and the state authority in the final run. This is because, in the political discipline, the state is the only authority that controls the monopoly to exert violence and doesn't share it.

Psychologically, what makes vigilante problematic emerges not with individual actions but where a state of law choses to share the monopoly to use violence with a certain segment or group of people. This is because, however vigilante is backed in the conscience of a group of people, these are illegal actions containing violence. And, like all crimes, they are subject to the current law order and imposed with a penal sanction provided that the state does not opt to share its monopoly to use violence.

Whereas, at certain times, the state authority uses its monopoly to use violence which it has indeed transferred as an anomalous security measure in a controlled way. What is called the lynch culture comes to the agenda at this point. The fact that vigilante actions which have a strong potential to turn into a mass and even lynch action are realized easily, left unpunished and become

legitimized by the public authorities or discourse elites in a society evidence the existence of a lynch regime or culture in the said society.

Any implication by a state to suspend its monopoly to use violence temporarily and transfer it to the people can be used as an open threat... Indeed, the use of lynch threat as a political method emerges as a denial and destruction of the politics and the statehood (Yılmaz, 2012, p.2).

The tendency, in discourse or actually, of the state to share its authority to use violence, which it has under its control within legal boundaries, with a certain segment and/or group of people for a certain period of time has the potential to legitimize a number of ways of using violence from vigilante to terrorist acts and to wear off one of the basic qualities of the state to a great extent. Just like in almost all patriarchal countries, the history of the Republic of Turkey is also full of numerous examples which are claimed to be the manifestation of the lynch culture.

Some of the examples of such actions in the history of the Republic of Turkey may be listed as: Razgrad, Vagonli, Hatay, Tan Matbaası (Tan Printing House), 6/7 Eylül (September 6/7), actions against the Kurds in 2008 including mainly in Sakarya and Adapazarı, the violence by the ship-owners during the Gezi (Taksim) protests, lynch attempts against Syrian refugees, and many more...

For example, according to Kaynar's (2015) narrative, this is how the incidents of September 6-7, among the most important topics in the trial of Adnan Menderes in Yassıada:

First the subject was made a national case and the people are agitated. In 1954, *Türkiye Milli Talebe Federasyonu* (Turkish National Student Federation), the most dynamic organization of the young people at the time, established a committee that will be exclusively work for keeping the Cyprus problem on the agenda... In this process, Adnan Menderes met with the members of this committee asking them to become a big society... This society has become one of the main dynamics together with the media in pumping up the sensitivity about the Cyprus subject among the people... Parkis Çerkesyan, a witness of the incident, tells that the people were rushing around saying that "wait the Greeks, we are coming," as the people were agitated to a maximum both nationalistically and religiously (Kaynar, 2015).

In sum, in the words of Gambetti: there are so many examples of "subcontracting the violence" which has gone out of the monopoly of the state (Gambetti, 2007, p.16). What makes this accumulation of experience – or the lynch culture according to some - that turns vigilante into lynch is: the persistence to forget easily and the tradition of tolerating or rationalization.

As a matter of fact, "lynch law" means lawlessness. It means exemption of some people from the law. It means the naturalization and legitimization of exempting some people from the law, i.e. the injustice and inequity. (Bora, 2015, p.9).

4. Deconstructive Reading of "Vigilante" with a Potential to Turn into a Lynch and Media

In social theory, agitation factor is underlined while describing the lynch – and/or the vigilante which transforms into lynch. A group of people have been assigned and mobilized by some who call them into action. By the newspapers' agitations saying "Who will them to stop?"... By provokers who tell directly "hit the crooks, what are you waiting for?"... By someone who manages to make himself angrier with hatred and make the first blow... (Bora, 2008, p.7)

Vigilantism is the act of punishing a person or a group of persons who behaved criminally from his/her own perspective so as to target the said person or group and which contains violence. In this action, the person or group that tends to have lynch action decides to determine the crime and the criminal and assumes to punish the criminal by his/their own way by eliminating the normative values on grounds that the law did not run as they wished and the criminal was not punished as it should be. The only medicine for lynch or vigilante is the full acceptance of lynch, social and public awareness, public conscience and citizenship ethics.

The history of Turkey, just on the contrary, is full of examples of suggestions by the "discourse elites" that the quality of becoming a nation and gaining moral courage could be gained by social violence when needed.

American vigilantism has passed through three distinct incarnations over the last two hundred years: Classical vigilantism, neovigilantism, and pseudo-vigilantism. To this framework, this Article adds an additional category: fauxvigilantism. Faux-vigilantes are those individuals characterized by their detractors, the media, or themselves as vigilantes, but who fail to satisfy the definition of true vigilantes set out above. Lynch mobs, rioters, disturbed subway commuters, and numerous others" populate this category. These individuals are not true vigilantes and their actions fall beyond the scope of this essay. (Hine, 1998, p.1226).

This type of vigilante described by Hine as faux-vigilantes is the act of violence undermining the normative order with a high potential to turn into lynch as emerging in many countries including mainly patriarchal countries where the state frequently chooses share its monopoly to use violence.

The statements of the lynch-makers in vigilante actions seem to certify the close relationship of the subject with the public authorities. These statements are generally like this: "Here, we are helping the state and the army to preserve the peace and order. No one should dare to test our national values"...

In order to pave the ground for the lynch-makers or the vigilante with the provocation, we hear the expressions and concepts like "national furry", "bread and butter", "emergency state", "national survival", "fight for estate and livelihood", "righteous reaction of the people", "natural reflex", "tolerable due to the nobility of its motives", "substituting the deficiency in the will to punish the bandits," "patriotism of the people", etc. being voiced by both the discourse elites and the media.

As a matter of fact, it is by no means possible to trust in the ability of the public authorities to control the masses in vigilante incidents despite all the claims of the public authorities. This is because no one can know or guess when and where this anomalous mechanism of violence may stop. In this context, another premise of this study is the necessity to read the concept of "mass" and its dynamics in order to make a psycho-political assessment of vigilante. The factor of "mass psychology" is highly important in this type of vigilante where popularization tendency is very strong due to the support of the public authority and the discourse elites.

Persons who would never dare to do such a thing by their own destroy and vandalize with the courage of being altogether... As they flow together with the masses, they do not and cannot comprehend what they do is a crime, shame, sin, derogation, and they pass the threshold of modesty due to the attraction of being altogether. Sometimes, this looks like a sinister 'opportunity'... And it doesn't need to be directly related with the victim of the lynch action and his 'problem'; the burden of the accumulated dislikes, aggressiveness potential caused by the feeling of frustration is discharged on the target which it has found "empty". (Bora, 2015, pp.10-11)

In order to first examine the relationship of the lynch or vigilante concepts with the masses, we can choose to have some reading from Ross (1983, pp.172-173) who separates the lynchings into three main groups:

Mobs may be divided into seven classes determined by size, organization, modus operandi, and motives. These seven "species" may be grouped into three "genera": those deriving from permanent organizations; those that, while not associated with a permanent organization, show some advance planning or collusion among the mob members or their leaders; and those which are the wholly spontaneous, unplanned outgrowth of crowd excitement. The first of these has two species: the vigilante mob and the terrorist mob. The second has three species: the organized mob, the private mob, and the secret mob. Finally, there are two spontaneous species: the hue-and-cry mob and the mass mob. The hue-and-cry mob is named after the cries in a neighborhood in the Middle Ages aimed at giving the neighbors the signal that there is a criminal around. In modern times, there is a medium and mobs with a potential to convey this scream much stronger and more widespread: the media and the vigilante masses.

These are exactly the masses described by Le Bon and Freud as neurotic, pathologic and irrational in their theories on crowds. And right because of this character of the masses, one should definitely read the concept of "masses" and its dynamics very well while making the psycho-political

assessment of the vigilante. This is because it is not possible to believe in the ability of the authorities, who chose to share their monopoly of violence, to control the acts of vigilante, which have been experienced to have turned into acts of mass lynch.

Then, what is the relationship of the vigilante and the lynch with the media?

The fundamental dynamic of the vigilante or the lynch as an act of punishment is the same as the motives of the mass; i.e. the “agitation”. One or more persons from among the people is mobilized by some people that call them into action. This call may sometimes come from the media saying “what are you waiting for?” or “who will tell them to stop?” or from a discourse elite or provoker who says that “here, this man!”. The only way of the discourse elites to address the masses is the media.

Just like the public authority, media has a very important place in taking for granted and legitimizing the vigilante actions with the help of the slogans and expressions such as “national reflex”, “bread and butter”, “patriotism”, “support for the law-enforcement”, “a case for national survival”, “worry of livelihood”, “teaching a lesson to the bandits”, “national feelings, running out of patience”, “the nobility of the motives”, “rightful reaction of the people”, “manifestation of the political genius”, “ummah consciousness”, etc. In today’s world, no government can rationalize or convey to the public acts of violence such vigilante acts without first taking the support of the media.

Presentation by even the most neutral media organs of the vigilante acts and their use of the hatred discourse with a pornographic appetite means the pursuance of the same political line as the vigilante or lynch. Moreover, there are two relationships between the generation of news and discourse by the media for the vigilante. Firstly, by rationalizing the hatred discourse or the vigilante and trying to lay the foundations of the agitation rights, the media both turns into a vigilante itself which shares the monopoly of violence with the government, and it mobilizes the vigilante by encouraging them with its discourse. Most of the hate crimes committed following the hate discourse discussed in the Turkish media in the name of national ethics, social values, national reflex, patriotism, etc. are examples of this.

4.1 The Example of “Yeni Akit Journal” in the Context of Negative Vigilante

The style used by Yeni Akit Journal in making the news of the vigilante actions, the language and tendency it employs have been subject to hermeneutical reading. The term ‘hermeneutics’ finds its roots from the Greek verb *hermeneuein* which means ‘to interpret’ and the noun *hermeneia* means ‘interpretation’. And it is a philosophical intellectual discipline that concerns with the nature of the interpretation of human expressions. As the According to some philosophers, hermeneutics, is based on Hermes who is a mythological Greek deity.

"By a playful thinking that is more persuasive than the rigor of science," Heidegger tells us, the Greek words for interpreting and interpretation—*hermeneuein*, *hermeneia*--can be traced back to the god Hermes. However questionable the etymological connection between Hermes and *hermeneuein* may be, hermeneutics, as the art of understanding and of textual exegesis, does stand under the sign of Hermes. Hermes is messenger who brings the word from Zeus (God); thus, the early modern use of the term hermeneutics was in relation to methods of interpreting Holy Scripture. An interpreter brought to mortals the message from God. Although the usage was broadened in the eighteenth and nineteenth century to take in methods of understanding and explicating both sacred and secular texts from antiquity, the term "hermeneutics" continued to suggest an interpretation which discloses something hidden from ordinary understanding and mysterious. (Palmer, 1980)

Since the messages should be delivered after conversion into a format that could be comprehended by humans. Thus, Hermes has to practice his duty of being a messenger by interpreting the messages into something that the correspondents are able to understand. Hermes, while translating the messages into the language of the mortals, makes the messages to be conceived more easily by the correspondent mass by utilizing some instruments such as explanation and

interpretation. Hermeneutics aims to find an esoteric meaning and to comprehend true narrative intentions of a text.

The reason for picking *Yeni Akit Journal* as the sample of this study is this paper's being always among the top – and mostly at the very top – of the list of the Discourse of Hatred in the Media and Discriminatory Language Reports prepared and published with the cooperation between Hrant Dink Foundation and Bilgi University since 2009. According to the January-April 2017 Report of the research for Monitoring the Hatred Discourse in the Media, for instance, a total of 783 'hate discourse' were detected in 39 national media organs, and *Yeni Akit* was identified as the paper with the highest number of hatred discourse. (Ensari, et. all., 2017, p.10).

In the context of the limitations of the study, *Yeni Akit's* adoption of negative vigilante to the extent to become a subject for the sharing of the violence monopoly with the government and its showing the persons, organizations or groups as target so as to trigger the vigilante actions or, in other words, its legitimization of violence, some of the headlines published in *Yeni Akit* have been assessed as example "headlines".

The headlines of *Akit Journal* on 17 January 2016 are: "Don't make it long; just discard these guys!" and "Perverts with Diploma". The text of the article calls the Council of Higher Education in the name of the aggrieved academicians during February 28 incident to "make what is required" for the "so-called academicians" "who signed the paper that back the terrorist acts". The article also contains expressions like "supporter of the terrorist organization", "so-called academicians", "Armenian-lover", "homosexual-sympathizer", "hard-core enemy of the religion" to describe the academicians.

The headline of *Yeni Akit Paper* on 28 December 2015 reads as follows: "Bring This Guy into Line". And it also makes a call to the relevant authority to take action. The content of the speech of Demirtaş, a member of Parliament at the time, on the establishment of the autonomy in Turkey was described as a challenge to the state and the national feelings and the relevant authority was called for lifting the legislative immunity of Demirtaş "who spoke like the head of a terrorist organization that tries to start a civil war in the country. And this call was delivered as the call of the unnamed citizens, academicians and politicians.

In the article which was published on 28 February 2017 with the heading "Give the Account of These Headlines" and "Doğan Should be the Suspect" Doğan Media Group Owner Aydın Doğan was indicated as the person causing the grievance of the victims of February 28 incident due to articles published in his media organs particularly in the context of the interview with the former Mayor Ali Nabi Koçak which was published during the February 28 incident.

The article published in 15 January 2015 edition of the paper with the heading "The Servants of the Dishonor" and "Infidels among Us" maintained that *Cumhuriyet Daily* financed by Aydın Doğan, Turgay Ciner, İnan Kırac and Gürbüz Çapan, "revealed its hatred of Islam once again by publishing the comics previously published by Charlie Hebdo. This latest scandal led to the reactions of "For Whom *Cumhuriyet* is Serving?". The article underlines that the paper repeatedly humiliated the religious feelings, and that it published the comics depicting that the verses of our holy book *Quran* were thrown into the garbage, and saying in conclusion that the end of this story will not be fine at all.

And in the article of *Yeni Akit* in its 7 September 2013 issue headed "Beasts are free at METU" and "The School Where the Perverts are the Most Comfortable" claimed that "Administration of the Middle East Technical University (METU) provide all convenience to the perverts while they just watch what is happening while the beasts attack the headscarf wearing students, and some group of people were accused of being "perverts" in the meaning of their contradiction with the national and ethical values.

In sum, it is seen in these headlines that social, national and religious feelings are agitated in some of them; people or group of people with a high potential to be otherized in Turkish society were shown as target by using their names in Turkish society; and the violence was legitimized or at least a language justifying the violence was used in some others. And this discourse calls the relevant authority onto duty mostly to punish the indicated target, providing directly or indirectly a

legitimization to potential vigilante masses. As a matter of fact, it is stated in many of the articles that the people are bothered by the subject matter which has been being criticized and/or shown as target in the article, and that it is indeed the people itself that is the source of the subject complaints.

5. Conclusion...

There is a sheer inconsistency between the state of law and the vigilante, which is presented under the guise of heroism but has a potential to turn into mass lynch action very easily in whichever country. Vigilante or the law of lynch indeed means unlawfulness, and no one knows to whom and when this will cause a loss or hurt. This is because controlling an irregular war or an anomalous violence is very difficult for the public authority.

The situation is much more complicated and problematic if it is the media organs that try to legitimize the actions of those that aspire to become the irregular warfare device in the context of impact, power and potential whichever way it is presented. This is because, given the media organs' prevalence and their power to have impact, it will be next to impossible to measure or control the emerging inhibitor effect. It has been seen over and over again that the number of hate-crimes emerging when the media tends to use its power with an attitude to share the violence monopoly with the state has been very high in Turkey, too, as in elsewhere in the world. And however national, ethical, etc. the justification of these crimes, the possibility to tend towards all official authorities or group of people including the media organs too is not very far. All media practices should bear the responsibility to behave with this consciousness, and we should deconstruct each and every word like "vigilante" together with their sociological and historical context beyond their imminent meanings.

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Hedonic Consumers Consumption Causes Of Differences In Terms Of Socio-Demographic Characteristics: A Survey On Consumers Living In Nazilli

Ece Aksu Armağan, Mutlu Tokmak, Gülşah Dikici

1. Introduction

The concept of the needs of the factors that lead to action to consumer buying on consumer behavior is said to be. In order to correct an emerging needs consumers are buying perform the action. When shopping behavior of consumers in recent years examined, purchasing is not only to buy, although there is no need has emerged to be enjoyed without having to purchase and product. Consumers can go to purchase with they don't need something else.

While the concept of shopping was seen elimination of need for some people, it is considered as an activity to be enjoyed for some. So that even the basic necessities of life can be made from time to time with the sense of pleasure. Urge that directs consumers shopping can also be caused by emotions such as hedonism may be intended to ensure the rational benefits. Taking pleasure from playing or shopping make continuous consumption and you want to repeat this shape the behavior is called hedonism (Özdemir&Yaman, 2007, p.81).

This approach finds definitions in the literature in the form of hedonic consumption is to be an important clue in terms of analyzing the consumers' propensity to spend money and this occupies an important place way to increase their competitive power in the production and marketing researchers.

Firstly, it is given to the utilitarian and hedonic consumption concept in this study, hedonic consumption and its reasons were emphasized. An empirical study was carried out in light of this information in the literature. In this context, according to the province of Nazilli district of Aydın socio-demographic characteristics of consumers aged 25 and over living to show that the causes of changes in hedonic consumption Questionnaire was administered to 384 people.

2. Utilitarian and Hedonic Consumption

Consumer is seeking to into two types of benefits as rational an hedonic benefits with the emergence of needs (Deniz&Erciş, 2010, p.145). Consumers often aims to achieve both hedonic utilitarian value (Enginkaya&Ozansoy, 2010, p.144). In other words, when the shops to buy the necessary items for himself also perceive the hedonic value resulting from the experience of shopping itself (Carpenter & Moore, 2009, p.69). The reasons for utilitarian consumption, suitable for various products and research, appropriate selection of retailers, as prices are the result of research (Sarkar, 2011, p.58). When consumers move with the utilitarian value they consider functional and objective properties of product. Utilitarian consumption mainly in the framework of cost-benefit factors, is an approach that focuses on the tangible benefits of the products or services offered to individuals (Altunışık &Çallı, 2004, p.232; Köker & Maden, 2012, p.100). Utilitarian consumption trends in the decision-making process of individuals who are progressing through predominantly rational processes (Köker & Maden, 2012). The need arises for a consumer in this building and purchased to most appropriate goods or services by the consumer budget brand and company comparison (Doğan, Gürler & Ağcadağ, 2014, p.70). Utilitarian consumers believed that when they finished whole shopping process successfully and completely that they benefited(Enginkaya & Ozansoy, 2010, p.143). Accordingly consumer provide a task and satisfy its completion by comparing the value of the case or be achieved about shopping (Kim, 2006, p.58). However, while many utilitarian shopping emotional desires come to the fore (Sarkar, 2011, p.59).

Hedonic consumption in terms of consumer culture, is located across from the utilitarian consumption (Köker&Maden, 2012; Özgül,201, p.26). In contrast to the utilitarian consumption is based on maximizing consumer tastes and habits (Doğan and et.al. 2014, p.70).

Hedonic consumption determine value produced on personal, subjective, pleasure and entertainment (Carpenter,Moore and Fairhust,2005,p.44). When products is associated with some special emotions, when they relieve feelings or continue emotions they gain hedonic meaning (Deniz & Erciş,2010, p.145). It is seen that there are so many research about utilitarian and hedonic shopping in literature. Utilitarian and hedonic consumption is developed by Babin, Darden and Griffin (1994) in basic studies on this topics.

The concept of hedonic consumption is based on hedonizm (Bakırtaş & Divanoğlu, 2013, p.152). Hedonism is a philosophical concept and it refers to philosophy system which choose pleasure for purpose of life or over indulgence in pleasure. It get ready to see as the purpose of life and it continuously exposes pleasure from the meta. This situation means that don't be exist or don't provide needs, it means that consume to take pleasure (Baudrilalrd, 2004, p.94).

Hedonism defined that pleasure is the most beautiful, devoted to pleasure seeking lifestyle and it is very important area of consumer behavior (Hopkinson & Pujari,1999).

It is mentioned two kinds of hedonizm; philosophical and psychological hedonizm. Each person want to reach to purpose according to philosophical hedonizm. Person effort whole life fort this. The second type of hedonizm is pyschological hedonizm, it is tried to explain by motivation. So human is to be motivated to bring pleasure or feeling pleasure. Human inclined to moving according to desire and human effort to reach to desire (Fromm, 1991. pp.19-20).

2.1. Hedonic Consumption Behavior

People were asked to engage in behavior that used to enjoy as a result of nature from exist to now (Köker &Maden,2012). Hedonic consumption behavior express that priority of entertainment and pleasure expectation of consumer in shopping (Ünal & Ceylan, 2008, p.266).

Hedonic consumption means that as a consumers' emotional arousal and displays facing multiple detection. The creation of these effects can be transferred as pleasurable (Hirschman &Holbrook, 1982, p.93). Hedonic consumption is a form of consumption as a mixed with desires and fantasies , showed continuity dream and wishing to be part and it is not possible to be satisfied (Okutan and et.al., 2013. p.121). Hedonic consumption plays an important role in the behavior of consumption activities (Bakırtaş & Divanoğlu, 2013, p.1524).

Opinion of hedonic consumption was first mensioned in Hirschman and Holbrook's (1982) article. Accordingly, consumer provide not only benefit from purchase. Making the shopping experience can be seen as a pleasure and also shop to satisfy the taste. Hedonic consumption was identified that the product of fantasy and emotional experiences by Hirschman and Holbrook (1982). Products was identified that not as objects, is a subjects seymbols for opinion of hedonic consumption. What is important is that much of what the product expressed. Image point is moving and creating of the product (Özgül, 2010, p.26).

Hedonic consumers are shopping for reasons not based on economic logic as a playing role, individual estimates, adopt new trends,physical activity, social experience, communication with similar social groups, status and authority (Doğan and et.al., 2014, p.71).

Reasons of Hedonic Consumption

Hedonic and utilitarian expectations should be considered such as both ends of the one-dimensional scale in shopping. Carried out research shows that consumer perceptions and preferences include both utilitarian and hedonic expectations. Although many products contain both types of consumption forecast in different sizes, some products hedonic consumers, some of which are described as the more utilitarian shopping. The research carried out showed that the hedonic shopping done for various reasons. Arnold and Reynolds made the most extensive research on this subject and have developed "the reasons of hedonic consumption". Causes of hedonic shopping is classified as follows according to the study authors (Arnold & Reynold, 2003, pp.80-81).

1. Adventure Shopping: This sub category of search expressions, excitement, adventure and represents the feeling of being in another world. Therefore done shopping, adventure, excitement, arousal, excitement images created can be defined with access to a world of fear and sound. Many consumers shopping implies that completely went for a thrill or adventure. In this case, consumers around the world and to enter into the experience of the rate of consumption will not realize the time is a concept that describes the drift.

2. Gratification Shopping In this category, escape from the stress of why shopping, making shopping for the case to go shopping with a negative spirit, and describes himself as a treatment method. Many people specify that to alleviate the stress they experience or issues are that they forget to go shopping to live a kind of therapy. Shopping experience, relax in some time to calm down, relax, head to busy with other things, and is steeped in understanding as a kind of special treatment.

3. Social Shopping: Purchases made in this category is expressed enjoyed the purchases made to friends and family, socializing during shopping, obtaining the opportunity to interact with other people. Experience in this type can be defined as a way to spend time with friends and family members. Shopping malls or department stores are great which people have become places they can come together. Such places offers unique opportunities for young people to meet. On the other hand, because they are controlled and safe environment, are a case of attraction for the elderly and women. Especially, because there is no places to spend time, such places have gained a place to socialize and spend time feature for those who live in suburbs and rural areas.

4. Idea Shopping: Shopping in this category is to follow new trends and fashions, to aware of new products and developments. Without the need for a specific purchase or decision of this exchange only for the purpose of information gathering, people are using a kind of entertainment or leisure ratings shopping.

5. Role Shopping: Shopping in this category include that while people do shopping for someone else, enjoying and positive thoughts. Many people mention about enjoying to take gift for people who they love. To do shopping for family and friends is very important for some people and this shopping can be feeling better to people. Sometimes, find the perfect gift for a loved one can provide a great pleasure. It is specified that womens saw as a way to express their love or love.

6. Value Shopping: Some people like shopping as if they lived in the excitement of the race in shopping in this category. Wait for the sale period and shopping discounts in order to follow and they feel a great deal of pleasure from this shop. The first of them, the person's best product is provided by the visual pleasure due to take the most affordable himself as a smart consumer. On the other hand, some people are very proud of them with market information. where the most beautiful and cheap products sales to transfer to the people around that can provide a quite pleasurable satisfaction (Arnold&Reynolds,2003).

3. The Diffrences in Caused of Hedonic Consumption in Terms of Socio-Demographic Characteristics a Survey on Consumers Living in Nazilli

It is stated that factors such as the living area, individual characteristics a number of demographic factors, the main factors affecting the hedonic consumption studies in the literature (Hopkinson & Pujarii, 1999; Ünal & Ceylan, 2008; Deniz & Erciř, 2010; Aydın, 2010; Özgül, 2011; Köker & Maden, 2012). The aim of this study was to reveal the size of consumers' thoughts on why the hedonic consumption and to determine whether it differs according to demographic characteristics.

H₁: Thoughts on consumers' hedonic shopping is collected in the lower dimensions.

H₂:There is meaningful relationship between consumers'socio-demographic characteristics and reasons of hedonic consumption.

H₂₁: There is meaningful relationship between consumers' gender and reasons of hedonic consumption.

H₂₂: There is meaningful relationship between consumers' age and reasons of hedonic consumption.

H₂₃: There is meaningful relationship between consumers' marital status and reasons of hedonic consumption.

H₂₄: There is meaningful relationship between consumers' educational levels and reasons of hedonic consumption.

H₂₅: There is meaningful relationship between consumers' job and reasons of hedonic consumption.

H₂₆: There is meaningful relationship between consumers' income and reasons of hedonic consumption.

3.1. Method

Descriptive research model is used in this study. The main body of the research in Nazilli consumers is created by 25 years of age and over. The selection of the main body were effective by attainability and cost criteria. Easy sampling is chosen as the sampling method.

Sampling formula:

$$n = \frac{Nt^2 pq}{d^2 (N - 1) + t^2 pq}$$

P: the possibility of hedonic consumption based on the assumption of 50 per cent is 0.5,q: the possibility not to hedonic consumption based on the assumption of 50 per cent is 0.5.N: The number of individuals in the audience, z: standard normal distribution value, d: characterize the sampling error. Examples of the creation of the volume and 90 per cent confidence limit was studied by 5 percent margin of error. Nazilli population is 149,000. Accordingly the created sampling is 384. Total of 384 consumer survey was conducted in this study.

The data in the study were collected using face to face interviews with first-hand method. Surveys were conducted in March-April 2014. A questionnaire consists of two parts. Multiple-choice questions for hedonic shopping and consumer demographic trends in the first part is located. The second section is intended to determine the causes that led to the hedonic shopping. Arnold and Reynolds (2003) has developed and is based on the six-dimensional scale features described above. Accordingly, for the adventure of hedonic consumption study, relax, social purpose, to get ideas, to please others and adopted the view that the race for the excitement. Hedonic shopping 5s causes of consumers surveyed Likert scale (1 = I strongly disagree, 5 = totally agree) was measured.

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The Model of Research

The model of research is shown in Figure 1.

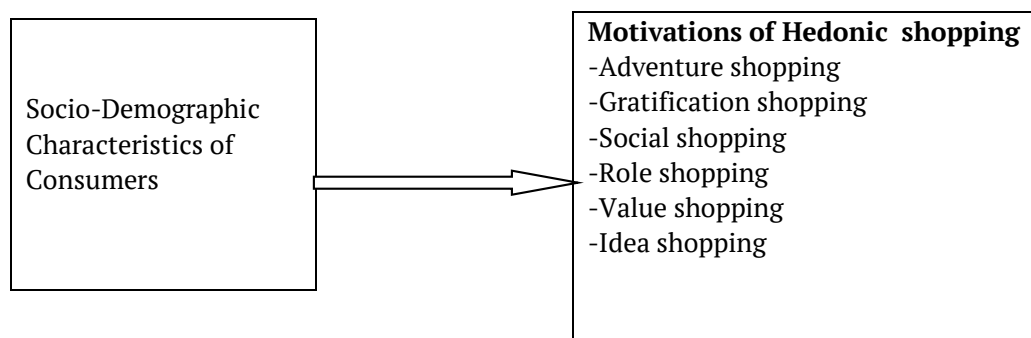


Figure 1:Model of Research

Analysis of the Data and Findings

Consumers living in Nazilli examined the attitudes and ideas on hedonic shopping, analysis was performed with SPSS 20.0 software package help of data. Primarily Cronbach alpha coefficient was calculated frequency distribution and the analysis of data, factor analysis was performed. In testing a hypothesis test and Anova were used.

Socio-Demographic Characteristics

Information on the demographic characteristics of the consumer as a result of responses to the survey in the survey are also included in Table 1.

Table 1. The Distribution of Demographic Characteristics of Participants (n=384)

	Sayı	%		Sayı	%
Sex			Job		
Women	190	49.5	Emekli	22	5.7
Man	194	50.5	Public Employees	89	23.2
Age			Private Sector Workers	84	21.9
<25	134	34.9	Housewife	20	5.2
26-30	92	24	Workers	32	8.3
31-35	48	12.5	Students	82	21.4
36-40	36	9.4	Profession	47	12.2
41-45	17	4.4	Merchandiser	8	2.1
46-50	25	6.5	Income		
51-55	20	5.2	500TL <	73	19
56-60	6	1.6	501-1000TL	90	23.4
61 >	6	1.6	1001-1500TL	57	14.8
Medeni Durum			1501-2000TL	49	12,8
Single	200	52.1	2001-2500TL	39	10.2
Married	158	41.1	2501-3000TL	39	10.2
Others	26	6.8	3001-3500TL	18	4.7
Education			3501-4000TL	11	2.9
Primary School	31	8.1	4001-4500TL	2	0.5
High School	139	36.2	4501>	6	1.6
Üniversity	177	46.1	Family size		
MBA	23	6	1	38	9.9
Phd	14	3.6	2	66	17.2
Childeren			3	131	34.1

0	242	63	4 >	149	38.8
1	77	20.1	Total	384	100
2	52	13.5			
3 >	13	3.4			

Shopping attitudes that determine people's income is one of the important factors. Income groups consisting of ten categories in order to determine the existence of the relationship between income attitudes were formed. 23.4 percent 's income is between 501-1000 TL of consumers surveyed, 19 percent of the income is 500 TL and under. Case study research were collected in five groups. 46.1 percent of consumers surveyed are university graduates, 36.2 percent of high school graduates. 49.5 percent of consumers are women and 50.5 percent of the men.

52.1 percent of consumers are single, 41.1 percent are married, 6.8 percent are widowed or divorced. Occupational group when viewed from the perspective of respondents, 23.2 percent of public employees, 21.9 percent of private sector workers, 21.4 percent are students. The majority of the participants are under 25 years of age.

Table 2.The Distribution of Shopping Related Behavioral Characteristics of Participants (n=384)

	Number	%		Number	%
Shopping frequency			The person with whom you go shopping		
every 2-3 days	62	16.1	Myself	131	34.1
Once a week	132	34.4	With my wife	96	25
Twice a week and more	42	10.9	With friend/s	109	28.4
Once a month	79	20.6	With my family	48	12.5
Every 2-3 months	48	12.5	Shopping Place		
Once-twice a year	21	5.5	Shopping Mall	224	58.3
Shopping duration			Independent store	160	41.7
Less than 1 hour	74	19.3	Credit card ownership		
1-2 hours	168	43.8	Available	257	66.9
3-4 hours	83	21.6	Not available	127	33.1
4-5 hours	41	10.7	Payment at Shopping		
5-6 hours	10	2.6	Cash	162	42.2
6-7 hours	4	1	Single payment by Credit card	128	33.3
7-8 hours	1	0.3	Installment via Credit card	94	24.5
More than 8 hours	3	0.8	Suspension		
Shopping day			Always	40	10.4
Monday	18	4.7	Sometimes	249	64.8
Tuesday	13	3.4	Never	95	24.7
Wednesday	10	2.6	Impulse Shopping		
Thursday	37	9.6	Always	72	18.8
Friday	9	2.3	Sometimes	252	65.6
Saturday	167	43.5	Never	60	15.6
Sunday	130	33.9	Definite purchase of products		

Hedonic Consumers Consumption Causes Of Differences

Product group			Yes	198	51.6
Clothing	194	50.5	No	186	48.4
Food	97	25.3	Total	384	100
Cosmetics	14	3.6			
Electronics	61	15.9			
Book, journal, CD	18	4.7			

Shopping related behavioral characteristics of participants were examined as well as Participants' demographic characteristics. While shopping frequency of participants is once a week with 34.4 percent, it is once a month with 20.6 percent. This result shows that consumers go shopping quite often. 43.8 percent of time spent on shopping is 1-2 hours. While 34.1 percent of consumers go shopping on their own, 28.4 percent of them prefer to go with their friend or friends. While 58.3 percent of consumers prefer shopping mall, 41.7 of them buy from independent stores. Researches indicate that hedonic shopping is affected by design of the shopping centers (Budisantoso & Mizerski, 2010). 66.9 percent of participants have credit card. 42.2 percent of consumers researched pay in cash. Shopping is done mostly at the weekends.

It has become evident that 64.8 percent of respondents sometimes postpone buying needed things to purchase the things from which they take pleasure. While 50.5 percent of consumers spend money on clothing in their shopping, 25.3 of them spend on food. This situation is compatible with the previous studies. When examined the product groups having hedonic shopping, it has been seen that the large part of the consumers having hedonic consumption all the time have hedonic consumption on clothing products (Doğan and et. al., 2014). In also Ceylan's study (2007), it is indicated that clothing products take place on the top in the product groups subjecting to hedonic consumption. For this reason, it will be beneficial to concentrate on remarkable, attractive presentations especially in presentation of clothing, food, personal care products (Ünal & Ceylan, 2008, p. 281).

3.2. Reliability Analysis Results

Reliability analysis has been applied in the research with the aim of revealing the consistency and accuracy of results. Reliability analysis is a method developed for evaluating properties or reliabilities of tests, surveys or scales used in surveying (Kalaycı, 2010, p. 403). Alpha coefficient method explaining the mean of objective measurement used widely in the reliability analysis and preferred in the situations that the single scale is applied to one group for once is applied in knowledge, personality, emotive values, attitude or skill tests (Tavakol & Dennick, 2011, p. 53). Reliability coefficient (Cronbach alpha value) of the 22-question scale used in this study is calculated as 0.919. As to $0.80 \geq \alpha < 1.00$, according to the result that the scale is a highly reliable scale (Kalaycı, 2010, p. 405), it shows that the scale is highly reliable.

Attitudes and thoughts relating hedonic shopping of consumers living in Nazilli have been examined; the obtained data have been subjected to factor analysis. In case Kaiser-Meyer-Olkin's (KMO) statistics applied for checking compatibility of data set for factor analysis in terms of sample size is 0.50 and above, it can be said that the number of samples are adequate for factor analysis (Field, 2009, p. 647). In this study, KMO test is 0.912. Due to $0.912 > 0.50$, it is seen that the factor analysis is appropriate.

Correlation matrix uses Bartletttesti (Bartlett's test of sphericity) to check compatibility of data set for factor analysis. It tests the possibility that there are high rate correlations between some variables in correlation matrix (Kalaycı, 2010, p. 322). In this study, Bartlett test was found significant as (sig.=0,000). Factor analysis results have been given in Table 3.

Table 3.The Result of Factor Analysis

Expressions	Average	hh	Adventure Shopping	Opportunity Shopping	Shopping to make happy	Idea Shopping	Social Shopping	Shopping to relax
Shopping is exciting event for me (MA3)	3.2240	1.32138	.769	.148	.110	.336	.208	.145
Shopping is an adventure for me (MA1)	2.9219	1.37457	.746	.333	.156	.124	.206	.055
When I go shopping, I feel myself in another world and feel very strong (MA4)	2.9688	1.28825	.731	.252	.210	.233	-.017	.189
Shopping has always attracted me (MA2)	3.4062	1.25852	.723	.231	.136	.266	.272	.096
I go shopping to keep up with the fashion (FE2)	2.7318	1.28800	.332	.765	.150	.173	.004	.205
I go shopping to be informed of the latest trends and preferences (FE1)	2.9609	1.24579	.231	.738	.251	.121	.124	.188
I go shopping to see the latest products in market (FE3)	2.9349	1.21927	.326	.700	.172	.152	.005	.175
I go shopping to try new things in my own way (FE4)	3.0547	2.46111	.069	.476	-.029	.212	.095	.194
Looking for and finding discounted products appeal to me when I go shopping. (FA2)	3.5156	1.19824	.176	.035	.823	.060	.095	.104
I go shopping mostly during discount times (FA1)	3.3672	1.14853	.085	.186	.748	.076	.138	.099
When I go shopping, I take pleasure in capturing and finding discounted products before others (FA3)	3.0573	1.29746	.170	.024	.720	.187	.106	.154
I go shopping to benefit from advantages of discount times (FA4)	3.3750	1.22634	.015	.411	.604	.054	.313	.032
Going shopping when I feel depressed makes me feel better (RA1)	3.2318	1.35998	.290	.181	.132	.809	.214	.133
I go shopping when I want to please myself (RA3)	3.1536	1.33436	.264	.239	.164	.796	.131	.104
Shopping is the best	3.3568	1.41063	.312	.272	.116	.753	.224	.153

Hedonic Consumers Consumption Causes Of Differences

stress-reduction method for me (RA2)								
I take pleasure in shopping for my family and my friends (ME3)	3.7969	1.14276	.107	.021	.164	.231	.848	.105
I feel better myself when I do shopping for special persons in my life (ME2)	3.7604	1.14709	.144	-.004	.170	.206	.832	.101
I am fond of spending time and effort a lot to find perfect one while I am buying gift	3.7161	1.18306	.226	.396	.088	.262	.554	.023
I go shopping to buy something for others. Because I also become happy when they are happy (ME1)	3.1094	1.24683	.228	.159	.310	-.219	.516	.273
When I go shopping, I take pleasure in interacting with other people (SA2)	2.8385	1.12414	.156	.122	.176	.048	-.032	.844
Going shopping with acquaintances is an opportunity to spend fun time with them (SA3)	3.2109	1.19825	.078	.227	.078	.214	.273	.699
I go shopping to interact with my family or my friends and to socialize (SA1)	2.9922	1.12528	.122	.367	.150	.112	.173	.677
Factor analysis results								
RotationSums of SquaredLoadings			2,978	2,850	2,611	2,542	2,525	2,068
% of VarianceExplained			13,536	12,956	11,869	11,556	11,476	9,398
Cumulative % of theVarianceExplained			13,536	26,492	38,361	49,917	61,393	70,791

It is a multivariate statistics aspiring to find and discover new variables limited unrelated and significant conceptually bringing together p variables interrelated (Büyüköztürk, 2010). Basic logic in factor analysis is thought that a complex phenomenon will be able to be explained with the help of smaller number of factors (Altunışık, 2010). In the analysis, the method of principal components analysis (PCA) was used as a method of factor removing. Varimax Rotation was selected as the method of factor rotation. According to the results of factor analysis, the reasons of hedonic shopping have been brought together under six factors, H_1 was accepted.

Factors explain 70.791 percent of the total variance. According to the analysis, these factors are; adventure shopping, value shopping, role shopping, idea shopping, social shopping and gratification shopping.

As seen in table 3, the first factor - adventure shopping explains 13.536 percent of total variance; the second factor – value shopping explains 12.956 percent of it, the third factor – role shopping explains

11.869 percent of it, the fourth factor - idea shopping explains 11.556 percent of it, the fifth factor - social shopping explains 11.476 percent of it and the sixth factor - Gratification shopping explains 9.398 percent of it.

Table 4. T Test Related Evaluation of Sub-Dimensions According to Gender

	N	\bar{X}	T	Df	p
Adventure Shopping					
Female	190	3.2171	1,493	374.0	0,136
Male	194	3.0451			
Value shopping					
Female	190	3.3684	0,804	381.9	0,422
Male	194	3.2899			
Role shopping					
Female	190	3.7461	3,218	379.7	0.001*
Male	194	3.4485			
Idea Shopping					
Female	190	2.7934	-2,072	349.5	0.039*
Male	194	3.0451			
Social Shopping					
Female	190	3.0123	-0,033	380.7	0,974
Male	194	3.0155			
Gratification shopping					
Female	190	3.5070	4,061	381.3	0.000*
Male	194	2.9931			

* $p < 0.05$

According to the consumers' genders within the research, "t" test was done to determine whether the reasons of sub-dimensions differ from. In the result of analysis, difference between the thoughts of women and men has been found statistically meaningful in the dimensions of role shopping ($t=3.218$, $p<0.05$), idea shopping ($t=-2.072$, $p<0.05$) and gratification shopping ($t=4.061$, $p<0.05$). Based on this, H_{21} hypothesis has been accepted. Examined in terms of averages, it is understood that women go shopping to make happy and relax compared to men; also men go shopping to get more opinion compared to women (Table 4). Interpreted the findings, it is possible to say the reason that the women's averages are higher than men's averages in the sub-dimension of role shopping is due to take pleasure in choosing gift to those around. Also shopping for women is an occasion to let off steam, relax and socialize rather than meet their needs.

Enginkaya and Ozansoy, in their study (2010), have shown that women put more emphasis on shopping for those around rather than men. In a study conducted in Tokat, it has been revealed that women have more tendencies to hedonic consumption rather than men (Doğan et. al., 2014). According to the answers given to the hedonic consumption, the obtained result has been that women consumers take more pleasure from shopping rather than men (Özdemir & Yaman, 2007). In Kirgız's study (2014), whether there is a difference between women and men consumers on taking pleasure from shopping has been researched and the thought of shopping by reason of taking pleasure has been found more in women than in men. According to this study, women also let off steam by shopping. Shopping in young consumers is exciting, seen as socialization and liberation means, done with the aim of making others happy, able to catch new trends; such factors have more in women consumers than men (Fettahlıoğlu and et. al., 2014). In another conducted study with young consumers, shopping is more exciting for girls rather than boys. Also in this study, girls take more pleasure from shopping for their friends and their family rather than boys.

Table 5. Anova Analysis Related Evaluation of Sub-Dimensions Depending On the Demographic Characteristics of Consumers

Hedonic Consumers Consumption Causes Of Differences

	Age		Marital status		Education		Occupation		Income	
	F	sig	F	sig	F	sig	F	sig	F	sig
Adventure Shopping	2.85	0.004*	1.04	0,352	4.38	0.002*	2.71	0.009*	3.81	0.000*
Value Shopping	2.11	0,132	1.91	0,149	2.74	0.028*	2.31	0,057	2.17	0.023*
Role Shopping	1.67	0,103	5.08	0.007*	4.85	0.001*	1.78	0,089	2.28	0.017*
Idea Shopping	2.07	0.037*	1.52	0,218	3.01	0.018*	1.41	0,200	1.80	0,066
Social Shopping	2.94	0.003*	1.56	0,211	1.53	0,193	2.77	0,111	2.12	0.026*
Gratification Shopping	2.02	0.043*	0.32	0,720	5.18	0.000*	2.03	0,052	3.61	0.000*

*P<0.05

According to ANOVA analysis (Table 5), it has been determined that sub-divisions of adventure shopping, idea shopping, social shopping and gratification shopping in the hedonic shopping reasons of consumers are differing from according to the age variable. H₂₂ has been accepted.

According to posthoc tests (tukey); consumers above the age of 61 years get less involved in the shopping for adventure rather than consumers at the ages of between 26-30, 31-35, 36-40 and 55-60 years. It is understood that consumers above the age of 61 years get less involved in the idea shopping rather than consumers at the ages of between 26-30 and 36-40 years. It has been determined that consumers at the ages of between 46-50 years get less involved in the shopping to socialize rather than consumers at the ages of between 26-30 years. It has been shown that consumers at the age of 61 years and above get less involved in the gratification shopping rather than consumers at the ages of 26-30 years. In the conducted study, it is stated that consumers in young group have more hedonic consumption than elder group (Doğan and et. al., 2014).

In terms of marital status, it is observed that consumers differ only in the factor of role shopping (Table 5). H₂₃ has been accepted. According to the Tukey test, it has been understood that widowed/divorced consumers get less involved in this sub-dimension rather than married and bachelor ones. In shopping to make others happy, it is considered that being spouse intended convey with "others" will be able to explain why the participation to this idea in widowed or divorced consumers is lower.

Education level is an important determinant in hedonism (Özdemir & Yaman, 2007, p. 85). It has been determined that all dimensions except social shopping sub-division are differing according to the educational levels. H₂₄ has been accepted. According to the Tukey test, it has been shown that primary/secondary school graduates get less involved in the factor of being happy rather than high school, university, and master degree graduates. Primary/secondary school graduates get less involved in the factor of shopping for adventure rather than high school, university and master degree graduates. Primary/secondary school graduates get less involved in the idea shopping rather than high school graduates. High school graduates get less involved in the sub-dimension of value shopping rather than university graduates. It has been seen that primary/secondary school graduates get less involved in the gratification shopping rather than high school and university graduates. In general terms, it can be said that the hedonic shopping trend increases when the education gets high. In another conducted study, it has been shown that postgraduate consumers have more hedonic shopping (Doğan and et. al., 2014).

According to the Table 5, it is seen that the factor of adventure shopping differs in terms of occupational groups. According to this, H₂₅ has been accepted. According to Tukey test, it has been understood that retirees get less involved in the sub-dimension of adventure rather than merchants. All factors other than idea shopping differ in the evaluation in terms of income (Table 5). H₂₆ has been accepted. According to Tukey test, consumers having income between 501-1000 get less involved in statements related the sub-dimension of gratification shopping rather than consumers having income

between 2501-3000; consumers having income between 3501-4000 get less involved in statements related the sub-dimension of gratification shopping rather than consumers having income between 2000-3000. Consumers having income between 501-1000 get less involved in the dimension of adventure shopping rather than consumers having income between 1000-1500 and between 2501-3000. Consumers having income between 501-1000 get less involved in the dimension of gratification shopping shopping to be happy rather than consumers having income between 3001-3500. Consumers whose incomes are 4501 and above get less involved in shopping to socialize. Consumers whose incomes are 4501 and above get less involved in the sub-dimension of shopping for racing rather than consumers having income between 2501-3500. In the general sense, it is seen that there is a difference of interest to hedonic consumption between the consumers whose incomes are higher and lower. Consumers with higher incomes are more willing to hedonic shopping. On the contrary, interest to hedonic shopping decreases when individuals' income level declines. Table in various conducted studies is quite similar to this (Aydın, 2010; Çakmak & Çakır, 2012).

4. Results

The basis of modern marketing is to understand consumers' needs and senses and to manage the value perceived by consumers. With this approach, determining and applying the marketing strategies and tactics, companies are required to understand all the factors that affect consumer behaviors.

It is a fact that consumers not only do shopping in a utilitarian attitude but also emotions have effect on the decision of shopping. In today's society, emotive dimension of consumption concept has been more realized and hedonic consumption having different aspects other than classical understanding in purchase process began to be more investigated. In this study, the dimensions of consumers' thoughts related the hedonic consumption reasons have been revealed and whether they become different according to the socio-demographic characteristics has been examined. Offering its products and services to consumers, that companies know the variables which may cause these differences can be helpful.

"Hedonic shopping reasons" scale developed by Arnold and Reynold (2003) is used to determine the hedonic consumption reasons in the research. Factor analysis has been applied to variables and six hedonic consumption reasons have been determined as in the original study. These are; adventure shopping, value shopping, role shopping, idea shopping, social shopping and gratification shopping. Hereunder, differences have been determined in consumers' hedonic consumption according to gender, marital status, education and occupational factors of demographic characteristics. Such features as gender, income, marital status, occupation may cause that consumers approach hedonic shopping differently.

In particular, gender is quite a distinctive factor in hedonic shopping behavior. Research findings are consistent with the literature in this direction and women consumers do more shopping due to hedonic reasons rather than men. Because of that women have hedonic shopping trends more than men, that companies producing good and service mostly prefer women consumers as a target group and they do marketing communication according to this will be more appropriate.

Consumers have a high level of hedonic consumption habits at the young ages and they have a utilitarian attitude instead of hedonic consumption as the years passes are some of the obtained results. Young consumers regard shopping as an important mean to spend enjoyable time. Shopping is also a social activity for young as well as this. Therefore, it will be wise for retailers offering good and service for young people to create a store atmosphere to be enjoyed.

It is seen that there is a difference of interest to hedonic consumption between the consumers with a higher income and the individuals with a lower income. While the consumers with a higher income are willing to do hedonic shopping, interest to hedonic shopping decreases in the consumers with a lower income. Looking at the relationship between hedonism and educational status, the consumers with a higher educational status seem to have a hedonist consumption mentality.

The research is limited to hedonic consumption reasons of demographic characteristics of consumers over the age of 25 and living in Nazilli district of Aydın. Therefore, when the obtained findings and

results were evaluated, only these factors were considered. Different results can be achieved in the studies to be conducted in different period of time, different income groups and different districts. In future studies on this subject, examining a wider and different group can give different results.

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Comparison of Communication Skills of Tourism Students and Tourism Workers: Cases of Pamukkale University and Pamukkale Destination

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1. Introduction

In tourism industry, communication skills of industry workers and tourism students as potential workers are extremely important. Their effectiveness in verbal, non-verbal and written communication skills increases the quality of communication established with tourists who visit the destination as well as the satisfaction of tourists regarding their experience at the destination. Therefore, it is a requirement to assess communication skills of industry workers as well as tourism students as the future workers and to develop strategies to improve these skills. The aim of the present study is to compare communication skills of tourism workers with those of the undergraduate students and to make suggestions to improve their communication skills.

2. Literature Review

Literature regarding communication skills is quite wide. Studies have been conducted in the fields which attach importance to communication skills for many areas and applications. Various researches have been conducted, dealing with verbal, non-verbal and written communication skills.

Studies on Communication Skills of Tourism Students

Before analyzing studies conducted on communication skills of tourism workers and students, one should look into the studies on communication skills of students who study in various fields. When studies conducted on students, especially college students, are analyzed, these studies are observed to be on communication skills of college students (e.g. Erözkan, 2005; Ersanlı & Balcı, 1998; Korkut, 1996), verbal communication skills of graduate students (e.g. Ulinski & O'Collaghan, 2002), communication skills of undergraduate students (e.g. Erigüç, Şener & Eriş, 2013; Akyurt, 2009), communication skills of students who study in the field of education (e.g. Ocağ & Erşen, 2015; Gülbahçe, 2010; Dilekmen, Başçı & Bektaş, 2008; Pehlivan, 2005), communication skills of undergraduate students who study in the field of health care (e.g. Bingöl & Demir, 2011; Tutuk, Al & Doğan, 2002) and communications skills of undergraduate students who study in the field of physical education (e.g. Kılıçgil, et al., 2009). There are, however, studies which measure the influence of communication skills training (e.g. Kutlu, Balcı & Yılmaz, 2007; Şahin, 1999).

There are also studies on communication skills of undergraduate students studying in the field of tourism. In the work of Summak (2014) which was conducted to determine communication and empathetic skills of students who receive tourism education and will be working in the industry after college, majority of students are found to try to understand the other party, to respect opinion differences with tourists due to cultural differences, to easily communicate with the opposite sex, to have the skill of effective listening and to think that communication skills play an important role in tourism services.

In their work on communication skills of tourism students, Pelit and Karaçor (2015) emphasized the importance of improving communication skills of tourism students and found that female students have higher levels of communication skills compared to male students.

In their study on determining characteristics of tourism students and evaluating them in terms of conformity to tourism industry, Aslan, Ünivar and Başoda (2012) suggested that people to be employed in tourism industry within the frame of character-work/industry harmony should be chosen from extroverted, good-tempered, responsible and emotionally balanced people. They also argued that productivity of workers in work would be reflected on the service quality and could create a positive business image by influencing the performance in a positive way.

In their study on the effects of sociotropic-autonomous personality traits of tourism students on their communication skills, Tokmak, Turgut and Öktem (2012) found that subdimensions of “separation anxiety” and “anxiety to please others” of sociotropy and subdimension of “personal achievement” of autonomous personality influence communication skills significantly in a positive way.

Eskiyörük (2014) studied communication skills of students of Tourism and Hotel Management Academy in terms of various variables and found that socio-demographical characteristics of the students don't have an influence on their communication skills. They emphasized that, students who constantly find themselves in communicative situations with people due to their industry had to improve their communication skills independent from their socio-demographic traits. The findings of the study suggested that although current communication skill perceptions of the students were high, their communication skill levels did not differentiate according to the year they are in and that a communication skills training program should be put in place, oriented towards effective communication technique from their first year in the college. They also suggested that seminars and conferences should be organized to improve effective communication skills of tourism students.

Studies on Communication Skills of Tourism Workers

Studies conducted on communication skills of workers in various fields include studies on communication skills of workers of education industry (e.g. Sabancı et al., 2016; Ahmetoğlu & Acar, 2016; Ada et al., 2015; Keçeci & Taşocak, 2009), studies on communication skills of worker of health care industry (e.g. Babadağlı, Ekiz & Erdoğan, 2006) and these studies generally include works towards communication skills of workers (e.g. Coffelt, Baker & Corey, 2016) as well as verbal communication skills of workers (e.g. Brink & Costigan, 2015).

There also are studies oriented towards evaluation of communication skills of tourism workers. In the study of Ünüvar (2009) main factors in tourism business are specified as human beings; therefore it is argued that hospitality businesses have to establish an effective communication with their guests to satisfy them. The findings of the study suggest that communication established with tourists by the hospitality business personnel is very important in tourists' obtaining a positive impression about the business itself.

Erkuş and Günlü (2009) analyzed communication styles, verbal communication and work performance in their study. They also emphasized the importance of communication trainings for workers based on the assumption that customer satisfaction is influenced by the attitudes of workers of hospitality businesses. They suggested emphasizing the relation between communication and work performance in the trainings to be organized for the workers.

In the study aimed at determining perception of hospitality leaders on which interpersonal communication skill is important and whether their syllabi prepare them to be competent in their interpersonal communication skills, Lolli (2013) argued that their syllabi were at the level to contribute graduates to be more ready for employment in the industry.

Quinn (2013) analyzed the importance of resources and interpersonal relations in accommodation businesses with regard to graduates. Professionals of hotels, accommodation services, food and beverage services and tourism were asked about importance rating of interpersonal communication skills and 10 resources, specified by USA Ministry of Labor. The study indicated an important consensus between three accommodation sections and the importance of interpersonal communication skills was emphasized.

Studies Comparing Students and Workers

There also are comparative studies between workers, employers and students. Kleckner and Marshall (2014), for example, aimed to evaluate perceptions of employers related to the communication skills of newly employed people and to compare this perception with the perceptions of business management students and faculty, starting off from the anxieties of employers about communication skills of newly employed people. Study concluded that employers valued written and verbal communications skills the most, but they also were least satisfied with these.

Comparison of Communication Skills of Tourism Students and Tourism Workers

Lear, Hodge and Schulz (2015) suggested that perceptions related to the importance of communication skills in business environments differed between employers, academicians and students. The findings of the study suggested that the ranking of communication skills for employers (listening, non-verbal communication, written and verbal communication) is different from the ranking of academicians and students (listening, verbal communication, written and non-verbal communication).

In another study on this subject, Ulinski and O'Collaghan (2002) analyzed whether there were differences among MBA students themselves as well as between MBA students and potential employers in terms of perceptions related to verbal communication skills. The findings of their study suggested certain differences in the perceptions of verbal communication skills both among students themselves and between potential employers and students.

3. Method

The present study aims to compare communication skills of graduate students, studying at Pamukkale University in the field of tourism with those of tourism workers, working at the Pamukkale destination. In line with this purpose, a questionnaire was implemented on workers in various positions and departments in tourism businesses at Pamukkale destination along with undergraduate students of tourism department of Pamukkale University.

Questionnaire form used to gather data consists of three dimensional (mental, emotional and behavioral) Communication Skills Inventory, developed by Ersanlı and Balcı (1998) as well as demographical questions. Statements in the Communication Skills Inventory were adapted to tourism industry and measured through 5 point Likert scale.

Study was conducted with decisional sampling technique and data were collected through face-to-face questionnaire technique. Tourism students and workers were asked to fill the questionnaire form, 824 people agreed to participate the study and 816 of these forms were found to be useable. A sample was constituted of 428 tourism students and 388 tourism workers in total.

Validity and reliability of the scale were measured; the scale, validity and reliability of which were measured by Ersanlı and Balcı (1998) was also tested for face validity and it was found adequate for the validity of scale items in terms of literature and conceptual conformity. Cronbach Alpha coefficient was also calculated for the scale. Alpha coefficient of the scale was found to be 0,922. In this line, the scale was found reliable since the figure exceeded 0,70 suggested by Hair et al. (1995, p.118).

4. Findings

Findings of the study include demographical data of both students and workers; the schools students graduated from, their departments, their year in the school, their places of living and life styles; for workers, the type of business they work for, their departments, their terms of employment in Pamukkale, their places of living and their tourism-related education. Later in the section, answers given by students and workers are compared in the frame of statements found in the Communication Skills Inventory.

Demographical Data of the Sample Group

46% of tourism students were female while 54% were male. Sample group may be considered to have a balanced distribution in terms of gender. Majority of students were single (98.1%) and between 18 and 25 years old (97%). Majority of tourism students had graduated from high schools and vocational high schools (71.6%). Students who had graduated from vocational high school of tourism constituted 28.4% of the group. 61.8% of the students were studying in the Department of Tourism and Hospitality Management while 38.2% were studying in the Department of Travel. Majority of students consisted of 1st and 2nd graders (90.6%) Majority of students were living in student residences/apartments or rented apartments (71.9%). 59.6% of students were living with others while 40.4% were living alone.

When workers were analyzed in terms of findings related to demographics and working conditions in tourism industry, the sample group was observed to be consisted of mostly male workers (64.2%). 52.1% of tourism workers were single while 47.9% were married. Majority of the workers in the sample group had graduated from high schools and lower level schools (71.1%). Workers with undergraduate or higher education degrees constituted 28.9% of workers. Hence, education of the sample group may be considered as low. Workers were under the age of 35 in general (74.6%). Majority of the sample group had a monthly income between 500 and 1500 Turkish Lira (77.9%). Workers were living in Denizli (67.1%), Pamukkale (15.5%), other regions (9.8%) and Karahayit (7.5%) respectively. Sample group were working in hotels with tourism operation licenses to a large extent (88.1%). They were working in food & beverage departments (47.3%), housekeeping services (26.9%) and front office departments (25.8%). 31% of the worker sample group was working in Pamukkale for more than 5 years. Workers who were working in Pamukkale for more than 2 years constituted 65.5% of the sample group. Majority of workers did not get their education in the field of tourism (45.4%). Workers who received education in the field of tourism, on the other hand, constituted 54.4% of the sample group.

Comparison of Communication Skills of Tourism Students and Tourism Workers

With the purpose of comparing communication skills of tourism students and tourism workers, total scores of answers given to the statements of Communication Skills Inventory of Erganlı and Balcı (1996) were taken and averages were calculated. In addition, an Independent Sample T-test was conducted to see the difference between student and worker groups for each item and three main dimensions in the scale. In the frame of the answers given by the sample group, Table 1 presents averages of the total scores taken from the three subdimensions as well as the scale in general.

Table 1. Total Score Averages over Communication Skills Inventory

	N	Minimum	Maximum	Avg.	S.D.	
Student	Mental	428	24,00	77,00	58,6215	8,06715
	Emotional	428	16,00	47,00	30,9509	4,39447
	Behavioral	428	24,00	65,00	48,9299	6,84863
	Communication Skills Inventory (Total)	428	67,00	180,00	138,5023	15,61713
Worker	Mental	388	29,00	83,00	60,7423	8,00811
	Emotional	388	16,00	47,00	30,6134	5,11117
	Behavioral	388	19,00	67,00	49,5052	6,85113
	Communication Skills Inventory (Total)	388	64,00	194,00	140,8608	16,28275

Looking to the table, it will not be wrong to say that both student (138,5023) and worker (140,8608) groups have medium level communication skills when averages of total scores taken from the scale is considered. When averages of total scores of the answers given in the dimensions are considered, mental dimension comes out as the one including strongest communication skills for both groups, followed by behavioral dimension and finally emotional dimension comes last by being the dimension including lower levels of communication skills for both groups.

Differences between tourism students and workers were analyzed in the frame of each item of the scale as well as three main dimensions. The scale in general shows a significant difference ($p < 0,05$ or $p < 0,001$) between students and workers in 23 statements. Distributions of these statements in three dimensions are as seen in Table 2 (Mental Dimension), Table 3 (Emotional Dimension) and Table 4 (Behavioral Dimension). Tables only include items which have a significant difference.

Comparison of Communication Skills of Tourism Students and Tourism Workers

Table 2. Comparison of Communication Skills of Tourism Students and Workers (Mental Dimension)

Items	Groups	N	Avg.	SD	t	P
MENTAL DIMENSION	Worker	38	3,527	0,4609	3,71	0,000**
	Student	42	3,407	0,4600		
I try to understand tourists.	Worker	38	4,183	,95101	2,23	0,026*
	Student	42	4,023	1,0766		
I have difficulty in conveying my thoughts to tourists.+	Worker	38	3,392	1,4181	2,06	0,039*
	Student	42	3,192	1,3516		
I am able to concentrate my attention on the area of interests of tourists.	Worker	38	3,822	1,0401	2,09	0,036*
	Student	42	3,666	1,0722		
I convey my criticisms without hurting the feelings of tourists.	Worker	38	4,046	,88150	2,33	0,020*
	Student	42	3,885	1,0652		
I try to understand whether tourists are willing to talk.	Worker	38	4,015	,93286	3,34	0,001**
	Student	42	3,779	1,0685		
I easily accept my wrong attitudes and behaviors.	Worker	38	3,829	1,0972	3,72	0,000**
	Student	42	3,531	1,1771		
I repeat what I try to say in other words when tourists don't understand.	Worker	38	4,059	0,9720	3,12	0,002**
	Student	42	3,829	1,1146		
I am able to accept that my argument was wrong at the end of discussion.	Worker	38	3,578	1,1940	3,20	0,001**
	Student	42	3,305	1,2332		
I try to understand tourists' problems rather than their attitudes.	Worker	38	4,005	,95764	2,92	0,004**
	Student	42	3,800	1,0301		
I pay attention on whether tourists are open to suggestion.	Worker	38	3,914	,96330	3,06	0,002**
	Student	42	3,675	1,2316		
I try to understand tourist's emotions by putting myself in their shoes.	Worker	38	3,922	1,1179	2,13	0,033*
	Student	42	3,749	1,1928		
		7	4	9		

I try to understand tourist's thoughts by putting myself in their shoes.	Worker	38	4,059	,95592	3,06	0,002**
		8	3			
	Student	42	3,836	1,1041	7	
		8	4	2		

Note: Significant at the level of *P<0,05, **P<0,01, ***P<0,001. + These items have been reversed., Avg. = Average, SD= Standard Deviation.

Table 2 shows that workers agree with the following statements more than the students: "I try to understand tourists" (0,026 significance level, P<0,005), "I have difficulty in conveying my thoughts to tourists" (0,039 significance level, P<0,05), "I am able to concentrate my attention on the area of interests of tourists" (0,036 significance level, P<0,05), "I convey my criticisms without hurting the feelings of tourists" (0,020 significance level, P<0,05), "I try to understand whether tourists are willing to talk" (0,001 significance level, P<0,01), "I easily accept my wrong attitudes and behaviors" (0,000 significance level, P<0,001), "I repeat what I try to say in other words when tourists don't understand" (0,002 significance level, P<0,01), "I am able to accept that my argument was wrong at the end of discussion" (0,001 significance level, P<0,01), "I try to understand tourists' problems rather than their attitudes" (0,004 significance level, P<0,01), "I pay attention on whether tourists are open to suggestion" (0,002 significance level, P<0,01), "I try to understand tourists' emotions by putting myself in their shoes" (0,033 significance level, P<0,05), and "I try to understand tourists' thoughts by putting myself in their shoes" (0,002 significance level, P<0,01). When mental dimension in general is analyzed in terms of students and workers, on the other hand, a significant difference is observed between them (0,000 significance level, P<0,001). Hence, workers are observed to have given higher scores to the statements in mental dimension compared to the students in terms of general average.

Table 3. Comparison of Communication Skills of Tourism Students and Workers (Emotional Dimension)

Items	Groups	n	Avg.	SD	t	P
EMOTIONAL DIMENSION	Worker	38	3,0660	0,5066	-1,207	0,228
		8		2		
	Student	42	3,1059	0,4392		
		8		7		
I find it difficult to apologize to tourists.+	Worker	38	3,8475	1,2488	3,578	0,000** *
		7		4		
	Student	42	3,5247	1,3157		
		5		2		
To be interrupted while talking to tourists would annoy me.	Worker	38	3,1572	1,2833	6,976	0,000** *
		8		8		
	Student	42	2,5435	1,2242		
		5		1		
It makes me happy to trust tourists.	Worker	38	3,7887	1,0743	3,398	0,001**
		8		3		
	Student	42	3,5165	1,1968		
		4		1		
I welcome each tourist with positive expectations.	Worker	38	3,8995	1,0431	3,281	0,001**
		8		0		
	Student	42	3,5621	1,0845		
		7		8		
I feel understood by the tourists I communicate with.	Worker	38	3,8737	1,0402	4,177	0,000** *
		8		9		
	Student	42	3,5621	1,0845		
		7		8		

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Note: Significant at the level of * $P < 0,05$, ** $P < 0,01$, *** $P < 0,001$. + These items have been reversed., Avg. = Average, SD= Standard Deviation.

Table 3 shows differences between students and workers in terms of emotional dimension. Table shows that workers agree with the following statements more than the students: "I find it difficult to apologize to tourists" (0,000 significance level, $P < 0,001$), "To be interrupted while talking to tourists would annoy me" (0,000 significance level, $P < 0,001$), "It makes me happy to trust tourists" (0,001 significance level, $P < 0,01$), "I welcome each tourist with positive expectations" (0,001 significance level, $P < 0,01$), and "I feel understood by the tourists I communicate with" (0,000 significance level, $P < 0,001$). In addition, when the difference between students and workers in terms of the emotional dimension is analyzed, workers and students were observed to give similar scores to the statements in the emotional dimension. No significant difference was found between students and workers in terms of emotional dimension (0,228 significance level, $P > 0,05$).

Table 4 shows that workers agree with the following statements more than the students: "I listen to tourists' suggestions" (0,042 significance level, $P < 0,05$), "I spare enough time to listen what tourists want to say" (0,006 significance level, $P < 0,01$), "I form correct sentences while talking to tourists" (0,000 significance level, $P < 0,001$), "There are times when I don't listen to tourists even though I am looking at their faces" (0,004 significance level, $P < 0,01$), "I pay attention not to interrupt tourists when I am listening them" (0,001 significance level, $P < 0,01$), and "I try to control tourists" (0,001 significance level, $P < 0,01$). In addition, there were no significant differences between students and workers in terms of behavioral dimension in general (significance level 0,219, $P > 0,05$). Students and workers gave similar scores to the statements within the scope of behavioral dimension.

Table 4. Comparison of Communication Skills of Tourism Students and Workers (Behavioral Dimension)

Items	Groups	n	Avg.	SD	t	P
BEHAVIORAL DIMENSION	Worker	38	3,544	0,4865	1,230	0,219
		8	3	2		
	Student	42	3,502	0,4868		
		8	4	4		
I listen to tourists' suggestions.	Worker	38	4,095	1,0044	4,151	0,042*
		7	6	8		
	Student	42	3,887	1,1202		
		7	6	4		
I spare enough time to listen what tourists want to say.	Worker	38	3,891	1,0399	7,740	0,006**
		7	5	3		
	Student	42	3,730	1,1217		
		7	7	3		
I form correct sentences while talking to tourists.	Worker	38	3,896	1,0381	30,29	0,000**
		5	1	3		
	Student	42	3,618	1,2516		
		5	8	5		
There are times when I don't listen to tourists even though I am looking at their faces. +	Worker	38	3,662	1,2271	8,481	0,004**
		8	4	4		
	Student	42	3,281	1,3359		
		7	0	2		
I pay attention not to interrupt tourists when I am listening to them.	Worker	38	4,064	1,0752	10,80	0,001**
		8	4	0		
	Student	42	3,793	1,2023		
		8	8	8		

		7	9	7		
	Worker	38	2,755	1,2675		
I try to control tourists. +		8	2	0	3,316	0,001**
	Student	42	2,466	1,2201		
		7	0	9		

Note: Significant at the level of *P<0,05, **P<0,01, ***P<0,001. + These items have been reversed., Avg. = Average, SD= Standard Deviation.

5. Discussion

The results of the present study aiming to compare communication skills of tourism students and workers indicate that workers in tourism industry have more effective communication skills compared to tourism students. However, both groups show medium level of communication skills.

When tourism industry is considered as an industry which requires effective use of communication skills and communication is considered as one of the important factors in influencing satisfaction about destinations, we may say that syllabi of undergraduate courses should be reviewed and developed to improve tourism students' communication skills.

One of the reasons why workers in tourism industry are more successful in communication skills compared to students may be their experience. In this line, students could be introduced to industry during their studying years to benefit them in developing this experience and improving their communication skills.

Although tourism workers are found to have more positive communication skills compared to students, their average scores for Communication Skills Inventory are at medium level. When the requirement of tourism industry for high level of communication skills is considered, it becomes clear that tourism workers need to improve themselves in communication skills regularly through various seminars. Improving verbal, non-verbal and written communication skills of workers through on-the-job trainings, on the other hand, falls under the responsibility of tourism establishments.

6. Limitations and Further Research

The study was conducted under certain limitations. Firstly, it is limited to Pamukkale destination and students of Pamukkale University. More extended sample groups are suggested for future research. Secondly, the study utilizes decisional sampling technique. Future research may be more effective if one of the random sampling techniques shall be used. In addition, student group of the study consists of first and second grade students in majority. It would be befitting for future research to have a more balanced distribution of grades because training for communication skills could be in the syllabi of subsequent grades; moreover, final years are the years when students are included more and more in processes such as internship and work, and therefore final year students could be more successful in interpersonal communication skills.

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An Evaluation On Civil Disobedience In The Context Of Resistance Capacity In The Case Femen’s Guerilla Communication Analysis

Nil Çokluk Cömert

1. Introduction

As a result of the acceleration of the social change that began to be mentioned in the 17th century, the relationship between individuals and society has changed completely. Thus, many different views which try to explain these relations have been put forward in sociology and psychology. According to some opinions, individuals can not be influenced by the social environment in which they are, while other’s opinions believe that individuals have a capacity to save themselves from the pressure of norms and values that take place in society. Gordon W. Allport (1955), creator of the trait theory, emphasizes the capacity of individuals which saves them from the society they are in. Allport stated that the individuals are influenced by values and norms of society, but they still have a capacity to resist all of them.

According to Allport, the child is resistant to the effects of the social environment from an early age. In reality an individual's understanding of the moral life and environment improves and develops differently depending on the adopted value of the environment. It reflects the environmental elements to the individual, but the individual has the capacity to limit all of these. Individuals can show the capacity of resisting family and tribal demands from the birth (Allport, 1955: 34).

At the same time Foucault stated that “while the human subject is placed in relations with production and signification, he is equally placed in power relations which are very complex”. Moreover, resistance is used so as to bring to light power relations, locate their position and find out the methods used (Foucault, 778-780: 1982). In this study, the resistance capacity of Allport was examined in terms of the political system and individual-power relationship. The study based on Foucault’s “where there is power, there is resistance” understanding examines the political leaders protested by Femen.

Modern age which brings mass democracy in nineteenth century coupled with many developments in different areas including social and political life. These social changes have affected political communications. According to Evin and Reiss (Quill, 4: 2009) with the growth of advertising and public relations, power intended to protect stability and order perception of people. Subsequently, these sciences show protest and public demonstration as a form of pathology. So, the study analyse the form of resistance, communication style and civil disobedience to understand power relations between public and politicians.

In this study resistance capacity which was mentioned by Allport has been analysed in terms of political systems and political communications. Further, individual and power relations has been analysed in perspective with civil disobedience. The resistance capacity of individuals towards the unfairness has been examined over the Femen groups in the study. The criticism of Femen's political leaders, who carried out activist actions, was examined by descriptive analysis method. Therefore the study trying to understand Femen’s communication from which against the political leaders. For this reason guerrilla communication, civil disobedience, power, political action concepts will be discussed in the study. Guerrilla communication and civil disobedience in terms of political communication was tried to explain within this study.

2. The Literature Review

2.1. A Passive Resistance As A Form Of Civil Disobedience Against Injustice

Civilization started with a disobedience act when Prometheus stole the forbidden object from God and brought it to earth. This act which achieved to disempowering divine rule regarded as first form of disobedience toward to power (Quill, 2009: 26). Civil disobedience, in the current context, is cosmopolitan democracy and it is consistent with the goals of supporters and reformers (as cited in Quill, 146:2009). Civil disobedience rests on many factors such as exclusion, inequality, limitation of political participation, institutional deficiencies in the democratic system, as well as restricting fundamental rights and freedoms.

Thoreau believed that a state will not be really free and enlightened until it recognizes individual as a higher and independent power. He described the state as an institution exists for the individuals and receives power from the individuals (1849: 29). When individuals realize that their interests are not being taken into consideration by the government, they show civil disobedience. "Since the momentous events of the 1960s, civil disobedience has become an acceptable part of the culture in advanced, liberal-democratic states with groups from the political spectrum employing strategies of principled law breaking as part of broader campaigns to alter policy" (Quill: 2009: 2).

There are many opinions trying to explain civil disobedience so it has many different definitions. Cohen (1996: 3) has defined it as "an illegal protest, in nonviolent character". According to Rawls (1971: 322) on the one hand "it falls between the legal protest and raising test cases" and on the other hand, it is between the "conscientious refusal and various forms of resistance". Based on these definitions we can define the civil disobedience as an illegal actions which can be described as passive resistance and conscious rejection. It rejects the unfair and unequal system which ignores individuals' rights.

Civil disobedience is not only political actions in the sense of addressing to the majority holding political power, but also actions guided and justified by political principles (Rawls, 1971: 321). Civil disobedience is not against the individuals, on the contrary it fights against the government for individualization linked with knowledge, competence and qualification. And also, civil disobedience struggles against secrecy, deformation and mystifying representations imposed on people. As Foucault said that there are different types of struggles: struggle against social, ethnic and religious domination forms; struggle against exploitation form; struggle against ties existing in individual towards himself and reflecting him to others in that way (Foucault, 1982: 781).

A civil disobedience must be for public profit and it aims to change public life. Every act of civil disobedience must have some special features. We can take these features in turn. Firstly, civil disobedience must break the rules of law and it also must be public. Moreover it must be an act of protest. The most important feature of civil disobedience must be non-violence (Cohen, 1966: 1-3). It aims to change societies for public benefits and it is reformist rather than revolutionary. Individuals who perform civil disobedience pay attention to raise awareness on people about specific issues.

2.2. Guerrilla Communication

Guerrilla notion is derived from Spanish word "guerra" that comes from context of armed conflict. Guerrilla concept, which was used first for Spanish resistance toward Napoleon invasion, is defined as "irregular war fought by an independent group" (as cited in Bigat, 2012: 1023). This word is used for explaining communication styles in present context. In modern times people are beginning to be exposed to message bombardment. So people who want to send effective and permanent messages to the masses have started to use the guerrilla communication style.

This concept is used in the field of marketing and advertising in the literature of communication sciences. It is not traditional communication form of advertising and marketing. Guerrilla communication is a creative and low-cost technique. And also, it is a technique which offers the possibility to maximize impact on people. Guerrilla tactics in communication gained importance after Levinson (1984) give frothed a list of tactics on innovative advertising that has a small budget but big results. Levinson's understanding has given birth to a new style of communication. Guerrilla

tactics are simple and they make a profit for messages senders. Because it maximize effect of communication and differentiate your message. Guerrilla communication finds out a different concept which give chance to create a tremendous impression on receivers. Furthermore it allows communicators to turn their messages in viral.

For guerrilla communication Jeevan (2016: 496) has listed basic requirements which are time, energy, and imagination , not money. With guerrilla communication, the possibilities are endless for communicator. There are many different and simple ways of sending message.

In summary, in guerrilla communication the message is transmitted through different channels, mainly via traditional channels such as billboards , television, radio. The main aim of this communication strategy is to demoralize the opponent with unexpected attacks, brave movements. The most important features of this form of communication are its existence everywhere in the daily life, being unexpected and having minimum budget. Since guerrilla communication does not require serious planning and money, it makes this communication method preferable for non profit organizations.

3. An Analysis On Femen In The Context Of Individual And Political Leader Communication

3.1. Aim and Methodology

Aim

This study is based on assumption that on the one hand individuals are affected by their social surroundings, on the other hand they can against unfair rules in this social structure. In this context, the study aims to examine the Femen's resistance toward the political leaders and analyze types of Femen's communication in this process. For this purpose the study seeks an answer for the following questions:

- 1- Which leaders are protested by Femen dominantly?
- 2- What are the themes of the messages that sent by Femen?
- 3- Which issues are Femen protest?
- 4- In which countries are Femen protest leaders?
- 5- Which types of communication does Femen use?
- 6- What are the elements that prove Femen's actions are civil disobedience?

Methodology

In this study descriptive analysing methods were used to examine the protests of political leaders by Femen and answers to the questions mentioned in the target section. The study was limited to the leaders of the ten countries which have the world's largest economy according to The World Bank. According to these data, The United States, China, Japan, Germany, The United Kingdom, France, India, Italy, Brazil and Canada presidents have been chosen. And also, Femen's YouTube videos that protest leaders of these countries are analysed from 2010 to today. A total of 9 videos were analysed in the study. Each video was examined according to the criterias of leader, country, date, form of communication, slogan and outcome.

Table 1 : Analysis of Femen's protests of political leaders

Case	Location/ Date	Leader	Communication Style	Slogan	Outcome
Ask to contribute to release of Tunisian prisoner of Femen	Berlin/ Germany /2013	Barack Obama	Guerrilla Had some words on bodies	"Free our sister"	Femen members were led away in handcuffs by police
To protest Putin	Hanover/ Germany/ 2013	Angela Merkel and Vladimir Putin	Guerrilla Had some words on bodies	"Fuck the dictator."	Femen member was sent away by security guards
Ask to contribute to release of Tunisian prisoner of Femen	Berlin/ Germany/ 2013	Angela Merkel	Guerrilla Had some words on bodies	"Merkel free Femen"	Femen member was detained by police
Ask to contribute release of Femen member who was detained in Tunisia.	Paris/France/ 2013	François Holland	Guerrilla Had some words on bodies	"Free Femen"	Femen member was sent away by security guards
Defending feminism and opposing accusations in exhibitionism	Paris/ France /2013	François Holland	Guerrilla Had some words on bodies and speaking	"Feminists not exhibitionists"	Femen member was sent away by security guards
Protest Berlusconi power	Milan /Italy/2013	Berlusconi	Guerrilla Had some words on bodies	"Enough of Silvio!"	Femen members was sent away by security guards
Sexist discourse	Newyork /The USA/2016	Donald Trump	Guerrilla Had some words on bodies	"Grab your balls"	Two Femen members were detained
Femen protest Trump because he spoke of grabbing women "by the pussy"	Madrid/ Spain/2017	Donald Trump	Guerrilla Had some words on bodies	"grab patriarchy by the balls"	Femen member was sent away by museum staffs
To protest Le Pen and Trump they saw as fascists	Henin Beaumont- France/2017	Donald Trump and Marina Le Pen	Guerrilla Wearing mask and had some words on their bodies	"Marine, President" (sarcastically)	Six Femen activists were detained

4. Findings

Based on analysis of Femens' protests on political leaders the study interpretations Femen's communication style with political leaders. In the following processes the study which discusses the relation of civil disobedience and political communication summarize Femen's actions in a table according to elements of communication process.

While analysing selected ten countries an important detail was revealed about Femen. It has been discovered that they usually does not take action in countries with undeveloped democracies instead they act in countries with high democracies. They don't protest Chinese, Indian, Brazilian, Japanese political leaders instead they protest the leader of USA, Germany, French etc...When we examined Femen's reasons for protesting political leaders, different issues like requesting support, equality, justice and criticizing political actions were found. For instance they ask to contribute to release Femen's member who is prisoner in Tunus. They protest Merkel and Obama for this reason. But they also protested the leaders they saw as fascists such as Trump, Berlusconi..etc. Moreover, they protest the leaders of developed countries which do not have advanced democracies. For example they protest Merkel and Putin in Germany.

Table 2. Femen's Communication Form with political leaders

Source	Femen
Message	To demand freedom, protesting sexist discourse, strengthening the position of women
Channel	Body (naked)
Receiver	Political leaders
Cause of communication	Reject the unfair and unequal system
Feedback	Detained /sent away

It is also possible to say that they use in their messages, the issues such as resistance the patriarchal structure and sexist discourses, demanding freedom, and strengthening the position of women in society. When we analyse their communication style we can say that they use a guerrilla communication tactics which give them opportunity to perform them quickly and practically. They write their messages on their body and they shout slogans but they don't perform violently. After the protests, Femen members were either removed from the scene by the security guards or detained by the police. Furthermore, The protest of the Femen group carries many features of civil disobedience. Femen Activists aim to change women position in the societies. And also their act has special features and it is distinctive. In addition they break the rules of law with their protests. Femen protestors' most important feature is that despite of acting civil disobedience they do not use violence.

5. Conclusion

Along with social changes, the recognition of identity elements such as ethnicity, religion, belief and gender in the public sphere have emerged. Civil disobedience has appeared in order to create a common movement against a situation which is considered to be unfair and unequal. When civil disobedience is evaluated in terms of Allport's resistance capacity, which shows that the individuals have power to refuse imposed thoughts and values, we can see that passive resistance was expressed towards the states/politicians who ignore the individual's problems. Civil disobedience, which expresses the mechanism of creating a democratic and constitutional society, is a form of resistance based on conscience but not on violence in the public sphere. Civil disobedience, which finds itself in the communication of individual, society and power, is a structure involving an actions with a political character. According to Weber, a key problem of modern societies was obedience to authority. For this reason individuals are responsible for judging political systems and making decision for their lives.

Femen, first time established in Ukraine as a women's movement, opposes discrimination and injustice towards women emerging in social life. The study found that the Femen group had similar applications to Allport's resistance capacity. They are carrying out civil disobedience with the forms

of guerrilla communication against political leaders. Their protests have civil disobedience character because they don't perform violent actions. Moreover, their actions are performed for social interests. As well as actions carried out in the form of guerrilla communication are unlawful. For this reason Femen's actions are examples of civil disobedience which is a type of resistance.

Femen's protests shows us importance of democracy for acting civil disobedience. Femen who use guerrilla communication style to protest political leaders perform their action in democratic countries while they don't have an action in undemocratic countries. Furthermore study reveals that civil disobedience as a communication style is in integration with Western democracy.

In conclusion, the study argues that interdisciplinary analysis of Femen's naked protests possess guerrilla communication features which is a unique method. They fight against the politicians ignoring women in the societies. And they also provide subaltern visibility.

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Use Of Packaging Design Elements In Fashion Marketing And Communication

Evrin Kabukcu Arslan

1. Introduction

Industrial product design aims to create value and optimize the function, utility and appearance of the products by taking into consideration the mutual benefit of the consumer and the manufacturer. In this sense, it offers the products to consumers' taste by adapting the innovations of technology to human life. The packaging design, which is a part of the industrial product design, is a complementary part of the product is one of the marketing tools that is used to influence consumers and enable the *brand* to be selected among many products as a *brand communication tool*. One of the most important aspects of this approach is how packaging design elements will affect *consumer perceptions* of products or brand. The aim of this study is to investigate the models which were designed to examine product and packaging design elements that the fashion brands use as differentiator elements and is to examine the use of these elements in *fashion marketing and communication*. For this purpose, selected models have been examined; different and similar aspects of each other have been identified and a new model has been designed by synthesizing the selected models.

2. Significance of Packaging Design Elements

The conventional role of packaging in buyer products has been to save and protect the product. In fact these days, buyer and manufacture trends propose a progressively significant part for packaging as a tactical tool as well as a *marketing strategy* (Ahmad & Ahmad, 2015). Packaging has become a primary vehicle for *communication and branding* (Rettie & Brewer, 2000). The packaging has many functions "such as protect the goods from the environment, attract the consumers and provide information to the customers" (Sonneveld, 2000; Olsson & Györei, 2002; Vyas, 2015), and also serves multiple logistical functions, including efficient product storage, product protection, and simplified transportation of goods (Rundh, 2005). Packaging is also acknowledged as an important tool in the marketing communications arsenal, conveying information about product benefits, building and reinforcing brand image, and providing visual cues that facilitate associations with other elements of the communications mix (McDaniel & Baker, 1977; Nijssen, 1999; Underwood & Klein, 2002; White et al., 2016).

Prior research has examined the impact of several aspects of product packaging, such as size (Argo & White, 2011; Wansink, 1996), imagery (Underwood, Klein & Burke, 2001), and design (Bloch, 1995), on consumer outcomes that include consumption level (Argo & White 2011), attention (Underwood, Klein, & Burke 2001), and variety seeking (Roehm & Roehm 2010). There are studies which have identified the functions of individual packaging design elements such as color, image, shape, material, label and typography and the perception of the consumer. The form or exterior appearance of a product is means to communicate information to consumers (Bloch, 1995). There are many notions and ramifications of the packaging design concept and its elements, For example, surface graphics, illustration, color, typography, material, symbols and icons, brand, and size (Underwood et al., 2001).

According to Smith and Taylor (2004), there are *six variables* that must be taken into consideration by producer and designers when creating efficient package: *form, size, colour, graphics, material and flavour*. Similarly, Kotler (2003) distinguishes six elements that according to him must be evaluated when employing packaging decisions: *size, form, material, colour, text and brand*. Vila and Ampuero (2007) similar to Underwood (2003) distinguished two blocks of package elements: *graphic elements* (colour, typography, shapes used, and images) and *structural elements* (form, size of the containers, and materials). Rettie and Brewer (2000) stressed out the importance of proper positioning of elements of package, dividing the elements into two groups: *verbal* (for example, brand slogans) and *visual* (visual appeal, picture,

etc.) elements. In the similar way package elements were classified by Butkeviciene, Stravinskiene and Rutelione (2008). Analysing consumer's decision making process they distinguish between *non-verbal elements* of package (colour, form, size, imageries, graphics, materials and smell) and *verbal elements* of package (product name, brand, producer/ country, information, special offers, instruction of usage). Their classification includes brand as a verbal component, whereas Keller (2003), for example, considers packaging as one of the *five elements* of the brand, together with name, logo, graphic, symbol, personality, and the slogans (Kuvykaite, Dovaliene & Navickiene, 2009). On the other hand, Silayoi and Speece (2004) have a different opinion from Ampuero and Vila (2006) through divide packaging components into two categories. According to Silayoi and Speece (2004) assume that there are four main packaging elements possibly influence consumer purchase decisions and they could be divided into two categories (Figure1) :

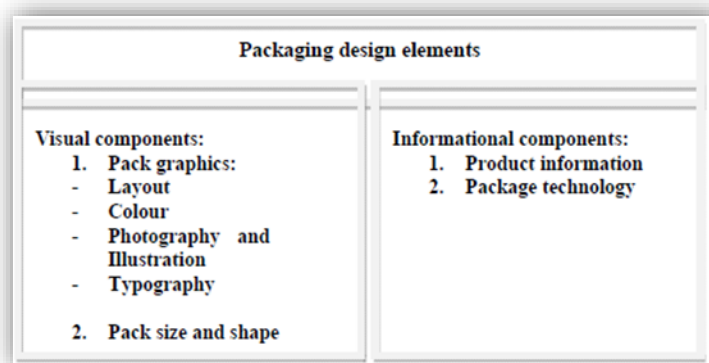


Figure 1. Packaging Design Elements
(Silayoi & Speece, 2004)

Visual components: The visual components include surface graphics, packaging size and shape, and in short all effective components which play a significant role in buying decision making (Silayoi & Speece, 2004). Silayoi and Speece (2004) reported that package size, shape and elongation affects customer judgments and decisions. Graphics includes layout, color combinations, typography, and product photography, these aids to create an image, impact the brand communication and marketing and consumer mind set. “Color is a tool for brand identification and visual distinction” (Meyers-Levy & Peracchio, 1995). As argued by Labrecque and Milne (2012), there are few studies that address the meaning of color as a communicator of brand meaning, and discussions on the use of color are generally based on anecdotal evidence. Although marketers show a growing interest in the effects of packaging on brand experience (e.g., quality perception; healthiness), the use of color by marketers has been shown to be based more on gut feelings, rather than on color theory (Gorn et al., 1997). Research from Ampuero and Vila (2006) may provide an exploration in the role of packaging color in creating brand associations. These authors conducted in-depth interviews with experts in packaging design, and found that in general, darker packaging colors were associated with quality, while lighter colors and the use of white were associated with budget (van Ooijen, 2016).

Informational components: Packaging is not just the product but also the whole presentation, which will include labels, hangtags, logos and the packaging itself (Harder, 2004). All packaging displays information to a greater or lesser degree. Typically, this information can be divided into different types, such as branding, naming, and features and benefits (Silayoi & Speece, 2004). Product form creates the initial impression and generates inferences regarding other product attributes. Size impacts the visibility of package and information displayed (Sonsino,1990). Singh (2006) states that color has an important influence on advertising, certain qualities such as elegance and others. “It is also an important factor for legibility of the texts and comprehension of the images placed on the package. The material has an influence on quality image on consumers’ minds” (Sauvage,1996).Photographs and illustrations on packaging are powerful design tools to identify the

product difference, communicate product functions, and impart emotional imagery (Meyers-Levy & Peracchio, 1995).

3. Packaging Design in Fashion Marketing and Communication

In fashion, “the role that packaging plays within the *tangible product offering* will depend very much upon the nature of the product’s image and the importance of branding and packaging within that. Although the main function of packaging is that of protection, it has often become intrinsic to the overall offering and its status, as exemplified by labels such as Moonsoon and Shanghai Tang, where the brand name and corporate color scheme of fashion are reflected in the packaging design. The packaging may even have a *functional use* in its own right; continued use will help to reinforce brand and image with the customer” (Easey, 2009).

According to Rundh (2005) package attracts consumer’s attention to particular brand, enhances its image, and influences consumer’s perceptions about product. Also package imparts unique value to products (Underwood, Klein & Burke, 2001; Silayoi & Speece, 2004), works as a tool for differentiation, i.e. helps consumers to choose the product from wide range of similar products, stimulates customers buying behaviour (Wells, Farley & Armstrong, 2007). Thus package performs an important role in *marketing communications* and could be treated as one of the most important factors influencing consumer’s purchase decision. In this context, seeking to maximise the effectiveness of package in a buying place, the researches of package, its elements and their impact on consumer’s buying behaviour became a relevant issue (Kuvykaite, Dovaliene & Navickiene, 2009).

Packaging is a main principle for *innovation and product differentiation* in retail market (Rundh, 2013) that is used to attract the attention of consumers (Underwood & Klein, 2002; Thalhammer, 2007)). In fact, packaging influences on process of product choice (Hall & Binney, 2004) through providing an opportunity for establishing a communication and affecting on consumer at point of purchase (Atkin et al., 2006; Wigley & Chiang: 2009; Rundh, 2013). In viewpoint of marketing, packaging requires considering following points continuously in order to achieve organization goals. Innovation and creativity in designing for awareness creation and drawing the attention of customers (Vazquez et al., 2003; Ampuero & Vila, 2006):

Packaging includes the sub elements which work with marketing tools such as *price, product, place and promotion*. Packaging is also used as to increase the competitive advantage and the market share. “As the marketing of consumer products becomes increasingly competitive, more companies are treating the product package both as a *point-of-purchase advertising vehicle*” (Schwartz, 1975) and as a component of marketing and advertising. “In this situation the high cost of developing appropriate graphics, shapes and logos dictates the need to evaluate the package’s effectiveness” (Schwartz, 1975).

Packaging can be also “considered as an element of communication in the marketplace. By communicating through packaging, marketers are able to appeal to consumers at the most crucial moment in the consumer decision journey: *the point of sale*. At the point of sale, consumers are able to consider the purchase of a product by evaluating the visual and tactile attributes of its packaging. Marketers increasingly become aware of the powerful role of packaging as a communication tool, which is reflected in the recognition of the capacity of packaging to create *product differentiation and identity*” (Bertrand, 2002; Underwood, 2003; van Ooijen, 2016). Visual packaging attributes such as color, size or shape, may communicate a symbolic meaning that consumers generalize to their product evaluations. These meanings may have evolved because consumers are repetitively exposed to the cue and an attribute within a consumer context. For instance, in marketing, the color blue is associated with trust and security. Therefore, brands with blue logos are seen as relatively more competent compared to other colors (Labrecque & Milne, 2012). By experiencing such a cue on the product package, its *symbolic meaning* is attributed to and associated with the product as a whole. Moreover, as Karjalainen (2007) argues, these ‘implicit’ cues elicit references that cannot be distinguished deliberately, but ‘make sense’ when they are used in the correct manner (when they correctly communicate brand identity) (van Ooijen, 2016).

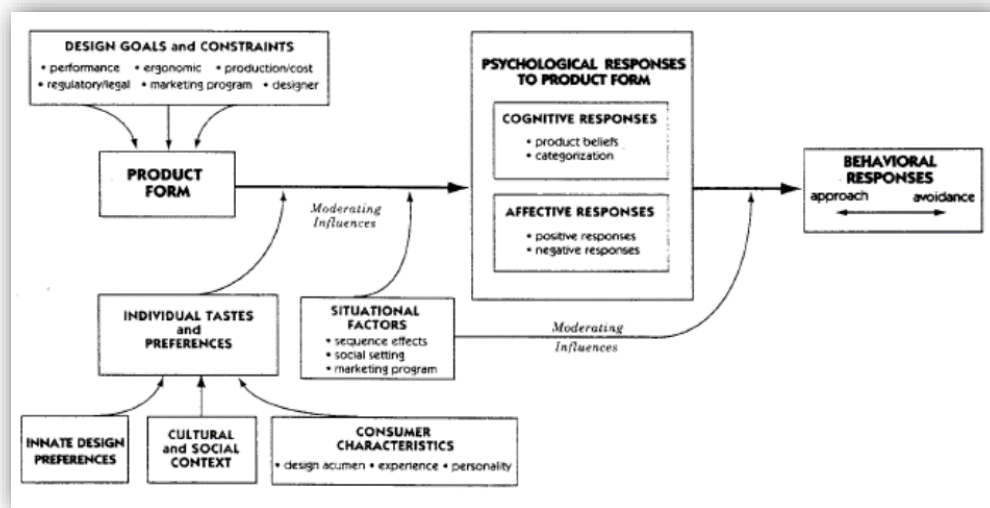


Figure 2. A Model of Consumer Responses to Product Form (Bloch,1995)

In examining the proposed model (Figure 2), the first component to be discussed is product form itself. Marketing scholars agree that the term “product” can be applied to a wide variety of goods and services, both tangible and intangible, and all of which are designed. As used here, a product’s form represents a number of elements chosen and blended into a whole by the design team to achieve a particular sensory effect (Hollins & Pugh,1990; Lewalski, 1988; Bloch,1995).

Consumer reactions to fashion packaging “do not occur in isolation. Rather, consumer reactions are moderated by several variables, including consumers’ tastes. (Bloch,1995). Some preferences appear to be innate or, at least, acquired early in life (Lewalski, 1988). Preferences for product form are also shaped by cultural and social forces (McCracken,1986). The acceptance of a particular style by a culture or subculture may have much to do with that culture’s values and preferences (Kron,1983). Even within a culture or social setting, people vary in their tastes or preferences. Some of potential causes of these variations are design acumen, prior experience and personality (Bloch,1995).

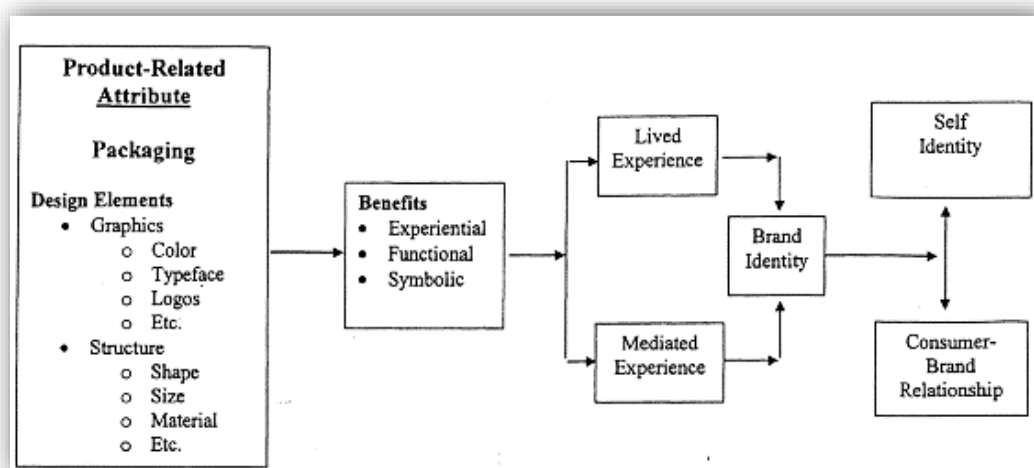


Figure 3. Packaging Contributes Benefits to the Brand (Underwood, 2003)

Use Of Packaging Design Elements In Fashion Marketing And Communication

The model (Figure 3) illustrates that packaging contributes benefits to the brand and ultimately the consumer via fundamental design elements of graphics and structure. *Brand identity* is defined herein as the contribution of all brand elements to brand awareness and brand image (Keller,1998; Underwood, 2003). Consumers garner *experiential, functional, and/or symbolic* benefits from the packaging via lived and mediated experiences, contributing to an enhanced self-identity and/or strengthening the relationship between the consumer and brand (Underwood, 2003).

In one analysis of senior marketing managers, design was mentioned as the most important performance of new product by 60 percent of respondents (Bloch,1995). While packaging attracts attention and communicates objective and emotional information about the contents (Schwartz,1975), there is an underlying thesis that packaging decisions should be driven by marketing rather than by aesthetic or artistic considerations (Danger & Brookfield,1987). According to managerial issues,the main point is that investment in design can be better matched to the anticipated target market to avoid either under- or over spending. Sales forecasts also might become more accurate if the centrality of product aesthetics to a market can be assessed and considered in light of the design characteristics (Bloch, Brunel & Arnold, 2003). Considering packaging design as an ad, and that a positive effect is transferred from ad to brand, led to the conclusion that ad likeability results in brand likeability (Fam & Waller, 2004), and making a brand strongly in customers' minds with very positive and relevant association (Baker, Nancarrow & Tinson, 2005) leads to more sales (Hanzaee, 2009).

4. A New Model Proposal for Fashion Marketing & Communication

Although a large percentage of fashion merchandise is available for consumers to touch and feel, with very little packaging involved, certain fashion products are heavily packed for transportation, presentation and usage purposes, for example perfumery and toiletries (Jackson & Shaw, 2009). The packaging of a product can involve tissue, polybag, and the inner and outer box when it comes to garments (Carr & Newell, 2014).

In the scope of this study, firstly, past researches and designed models about packaging were investigated. A new model was designed by synthesizing the models of Silayoi and Speece (2004), Bloch (1995) and Underwood (2003). The new model proposal that includes the use of design elements in fashion marketing and communication is shown below (Figure 4):

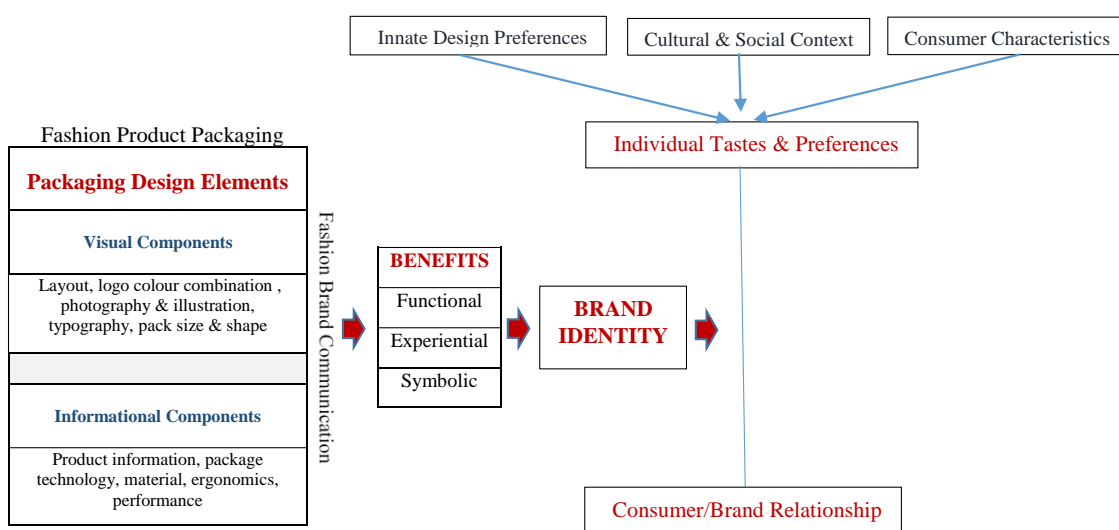


Figure 4. Packaging Design Elements in Fashion Marketing and Communication
(Author)

Consumers buy what marketers send to them through *design elements*. In other words, marketers *communicate certain messages* to consumers and therefore affect *their relationship with products or brands*. At the point of purchase or the point of product consumption, the packaging design elements get the consumer's attention with its *functional, experiential and symbolic* attributes. The benefits of the product and package lead to the formation of a *brand identity* in the consumer's mind. It is *individual tastes and preferences* that determine the degree of the consumer's relationship with the brand. Individual tastes and preferences are affected by the individual's *innate design preferences, cultural & social factors and consumer characteristics*.

5. Conclusion

This study examines the importance of *packaging design elements* and their place in fashion marketing and communication design. At the end of the research, a new model was developed specifically for the fashion industry. The synthesized model can be developed, elaborated and adapted to the other industries.

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Digital Sculptures as Art Style and Art of Nam June Paik: Video Art

Elvan Kanmaz

1. Introduction

The evolution of the boundaries and patterns of art towards the electronic world has occurred within the last two centuries. The problem of electronic-mechanization which can be counted as resistance; has been noticed by the artists working with modernist and postmodernist style, they have taken the problem into their agendas and incorporated it into their art production (Soylemez, 2010). The conformist understanding provided by technological developments has brought the multidisciplinary approach to the agenda by contributing to the arts and range of material. Interdisciplinary cooperation, which began in the 19th century, has also included the field of engineering as a means of understanding the basic working principle of electronic mechanics (Turani, 2012). Interacting the mechanical art with the electronic art (Altunay, 1999) has opened the gates of a new art view to the artist, who aims to capture the dynamic art in the object of art.

2. Shifting to Electronic Art Object from Mechanical Art

The potential of film, video and digital media to guide people, produce information and disinformation have influenced artists of the time and they have resorted to experience this structure with an aesthetic understanding in art production (Noordegraaf et al., 2013). The deep traces of electronic devices on the consumer habits, which are highly successful in guiding the masses, is another important reason for experiencing electronics and mechanics in the art. The spectacular development of video art and the cinema industry against the technological progress has also provided support for multidisciplinary creativity and has begun to present the art with a different aspect (Koksal, 2012, p. 122). Thanks to video devices that can record in a shorter time compared to the cinema, the way of artistic experimentation has been different in terms of subject matter and technical possibilities. It is important at this point to address the developments that allow video art to expand in terms of implementation and content.

The process that started with the notion of Marcel Duchamp and Fernand Léger that the film production had an aesthetic form at the beginning of the twentieth century, extended to the production of video art by Tcita Dean and Stan Douglas, conceptual artists of the 21st century (Noordegraaf et al., 2013). The anarchist resistance, which was manifested in these artistic productions, created a new field of transformation by reinterpreting the concepts of consumption and production for the artists and formed a new production point. Thanks to digital productions and opportunities that are brought starting with the embracement of the electronic forms by the mechanical art understanding "... the elimination of the rigid differences between art and non-artistic communication systems ..." (Turani, 2012, p. 766) was ensured and art production was no longer been a purely formal expression and embodied in a conceptual body. As mentioned earlier, perception of the aesthetic form of the cinema in the 1920s, inspired Nam June Paik and Andy Warhol to involve the portable video recording device in their sculptures, projection-based works and multimedia events with the implementation of this device in the 1960's (Noordegraaf et al., 2013). The recorded nature was able to produce new ideas both aesthetically and figuratively in terms of form and content.

The fact that the video has an independent structure compared to the television has provided a good opportunity for the artist, who feels the desire to resist the structure created by the world conjuncture. It is assumed that the video is produced as counter-movement on commercial television by its structure and operations. "Basically, while the main purpose of the movie theater is to entertain; we can say that the video can pursue various purposes such as exploring the boundaries of the medium or attacking the viewer's expectation caused by the usual cinema" (Koksal, 2012, p.129). In connection with this the artists; criticized the daily habits of consumer society and all the cultural structures watched-and-broadcasted on television through the video art. In 1960's social and political insurrections, this

had coverage especially in student protests, peace movements, environmentalist and sexual revolution in the video and television environment. The artists involved in the movement searched for various ways of dealing with the television device, which were both a role model and an embodied negative stereotypes. In this direction, they partially disabled the basic working order of the device by playing with the broadcasting principle, changing some parts of the industry, distorting and transforming its functionality into different forms (Noordegraaf and Others, 2013). Video studies edited in critical, absurd and aesthetic concerns were created and a point of inquiry was realized for the audience.

Video production was created in two ways. It was realized by using the video cameras as recording devices and incorporating the different electronic systems into projects in an experimental manner (Turani, 2012). Although technical differences were considered, the video output was sometimes part of an installation and was sometimes produced without any time constraints in a manner that lacked sound and editing elements. Turani stated that different categories of video art in its own nature contributed to the development of this movement and at the same time added that they closely related the structure of artistic forms (2012). It is important in terms of art and history of design that electronic and cybernetic edits are interactively organized in the form of video, sculpture or installation using camera, monitor and tape recordings.

3. Paik's Performance Sculptures

Names such as Bruce Nauman, Peter Campus, Wolf Vostell, Joseph Beuys and Robert Rauschenberg have been interested in video art and have used the video in their own production with different techniques (Turani, 2012). There is no doubt that the South Korean artist *Nam June Paik* is at the forefront of the artists who use the video device in successful fictions. The fact that this former *Fluxus* artist is highly experienced in random performance has paved the way for the possibility of using video art efficiently. The artist has often preferred to form independent structures in order to question the content and meaning of everyday items of consumption (Koksal, 2012, p.129). When Paik realized that he could incorporate consumer materials into the flexible and dynamic nature of the video, he actually made a tremendous contribution to avant-garde cinema and independent filmmaking. The electronic motion image created in the cinematic area has produced a new meaning as content and formally, it has been able to position itself as a multilingual art form in terms of both installation and sculpture.

Paik's new experiments on video and television, produced images and placements, have placed him to a dominant position in terms of the development of the media art boundaries (Harhardt, 2017, para 10). He has partially deformed the functionality of the televisions used in the work named *Charlotte Moorman- TV Bra for Living Sculpture* and attempted to capture an aesthetic image by using the televisions in three different sizes. This performance object has been redesigned as televisions placed on the top of each other and a cello and performance from the television screens has been vividly redirected to the audience (Figure 1).

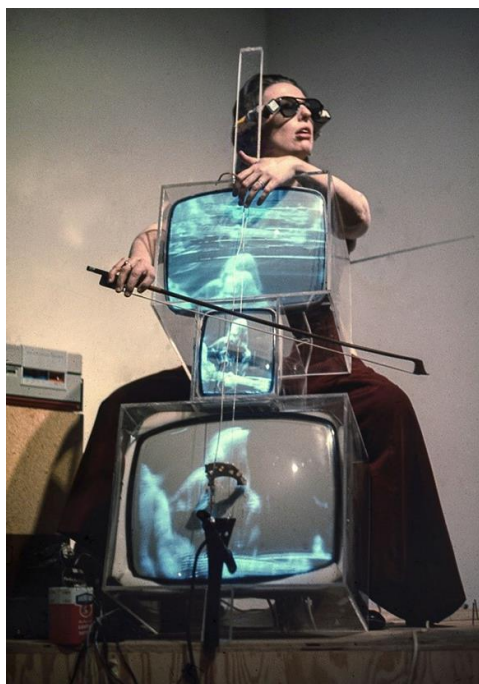


Figure 1. Charlotte Moorman, wearing the Nam June Paik's "Tv Cello" and "Tv Glasses", New York, 1971.

Corinne Granof, the curator of the exhibition, stated that C. Moorman's success with this project designed; transferred the subject of "*what is expected from the art?*" which is among the prominent questions caused by demolishing the limits, a radical attitude and, most importantly, the traditional culture to the art audience. While Moorman showed his performance with Paik's "Tv Cello", which was transformed into a musical instrument through technology, three different images were shown on this device at the same time. This performance was shown on a live broadcast, video collages of other cellists were broadcasted and instant television broadcasts were performed. Technological performances carried out in collaboration with C. Moorman and Nam June Paik; were able to liberate these patterns by removing the differences between people, such as age, social group, and education and transforming the Television, which was a public device and had a traditional structure, into an art object. In short, it is true to perceive what Paik is trying to do as the humanization of technology for the sake of art (Bacharach, 2016, para 6).

The new structure, transformed into a cello, can be regarded as one of the first examples of video art. Paik carried out profound searches in order to bring a totally new form with the concept of reversing the television and video together with moving video installations by bringing the technology product devices together at a common ground. This effort made it possible to create new forms of art that are supported by words and plastic forms, not only visually in which the content was formed in a sophisticated way. The dynamic dialogue that was established between art and technology in his works stands out directly (Hanhardt, 2017, para 7).

One of Paik's electronically-designed works is *Exposition of Music-Electronic Television*, which he exhibited interactively in Wuppertal/Germany in 1963. Paik deepened and broadened the way John Cage, who was the antecedent of Nam June Paik, opened in the subject of video arts, and was greatly impressed by the style Cage designed his piano to compose and carried out one of his installations recorded by four ready-made pianos, twelve ready-made television sets, mechanical audio devices and cassette fort his exhibition (Figures 2 and 3).



Figure 2. Nam June Paik (1963). “Exposition of Music – Electronic Television” and pianos



Figure 3. “Exposition of Music – Electronic Television” and Tv sets.

He wanted the audience, or rather the participants, to interact with the installation, and in this respect he featured the electronic properties of televisions. Another interactive study is; *TV Buddha* (1974), in which the video image was transmitted directly to another monitor without allowing another broadcast by means of creating a closed environment and the closed loop video systems were used (Figure 4).



Figure 4. Nam June Paik with “TV Buddha”, Museum of Modern Art, New York. (1974).

Paik realized the idea of placing the antique Buddha statue against a television and broadcasting its own image by means of positioning the sculpture as an audience. He succeeded to bring together a TV device produced in the West and an image of the East. A Buddha sculpture was placed in front of a video device that recorded it, watched its own image on television, and multiplied its reflection in countless rhythmic cycles (Shanken, 2012).

4. Conclusion

The fact that Nam June Paik's digital sculptures have pioneered contemporary art formations in the 21st century by carrying them in different meanings has been a new starting point beyond the limits of John Cage's work.

On the axis of cybernetics and information theory; contextual and formal perceptions of the interactive and electronic installations presented to the audience in the mid-60s and 70s, Paik created a feedback point by broadcasting closed-loop video as in *TV Buddha*. The placement named *Exposition of Music-Electronic Television* was created by being influenced by the partially functioning piano arrangements of Cage, who was the predecessor of Paik's design style, and the boundaries were enlarged and television sets were included to create an interactive structure. It opened the way for the art viewer to see himself as an information item in an unprecedented manner along with these exhibitions including the performance named *Charlotte Moorman- TV Bra for Living Sculpture* which took place in *Creative Medium* Exhibition opened at the Howard Wise Gallery. Seeing itself as a part of the television in the contextual aspect has been instrumental in bringing the boundaries between the subject and the object to the point of becoming integral with the digital medium of this electronic and cybernetic device. Paik emphasizes the limitlessness between people and television as "... I regard it as a liberating tool rather than a dictatorial tool. (...) The best way to protect oneself from Orwell's world is to make this tool interactive so that democracy, not dictatorship, delivers its soul" (Shanken, 2012, p. 34).

Video art is not just a form of exhibition; it also points out the ephemerality of art and the object of art cannot leave permanent marks as the human beings and it forms an irony.

The art of video, which features the artistic side of the full length film productions and pushes them into an ontological questioning within a limited period, has deeply influenced contemporary art acts. The media design process created in Paik's productions and ideas is of great importance. Projects, installations, performances, productions obtained in collaboration with different artists, new tools developed by the artist, the meaning and form inquiry process in the art that started with the Dada current, have expanded with Paik and contributed to the view of media culture.

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Alternative Media in Turkey: The Political Economy of News

Serpil Karlidag, Selda Bulut

1. Introduction

With the new neo-liberal politics, mainstream media have become gradually commercialised, their ownership having changed, and news organisations have become a part of giant companies. With the intensification induced by deregulation, privatization and liberalisation, big media groups are forming hegemony in global, regional and national levels, whereas mainstream media have historically become incapable of carrying out the initial roles for themselves as “watchdogs”, or “the fourth power” any further. In a sense, mass media professionals have not been able to carry out their major duty, informing people, via which they could represent all the societal interests, upon which public can decide rationally, and through which people are informed. On the other hand, thanks to the advance of new communication technologies, new types of digital media and broadcasting platforms have begun to emerge. The new broadcasting bodies with differing expertise, on one hand, provide cultural and political variety, on the other hand, they openly oppose the capital, resisting to the mainstream media, voicing out for those having been excluded by the mainstream media.

These new platforms have brought along the inquiry for the alternative media. For the [re-]conceptualization of alternative media, they prove to present different views. There seems to be no consensus on which qualities make media “alternative” yet. However, there are certain common points such as; giving space for the content generated by the groups excluded by the mainstream media, being formed by different organisations in the production, distribution and multiplication of content, staying away from being commercialised, struggling for a more egalitarian and “actively-participating” society, etc.

In parallel to the developments in the world, the new platforms independent of mainstream media in Turkey, especially after 1990s, started to appear. As well as the advances in the new communication technologies and along with the neo-liberal policies, unique features² that Turkey traditionally holds, has inescapably turned alternative media into a must. As a matter of fact the emerging of new media owners who have no journalism background and the fact that the media have entered under the control of the large capital which has been gained in different fields led to the lack of trust in mainstream media³. While the media owners run after getting more profit, they one-sidedly broadcast in the name of the ruling party’s views, all of which have given rise to the lack of information through which the public require to take rational decisions. These have directed people to the alternative resources in which they believe to be different and true. According to a study conducted during March and May in 2016, by TAREM, standing for Social Research and Education Center, the first three internet news portals liked and followed by the participants are Diken, T24 and *Bianet*, and 94% of the participants chose *Bianet*, 91% *Diken*, and 88% T24, respectively. In this study, we will try to analyse to what extent the news portals aforementioned manage to provide an alternative to the mainstream media and a new communication platform called *Medyascope* will also be dealt with.

² Christian Christensen (2007, 184) explains these features as the relationship between state and media as a sort of patrimonialism and clientalism. Please see: “Global media and Communication”.

³ Please see: Selda Bulut and Serpil Karlıdağ (2016). *The Effect of Media Polarization on Contents: A Study on the Digital Newspapers in Turkey*. 3rd International Conference on Turkey and Turkish Studies 27-30 June 2016 Athens, Greece.

2. Alternative Media

In order to define what 'alternative media' means, and to form an institutional ground, many researchers have conducted different studies. It is easy to see that there is no agreement on the terms, even on the prefixes amongst researchers for the term, 'alternative', like "radical" (Downing, 2001), "community" (Howley, 2005), "citizen" (Rodriguez, 2001), "autonomous" (Langlois & Dubois, 2005), "tactical" (Raley, 2008), "critical" (Fuchs, 2010)" (Andersson, 2012, 756). Alternative media usually stress on the "opposition" or "out of" mainstream media, however this definition based on mainstream media does not seem sufficient. Thus, Bailey et al (2007, XI) defines alternative media, classifying as the community media, media against mainstream media, civil society media and rhizomatic media. Chris Atton (2001, 1), known for his studies about alternative media, objects to alternative media's being restricted to political and resistance media and wishes to have a room for new hybrid cultural formats like fanzines and electronic communication tools. Therefore, the developed alternative media model could be implemented in literary and artistic media like videos, music and creative writing (2001, 5). Atton, while claiming that alternative media pushes the boundaries of populist liberal theory with highly different approaches ranging from printed media to electronic media, defines the criteria of radical and alternative media through six categories as: a) content, b) form c) reprographic innovations / adaptations d) distributive use (Atton, 1999), e) transformed social relations, roles and responsibilities, and f) transformed social, roles and responsibilities– horizontal connections and networks (2001, 24). Atton (2002, 493), at the same time, states that, through hegemonic approach, alternative media and mainstream media cannot be independent, and media practices could sometimes be in accord with the values of mainstream media, and sometimes merged with radical values as well. Thus, Downing uses "radical media" in place of "alternative media" and with this he refers to the differing small-scale formats, setting an alternative scope for the hegemonic perspectives, policies and priorities (2001, v, ix). Since everything is an alternative of something else, Downing finds the term, alternative media, oxymoron. Downing, maintaining that social movements should be represented in alternative media (2008, 43), emphasizes that social movements have great impact in today's modern political life just as it does in early modern history. The fact that political organizations have been engaged in corruption and transnational companies have become so powerful have led to worldwide social movements.

Fuchs (2010, 174), taking into account the separation between objectivity and subjectivity, being the main problem of Anthony Giddens's Social theory, classified alternative media into two groups as objective and subjective along with Sandoval (2009). Giddens characterizes humans and their practices as subjective, and social structures as objective. When this theory is applied to media, media structures and media practices are dialectically interconnected while generating each other. In a sense, media objects and media subjects reproduce the media systems through dialectics (Fuchs, 2010, 174). While subjectivity covers active participation in production and the circulation of media coverage, objectivity focuses more upon content and spreading of content to a wider public (Fuchs & Sandoval, 2015). Therefore, alternative media is regarded as participatory in terms of subjectivity whereas it performs the emancipatory role of media via critical media coverage from objective point of view (Sandoval, 2009, 4). Fuchs and Sandoval (2010) thinks that participatory media is inadequate inequalities in the sense that it serves as alternative media, thus suggesting critical media as an option. As opposed to the structural inequalities caused by capitalism, content of critical media should be used to meet the definition of alternative media at the basic level.

Thus, Harcup (2003, 372) expresses that technology and language might change, yet the existence of media against hegemony would go on in the alternative media and there could be alternative ways in viewing the world and there might be some other stories. In a sense, while the mainstream media provide privileges to the strong, alternative media become as the voice of the unvoiced and present another perspective from the lower levels. Hence, the weak and the deserted should be given priority (Harcup, 2003, 371). Similarly, Carpentier (2003, 57) states that the content of the alternative media, which he calls "community media", has more variety compared to the mainstream media, and serves as the voice of groups ranging from ethnic and minority groups to the marginal political groups, and also expresses different representation and discourse. According to

Carpentier, community media is different from the mainstream media from organisational aspect, yet they are independent of state or markets. The same argument applies in terms of internal organisation. While the mainstream media has a vertical organisation, community media stay in the horizontal structures, making use of alternative opportunities. When all these studies are examined, as opposed to the mainstream media with capitalistic mode of production and relations, alternative media with different ownership structure, and production, distribution and consumption patterns gain gradually more significance in the face of monopolistic communication, single voice.

3. Method and Analysis

Political economy is the study of social relations, comprised of production, distribution and consumption, including communication resources, especially relations of the ruling powers (Mosco, 1996). Thus, in this study, as mentioned above, *T24*, *Diken*, *Bianet* and *Medyascope* have been chosen to be analysed from the point of view of political economy. In order to examine what sort of a production the media in question realizes, their ownership structures, content productions have been tried to be defined and these questions have been asked:

- How are the ownership structures of *T24*, *Diken*, *Bianet* and *Medyascope*?
- What are the resources for income of *T24*, *Diken*, *Bianet* and *Medyascope* (commercial, sponsors, supports)?
- Who performs the production of news in *T24*, *Diken*, *Bianet* and *Medyascope* (editors, journalists, columnists, etc)?
- On which representations and resources do *T24*, *Diken*, *Bianet* and *Medyascope* focus more?
- Do the readers contribute to the content production?
- Can we call the media, which reproduce the predominant discourse, as “alternative media”?

3.1. *T24*

T24, which was established in 2009, calls itself on its own website: “An independent e-newspaper, free of any entities, bodies, persons with no relations whether direct or indirect, or even accidental at all”. This newspaper website, which lay emphasis on its freedom from financial dependence, ideological dogmas, was praised by the Turkish Journalists Association in 2010. In social media comments, amongst the ones opposing the newspaper, there are some claims that it has been published by the Turkish Armed Forces, there seems to be no owner. The chief editor, in the conference “Freedom of Media and Transparency” dated October 5, 2013, said that they could publish the newspaper with the money, amounting 25.000 dollars, which indeed the pro-government *Sabah* pays the columnist Mehmet Barlas (*Gazeteciler*, 9 October, 2014).

On looking at the revenues of *T24*, we can see that they have adapted the practice of “readers fund”, a sort of crowdfunding. Thus, those wishing to support independent journalism pay small amounts or more to back up this web site. The amounts can vary between 2.86 dollars to 2860 dollars. They call for each one of the projects, and to the readers, they reveal the contributory fees needed to realize the projects. When the required financial resource is found, the project commences, and then the names of the contributors and how the money is spent are transparently shared. When the required amount for the aimed project fund cannot be met, a small survey is then conducted on how to spend the money among the contributors. Depending on the result, a smaller project can be chosen. In the part, “Share news”, a forum has been placed so as to allow the readers to inform people about the events taking place around themselves, comment on the news, and information on the topics which they might think that additional information is needed. The newspaper gets advertisements and places room for “advertorials”.

When we look at the writers, we can see academics, intellectuals, experts in their fields, and lay people as well as the “laid off” journalists who used to work in mainstream newspapers. Under the title of *T24* writers, there are ones, who write on a regular basis. Bloggers write at different intervals. There are no obstacles for the writers no matter from which political background they come from except for those who insult others or fiercely express their hatred. The editor-in-chief states that they

work with very young people, benefit from the energy of the correspondents, and they pay little in return (Akin, October 7, 2013). They make news in almost every topic, and in different columns. The sub-categories, for instance, are; the attempted coup on July 15, advertorials, science & technology, environment, world, education, economy, agenda, art & culture, magazine, media, special news, politics, healthcare, social security, interviews, sports, and life.

As well as informing people about daily news, T24 also has a room for different discourse depending on the contributors, making it different from the commercial newspapers. For instance, the news in her column by Nurcan Baysal, dated July 25, 2017 about the death of a minibus driver from Dersim by the after the bombshells launched from a cobra helicopter can be given as an example for the voice of the unvoiced.

3.2. *Diken* (Thorn)

Diken was established in 2014 by Harun Simavi, the fourth generation grandson of Sedat Simavi, credited for the founder of modern journalism in Turkey. Named after a periodical political comics published by Sedat Simavi in 1918, this newspaper defines its objective as journalism in line with universal values. As Simavi states (by Kaynak, 2015) this newspaper claims to offer true news rather than quick news. They express their major principles as making news without distorting the truth with no additional comments, and producing content without having the fear from certain institutions as we observe with the mainstream media (Kaynak, 2015). In his own page, Simavi, describes *Diken* (which means “Thorn” in English) as “a thorn in Turkish media, which is being converted into a garden of roses, defending democracy, fundamental rights, and secularism. While supporting these values, he also adds that he wants to reinstate the credibility and dignity of journalism. He maintains that, in order to become an independent and free newspaper, they empower themselves via their own resources and from journalism principles and ethics. They are not steered by money. Simavi, who himself is in the IT business in the US, designed the technical infrastructure of the newspapers on his own (*Diken*, 2016: *Yeşil Gazete*, 2016). They work with minimum number of people as the newspaper finances itself. In an interview in 2015, he revealed that there were eight employees, including himself. Simavi asserted that the practice of digital commercials does not fit many media tools, yet still many commercials pop up when in every page of this e-newspaper is scrolled up and down. Readers are forwarded to the online shopping websites like in the mainstream media or asked to fill in the forms.

There are some categories in the newspaper, it being a digital one. For instance, when the title “Top 11 Today!” is clicked on, eleven column links selected from the Turkish media on that day appear. Likewise, in the section called “The Evening Post”, the news marking the day takes places after 7 pm. In the part titled “VPN News”, the news which was banned in accordance with the law numbered 5651, item 9, can be read via VPN, abbreviated form of Virtual Private Network. In the English website, some news is in English. “In 9 Questions” section, some news are explained in nine questions. In the part called “Dikenlik”, meaning “thorny path”, news with negative aspects are put in order, which may irritate some. Daily news take place in the “Vitrin”, meaning shopfront, culture and art news take place in “Keyif”, meaning delight, and columnists take place in “Agora”. In the part, “Analiz”, mostly based on the views of the academics, the expert opinions, foreign newspapers like *Reuters*, *NYT*, and *EU* and also the scope of international bodies are presented to the readers. Additionally, media, sports and world news can be found under the same headings.

According to the research carried out by aforementioned TAREM, *Diken* touches the 91% of the subjects ignored by the mainstream media, and gives room for 59% of the news about the social events like demonstrations (*Diken*, 2016: *Yeşil Gazete*, 2016). The editor-in-chief, Erdal Güven, is a friend of Harun Simavi, too. These two share the similar principles. When we look at the writers, we can see the writers and academics from different media groups. They are meticulous about their writers and not everyone dismissed from the mainstream media can be accepted to write here. According to Simavi, who believes that the world-views and writers’ stance are reflected in the newspaper’s philosophy, the newspapers become impersonalised when the writers in opposition to the editor-in-chief write in the same newspaper (Altun, 2015).

Readers can comment via Facebook or Twitter. Simavi claims that the readers' educational profile is very high and they are within the age range of 25 to 35. Though the content is a bit male-oriented, it seems that the rate of men and women is equal. (Kaynak, 2015).

3.3. *Medyascope.TV*

The first web page of *Medyascope.tv* was published on August 20, 2015 through a voluntary initiative. Later it became a part of media, called Scope Medya Ticaret ve Pazarlama A.Ş. and went on publishing. The founder of the portal is an experienced journalist and columnist Ruşen Çakır, who has been in business for 25 years, stating that: "Turkey needs a civil, independent, and pluralist media. Traditional media cannot meet these needs, even they may not want to meet these, either. On the contrary, social media present wide opportunities for the flow of news in a civil, independent and pluralist fashion." (<http://medyascope.tv/hakkinda/>).

Apart from Turkish, they broadcast in Kurdish, French and German. They broadcast five days a week for eight hours and have intervals in between at *Medyascope.tv*. Moreover, under extraordinary circumstances (like "Referendum and Ankara Massacre"), they have "special news" hours. *Medyascope.tv* broadcasts under the titles of politics, society, economy, culture and sports. For the 95% of their news and video production, they rely on their staff. Only the foreign news is translated or taken from Reuters. To follow them more easily, there are transcribed – subtitled – versions of news of the videos, depending upon the requests of viewers.

Medyascope.tv uses social media network like, Facebook, Twitter, Youtube, Periscope and Soundcloud. The portal has 30 regular employees, yet having many other content developers, like; (Haldun Bayrı-translator, Hıdır Göktaş-journalist, Mete Sohtaoglu-journalist, Ünsal Ünlü-journalist). Çakır says: "First, we said that there are many unemployed journalists, those complaining about censorship, etc. thus let's make a call for help! We have such a platform. Many people have the internet access and smart phones, everyone can do this. So we thought that we can benefit from these." ("Yeni Nesil Gazetecilik...", April 2, 2017, www.dinamikgazete.com).

Furthermore, when it comes to the content production, they have interactive production with the viewers. Many are broadcast based on the suggestions from the viewers. Çakır talks about the role of viewers in production stage as follows: "For instance, they might give information about some people whom we don't know, saying that "Well, someone knows this much better", and then we reach that 'someone' and ask him to broadcast live! In this way, we have had many suggestions for different subjects to go live. Even we have had some people who like to do their own program and present it live, too. Especially in social media, some warn about our mistakes in a kind manner and thus we correct them." (<http://medyascope.tv/2017/04/24/medyascope-tv-ye-nasil-destek-olurum/>).

Medyascope.tv is an open source platform to everyone. Especially the content produced by the NGOs is broadcast. For example, "Istanbul Belongs to Us all!" initiative produced; "Our City!" and the co-production of "Helsinki Yurttaşlar Derneği" called "Yurttaş Postası" [Citizen's Post]. The NGOs prepare everything in terms of content and *Medyascope.tv* prepares the infrastructure. They put the program into their YouTube Channel and *Medyascope.tv* takes the video-news from their link and embeds it into our website and broadcast.

Since their establishment twenty months ago, mostly they have produced the content on their own, relying upon their own resources and "volunteering young labour force". They are funded internally, but especially via external funds, they meet their needs and get very little revenue from the commercials. All the funds gathered are spent on infrastructure costs, rents, internet expenses, salaries of the employees, security premiums, and on food and meals. Usually they have annual funds. As these do not suffice to meet the expenses, they try to increase the revenue raised by the commercials and advertorials. Çakır explains why they have less revenue coming from the commercials in this way: "As we are a video-based website, our visibility and viewing capacity is much lower than the other news websites have. Yet, the most important thing is the 'political concerns'. Since we do not have any political connections, since we do not have binding ties with the ruling party, as we do not integrate ourselves with them, those who could advertise in our website come to have other concerns. Though they appreciate us, like us, they are scared. .. We need to be self-

sufficient, even we should be able to be a profitable body. As we suffer from extraordinary conditions in Turkey, we cannot make our way easily. Thus, so long as these extraordinary conditions prevail in Turkey, we need to finance ourselves extraordinarily. This is what I can tell! (Ruşen Çakırla röportaj-April 24, 2017, <http://medyascope.tv/2017/04/24/medyascope-tv-ye-nasil-destek-olurum/>).

An important supplier in fund revenues is an organisation called “patreon.com”, via which they obtain income based on crowdfunding, starting from 1.00 dollars to the limit determined by the funder. Such revenue collecting techniques match with their motto of *Medyascope.tv*, which means, “We are free!” The freedom aforementioned, is not against the political power, as it is usually misconceived. The most significant problem for journalism or media all over the world is the ratios of ratings, (clicking) hits, reading or watching scores. While news is broadcast in media, generally editors ask themselves whether “their news would be read or not”. He believes that the greatest freedom here is to do what is to be done first rather than look at the viewing or reading scores (“Yeni Nesil Gazetecilik...”, April 2, 2017, www.dinamikgazete.com).

Medyascope.TV collects revenue through different social networks. For example, in order to earn money on YouTube, your channel should be watched more. *Medyascope.TV* broadcast 30 to 50 programs a week on average. The hits on YouTube can only meet the hosting expenses of *Medyascope.TV*, which means the hits on the website can only meet the expenses of the server based abroad. Moreover, it is also supported by some foundations and associations, too, which can be counted as Açık Toplum Vakfı [Open Society Foundation], Chrest Foundation, Heinrich Böll Stiftung, Friedrich-Ebert-Stiftung (FES), please see <http://medyascope.tv/kunye/>.

3.4. *Bianet.org*

As a result of the struggle initiated in 1996 to make their voices heard by the members of The Union of Chambers of Turkish Engineers and Architects (UCTEA), which means Türk Mühendis ve Mimar Odaları Birliği (TMMOB) with Turkish Medical Association - Türk Tabipler Birliği (TTB) along with the representatives of the local media, the Independent Communication Network: Bağımsız İletişim Ağı (BIA) commenced in 1997. *Bianet*, working under the body of Inter Press Service (IPS) – Communication Foundation - İletişim Vakfı⁴, which was established with the support of 12 local newspapers, 6 local TV stations, and 56 local radios via a bill signed, aims to set up a collaborative network to produce and distribute content via the internet technology adopted by the local media companies and entities, based on the principles and objectives of journalism (Tokgöz, 2001). Amongst the justification claims, the most substantial ones are “The dominant news and broadcasting structures in Turkey restrict the citizens’ right to receive free news and hinder the development of local media agents. Thus, it aims to adopt journalism principles based on the public interest and freedom to receive free news of peoples” (Taylan, 2012). ICN (BIA) coordinator, Ertuğrul Kürkçü (2009), prefers to use the conceptualization of the terminology, “independent media”, in the sense that *Bianet* does not possess any merchandise qualities, and have any ties with political parties.

BIA continues functioning so as to establish a “independent media” against commercial hegemony over the material and spiritual tools via the re-production and distribution of information in Turkey and in the world and in Turkey alike in order to transmit the media ownership and control over to the public, and to free the information and content from the capital holders and from the state as well, which was stated during the Foundation Conference (<https://bianet.org/bianet/sayfa/bagimsiz-iletisim-agi>).

⁴ IPS Communication Foundation was founded in 1993 to realise and support the projects in the fields of “Communication and Development”. The Foundation keeps carrying out the projects via the donations, and charities supplied by local and international resources. IPS Communication Foundation is one of the leading news agencies in the world within its body, called Inter Press Service (IPS), with an expertise in development, environment, human rights, NGOs, etc. Moreover, IPS has a special objective: to fill in the information gap between Europe and Latin America. To that end, an international cooperation was founded in the name of IPS journalists as a non-profit organisation in 1964. (<http://www.ips.org/institutional/get-to-know-us-2/our-history/>).

At the initial stage, the proposed budget for BIA is to amount to 777.000 euro in total. Heinrich Böll Foundation funded IPS Communication Foundation, offering financial resources with a six-month-long research project, directed to study the local media for the first field research. Those to support the projects of the foundation can be counted as: First Project's Budget: 747.887 Euro, Supporting Agencies: EU, Swedish International Development Cooperation Agency (SİDA); Second Project's Budget: 141.200 Euro, Supporting Agencies: Press Now, Third Project's Budget: 1.072.200 Euro, Supporting Agencies: The European Instrument for Democracy and Human Rights, Chrest Foundation, Friedrich Ebert Foundation (Germany-Istanbul), Sweden Istanbul Embassy, Denmark Ankara Embassy, KAGİDER - Women Entrepreneurs Association of Turkey, UNFPA (Turkey), Fourth Project's Budget: 564.364,79 Euro, Supporting Agencies: European Union, the Euro-Mediterranean Partnership, MEsures D'Accompagnement (MEDA), Heinrich Böll Foundation, TMMOB, and TTB.

Bianet, which goes on publishing via the finance of various projects, makes use of commercial and advertorial revenues. *Bianet* generally uses the local and international charity resources, not benefitting from any commercial activities. The income-raising activities of the foundation can be realised through IPS Communication Foundation, Management Office (<https://bianet.org/bianet/sayfa/ips-iletisim-vakfi>).

Apart from Turkish, *Bianet* publishes in Kurdish and English since November 2000, with five editors and one correspondent to supply the daily flow of news. It focuses more on human rights, women rights, children rights, and freedom of speech. There are four sub-categories on the main bianet.org news website; Biamag, Women- LGBTİ, News in English and Kids. *Bianet*'s employees are trainees, correspondents, editors, and editor-in-chief. Since it publishes the news out of the focus of the hegemonic media, *Bianet* is regarded as different and marginalised with its discourse. It also carries out a theme called "human rights journalism", sided by journalists.

The chairperson of IPS Communication Foundation, Nadire Mater, defines the news production stage beyond the hegemonic media as such: "We conduct a sort of "participatory journalism". In essence, we cannot send correspondents [everywhere], actually we don't need to... Thus we use "voluntary correspondence system" and produce new like this. (...) These fed us in fact. (...) Therefore, new journalists appeared. Actually, they are activists, in a sense. Maybe, this is not what is seen outside. This new form of journalism supported us a lot. We are happy with it. Some people who never had journalism experience before may think that he/she can write and they write on our website. There are many examples of this. (Taylan, 2012, 370).

BIA Editorial Desk, as well as the news received from local radios, newspapers and televisions, combines the news from its headquarter in Istanbul and other BIA units and continue with bianet.org news. In this sense, *Bianet* broadcast – publishes as a "network on the basis of solidarity and news sharing with the aim of making news", including local media. The news, articles, photos, cartoons, etc taking place in the BIA can be benefitted from with no copyright fees by the local media so long as the resources are cited. Thus, everything produced in *Bianet* is an openly support for users, helping the local media to a great extent (Atabek, 2003, 80).

There are some technical features on the *Bianet*'s web page for the interactive interface for users or readers. There is a continuous flow of news and exchange of information on the *Bianet* web page by the regular content developers and correspondents from the local media. *Bianet* headquarter is open to the readers' visits enables the readers to contribute easily. *Bianet*'s page, called "log and communicate", offers all the information about the e-mail, phone numbers and addresses of all the contributors. Thus, there is an interactive network set up amongst the readers, on the same page was set up via this sliding announcement; "If you like to contribute through your news, articles, photos, cartons and videos to *Bianet*, we are just click away; send us your email!", showing that they are easily accessible (Figure 1 and 2).



Figure:1

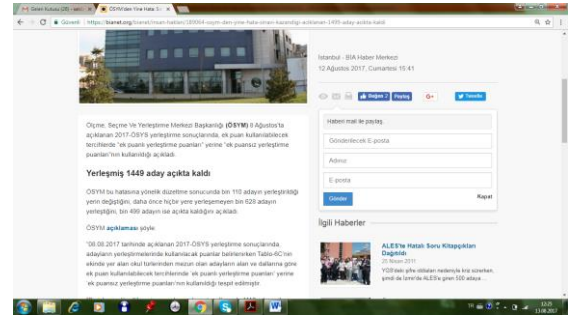


Figure:2

Thus, the statistical figures for the visitors for the sublinks for *Bianet* are as follows:

Table 1: Bianet Webpage (Main Page) Visitors Data Years (Resource: Taylan, 2012)

	Number of Visits	Number of Visitors	Ratio of New Visits	Total Page Visits	Average Page Visits	Average Time Spent	Leaving Rate
2007	3.247.523	2.095.021	% 64,13	7.141.996	2,20	00:04:17	% 69,33
2008	3.728.503	2.220.105	% 58,42	8.886.655	2,38	00:05:42	% 70,28
2009	4.102.273	2.550.453	% 60,83	9.079.593	2,21	00:02:39	% 73,32
2010	3.971.408	2.302.689	% 56,49	8.538.019	2,15	00:01:51	% 71,86

4. Conclusion and Evaluation

Internet technologies offer new and alternative communication environment for both media professionals and users. Thus, those out of the hegemonic commercial media can be visible through their discourse as well. The broadcast through the platforms such as *Medyascope.TV*, *T24*, *Bianet* and *Diken* is the consequence of the economic and political environment experienced. On the other hand, digital technologies offer new media for the new type of journalism. Because the features of internet technologies make the alternative discourse visible now. Through these news portals, the readers/viewers can be more effective in the news production stages. As well as the advantages of technology, the publishing/broadcasting on the internet still poses a problem for raising revenue while trying to survive on the net.

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Examining The Relationship Between Self-Leadership And General Self-Efficacy

Ömer Alperen Onay, Sümeyye Pehlivan, Duygu Altun

1. Introduction:

The concept of Self-Leadership was introduced by Manz in 1980s and brought a new point of view to self-control. Self-leadership was designed as a system enabling the employees to lead themselves as well as other employees in the groups following this process. Through this process, it was aimed to restore the insufficient and inactive parts of the control mechanisms of the institutions.

The concept of Self-Efficacy was first addressed as part of the concept of social cognitive theory by Bandura, later it became a popular subject. After Bandura stressed that self-efficacy may be generalized, the general self-efficacy started to being studied as a popular topic.

This study aims at examining the relationships between the self-leadership and general self-efficacy. Given the fact that there are very limited numbers of studies on self-leadership, this subject has been selected to be used in the following studies. In this study, first off all, the concepts of self-leadership and general self-efficacy will be explained briefly and afterwards the findings will be presented.

1.1. Self-Leadership:

Scientific developments and the emergence of new technologies caused certain complexities and changes in the work life. Following these changes, the employees' expectations also changed. In this context, self-leadership emerges as a suitable method for the employees in line with the purposes of the requirements of recent work environment.

The self-leadership was brought forward by Manz and Sims as a new concept which encompasses the deficient parts of self-management and self-influence as follows: "self-leadership, perspective is proposed that emphasizes purposeful leadership of self toward personal standards and "natural" rewards that hold greater intrinsic motivational value."(Manz, 1986: 585).

So far, many control methods have been tried by the institutions. Therefore, there have been a lot of studies. For example, Tannenbaum (1962: 237) argued that "organization implies control" . The most fundamental organizational control systems consist of performance standards, evaluation mechanisms, awarding and punishing systems (Lawler & Rhode, 1976). Similarly, it is also important that individuals have the standards created by their own, enter a self-evaluation process and give awards and punishments to themselves for the management of daily activities.

Based on this point of view, it will be useful to explain self-control briefly. One of the most widely used definition for self-control is: "A person displays self-control when in the relative absence of immediate external constraints (performs without external assistance) he or she engages in behavior whose previous probability has been less than that of alternatively available behaviors (or less attractive behavior but one that is implied to be more desirable)" (Thoresen & Mahoney, 1974). It is expected that through the increase of the individuals' competence in self-control, the expectations of the institutions can be met.

Self-leadership includes several strategies complementing the existing strategies of self-leadership, by emphasizing the motivational aspects of the work (Manz & Sims, 1980). The most recognized strategies in the literature are as follows: behaviour-focused strategies, natural reward strategies, and constructive thought pattern strategies (Anderson and Prussia, 1997; Manz and Neck, 1999).

- Behaviour-Focused Strategies
- Natural Reward Strategies
- Constructive Thought Pattern Strategies

1.1.1 Behaviour-Focused Strategies:

It consists mostly of the self-evaluations of the individual and the process on the basis of self-reward and self-discipline. Such strategies aim to affect the perception of the self positively.

1.1.2. Natural Reward Strategies:

It includes constantly displaying the behaviours which the individual enjoys and avoiding the behaviours which s/he does not enjoy.

1.1.3. Constructive Thought Pattern Strategies:

Such strategies considered as the foundation of the self-leadership was established by Manz (1986) in order to control and manage the individuals' mental models.

1.2. General Self-Efficacy

The concept of self-efficacy was introduced by Bandura and observed primarily within the social cognitive theory. Bandura (1997) defines efficacy as follows: "Efficacy is a generative capability in which cognitive, social, emotional, and behavioral subskills must be organized and effectively orchestrated to serve innumerable purposes."

Bandura (1997) interprets self-efficacy as follows: "Self-efficacy refers to beliefs in one's capabilities to organize and execute the courses of action required to produce given attainments." Self-efficacy draws particular attention to the belief in achieving something by means of the individual's talents other than the diversity of the individual's talents.

However, people's beliefs do not always correspond with their talents. That being said, even if a person is capable of completing a task, in the event that his/her self-efficacy is low the possibility to succeed may also be low. On the other hand, even if a person is not capable of completing a task, in the event that his/her self-efficacy is high, the possibility to succeed in that task may also increase.

While Bandura (1977) indicates in his study that self-efficacy is a perception towards a specific area, he also takes into consideration that such perceptions can be generalized. Resulting from such consideration, he contributed to the emergence of the concept of general self-efficacy. Many researchers, in particular Schwarzer and Jerusalem who developed the scale that we used in the first place preferred to work on the general aspect of the self-efficacy.

General self-efficacy refers to a person's general self-efficacy belief in terms of handling stressful and demanding life events (Luszczynska, Scholz & Schwarzer, 2005). It can also be defined as the person's general self-confidence during the situations which are encountered the first time.

2. Method:

Data Collection: The samples of this research were the undergraduate students of a state university.



Convenience sampling technique from the other non-probability sampling techniques was used in this research. 195 valid questionnaire forms were assessed in total.

Scales: The general self-efficacy scale of 10 items which was developed by Schwarzer and Jarusalem (1979) and adapted to Turkish by Aypay (2010) and the self-efficacy scale of 29 clauses which was developed by Anderson and Prussia (1997), revised by Houghton and Neck (2002) and adapted to Turkish by Tabak and others (2013) are used.

2.1. The Research Model And Hypothesis:

The model present the associations between self-leadership and general self-efficacy.

Table 1. Research model

H₀: There is no significant relation between self-leadership and general self-efficacy.

H₁: There is a significant relation between self-leadership and general self-efficacy.

Examining The Relationship Between Self-Leadership And General Self-Efficacy

3. Data Analysis And Findings:

Table 2. Demographic Characteristics of the Participants

		fr.	%	g.%
Gender:	Female	153	78,5	80,1
	Male	38	19,5	19,9
	Total	191	97,9	100,0
	Unanswered	4	2,1	
Total:		195	100,0	
	N	Min.	Max.	Mean
Age:	194	17	45	22,69

As regards the gender distribution of the participants, it is observed that 78,5% (153 people) of the participants are female, 19,5% (38 people) are male and 2,1% (4 people) did not report their gender. The participants' ages vary between 17-45, the mean age was found as 22,69.

Table 3. Internal Consistency Findings

	Cronbach's Alpha	Number of Items
Self-Leadership	0,862	29
General Self-Efficacy	0,871	10

The coefficient of Cronbach's Alpha in the scales can be accepted since they are higher than 0,70.

Table 4. Descriptive Statistics

	N	Means	S. Deviations
Self-Leadership	195	3,838	0,399
Self-cueing	195	3,403	1,011
Focusing thoughts on natural rewards	195	3,936	0,622
Visualizing successful performance	195	3,949	0,528
Self-talk	195	3,923	0,734
Self-reward	195	3,852	0,516
Evaluating beliefs and assumptions	195	4,038	0,539
Self-punishment	195	3,447	0,755
Self-observation	195	3,852	0,516
General Self-Efficacy	195	3,785	0,536

It is understood that the participants' level of self-leadership (3,838 is higher than their level of general self-efficacy (3,785). The dimension of evaluating beliefs which is among the sub-scales of the self-leadership has a higher average.

Table 5. Inter-correlations

		General Self-Efficacy
Self-Leadership	Pearson Correlation	0,370
	Sig. (2-tailed)	0,000**
	N	195
Self-punishment	Pearson Correlation	-0,161
	Sig. (2-tailed)	,0240*
	N	195
Self-reward	Pearson Correlation	0,182
	Sig. (2-tailed)	0,011*
	N	195
Self-observation	Pearson Correlation	0,512
	Sig. (2-tailed)	0,000**
	N	195
Visualizing successful performance	Pearson Correlation	0,375
	Sig. (2-tailed)	0,000**
	N	195
Self-talk	Pearson Correlation	0,184
	Sig. (2-tailed)	0,010*
	N	195
Evaluating beliefs and assumptions	Pearson	0,363
	Sig. (2-tailed)	0,000**
	N	195
Focusing thoughts on natural rewards	Pearson Correlation	0,412
	Sig. (2-tailed)	0,000**
	N	195
Self-cueing	Pearson Correlation	,113
	Sig. (2-tailed)	,115
	N	195
p ≤ 0.05 *		
p ≤ 0.01 **		

It is observed from the results of the correlation analysis that there is a significant moderate positive association between the self-leadership (general) and general self-efficacy ($r = 0,370$, $p < 0,01$). According to these values, the following hypothesis H_0 "There is no statistically significant association between self-leadership and general self-efficacy." was rejected.

That being said, while the general self-efficacy and the self-reward ($r = 0,182$, $p < 0,05$), self-observation ($r = 0,512$, $p < 0,000$), Visualizing successful performance ($r = 0,375$, $p < 0,01$), self-talk ($r = 0,184$, $p < 0,01$), Evaluating beliefs and assumptions ($r = 0,363$, $p < 0,01$) and Focusing thoughts on natural rewards ($r = 0,412$, $p < 0,01$) that are among the sub-dimensions of the self-leadership have a positive significant relation, the general self-efficacy has a negative significant relation with the dimension of self-punishment ($r = -0,161$, $p < 0,05$).

There is no statistically significant relation between the dimension of self cueing ($r = 0,113$, $p > 0,05$) and general self-efficacy.

4. Conclusion:

This study was conducted with the aim of examining the associations between the self-leadership and general self-efficacy, on undergraduate students of a state university in Turkey. Out of 213 questionnaires, 195 of them were used for the analyses. As a result, a significant, positive and moderate association was found to exist between self-leadership and general self-efficacy ($r = 0,370$,

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$p < 0,01$). These values also demonstrate that the H1 hypothesis of the research was supported. In our opinion, the results of this study will contribute to the conduct more research with regard to self-leadership. It is also suggested that individual factors (e.g., self-esteem, extraversion, type A personality) should be also examined in terms of self-leadership.

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Communicative Position of the Child in Literature: Novel Seker Portakalı

Ayşe Aslı Sezgin

1. Communication in Pediatric Development

Communication means being together with the others, making connections, sharing and spreading information or news, generalizing them to the majority and having an aim of making the others deriving benefit from them (Köknel, 1997). Communication is composed of signals produced by an organism which are also important for the other organisms as well as affecting their behaviors (Morgan, 1995). Communication is the obligatory condition of the existence of human and society; thus it begins with the human. It is an obligatory condition of the existence and maintenance of relations (Alemdar & Erdoğan, 2002).

Communicative position of the child is generally determined depending on the number of children in the family as well as importance attributed to and facilities provided for the child. In this situation, it is of high importance to establish individual relationships (Öcel, 2002). It is also of high importance for the communicating individuals to have a point of view for themselves and the others with regard to determining communicative position of the child. Dean Barnlund, a theoretician of communication, suggests that communicating individuals have six different appearances (Öcel, 2002).

1. How you see yourself
2. How you see the others
3. Your belief regarding how the other individuals see you
4. How the other individuals see themselves
5. How the other individuals see you
6. Others' belief regarding how you see them

It is possible to interpret these six different appearances of the communicating individuals by handling within the communication environment where the children are included. Each child is filtered by a non-verbal communication on his own prior to making a verbal communication with the people around. In this period, child is generally a listener. In a sense, he starts creating the pieces of his personality and identity in this period.

As the child starts making communication, his personal characteristics also start emerging. Visual communication ties of the child start with the birth by developing and evolving throughout the life as well as shaping him substantially (Öcel, 2002).

A child tries to make sense of everything from the moment of birth; then, he creates a special world after this practice of making sense. Child starts his relation with the written communication beyond the steps of his pediatric development as differently from verbal and visual communication, while in school age. Characteristics of the family of the child are also vital in written communication.

Piaget (1896-1980) is a scientist who starts his scientific studies in the field of biology then going on with the developmental psychology and puts forward that logic and ways of thinking of the children are very different from the adults. He used psychiatric, that is clinical, methods in his studies. He suggests that scientific development of the children is affected by biological maturity and divides mental development of children into four stages: Sensory-Motor (0-2 ages), Pre-operational (2-7 ages), Concrete Operational (7-12 ages), Formal Operational (11-12 ages and above) (Ata, 1999).

"Children can comprehend only what they discover themselves. When we try to teach something to them quickly, we prevent them from rediscovering these things."

Here, J. Piaget wants to point out that imagination of the children can be shaped in accordance with their desires without any limitations.

Development which helps the individual comprehend and learn the world starting from his infancy to his adulthood is called as “cognitive development”. Stages of cognitive development were firstly mentioned in 1930s. It was classified by Piaget for the first time. Piaget puts forward the process of cognitive development by working on the children (Senemoğlu, 2004).

Piaget suggests that there are four stages in cognitive development from simple to context as the following:

- a) Sensory-Motor Stage
- b) Pre-Operational Stage
- c) Concrete Operational Thinking
- d) Formal Operational Thinking (Başkale & Bahar, 2008)

Sensory-motor stage (0-2 ages): It is called as Sensory-motor stage as the infant uses his senses and motor skills while discovering the external world. Having disability to take himself off the other objects initially, the infant tries to discover his own body by using such reflexes as sucking, holding and catching. Then, he starts having activities with the other objects. He achieves learning the concept of object sustainability and method of trial and error by holding, sucking and hitting such objects as hand-bell, glass etc. (Başkale & Bahar, 2008).

Pre-operational stage (2-7 ages): In this period, the child develops a skill of “imitating”. Children in Pre-Operational Stage have an egocentric (self-centered) way of thinking. Children in this age are aware of what is going on but it is important to reveal what they think by helping them express their emotions. Although their language skills develop quickly in this period, they talk the words without thinking about their meanings. The most effective communication tools in this age group are puppets, toys and plays in pictures (Başkale & Bahar, 2008).

Pre-Operational Stage is divided into two categories as:

Symbolic stage or pre-concept stage (2 – 4 ages): In this period, language skills of the children develop quickly. They have self-centered thoughts and speeches. Children cannot understand complex concepts and relationships in this age group. They can classify the objects only with one single characteristic. “Animism” is also another characteristic of this period. Animism means disability of children to distinguish living things (cat etc.) and objects (ball etc.). Piaget says that preschool children believe that stones live and trees can think (Başkale & Bahar, 2008).

Intuitive stage (4 – 7 ages): In this period, children make reasoning based on their instinct and try to solve problems through their instincts instead of thinking based on logical rules. Children in this age group spend all their time with playing. They have developed abilities of imitating. They imitate their mothers in such house works as removing dusts, washing the dishes and their fathers in some repair works. Number of their self-centered thoughts and behaviors begin to decrease but still survive in this period. They take up the habit of mental thinking. They can distinguish everything, living things or objects. But they perceive each object separately. They think that there is not one single moon, but nine separate moons as crescent, half-moon, full moon etc. They think that their own mothers cannot be the aunt of someone else for example. “Preservation” is not developed yet. Preservation is the principle suggesting that the quantity, number, area, volume etc. of any object or any group of objects do not change when their physical shape or location change. Image is of high importance for the children. They decide depending on the external appearance of the objects, they cannot make any other advanced classification. For instance; they can classify the objects in accordance with such sensory characteristics as size, color or shape but they are not aware of the relationships exactly as they cannot understand cause and effect relationship. In this age group,

children are deprived of cognitive competence which is necessary for operations that's why this stage is called as "Pre-Operational Stage". In this stage, children cannot inverse the operations, either (Başkale & Bahar, 2008).

Concrete operational stage (7-11 ages): Primary school children indicate a very quick change with regard to cognitive competences. They can solve the problems as long as they are concrete. They cannot solve the abstract ones yet. The concepts of preservation and inversion also develop. They can classify and list the objects with their different characteristics (Başkale & Bahar, 2008).

Formal operational stage (11 ages and above): In this period, children can deal with abstract operations and make many mental operations. Thinking ways of the children are like that of the adults starting from their adolescence periods. They do not have difficulty in expressing metaphorical phrases. They develop their abstract thinking and abstract reasoning. Adolescents in 13-15 years old are much more keen on discussing the subjects. They are also idealist and critical. They think relatively and comparatively. Deduction method is available in thoughts. They can make reasonable distinctions and deal with ideological problems. It is of high importance for the children to have learning experiences which are appropriate for their cognitive development levels. Piaget believes that a child is not a passive receiver. He has an active role in getting information. Piaget has contributed a lot to developmental education in that he suggests that children have different mental structures than adults, as it is stated above, children have different cognitive developments depending on their age groups. Child is a growing organism. Piaget makes out how we get the information by testing how children in successive age groups understand physical, biological and social worlds (Başkale & Bahar, 2008).

2. Communication in Children's Literature

Literature aims at enabling existence to reach existence by witnessing the existence of humans which is not an exact subject of any science or discipline. Whether it talks about birds or flowers, the main subject is the existence of humans (Taşdelen, 2006). Literature makes a contribution, which is forgotten or regarded as if it were minor, to the existence of humans. It is much beneficial in emotions. In a sense, literature provides an education of emotions. It paves the way for emotions. It reveals and brings out all the emotions. We couldn't have experienced many emotions if there were no authors. Literature teaches ourselves to us. It's an activity answering such questions as What am I? Who am I? What kind of a thing am I? or giving some clues even if it cannot answer them exactly. It brings people together, it introduces people to each other. Thus, it can be said that it provides a tolerance among us (Uygur, 1985). Literature means expressing the situations, observations, emotions, thoughts, dreams and cases through language in the most efficient and nicest way (Çelik: 203).

Children's literature is a general name given to the artistic works which are written / told for children by using an efficient and a nice language. Some poets and authors suggest that literature cannot be divided as for children, for the young and for adults; however it is very difficult to grab the attention of children by using an artistic work written for adults (Çelik: 204).

Moreover; pictures, music, films, plays, caricatures, books, magazines, newspapers, radio and TV programs etc. are very effective – as well as the status of his family and surrounding – for the creation of the child's world of emotions and thoughts (Tezgan: 51).

Children who live a certain part of their lives have the privilege of having a world of emotions and thoughts with unique characteristics compared to the adults (Kantemir, 1979). In the novel which is handled in this study, we see a child growing in the richness of his imagination. All the works of children's literature should consider the imaginary world of the child. There should also be a language, topic and characters which are appropriate for the children. It will be much easier to grab the attention of children and address to their cognitive levels. Last section of the study will try to convey the communicative position of the child in literature in the example of the novel "Şeker Portakalı" ("My Sweet Orange Tree").

3. Communicative Position of the Child in Şeker Portakalı

In this section, communicative position of the child will be tried to be evaluated in accordance with the information specified within conceptual framework in the exemplary novel Şeker Portakalı. First of all, it is aimed at giving information about Şeker Portakalı and giving a summary of the novel. Şeker Portakalı is a world-wide known children's novel written by Vasconcelos, Brazilian author. It tells the adventures of a child named Zeze, the protagonist. Socio-economic status of Zeze, a very smart child, and his family is frequently described.

Zeze has a very rich imaginary world. He talks to almost everything around. He sometimes spends time by talking to himself. Talking to the animals, Zeze also alleges that a bird inside sometimes sings a song for him.

Another point in the novel is that communicative position of Zeze which develops over time is shaped by the problems of his family.

Starting with the title "the story of a little child discovering to suffer one day...", the novel is told by the little child. There is an intensive message transmission throughout the novel.

Zeze conveys his experiences and tortures which he frequently suffers in his family to the readers through his unique wording. Thinking that he is losing his unique communication skills over time, Zeze starts sharing all his ideas and emotions with sweet orange tree, which is his only friend, at the backyard of their house.

First of all; some examples will be given in order to determine the effect of Zeze's frame of mind on his language and communication style by using Piaget's studies on thoughts and language. Then, communicative position of Zeze will be tried to be explained within the framework of his social environment. While doing this, it will also be taken into consideration that individual relations are also important to determine the communicative position.

What Zeze does in the novel Şeker Portakalı is the effort of understanding and comprehension of the world by the child who is in the period from infancy to adolescence which is explained by Piaget in cognitive development process. Zeze firstly tries to know his family members then compares his schoolmates and himself with his family environment in cognitive development process. Zeze tries to maintain his effort of understanding and comprehending the world by talking to the objects around him. What is notable here is the communication of Zeze with himself.

"We were walking on the street hand by hand. Totoca was teaching me the life. I was pleased that my brother was holding my hand and teaching me something. He was teaching the objects to me outside the house. 'Cause I was wrong as I was alone making discoveries at home on my own." (Şeker Portakalı, p.1).

In the symbolic stage in Pre-Operational Stage, the second stage divided by Piaget in cognitive development process, we see that children cannot understand differences between living things and objects. The most obvious example is the conversations between Zeze and sweet orange tree. Calling this tree as Xururuca, Zeze regards it as his best friend and believes that it talks to him as well:

*"I directly went to the sweet orange tree:
Xururuca, we'll do something.
How?
We will wait together for a while.
Accepted.
I sat down, rested my head on its weak body.
What will we wait for, Zeze?"* (Şeker Portakalı, p.91).

Over time, Zeze develops his skills of understanding and comprehension just like in the successive periods in cognitive development process. His point of view towards his family and environment has changed as a result of this development. He has also experienced some developments in his own communication. His little bird, which he used to believe that would talk to him, has also left him.

“Uncle: When I was a very little kid, I used to believe that there was a little bird inside me singing and talking to me.”

“Ah, what a great thing that somebody has such a bird.”

“You didn’t understand. I don’t believe in my bird now. I decided this when I talked to myself instinctly.”

He got the idea and laughed at my confusion: “Let me explain, Zeze. Do you know what is this change? It means that you are growing. This is how to grow. You get self-consciousness. Consciousness is what you hear talking inside you...”

(Şeker Portakalı, p.89).

4. Conclusion

In this study which aims at conveying the communicative position of the child in a literary work, we see that Zeze experiences all the stages which are described by J.Piaget in cognitive development process. His communication has been developed over time by being affected by the social environment.

Şeker Portakalı which has an important role in children’s literature is told by Zeze, the protagonist of the novel, through imitations and cases in order to tell the world of children as well as steps in the communication process.

In conclusion, Şeker Portakalı is a successful literary work which conveys the communicative position of the child.

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The Relationship Between Levels of Empathy; Communication Skills and Internet Addiction

Sebahat Sevgi Uygur

1. Introduce

There have been many changes in every part of life with the technological developments. The Internet is one of that and no one can ignore the significant impact of it in people's lives. The Internet was first used in universities, and then became widespread in workplaces, private places and personal devices such as mobile phones, tablets. According to TUIK data in 2015 internet usage rate rose to %55.9 in Turkey so usage of internet is getting higher nowadays. The age group of most internet users is 16-24 years of age (TUIK, 2015). This information shows that the internet is used mostly by adolescents. It is crucial for the researchers to investigate its profound effects and implications in people's daily and work lives.

The Internet has become an important part of many people's lives. The Internet has affected almost all individuals. With internet people communicate each other both time and money gain. Also the internet can be reached all the time and anywhere. People can exchange e-mails, blog on and have various informational and educational opportunities such as e-books, e-libraries, newspapers, and so on. The potential of the internet-related services and applications seems to be limitless. Those advantages make the internet access more attractive for adolescents (Sevindik, 2011). Present conditions necessitate to use the Internet. The number of technological devices is on the increase. The homeworks and the other works are fulfilled by these technological devices (Kayri ve Günüş, 2009).

In this period, friends and social area are really important factors to adolescents. They want to tone in their friend area and be accepted by them. Because of this, the adolescents without internet interest began to tend towards internet too (Karaca, 2007). Also, adolescents want to express their emotion, right and thoughts to the world freely. The internet makes this come true easily. (Ögel, 2012; akt. Derin, 2013). These rewards that facilitates lives opens a new door for adolescents.

Hardly, the Internet could have great and essential influences on people's life, some of which might be positive and some others negative, depending on people's personal usage. The Internet as well as these rewards causes a lot of negative effects on people especially internet addicts. Young (2004), defined the excessive use of Internet as Internet addiction. Hardly, other words are also used to explain these phenomena such as pathological internet use and compulsive internet use. Internet addiction is said to be similar to those of other addictions. Internet addiction can generally be described as being unable to resist the desire to overuse the Internet with extreme nervousness and aggression when not having the internet access. Since, this technology has changed the way people interact with one another, work and spend their leisure time (Ozturk et. al., 2007). For example, people began to spend most of their time on the Internet. Because of that they can't spare time on different activities. As a result, many disorders such as eye and joint disorders can occur. Also, researchers revealed that problems such as depression, anxiety, drug abuse can occur (Bayhan, 2011; akt. Eftekin, 2015). It is said that excessive internet use can make motivation of students towards school and homework low. (Dinicola, 2004; Cengizhan, 20015). With increasing internet use, people begin to avoid face to face communication (Impraim, 2012). The researchs shows that the loneliness score of people who are internet addicts is really high (Caplan, 2002). This condition is like a threat for adolescents that should be social in this period. Adolescents can become withdrawn, avoid the other people and be depressed because of excessive internet use in puberty period that has emotional and hormonal changes a lot. Also, they can begin not to distinguish the real world from the virtual world. Therefore, the excessive internet use has become a growing area of concern (Dikme, 2014).

However, only spending large amounts of time on the Internet does not lead to Internet addiction. Internet addiction is not just about how much time people spend on the Internet, but how their Internet use impacts other areas of their lives (Kubey and et. al., 2001). Therefore, the Internet

addiction has the following 4 components: (1) excessive use (2) withdrawal (3) tolerance and (4) negative results such as low academic success, being bad tempered, social isolation (Morahan-Martin and Schumacher, 2000).

The communication is a emotion, thought and behaviour transaction as verbal or non-verbal between the least two people (Dökmen, 1988). Communication is the ability to share information with people and understand what information and feelings are being conveyed by others. Communication is also viewed as mutual message exchange occurring in a particular fashion, aspects of which create strong bonds between individuals during a lifespan (Segrin and Flora, 2005). People fulfill a variety of needs through communication. We have to send, receive, and process huge numbers of messages every day. Knowledge, news, information are spread and gained because of communication. Communication is vital in all areas of our lives. We use it to persuade others, to influence relationships, to inform, to share, discover and uncover information. Even though we have been communicating since birth. Communication is a process. It is ongoing, dynamic but not static.

Communication takes on many forms including gestures, facial expressions, signs and it was claimed that effective communication has five significant principles. They are (1) being aware of own communication with others. (2) using and interpreting verbal messages effectively. (3). using and interpreting non-verbal messages effectively. (4) listening and responding thoughtfully to others. (5) adapting messages to the others appropriately (Beebe et. Al., 2005).

It is sometimes very difficult to get other people to understand what you mean. Evidence around us and our personal experience suggest that successful communication is difficult to achieve. There are certain barriers which might cause communication to breakdown somewhere along the process such as inadequate verbal communication skills, contradicting verbal and nonverbal messages, noise (Akman Yeşilel, 2012).

People should communicate with the other people to continue their lives. Also, the communication is a one of the essential factors for a happy life (Pala, 2008). The researchs are showed that the people who can communicate to the other people with a healthy way are healthier more than the others as psychological aspect (Bıçakçı, 2000). Considering the features of the puberty period, communication is more important for adolescents. Since adolescents begin to contrast themselves with the others and seearch for a model. They try to find their own identity wit communicating the people. This is a long and hard period. However excessive internet use can be interrupted the communication. The adolescents that spend most of their time on playing games or watching films by the Internet spend less time with their friends outside (Öngen, 2002).

Empathy is an understanding emotion and thoughts of the other people and show this understanding to them. Empathy is a kind of emotional response which is related to understanding and sharing other people's feelings (Cole and Cole, 2001). In other words, it refers to matching one's own feelings with those of other people (Erwin, 1993). Empathy is emotional and cognitive ability to understand and share the experience of others and their emotional states. In this definition empathy is multidimensional and it has two components; a cognitive component and an affective component. According to Davis, empathy included both cognitive and emotional aspects too. While the affective component of empathy consists of having the same feeling as others, the cognitive aspect refers to understanding what other people experience by looking at the world with their eyes without judging them (Davis, 1983). According to Hoffman (1984), for empathize with the other person firstly differentiating oneself from the other person and understanding the feeling of the other person are needed cognitively. Also emotional part takes place too. Since it is said that people can perceive the feelings of the other people cognitively but react feelingly.

Empathy can reduce dissimilarities, induce emotional closeness and provide information about the other people (Can, 2004). According to Rosenberg (2003), when having been listened to and when having been heard, it is possible to perceive the world in a new way. Hoffman (1975), put forward that there is biological preparedness for empathy and it emerges in early infancy. In spite of the innate basis of empathy, it is a fact that empathy develops with age.

Empathy sometimes can be mixed with sempathy. Identification takes place with the other people in sempathy. However there is no identification in empathy. People can see the whole picture

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and because of that they can approach to subjects as evenhandedly. Empathy induced individuals who result with more positive and less prejudicial beliefs (Cüceloğlu, 2000).

It is supposed that empathy skill is related with communication skill and empathy skill makes communication easier. According to Kolhrieser (2007), empathy is one of the effective communication factors. Since people who think to be understood feels closer to these people and like that a lot of communication obstacle disappear (Karaduman Pişmişoğlu, 1997). Hardly excessive internet addicts become distanced from the real world much more than the others. It is still unknown that how this effects on empathy skill fairly. In literature, there is a limited number of researchs about this subject. Also it is known that excessive internet use decrease face to face communication. (Rask, Astedt-Kurki, Paavilainen ve Laippala, 2003). However that does not mean that this finding decrease the general communication skills. Because especially adolescents continue to message with their friends on the Internet even they do not make contact face to face to them. In literature, there is a limited number of researchs about this subject too.

The purpose of this study is trying to fill this emptiness and evaluating the relationship between the internet addiction levels, empathy levels and the communication levels.

2. Procedure

2.1. Universe and Sample

The universe of this research is high school students in İstanbul. Easily accessible sampling technique was used for sample of this research. Participation in the implementation of the scales held based on voluntary and implements the scales required notifications are provided to participants by researchers. A total of 9. 10. 11. and 12. Class students approximately 304 students were reached. Table 1, 2 and 3 shows demographic data for sample.

Table 1. Class

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	9	87	28,6	28,6	28,6
	10	79	26,0	26,0	54,6
	11	74	24,3	24,3	78,9
	12	64	21,1	21,1	100,0
	Total	304	100,0	100,0	

Table 2. Genre

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	BOYS	105	34,5	34,5	34,5
	GIRLS	199	65,5	65,5	100,0
	Total	304	100,0	100,0	

Table 3. Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	HİGH	21	6,9	6,9	6,9
	MİDDL E	268	88,2	88,2	95,1
	LOW	15	4,9	4,9	100,0
	Total	304	100,0	100,0	

2.2. Model ve Method

This research is empathy levels, communication skills and the relationship between internet addiction levels of high school students examined a scan type descriptive relational research. The data was collected from sample by data collection tools. What your views are on the interaction between the states who took part, and the relationship among them based on the basis of whether, the research requires the use of descriptive method (Heppner ve diğ., 1999). In this research, use of descriptive method was felt to be necessary. The data of the research was entered and analysed with SPSS 22. During analysis, standard deviation was applied for distribution in the average of measured values and Pearson product-moment correlation was applied for the measurement of the relationship between variables.

2.3. Data Collection Tools

2.3.1. Basic Empathy Scale.

Basic Empathy Scale that was developed by Joliffe and Farrington in 2006 and was adapted to Turkish culture by Topçu in 2008 was used. A total of 20-item scale with 5 likert type. The negative items of the scale are graded reverse. Getting higher scores from scale means high empathy levels. The scores of the scale are between 20 and 100. The scale has two subscale and they are affective and cognitive subscales. Internal consistency reliability of subscales are in order .85 and .79. In this research, total score of the scales was applied (Topçu, 2008).

2.3.2. Communication Skills Evaluation Scale.

Communication Skills Evaluation Scale that was developed by Korkut in 1996 was used in this study. A total of 25-item scale with 5 likert type. Getting higher scores from scale means high communication skills. The scores of the scale are between 25 and 125. Internal consistency reliability of the scale is .80 and cronbach alpha value is .99 (Korkut, 1996).

2.3.3. Internet Addiction Scale.

Internet Addiction Scale that was developed by Hahn and Jerusalem and was adopted to Turkish culture by Şahin and Korkmaz in 2011 was used in this study. Getting higher scores from scale means high internet addiction level. The scores of the scale are between 19 and 95. Cronbach alpha value of the scale is .85, Spearman Brown value is .76 (Şahin ve Korkmaz, 2011).

3. Results

This study investigated the relationship between communication skills, empathy levels and internet addiction level. By this aim, first normality test were calculated. The result showed that the distribution is not normal. Because of that, Spearman was run and in this section, results related to the relation between these variables are presented.

In this study, among scores of students' internet addiction, empathy and communication skill whether significant differences by gender, class and income were searched and according to the result of analysis, a significant difference was found among the first class and fourth class students by internet addiction ($t_{240}=6.121$, $p<0.05$, $n^2=0.14$). The first class students have higher internet addiction level than the fourth class students ($\bar{x}=46.64$, $s=17.7$; $\bar{x}=40.54$, $s=15.4$). 12% of the change in the level of dependency on the internet can be explained with the class variable. A significant difference was found among girls and boys by empathy ($t_{302}=9.142$, $p<0.05$, $n^2=0.21$). The girls have higher empathy level than the boys ($\bar{x}=76.62$, $s=11.42$; $\bar{x}=70.33$, $s=9.8$) and a significant difference was found among girls and boys by communication skills ($t_{302}=10.456$, $p<0.05$, $n^2=0.15$). The girls have higher communication skill level than the boys ($\bar{x}=91.28$, $s=15.58$; $\bar{x}=84.53$, $s=12.24$).

Table 4 shows the minimum and maximum score, mean and standard deviation of the Internet Addiction Scale, the Basic Empathy Scale and the Communication Skill Evaluation Scale. Normally, the scores of the Internet Addiction Scale are between 19 and 95. In this study, the scores of this scale are between 20 and 95. Also, the mean is 43.75 and the standard deviation is 16.46. Normally, the

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scores of the Basic Empathy Scale are between 20 and 100. In this study, the scores of this scale are between 27 and 100. Also, the mean is 75.14 and the standard deviation is 12.05. Normally, the scores of the Communication Skill Evaluation Scale are between 25 and 125. In this study, the scores of this scale are between 40 and 119. Also, the mean is 89.64 and the standard deviation is 15.31. It is clear that the mean point of the empathy level and the communication skill level is high in this sample.

Table 4. Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
TI	304	20,00	89,00	43,7566	16,46178
TE	304	27,00	100,00	75,1414	12,05282
TC	304	40,00	119,00	89,6447	15,31966
Valid N (listwise)	304				

..TC: Communication Skill Level.

..TE: Empathy Level.

..TI: Internet Addiction Level.

A series of Spearman correlations were conducted in order to determine the relation among these variables. Table 5 shows the correlations among communication skills, empathy and internet addiction level.

The firstly, the relationship between communication skill level and empathy level was searched. The results of the Spearman correlations analysis indicated that the communication skill level was significantly related to the empathy level. The correlation coefficient was .81 ($r=0.815$, $p<0.01$).

The secondly, the relationship between communication skill level and the internet addiction level was searched. The result of the Spearman correlations analysis indicated that the communication skill level was not significantly related to the internet addiction level. The correlation coefficient was -0.008 and the significance level was .89 ($r=-0.008$, $p>0.01$).

The thirdly, the relationship between the empathy level and the internet addiction level was searched. The result of the Spearman correlations analysis indicated that the internet addiction level was not significantly related to the empathy level. The correlation coefficient was .08 and the significance level was .164 ($r=0.08$, $p>0.01$).

Table 5. Correlations

			TC	TE	TI
Spearman's rho	TC	Correlation Coefficient	1,000	,815(**)	-,008
		N	304	304	304
	TE	Correlation Coefficient	,815(**)	1,000	,080
		N	304	304	304
	TI	Correlation Coefficient	-,008	,080	1,000
		N	304	304	304

Finally, the results showed that the communication skill level and the internet addiction level were significantly related to the empathy level and also, the communication skill level was not significantly related to the internet addiction level.

4. Discussion and Suggestions

In this section, we will discuss the results of the study and give some suggestions.

These results shows that high internet addiction score does not mean low communication skill score. However, this result diverges with Taçyıldız (2010)'s study. Because Taçyıldız revealed that the communication skill mean score of the high school students that got low internet addiction score was higher than the high school students that got high internet addiction score. Onay (2014), found the similar result in her study too. According to this study, having high communication skill level was a protective factor for the internet addiction and again this result was against the result of our study. However according to Ceyhan (2011)'s study indicate that students' levels of internet addiction did not differ significantly in terms of their communication skills level. Because students addicted to the internet experience problems such as family, school, and health. Therefore, students prefer to use the internet for its functions of entertainment and of getting acquaintance with new people and run way problems. In this way, they feel more satisfied yet. Especially adolescents are in need of developing close relationships with their environment. The internet could be the most riskless environment to meet such a need.

The primary purpose of the Internet use was for entertainment but this situation changed. The primary reason has shifted to social interaction. Since people can make contact with other users from all corners of the earth and present themselves with their profile accounts (Gross, 2004). These contacts aim work, friendship, romantic relationship. Since people can have access with the other internet users, they can have communication of shared interests such as colours, music, books. Online social media and online social interaction began to be popular among adolescents. They prefer different communication tools such as Whatsapp, Facebook, Instagram. Even on special days such as birthdays, religious festivals they send messages each other with social media tools. Online social interact have an increasing trend (Boyd and Ellison, 2007).

According to our study, the high school students that have high internet addiction score do not have low empathy level score. This finding is not compatible with Siyez's study (2015). Because in her study, the students who have low empathy level benefits social utility more than the others and in the end, the internet addiction increases. However, the main purpose of the Internet is communicating and empathy is the important factor for effective communication. This information supports the result.

According to this study, the high school students that have high empathy level have high communication skill level. Alkaya (2004) revealed the similar results with his study. In this study, the relationship between communication skill and empathy level was searched. The result showed that general communication skill score is significantly related to empathy score too. Since empathy skill makes communication easier. These two variables are related with each other, improving the empathy skill of the high school students will make improve communication skill of them too. Also, a broader sampling for future studies are needed and communication and empathy skills of students of this research explored should be investigated with the relationship of the different variables.

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Audio-Visual Translation: Subtitling

Gülhanım Ünsal

1. Introduction

We cannot stand without cinema, television and computer screens for whatever reason it is. For example: learning, enjoying, obtaining information, writing, and reading. What we see is that our reading habits and the tools used to read something change as a result of the changing of the world. Now, we read them from the screens. The screen is known to attribute to learning second language, especially to improve listening and reading skills. For example; it is observed that TV channels such as BBC World, TV5 Monde, TV4 undertake the responsibility on intralingual subtitling to integrate refugees, the deaf and people with hard of hearing into society and to improve their language skills.

At this point, we encounter with audio-visual translation which consists of all visual, audio and audio-visual products and has important place in translation field and has specific rules. This type of translation emerges from media translation consisting of adaptation and publishing for the news from newspaper, magazine and press agency (Gambier, 1999, p. 4 / 2004, p. 4). Three fundamental problems is a matter of issue based on 1- image, voice and utterance 2- source and target language 3- the relationship between utterance and text in audio-visual translation considered to be a translation type with multi-tools.

Also, subtitling has all these problems as it is open translation. However, it has some specific rules, techniques and principles. Diaz Cintas - Remael (2007, p. 8) defines subtitling as a translation practice that consists of presenting a written text, generally on the lower part of the screen, that endeavours to recount the original dialogue of the speakers, as well as the discursive elements that appear in the image (letters, inserts, graffiti, inscriptions, placards, and the like), and the information that is contained on the soundtrack (songs, off-voices).

In this study, pros and cons and also challenges of subtitling will be addressed and it was discussed whether there is a difference in terms of linguistic, paradigmatic, stylistic and textual equivalence in the subtitling from French to Turkish in two films.

1.1. Types of Subtitles

Subtitling is accepted a translation method both for intralingual and interlingual purposes. Gottlieb (1998, p. 247) classifies subtitles in two dimensions as linguistic and technical ones.

Linguistic Dimension:

1. *Intralingual subtitles* for the deaf and the people with hard-of-hearing (le sous-titrage intralinguistique),

2. *Interlingual subtitles*-bilingual subtitles (le sous-titrage interlinguistique),

3. Gambier (1996, p. 9 / 2004, p. 7) sometimes adds simultaneous subtitle in case of live interviews into the classification.

Technical Dimension:

1. *Open* subtitle projected onto the image in the cinema and television and not allowing the viewer choose about its presence on the screen.

2. *Closed* subtitle presented for the deaf and the people with hard-of-hearing, allowing different translations of the program simultaneously, and which can be added or hidden at the viewer's will through a decoder.

Gambier (1996, p. 10 / 2004, p. 8) considers subtitling as a simultaneous translation and adaptation compromising all translation techniques. Tahir Gürçağlar (2011, p. 58) states that this translation process occurs at the text-image-voice triangle and thus, it causes some restrictive elements. In this respect, Reiss and Vermeer (1994, p. 138-139) mentions that subtitling is not an

exact translation, half translation-half interpretation although the process of subtitling imitates translation process. Acceptability is sufficient for equivalence. Dumas (2014, p. 135) calls subtitling as dual translation since it provides transformation from speech to text.

The translator of audio-visual product employs a variety of strategies and methods to make the employer and the receiver- child, deaf person etc.- satisfied while s/he waivers between translation and interpretation in within the limits of language both oral and written(Gambier, 2007, p. 58). In general, space and time constraints oblige the translator to impress, condense, delete and change the statements (Gambier, 2002, p. 37) and pursue a strategy directed to target language (Gambier, 2007, p. 59).

There are many pros and cons and also challenges in subtitling depending on a lot of elements.

1.2. Pros of Subtitling

- Didactic Dimension

It can be stated that subtitling has an important place in language learning. Especially, it is accepted as an effective didactic tool in improving reading skills (Gambier, 2004, p. 3). Brondeel (1994, p. 28) claims that subtitling features audience's reading and listening skills and these skills improves thanks to subtitles.

- Production cost

According to Sadoul (1965, p. 1), a written word does not create the same effect with the vocalized word thoroughly. However, many countries including our country, Turkey, prefer subtitling method in the translation of foreign films. That is probably because it is produced with cheaper cost in comparison with dubbing.

- Aesthetic Dimension

Subtitling in comparison with dubbing is more preferred since it causes less damage on the aesthetic and artistic dimension of film (Tahir Gürçağlar, 2011, p. 61).

1.3. Cons of Subtitling

- Its effect on (en)culturation

Subtitling is preferred as it is a method of translation which is low-cost in many countries. However, it can be said that it is not an effective culture tool but a method that leads the society to be uncultured in the societies with low rate of literacy.

- Aesthetic Dimension

Subtitle should be placed at the bottom of the screen- not in the middle or beyond it- where it will not cover the performer's face and not block the view. Despite of this, it can be stated that it is still cause visual pollution.

- Problem with Concentration

Audience want to concentrate on the film and understand each scene. However, problem with concentration can occur as the audience must follow the writing which changes 1 to 10 seconds on the screen and their concentration constantly changes from scene to writing. (Aktaş - Oğuz, 2014, p. 7).

1.4. Challenges of Subtitling

- Duration

An audience reads a letter approximately 1/12 second. 24 image passes at one second. Subtitle consists of maximum two lines in videos, DVDs and television and a line does not include more than 36 characters with space (http://lingalog.net/dokuwiki/_media/cours/sg/trad/methodest.pdf). Thus, duration related problem occurs arising from simultaneity of reading duration and presentation duration of the text (Gambier, 2004, p. 8).

- Information Density

The information density presented through scene, voice, utterance or specific terms is a matter of issue in the audio-visual translation (Gambier, 2004, p. 8). Surplus of text in comparison to time hinders the scene. The length of the text makes the audience stressful as they concentrate on the text. According to Sadoul (1965, p. 1), too long text makes the audience tired while too short text causes lack of sense.

- The relationship between oral and written language

The writer of subtitle, who translates the speech into written language, is obliged to write in limited space at limited time while the interpreter is obliged to say or read the text within the calculated time (Dumas, 2014, p. 131). Eng (2007, p. 15) states that subtitling is tended to be rule maker, aims at a standard language and removes the oral language differences such as onomatopoeic words, dialects and registers. Gambier (2007, p. 53) explains that subtitle eliminates oral traces such as stylistic effects, address statements, forms of politeness, beginning statements, false starts, self-correction, ellipse sentences, repetitions, explanations etc. In addition, holistic feature of written language does not allow to transfer slang and curse words, insulting and rude statements which can be verbalized easily into written language (Gambier, 2002, p. 37).

- Punctuation

The performer's intonation in the questions and exclamations may not be understood by the audience who does not know the language. For this reason, punctuation marks are important clues for the audience. Misuse of punctuation marks and linking subtitles without space pose a problem. This is because a space is required to read the next subtitle.

- Usage of Characters

It is obliged to use the characters allowed by the criteria of European Broadcasting Union for subtitling in each language (http://lib.ugent.be/fulltxt/RUG01/001/414/693/RUG01-001414693_2010_0001_AC.pdf).

- Synchronization

Audio-visual translation has some challenging features such as synchronization of lip motion, parts of text, and the length of translation and reading duration of audience (Guidère, 2008, p. 123).

- Receiver

It is necessary to consider the receiver in subtitling. The receivers' positions, ages, education levels, reading habits, reading rate etc. affect subtitling (Gambier, 2003, p. 175-177 / p. 184-187). Thus, it can be stated that subtitle is not suitable for the illiterate audiences, children and visually impaired people.

- Censorship

Censorship may not be apparent as it is likely to hear original speech and to evaluate the changes made by translator (Gambier, 2002, p.36). However, it does not hinder translator to distort a scene, replace a more polite word with a rude word or displace an allusion.

1.5. Aim of the Study

This study aims to address pros and cons and also challenges of subtitling and to discuss whether there is a difference in terms of linguistic, paradigmatic, stylistic and textual equivalence in the subtitling from French to Turkish in two films.

2. Method

Descriptive method was adopted in this study as types, pros and cons and also challenges of subtitling, one of the audio-visual translation techniques, were addressed. The data collection instruments were composed of Turkish subtitles translated from French in two films called *Amélie-Le Fabuleux destin d'Amélie Poulain* and *La Famille Bélier/ (Je vole)*. The features of subtitles in these films were examined and it was discussed whether there was a difference in terms of linguistic, paradigmatic, stylistic and textual equivalence in the subtitles from French to Turkish in these films.

3. Finding

3.1. Amélie - Le Fabuleux destin d'Amélie Poulain

Amélie - Le Fabuleux destin d'Amélie Poulain (The Fabulous Life of Amélie Poulain) is a romantic comedy film directed by Jean- Pierre Jeunet in 2001 (<http://unutulmazfilmler.co/le-fabuleux-destin-damlie-poulain.html>). It was translated into Turkish as “Amélie Poulain’in Masalsı Kaderi”. The features of the Turkish subtitle of the film as follows:

In general, the subtitle of the film is neither too long to make the audience tired, nor too short to cause lack of sense.

Linguistic, paradigmatic, stylistic and textual equivalence in the subtitles from French to Turkish in these films are as follows:

Source Text	Target Text
1./Sans toi, les émotions d'aujourd'hui ne seraient que la peau morte les émotions d'autrefois.(Hipolito)/(2. Section -54: 27)	/Sensiz, bugünün duyguları, geçmişteki duyguların ölü kabuğundan başka bir şey olamaz./
2./La chance, c'est comme le Tour de France, on l'attend longtemps et ça passe vite. Quand le moment vient, faut sauter la barrière sans hésiter./(2.section - 06.47)	/Biliyor musun şans, Fransa Turu gibidir. Uzun süre beklersin sonra hemen geçer. O an geldiğinde, hiç düşünmeden o çitayı aşmak gerekir./
3./-Pour sa petite amie, ça ne doit pas être facile tous les jours./(2. section - 08.19) /-Il a jamais su en garder une! Les temps sont durs pour les rêveurs./	/-Kız arkadaşı için pek kolay olamasa gerek./ /-Bir tanesini bile elinde tutamadı ki! Hayalciler için ilişkiler çok zordur./
4./-Si elle avait la conscience tranquille, elle s'énerverait pas./(2. section - 45.12)	/-Eğer vicdanı rahat olsaydı böyle tepki vermezdi./
5./-Oh toi, l'écrivain raté!/(2.section - 45.35)	/Sen sus başarısız bozuntusu!/(

Table 1: Example of equivalence in the subtitles from French to Turkish in the film *Amélie*

As it is demonstrated in the examples, the second example begins with the statement of */Biliyor musun/* but it still maintains the meaning of the source text. Therefore, stylistic equivalence, in other words functional equivalence, was achieved.

/Fransa Turu/ is meant to “Fransa Bisiklet Turu” (France Bike Tours). However, this word was omitted for linguistic equivalence and implicit allusion was made. In the fifth example, */başarısız bozuntusu/* was used for ‘yazar bozuntusu’ and it was believed to be a translation mistake arising from lack of attention.

The equivalence of proverbs and phrases, which are the common culture of the history of humanity, generally was achieved and domestication method were used by considering the target language receivers.

1./Une hirondelle ne fait pas le printemps./	/ Yuvayı dişi kuş yapar. /
2./L'habit ne fait pas le moine./	/ Görünüşe aldanma. /
3./À bon chat, bon rat./	/ Merak kediyi öldürür. /
4. /Petit à petit, l'oiseau fait son nid./	/Damlaya damlaya göl olur./
5. /Pierre qui roule n'amasse pas mousse./	/ Yuvarlanan taş yosun tutmaz./
6./Qui vole un oeuf, vole un boeuf./	/Minareyi çalan kılıfını hazırlar./
7./Coeur qui soupire n'a pas ce qu'il désire./	/ Bıçak yarası geçer kalp (dil) yarası geçmez./

Table 2: Equivalence in the subtitles from French to Turkish in proverbs and phrases

In addition, in the third and seventh proverbs, domestication method was not used and they were not translated as 'ava giden avlanır' and '... dil yarası geçmez' respectively through domestication method of translation. Instead, what was thought is that /merak kediyi öldürür/ and /.... kalp yarası geçmez/ were used to maintain source culture elements and to raise the audience's awareness of source language and culture.

Almost all narrator's speeches, the posters, the writings on the wall and the screen, speeches on the phone, letters, notes and internal monologues were translated in accordance with linguistic, paradigmatic, stylistic and textual equivalence.

/Ben ayın 13'ünde kötü şans getiren Cuma günü doğmuşum./ (I was born on 13th of the month on Friday bringing bad luck) (2. section 31.12) shows that the superstition was translated in accordance with the culture.

Sometimes subtitles passed fast by keeping pace with the rhythm of the film but it was pointed out that sentences were translated consistent to the features of syntax and grammar rules of mother tongue in a simple, short and comprehensible way.

Moreover, it can be stated that days, months, years, dates, hours, numbers and names of places were transferred as their originals and punctuation marks such as dash, question mark, dot etc. were used appropriately and they made the subtitles more comprehensible.

Considering the whole film, it can be concluded linguistic, paradigmatic, stylistic and textual equivalence of the source text were achieved in the subtitles.

3.2. La Famille Bélière – (Je vole)

La Famille Bélière / (Je vole) was translated into Turkish as Bélière Ailesi / Hayatımın Şarkısı (The Bélière Family/ The Song of My Life) (<http://720pizle.com/izle/altyazi/la-famille-belier.html>). It was a comedy-drama film directed by Eric Lartigau in 2014. The features determined in its subtitle are as follows:

Source Text	Target Text
1./-Oh arrête maman, j'ai plus quatre ans!/ (02.27)	/-Anne 4 yaşında değilim artık./
2./-Arrête de klaxonner à chaque fois papa, on dirait un mongolien ! Moi aussi je suis contente de te voir mais on n'est pas obligé de partager notre bonheur avec tout le monde./ (07.00)	/-Kornaya basmayı kes baba. Salakça görünüyor. Mutluluğumuzu herkesle paylaşmaya gerek yok./
3./-Michel Sardou est à la variété française ce que Mozart est à la musique classique. Intemporel./ (20.14)	/-Mozart klasik müzik için ne ise Michel Sardou'da Fransız müziği için odur. Zaman üstü./
4./-Putain, t'es ma meilleure amie et t'as un don!/ (41.04)	/-Vay be, en iyi arkadaşımın bir yeteneği var!/ (41.04)

5.T'es pas une mauvaise mère, au contraire! T'es la mère dont tout le monde rêve.(1:11.15)	/-Sen kötü bir anne değilsin. Sen mükemmel bir annesin./
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Table 3: Example of equivalence in the subtitles from French to Turkish in the Bélier Family

As demonstrated in the examples, the statement of ‘*Ben de seni görmekten çok memnunum ama...*’ was omitted in the second example. In the fifth sample “*Sen mükemmel bir annesin.*” was used instead of “*Tam tersi*” by using strategy of expansion and for the statement of “*Herkesin hayal ettiği annesin.*” strategy of omitting was used. In addition, /dans mı ?/ was used for /...en dansant ?/ instead of / dans ederek mi ?/ and /Mutlu musun ?/ was used for /Tu es contente?/ instead of /Memnun musun ?/ by using the strategy of replacement. For some words such as /Ventral nefes/, /depresyon/, /motivation/, /reaksion/, /alerjik/, /self-servis/, /anaflaktik/ etc., the strategy of direct loan translation was used. /eee... / used at the beginning of the speech, / güle güle / used when you say good bye, /Aliye/ (a Turkish woman name) used for /... Bélier/ show that domestication method was applied to the translation.

Furthermore, the translation of the name of the song /la Maladie d’Amour/ as /Aşk İleti/ (Malady of Love) demonstrates the art of the translator.

The difference between second person singular and plural pronouns was ignored in the subtitle of the film. /-Arretez-vous, s’il vous plait!/ was translated as /-Dur lütfen/ (singular) instead of /-Durun lütfen!/ (plural).

Sign language was transferred into subtitle in the film. As for the songs in the film, all the songs were translated into Turkish but writing was not changed so it was not written as italic. The slang words such as /putain/, /merde/ etc. was translated without neutralizing. As for the punctuation, dash, dot, colon, comma, question and exclamation marks, triple dot, quotation mark and apostrophe were used in the subtitle.

The noun phrase /bol kazaklı/ (14.02) was divided into /bol/ and /kazaklı/ as it was moved to another line. Thus, it led to difficulty in understanding. The sentence of /Arkadaşımın saçının bir teline dahi dokunursan seni öldürürüm/ (59.08) was suitable for target culture. Moreover, there were cultural elements such as Michel Sardou, Mozart, Radio France, Jewish Custom, Obama as a name of black calf, cheese, song contest etc.

Considering the whole film, it can be concluded linguistic, paradigmatic, stylistic and textual equivalence of the source text were achieved in the subtitles.

4. Conclusion

The features of Turkish subtitles translated from French in two films called *Amélie- Le Fabuleux destin d’Amélie Poulain* and *La Famille Bélier/ (Je vole)* were examined and it was discussed whether there was a difference in terms of linguistic, paradigmatic, stylistic and textual equivalence in the subtitles from French to Turkish in these films. The results of the study demonstrate that:

-translation should be between “adequacy” and “acceptability” for equivalence in subtitling.

- It is necessary to maintain linguistic, paradigmatic, stylistic and textual equivalence as far as possible in the target language in subtitling.

- It is necessary to translate the source text simultaneously with voice and scene in a clear and proper way without the loss of meaning and information. In other words, the audio-visual elements of source text should be translated by using simple, short and concise statements within the shortest time in accordance with the grammar and syntax rules. This is because the audience reads the things in target language which s/he hears in source language.

-Strategies such as condensing, omitting, replacement and simplifying syntactically were usually used in subtitling because of time and space constraints.

-Translator of audio-visual material should be pay attention on linguistic acceptability (style, pun, preference of term etc.), legibility (typeface, placement, pace etc.), synchronization (scene-text,

speech-text etc.), appropriateness (the volume of the information which will be given, added or completed etc.), foreignisation (values, forbidden attitudes etc.)

- Besides, it is necessary to consider reading duration, consistency in the meaning, rules for line break, subtitle connections and punctuation.

5. Recommendations

Moreover, it is necessary;

-to study on vocabulary to translate slang words in French well because of its lexical and syntactical features.

- to use often dot, question and exclamation marks and triple dots; to avoid using colon and semi colon because it leads to long sentences; to prefer to use italic for off-voice, songs, poems, letters etc., to use apostrophe for quotation (http://lingalog.net/dokuwiki/_media/cours/sg/trad/methodest.pdf).

- to space out after each subtitle line.

-to focus on intralingual subtitling at least in the official channels because subtitling addresses a large population including refugees and the deaf, it improves reading and listening skills and it contributes to learning and teaching Turkish as a second language.

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Focus Group Study on Social Media Phenomena and Consumer Purchase Intention

Gulsum Vezir Oguz

1. Introduction

Social Media Marketing is defined as using social media platforms to market to customers and to participate in conversations wherever they may be taking place in an authentic, trusted and natural manner while also achieving your marketing objectives. On the other hand, Social Influence Marketing benefits from social media and social influencers to achieve the marketing and business objectives of an organization. In fact, the game of influence has been changed by the technology. Having global coverage necessitates you to hold either a position of status or an international Corporation. In addition, both requires being comparatively published in respected media and journals. Recently, you must have access to a computer and a phone line or wireless connection. The web makes it easier to communicate in one direction and email facilitates targeted mass communication to people you know (or whose names you buy). However influence requires interaction, and the host of emerging social media enable influence to be exerted across a global audience. Social media includes the online technologies and techniques by which people use to share opinions, insights, experiences and perspectives. It takes many different forms, including text, images, audio and video. These sites typically use technologies such as blogs, message boards, podcasts, wikis and vlogs to allow users to interact. Focus group studies have been done to find out the conditions regarding influencers and consumers' purchase intentions.

1.1 Social Media

The way people communicate and receive information has gone through a radical transformation in the last few years with the invention of social media. Due to the popularization of the Internet and the development of Web 2.0 technologies, web applications such as Instagram, Twitter, Youtube or Facebook have become relevant social phenomena over the past few years. Every day, millions of people use the Internet for communication, collaboration, sharing information, and entertainment purposes. Basically, social media serves as software which helps people to exchange content with others online (Demopoulos, 2006). Blogs, forums, social networks, and wikis are examples of different social media.

What Is Social Media Exactly?

Social media refers to activities, practices, and behaviors among communities of people who gather online to share information, knowledge and opinions using conversational media. Conversational media are Web-based applications that make it possible to create and easily transmit content in the form of words, pictures, videos, and audios.

Most likely you belong to several communities, and if you've ever used your computer or cell phone to read a blog, watch a YouTube video, listen to a podcast, or send a text message to other members of your group or community, you've already ventured into the social media ecosystem (Safko, 2010).

The emergence of Web 2.0 has marked a change in how Internet users benefit from a number of tools that allow them to browse for information, exchange data, collaborate and interact with others. Web 2.0 has been a turning point in human interaction via computers, fostering social networks and even more personal environments (Chisega-Negrila, 2012).

1.2 Social Media Marketing

Media marketing can be defined as "an interaction with a set of online social media conversations from marketing perspective, based on converged media (since conversations can span both technologies and the media)" (Jaokar *et al.*, 2009). Some of the most common social media used by organizations in order to accomplish their marketing objectives are blogs, online video, social network and broadcasting.

Social-media marketing is a form of online advertising that uses the cultural context of social communities, including social networks (e.g., YouTube, Instagram, and Facebook), virtual worlds, social news sites and social opinion-sharing sites, to meet branding and communication objectives. Why use social-media marketing? Social-media marketing offers these primary benefits: It can encourage interaction between consumers and brands. It can enhance perceptions of the “brand as person,” thereby strengthening a brand’s personality, differentiating a brand from its competitors, and setting the stage for a perceived relationship (Brown, 2012).

The aim of social marketing is precisely to spread marketing information on online social media by displaying, recommending and sharing the experiences of goods/services among social media users. (Ferguson, 2008). Social marketing will help enterprises (especially small companies during a period of brand construction) achieve faster low-cost sales promotion and better sales performance (Andrew & Stephen, 2010). In fact, the construct of “social marketing” based on real interpersonal relationships was proposed as early as 1971 (Kotler & Zaltman, 1971). Currently, the vast numbers of users of online social media, along with their many interactions, provide excellent mediums and channels for the marketing diffusion process. Therefore, social marketing is again gaining in popularity and has risen to a level of strategic significance for many companies (Aral, 2010). At the same time, it also has become a hot research issue in field such as marketing science and social commerce (Andrew & Stephen, 2010). The purpose of social marketing is to motivate a user’s followers to buy a commodity/service (Bonchia, Cstillo, Gionis, & Jaimes, 2010). In social marketing practice, it is generally believed that the key is in triggering or promoting users who have high influence and many followers, such as celebrities, critics and experts (Narayanam & Nanavati, 2012). On the other hand, companies often fall into a trap of only looking for influencers with a big following, when there are a variety of other factors that are much more important. Although a large following provides greater reach, it doesn’t necessarily mean that those followers are engaged with that influencer.

1.3 Purchase Intention

Purchase intention is the preference of the consumer to buy a product or service. In other words, purchase intention has another aspect in that the consumer will purchase a product after evaluation. Many factors affect the consumer’s intention while selecting the product and the ultimate decision depends on consumers’ intention with large external factors (Keller, 2001). Decision making about the purchase is affected by the group in the selection procedure of a brand for known products. The selection of a brand is based on group cohesiveness of the brand (Witt & Bruce, 1972). The information about the brand may have been used by the other group members to affect the decision to skip the existing brand and move on to the purchase of the brand that is used by other group members (Witt, 1969). Thus one group of consumers affects the purchasing intention of other groups in buying a particular brand (Moschis, 1976). Many factors are involved in purchase intention such as customer knowledge, perception of consumers, product packaging or design and celebrity endorsement etc.

Good word-of-mouth is integral to the success of a business. Last time you tried out a new restaurant, you probably did so on the recommendation of a friend or maybe you just checked the Yelp reviews. The 2015 “Nielsen Global Trust in Advertising” report found that 83% of “online respondents in 60 countries say they trust the recommendations of friends and family.” Whether you do it in real life or on the web, you are turning to other people to help make decisions and this is the basis of influencer marketing (Cramer, 2017).

With the explosion of Web 2.0 applications, the concept of Influencers has naturally migrated to the online realm because an online/Web 2.0 environment is where the biggest growth in general communication is occurring. Many blue-chip brands have been keen to exploit the potential of the new medium: Web 2.0 is seen as offering new opportunities to positively influence consumers’ opinions and behavior, as well as changing the way the public is kept informed about products and/or services. In a survey conducted by the top B2B marketing authority, Pardot (a Salesforce company), 59% of consumers say that the authenticity of a brand’s content influences them to follow the brand.

Marketers across industries are focused on creating more authentic brand messaging to connect with their target markets (Dinesh, 2017).

Influencer marketing is really no different than word-of-mouth marketing. It just happens to be taking place in a digital space. Testimonials and endorsements have been a mainstay in marketing for many years. In the online environment, these concepts have been combined, embraced, and refined to drive a hot trend: influencer marketing. It works. If you think about your own purchase behaviors you can probably trace many of those purchases, whether for some electronic device, a hairstyle, a meal, or a car to a recommendation or referral that came from a friend or relative or that was prompted through some online endorsement from an individual you admire (Pophal, 2016). Influencer marketing and video content are proven to have impact by driving greater awareness, retail traffic, sales conversion and loyalty (Brouwer, 2017).

2. Methodology

The aim of this study is to explore the relationship between influencers and consumers' purchase intentions. To achieve this aim a qualitative methodology is used. There were 4 focus groups in the research. Each group had 9 people, thus 36 respondents in total. A marketing research professional moderated the interviews and another researcher reported them. Each interview took nearly 2 hours. All of the respondents were social media users and they were all aware of influencers in social media. Firstly, researchers introduced themselves and asked the respondents for an introduction in order to consider the demographics. Then the respondents' were asked about their own social media experiences, thoughts about influencers and purchase behavior. People argued about these topics for some time.

3. Findings

Demographics of respondents are given at the table below:

Table 1. Demographics

		Freque ncy	Percenta ge
Gender	Female	20	55
	Male	16	45
Age	18-30	19	53
	31-40	17	47
Education Level	Primary School	4	11
	Secondary	13	36
	School	14	39
	BA	5	14
	MBA/PhD		
Income Level	0-2000 TL	18	50
	2001-4000 TL	9	25
	4001-6000 TL	5	14
	6001 TL-...	4	11

As seen in the table above, 55% of respondents were female and 45% were male. 53% respondents were between 18-30 ages and 47% were between 31-40. 64% of them were single and 36% were married. 11% of respondents were graduated from primary school and 36% of them from secondary school. 39% of respondents had Bachelor of Arts degree and 14% of them MBA or PhD degrees. 50% of

respondents had an income level of 0-2000 TLs, 25% of them 2001-4000 TLs, 14% of them 4001-6000 TLs and 11% of them 6001 TLs and more.

All of the respondent said that they used social media every day from their smart phones, PCs, notebooks and tablets at home, work or while they are in the traffic. Average internet usage per week was 25 hours each and they were online using social media for nearly 20 hours each week.

It was reported that most of the respondents search social media before purchasing a product or service from online or traditional stores. However they said that there was an important problem about the reliability of information on social media. They thought that the information on social media was of questionable value. Not only the contents shared by firms, but also consumers' comments were seen as suspect. Respondents mostly rely on people they knew before but some of the social media influencers are seen as reliable as well.

It was also stated that an influencer's experience about the product or service suggested is more important than the influencer's popularity. If the influencer is an expert rather than being popular, his or her comments will be more reliable.

Firms' communication strategies on social media is also important for consumers. People say that if the firm communicates with them on social media, they tend to be more involved. Consumers feel themselves to be important and valuable in this way. The information that the firm gets from social media policies can help them to better know consumers' needs and wants. As a result, firms can offer more useful products and services on social media.

On the other hand, sending too many messages can effect consumers' intentions negatively. People today are very busy in general and receive so many messages from different firms via e-mails, outdoor ads, TV, internet, mobile applications, social media etc. Therefore, they are not able to evaluate all of these messages.

Influencers seem to be unimportant day to day at the pre-purchase stage because people think that they're promoting the products and services due to payment from the firm. Influencers are seen as advertisement tools. Most of the respondents have negative experiences with the products or services they saw on an influencer's platform. After purchasing the product or service, they can't get the performance promised.

In contrast to positive comments, consumers are more likely to believe in the negative comments made by influencers. Negative statements are more sincere. "Influencers wouldn't be commenting this way if they were not really unsatisfied" respondents say.

After purchasing and consuming or using something that influencers suggest or the firm offers on social media, consumers are naturally satisfied or unsatisfied. If they are satisfied, they are not generally willing to comment on social media because this was the expectation from the beginning. Even so, if someone asks about a product service or brand, they will talk about their level of satisfaction. In contrast, if there is a negative perception, people are enthusiastic to communicate this with their friend, families, etc. Sometimes they use complaint platforms such as sikayetimvar.com in Turkey, but social media seems to be the most efficient way because firms see these comments in an instant and they react immediately.

4. Conclusion

Currently, social media is popular not only among friends but also in the business environment. Generation Z is especially active on social media and firms have to utilize these platforms in order to capture them. Influencers as well as content can be attractive to consumers.

However, firms often pay influencers to introduce their products, services or brands. Consumers are more aware of this situation today and this understanding undermines the reliability of the influencers.

This study proves that influencers are not shaping purchase behavior directly. Information and communication technologies make available to consumers the information that they need in the purchase process. Today's conscious consumers evaluate alternatives by many criteria. Of course they look at social media, read influencers' blogs and watch their videos but they also go to the malls and

search for alternatives, they try the products or services and their intention turns to action after evaluating all of these processes.

These findings can be supported by quantitative data in further research. In-depth interviews with influencers can be useful as well. Influencers' interaction reports on social media can also be examined.

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A Content Analysis of Bullying in Picture Story Books

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1. Introduction

Bullying is a problematic phenomenon in all school types and it is also seen in early childhood education centers. Bullying is a subtype of aggressive behavior, in which an individual or a group of individuals repeatedly attacks, humiliates, and/or excludes a relatively powerless one. The majority of studies on the topic have been conducted in schools, focusing on bullying among children and young individuals (Veenstra, Lindenberg, Oldehinkel, De Winter, Verhulst, & Ormel, 2005; Salmivalli, Lagerspetz, Björkqvist, Österman, & Kaukiainen, 1996; Boulton & Smith, 1994; Olweus, 1978). Bullying has also been studied at kindergartens also (Alsaker & Nägele, 2008); and can be seen as relational, physical, and verbal aggression between young preschoolers. Bullying is a perilous issue, affecting nearly one in three school children (Juvonen and Graham 2014). Not only does it cause immediate pain and anguish to its victims, Olweus (1993) reported that bullying can lead to long term consequences such as poor school performance, depression, low self-esteem, and suicidal thoughts. Although generally peaking in middle school, bullying behavior can be experienced as early as preschool (Pellegrini & Bartini 2000). Therefore, picture story books can be a good tool in order to clarify the harms of bullying to the young children and discussing on how it can be solved between the children.

Starting from the early childhood education period, children familiarize with and try to understand most of the facts and events in the outer world through publications such as books, magazines and other written documents. Throughout the education process, it is important to build a stimulating environment by providing children play and educational materials -particularly picture story books- which require children's developmental and age related needs. This has a critical importance for the child to be able to reach a successful and happy adulthood. Pre-schoolers can learn and name the feelings which they are trying to explore but cannot express easily throughout the picture story books. The implicit messages, objectives and gains involved in the picture story books do not only guide the child's attitudes and behaviors within the society but also play an effective role on his or her social and emotional development. While gaining knowledge and experience through picture story books, also their imagination develops; they have fun and tend towards creative activities. Most importantly, children adopt self-appreciation, being fond of themselves, enjoying life and being useful for the society they live in, because in picture story books, basic problems of life and their solutions are described from the perspective of a writer and an artist.

Picture story books are also effective educational materials. Moreover, picture story books provide a rich source for the educators and families. Picture story books are the genre of choice for sharing various crucial information and understanding with young children in early period. A qualified picture story book can help children become familiar with different cultures, develop various beliefs and values, and contribute their social, emotional and aesthetic development. Children's early familiarity with picture story books is thought to be result in a positive attitude towards reading the book at a later age (Alper, 2012). Similarly, Hansen and Zambo (2005), proposed that picture story books must be used in order to support social emotional, cognitive and physical developments of children as well as to promote their coping strategies in difficult situations and behaviors. Throughout all these the aim of this study is to define frequency of bullying states in children's picture story books prepared for 3-6 years old children and to investigate main character's coping strategies to deal with these bullying situations.

2. Method

Document analysis, one of the qualitative research method was used in this study, which aimed to examine frequency of bullying states in children's picture story books prepared for 3-6 years old children and to investigate main character's coping strategies to deal with these bullying situations. In the research, selection of books was limited with written specifically for our audience of children 3-6 years old. The 3-6-year-old age group was selected because young children will be more receptive to stories with which they are not intimately familiar. Once most children begin attending school (i.e., beyond pre-school or child care centers), they will be exposed to more social interactions with their peers and thus be more likely subjected to, or at least witness, bullying firsthand. All books in the research were chosen particularly from the bookstores and early childhood education centers. Accordingly, 60 picture story books prepared for 3-6-year-old children between the year 2010 and 2017 were examined in this study in terms of bullying states that characters were faced.

2.1 Procedure

According to the aim of the study, bullying types (Veenstra, Lindenberg, Oldehinkel, De Winter, Verhulst, & Ormel, 2005; Salmivalli, Lagerspetz, Björkqvist, Österman, & Kaukiainen, 1996; Boulton & Smith, 1994) and coping strategy categories in literature, determined by Oppliger, & Davis, (2016) were used. The status of bullying that takes part in pictured story books was examined by researchers. There are three main types of bullying: physical, verbal and relational.

This is a survey model study which aimed to define frequency of bullying states in picture story books prepared for 3-6 years old children and to investigate main character's coping strategies to deal with bullying. Throughout, criterion sampling which is a purposeful sampling method was used to select picture story books to meet predetermined criterion for the importance of this research. All books in the research had a traditional story formats, hence most nonfiction, concept and instructional books were rejected. Throughout this aim, "Book Information Form" and "Bullying States in Text/Picture and Strategies for Coping with Bullying States Criteria List" were developed in the light of the relevant literature by the researchers and used to define type of bullying and coping strategies of main characters in picture story books.

2.2 Data Analysis

In order to analyse the data "Book Information Form" and "Bullying States in Text/Picture and Strategies for Coping with Bullying States Criteria List" were used by the researchers. The items in these categories were examined in 60 picture story books.

In the analyze phase, types of bullying (e.g., physical, verbal, relational), functional (e.g., investigation, talking about the subject, being decisive, receiving support, etc.), and non-functional (e.g., espousing, running, ignoring, reciprocation and hiding, etc.) strategies were coded. Initially, eight books were randomly selected and coded by both the researchers and another author. After disparities in coding were resolved, the authors both coded an additional 52 books. Each researcher carried out the content analysis independently and the results were compared. The data obtained were also analyzed by a specialist in qualitative research. Inter-coder reliability was calculated using agreement percentage. the following formula was employed as Agreement Percentage = $\text{agreement} / (\text{agreement} + \text{disagreement}) \times 100$ (Bakeman & Gottman, 1997; Croll, 1986; Robson, 1993 as cited in Türnüklü, 2000). The intra-rater reliability coefficient was found to be .86, which is higher than the threshold value (.70) stated by Miles and Huberman (1994). Answers to the items were analyzed in terms of content and grouped under categories and themes. For each category, the emphasized points were identified and their frequency was calculated.

3. Findings

In this part, demographic features of picture story books and bullying states, bullying types and strategies for coping will be presented.

Table 1. Demographic features of picture story books

Demographic features of picture story books		
Original Language of the Book	Chinese	3
	Deutsch	6
	English	32
	French	2
	Italian	4
	Turkish	13
	Total	60
Year of Publish	2017	16
	2016	11
	2015	10
	2014	6
	2013	7
	2012	6
	2011	2
	2010	2
	Total	60
Publishing house	A	9
	B	2
	C	2
	D	3
	E	4
	F	4
	G	2
	H	2
	I	3
	J	2
	K	2
	L	1
	M	3
	N	2
	O	4
P	3	
R	12	
	60	
Character of the Book	Human	34
	Animal	30
	Object	7
	Fantasy	6
	Total	77

When looking at the original languages of the picture story books, three of them are Chinese, six of them are Deutsch, 32 of them are English, two of them French, four of them are Italian, and 13 of them are Turkish. When the publishing years of the picture story books are considered, 16 of them were published in 2017, 11 of them were published in 2016, 10 of them were published in 2015 and the publishing years of them change between 2010 and 2014.

When looking at the publishing houses of the picture story books; in this study, in total 60 picture story books were examined from 17 different publishing houses. Also, characters of the books include human, animal, object and fantasy. However, some of the books consist of one more type of characters. As a character; 34 books consist human, 30 of them consist animal, seven of them consist object and six of them consist fantasy.

Table 2. Bullying states, bullying types and strategies for coping are presented

Bullying states, bullying types and strategies for coping are presented		
Bullying States	in Text	7
	in Picture	6
	in Text and Picture	47
Total		60
Type of the Bullying	Physical	25
	Verbal	26
	Relational	22
Total		73
Strategies for Coping with Bullying States Criteria List	Being decisive	4
	Espousing	12
	Ignoring	6
	Investigation	14
	Receiving support	2
	Reciprocation	2
	Running	11
	Hiding	2
	Talking about the subject	7
Total		60
Coping Strategy	Functional	29
	Non-functional	31
Total		60

In Table 2 shows bullying states, bullying types and strategies for coping with bullying by the characters of picture story books. When picture story books were examined, it can be seen that bullying states seven times in only text, six times in only picture and 47 times in both text and picture. Also, types of bullying are physical, verbal, and relational in the picture story books. However, some of the books consist of one more type of bullying at the same time. Physical bullying is seen 25 times, verbal bullying is seen 26 times, and relational bullying is seen 22 times in the picture story books.

When the strategies for coping with bullying were examined, it is seen that strategies to cope with bullying includes many types. Strategies for coping with bullying states are mostly investigation (n=14), espousing (n=12), running (n=11) and talking about the subject (n=7). They also choose different ways such as ignoring (n=6), being decisive (n=4), receiving support (n=2), reciprocation (n=2) and hiding (n=2). Further, characters in the books use different coping strategies to handle it. Characters also use functional coping strategies (n=29) less than non-functional coping strategies (n=31).

Findings revealed that characters were coded by type (human, animal, object and fantasy) and physical, verbal, relational, and mostly, teasing and name calling were more prevalent than destroying property, and physical bullying. Further, characters in the books use different coping strategies to handle it.

4. Discussion and Conclusion

Aim of this study is to define frequency of bullying states in children's picture story books prepared for 3-6 year-old children and to investigate main character's coping strategies to deal with these bullying situations. This is a content analysis study of how bullies and victims are portrayed in picture story books suitable for young children. Many of the story books offer a way for children to vicariously experience and even rehearse what they would do in situations where there is no adult to intervene. Findings have showed that while teasing and name calling were the most prevalent type of bullying portrayed. While nearly every story has a happy ending and bullying is treated overall as an inevitable reality for children.

When looking at the character; 34 books consist human, 30 of them consist animal, seven of them consist object and six of them consist fantasy. It was found that the percentage of human characters (n=34) in unsupervised areas were significantly higher than animal (n=30), object (n=7) and fantasy (n=6) characters. Characters take a variety of forms in children's books, we coded the differences in the type of characters (e.g., human, animal, or fantasy characters) and investigated if there were differences in the type or severity of bullying in the more whimsical, anthropomorphized and imaginary characters in the books (Opliger and Davis).

In Table 2 shows bullying states, bullying types and strategies for coping with bullying by the characters of picture story books. When picture story books were examined, it can be seen that bullying states seven times in only text, six times in only picture and 47 times in both text and picture. Olweus (1991) developed a typology of bullying methods, differentiating between physical, verbal, and relational methods. These types of bullying often vary by age and gender. Also, types of bullying are physical, verbal, and relational in the picture story books. However, some of the books consist of one more type of bullying at the same time. Physical bullying is seen 25 times, verbal bullying is seen 26 times, and relational bullying is seen 22 times in the picture story books. Teasing and name calling were the most common type of bullying in the sample. The most likely response of victims was to stand up to the bully and investigate in order not to be victim. It was found that very few instances where victims responded by physically standing up; rather, victims were much more likely to investigate in stopping the bullies.

When the strategies for coping with bullying were examined, it is seen that strategies to cope with bullying includes many types. Strategies for coping with bullying states are mostly investigation (n=14), espousing (n=12), running (n=11) and talking about the subject (n=7). They also choose different ways such as ignoring (n=6), being decisive (n=4), receiving support (n=2), reciprocation (n=2) and hiding (n=2). Further, characters in the books use different coping strategies to handle it. Characters also use functional coping strategies (n=29) less than non-functional coping strategies (n=31). Oh and Hazler (2009) found that most bystanders in their study were passive and tended not to take sides with anyone. Because of their close association with the victim, it is predicted that peers will have a higher rate of intervention and have a more positive influence on the outcome of the picture story books than impersonal bystanders.

Findings revealed that characters were coded type (human, animal, object and fantasy) and physical, verbal, relational, and mostly, teasing and name calling were more prevalent than destroying, and physical bullying. Further, characters in the books use different coping strategies to handle it. It can be seen that picture story books are good materials to teach young children gaining the coping skills and behaviours to bullying situations. At this point, Heath, Moulton, Dyches, Prater, and Brown (2011) likewise have insisted that stories can open communication between children and adults. Another has added benefit is that books can provide a safe distance from strong emotional content (Oliver, Young, & LaSalle, 1994). Picture story books often use illustrations of animals, objects and fantasy characters that are likely to shield children from identifying too closely with the stories' victims who are experiencing distress. Younger children are also often read to by adults who can then monitor children's reactions. Parents and educators can use books to slowly and incrementally introduce bullying to children and offer tools to moderate or stop the bullying of themselves and others around them. While bullying appears to begin intensifying in middle school, Zimmerman, Glew, Christakis, and Katon, (2005) concluded that children as young as 4 years old learn about

aggressive behaviours such as bullying; therefore, early intervention is critical. Rasinki and Gillespie (1992) argued that trade books in particular can help children understand themselves and society as a whole. According to Zambo (2006), picture story books have helped children face real-world problems and cope with tragedies and other challenges. Gardner (1993) further argued that picture story books are an important learning tool because they provide both words and images, therefore tapping into varied learning styles.

Also, it was found that a majority of the picture story books in the sample were written from the perspective of the victim. Otherwise, some of the books took the perspective of the bully. Also, Oppliger, and Davis (2016) stated that the picture story books written from the bully's perspective took a playful tone; the characters appeared to be oblivious to the fact that their behavior was inappropriate and were surprised when the victims communicated that they felt they were being bullied. On the other hand, the lead characters in some picture story books from the bully's perspective were aware of their negative impact on others and struggled with their bad behavior. Also, in some of them, the bullies changed their ways after they were shown what it felt like to be the victim of aggression. In addition, twice as many reasons were given as to why certain characters were targeted compared to reasons why other characters bullied. This result is consistent with Oh and Hazler's (2009) findings that bystanders are often outsiders who do not get involved. According to Juvonen and Graham (2014), training needs to be a school-wide initiative that not only provides children with strategies against bullying but unites them in the cause. Inclusion of more active and supportive bystanders in picture story books could be highly beneficial in terms of modeling positive behaviors for young readers. Publishers and authors of the picture story books in our sample appeared to be sensitive to the developing emotional maturity of 3- to 6-year-old target audience. Nearly every story had a happy ending where the bullying behaviors stopped completely or at least were neutralized. In the few cases where the bullying likely continued, targeted characters were generally portrayed as having gained self-esteem and confidence by the end of the story so that if the harassment reoccurred, they would be able to cope with the bullying situation and bully using a functional way.

In a majority of the books, the victim stopped the bully either on his or her own or with the help of a peer, overshadowing the fraction of times an adult intervened. Standing up to the bully and investigating a functional way were the most common strategies used by the victims, perhaps promoting children's ability to establish their own sense of mastery and self-protection so they do not feel they have to rely on adults in bullying situations. Many of the stories offered a way for children to vicariously experience and even rehearse what they would do in such situations where there is no adult to intervene. While nearly every book had a happy ending, some of the books addressed victims' fear of retribution if they reported the incident, including situations when telling an adult did little to help or even made the situation worse. Because a significant number of teased and bullied children claimed that reporting the abuse led to making matters worse, Gregory and Vessey (2004) suggested that adults provide a range of alternatives of how a child can report bullying without the risk of being labeled.

In this study, most of the children's picture story books had general titles and topics. For this study, convenience sample was restricted to books available through bookstores and early childhood education center book corners. On the other hand, the ease of access is what makes picture story book selection germane. While Heath et al. (2011) cautioned that some picture story books contain flawed strategies for responding to bullies, it is suggested that imperfect books can be used by parents and early childhood education teachers as teachable moments. The reading of a picture story book to a child presents an opportunity for adult to begin literacy instruction. McGhee (1980) noted that humor can be interpreted as a "play cue," especially for young children. Humor, for example, can possibly downplay the damage caused by bullying as well as inadvertently trivialize the feelings of the victims. According to Martins and Wilson (2011), humor can also trivialize the seriousness of the consequences of aggression such as bullying. Flanagan, Vanden Hoek, Shelton, Kelly, Morrison, and Young (2013) found it puzzling why negative behaviors such as bullying are seen as humorous or entertaining in the first place. On the other hand, picture story books for young children may also

over-emphasize and misinterpret all negative behavior as bullying. According to a study conducted Olweus (1991) likewise warns of mislabeling friendly teasing as bullying. Social learning theory explains that children can learn prosocial and antisocial behaviors vicariously throughout different entertainment formats and conditions. All avenues that could aid in reducing harm from bullying should be explored. Picture story books are often neglected in mass communication research; however, with the continued healthy sales and library check outs of children's picture story books and growing popularity of e-readers, books are an important resource for children.

5. Recommendations

Reading carefully selected bully-themed picture story books with children offers a cost effective and quick strategy to initiate conversations about bullying. Additionally, classroom readings help teachers strengthen bystander support for victims and builds proactive efforts against bullying. When selecting books for reading times, it is important to consider the unique makeup of their audience, matching story characters to the children who will be listening to the story. This may increase the likelihood of children identifying with story characters.

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Evaluation of the Relationship between the Perceptions on Work Engagement and In-Class Effective Communication Skills of the Secondary School Teachers

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1. Introduction

Occupation is a very important part of human life as it is the main means of meeting the needs and the field of activity that a large part of the day is devoted. Work engagement is one of the factors that affect the performance and the productivity of the employees. According to Bakker et al. (2008), work engagement means "satisfying, effective-motivating version of subjective well-being related to the job". Work engagement is an important business life quality index. It is also an important factor that helps to understand behaviors such as labour turnover, reluctance and absenteeism (Aryee, 1994). From this point of view, it can be said that work engagement is a highly significant concept in terms of employee performance and productivity. Engagement is loyalty to an individual, an opinion or to something that an individual considers greater than himself/herself and it is an obligation that should be fulfilled (Çöl, 2004). Work engagement can be defined as the state of cognitive belief of the psychological identification of the employee with the occupation (Kanungo, 1982). Psychological conviction of the employee that he/she is identified with the occupation enables him/her to be energetic, effective, willing and fulfilling what the occupation requires (Maslach & Leiter 1997; Schaufeli & Bakker, 2001). Believing in the job that is performed and accepting the values and goals of the occupation is important in terms of work engagement (Günlük, 2010). Work engagement can be seen as an important factor that can increase the performance of the employee and thus the efficiency of the organization. Work engagement does not carry the same meaning as organizational commitment. Employees may commit themselves to their organizations as well as to their work (Engelberg-Moston et al., 2009). Work engagement can be influenced by the positive attitude of the employee towards the work and the institution. The low level of intention to leave the job, job satisfaction and organizational commitment are among these (Demerouti et al., 2001; Schaufeli & Bakker 2001, Schaufeli, Taris & Van Rhenen, 2008). Work engagement is also associated with positive organizational behaviors such as personal initiative and learning motivation, additional role behaviors, and foresight (Sonnetag, 2003, Salanova, Agut & Peiró, 2005). Effective communication of employees with organizational shareholders can also be included in these phenomenon. The human-specific communication is a process that includes transmission of an incident, a data; coding a message perceived from the environment by the individual in the position of a sender to the target individual or population in the position of a receiver; and decoding of the transmitted code by the target individual or population, indicating whether it has been perceived and coding a feedback and transmitting it to the sender (Usluata, 1995; Oskay, 1999). The word "communication" is derived from the Latin word "communis" (Inceoglu, 2004), which refers to partnership, socialization, coexistence, joint participation. According to Cüceloğlu (2016), communication means an exchange of meaning; on the other hand, Lasswell (2007) stated that communication is an action that is shaped around the questions of "Who, which channel and impact, whom, what it says?". Gürüz and Temel-Eğinli (2013) define communication as sharing of knowledge, emotions and thoughts at the same time as an action that aims to influence the attitudes and behaviors of individuals or groups. From this point of view, it is possible to say that communication is a very important need for mankind, a very important indicator of its existence, one of the most effective means of self-expression and one of the most effective solutions to the problems. It can also be expressed from this information that the development of mankind is largely connected to communication. The communication can be defined as "effective" if the parties can clearly understand each other, take into account the characteristics of

their interlocutors while communicating their messages, desire to continue communication with each other, and if they look after each other's rights during the communication. Today, one of the most important skills expected from teachers is being able to have an effective communication with all the people they interact with, especially with their colleagues, school administrators, students and students' families. The effective communication of teachers is a significant factor in terms of the development of relations among shareholders, the development of schools, and for the enhancement of the quality of education. It can be said that a teacher who is successful in-class communication is the most important factor in establishing good relations within the classroom, a productive learning-teaching environment, and achieving a high level of learning outcomes and positive behaviors. When the studies which reveal that student success is directly related to the in-class communication skills of the teacher are taken into the consideration (Davies & Iqbal, 1997; Pektaş, 1989; Weis et al., 1990), it is also possible to state that the demonstration of the effective in-class communication skills of the teacher in the will improve student achievement. The fact that the teacher has effective communication skills enables classrooms to be transformed into efficient learning-teaching environments. In the classrooms where the communication between the teachers and the students is effective, students display positive attitudes and behaviors towards learning, their friends and teachers and this positive attitude and behavior lead to the achievement of the classroom management goals (Jones & Jones, 2001). The teacher who wants to be an effective communicator in the classroom should has particular communication skills. There are different opinions about what communication skills consist of. According to Deniz (2003), communication skills consist actions such as correct coding and transmission of the message, giving reactions that will allow the messages to be understood correctly, and effective listening. Yüksel-Şahin (2008) believes that communication skills are behaviors which positively affect the persons who are interacted, activate the person to establish favorable relationships and facilitate the social life. Baker and Shaw (1987) and Gibson and Mitchell (1995) classify communication skills as sensitivity to verbal and non-verbal messages, effective listening and effective response. Nelson and Jones (2002) state that communication skills include verbal, voice-based, physical, tactile, motion-inclusive messages and various combinations of these messages. Tomul (2016) divided the communication skills into two groups which are skills of transmitting communication skills (making clear explanations, describing their own behavior, defining feelings) and receiving skills (expressing thoughts in their own words, describing the behavior of the other, controlling impressions). Sarpkaya (2012) describes communication skills as "effective" and indicates that these skills consisted of the skills of "effective speaking, empathy, effective listening and body language".

In the accessible literature, research studies that examine teachers' work engagement and in-class communication skills separately or which examine the work engagement and in-class communication skills with other variables have been found (Bangir, 1997; Tu, 2001; Boyd & Rubin, 2006; Scott, Mortimer & Aguiar, 2006; Toptaş & Olkun, 2008; Bayraktutan, 2008; Tak & Çiftçioğlu, 2008; Bakker & Bal, 2010; Kılıç & Kaya, 2010; Yılmaz & Sanalan, 2011; Hazneci, 2012; Rasku-Puttonen, Lerkkanen & Poikkeus, 2012; Hassan, 2013; Mudau, 2013; Ayele, 2014; Shukla, 2014; Tümkeya & Uştu, 2016). However, no research study can be found that examines the relationship between teachers' work engagement and in-class communication skills. It is important to examine the relationship between work engagement of teachers and in-class communication skills that are thought to be two important variables affecting quality in education and training. The main purpose of this study is to reveal the relationship between secondary school teachers' perceptions on work engagement and perceptions on effective in-class communication skills. In accordance with this purpose, the problem statement of the research has been designated as "Is there a statistically significant relationship between the secondary school teachers' perceptions on work engagement and the perceptions on effective in-class communication?"

2. Method

Research design. The research has been designed as a correlational study with the aim of determining the relationship between work engagement of secondary school teachers and effective in-class

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communication skills. Correlational studies are studies which examine the relationship between two or more variables without intervening to these variables in any manner and which describes the relationship in general (Büyüköztürk et al., 2010; Fraenkel & Wallen, 2009).

Sample.

Table 1. Distribution of the study group by gender

VARIABLE		n	%
Gender	Female	124	51,2
	Male	118	48,8

The sample of the study consists of 124 (51.2%) female and 118 (48.8%) male teachers selected by convenience sampling method. The convenience sampling is a method based on accessibility and convenience and it is preferred in order to gather information quickly on some research subjects (Aypay, 2010).

Data Collection tool and application. In the study, "Utrecht Work Engagement Scale" and "Effective In-Class Communication Skills Perception Scale" have been used in order to collect data. "Utrecht Work Engagement Scale" has been developed by Schaufeli et al. (2002) to measure employee engagement to work. The scale has been improved through two different samples, consisting of 314 university students and 619 employees. It consists of 3 factors and 17 items which are "desire to work, dedication to work and concentration on work". The scale is adapted to the Turkish language by Eryılmaz and Doğan (2012). It has been compared by performing one-factor and three-factor DFA analyses and it has been found that the level of compatibility of the three-factor structure is higher. Total item correlations are in the range of ,48 and ,71. The Cronbach Alpha reliability coefficient for the whole of the scales is ,94; for sub-factors, it varies from ,84 to ,87. It has been determined that the reliability coefficient which has been calculated as a result of the application of the scale on 31 employees for two times every other month for the purpose of determining the test-retest reliability of the scale is ,85, and the test-retest reliability coefficient for sub-factors ranges between ,69 and ,89. The scale has been scored as "Absolutely inappropriate: 1", "Inappropriate: 2", "Slightly appropriate: 3", "Appropriate: 4", "Absolutely appropriate: 5". There is no reverse-coded item on the scale. High scores obtained from the scale indicate that engagement to work is high. The reliability coefficient has been calculated in this study as well and it has been determined that the coefficient is ,90 for the overall scale and ranges between ,72 and ,78 for the sub-factors.

The "Effective In-Class Communication Skills Perception Scale" (EICSPS) has been developed by the first researcher in order to measure the effective in-class communication skills of teachers. In order to identify whether the "Effective In-Class Communication Skills Perception Scale" is valid, explanatory and confirmatory factor analyses have been used. Through explanatory factor analysis; a 5-point Likert scale which has an eigenvalue greater than 1,0, four factors, a variance explained by four factors that is 51,80% of the total variance, factor values range between ,51 and ,78, total item correlation values range between ,33 and ,70, which is meaningful in the level of 0,01 and which has been scored as "Never, Rarely, Often, Always" has been developed. After factor analysis, explainableness of the scale within the 23 items and 4 factors analysis has been determined and these factors have been named and interpreted as "effective speech", "effective listening", "empathy" and "effective use of body language". By means of the confirmatory factor analysis, it has been understood that the 4 factors-23 items structure has been confirmed and the compliance index values are in the acceptable levels. When the compliance index values have been examined, it has been seen that the "Effective In-Class Communication Skills Perception Scale" (EICSPS) which has been developed on a group of secondary school and high school teachers has confirmed the 4 factors-23 items structure. In order to determine whether the "Effective In-Class Communication Skills Perception Scale" (EICSPS) is reliable or not, the Cronbach Alpha internal consistency coefficient of the scale consisting of 4 factors and 23 items has been calculated. It has been understood that the reliability of all the sub-factors is high and the reliability of the overall scale is very high. The scale is a 5-point Likert type scale. Each item is scored as "Always = 5" to "Never = 1". Therefore, the total score that can be obtained from the scale ranges from 23 to 115. There is no reverse-coded item on the scale. In this

study, the reliability coefficient of the scale has been calculated and it has been found that the coefficient is ,82 for the overall scale and ranges between ,70 to ,83 for the sub-factors.

Analysis. The data has been processed in the SPSS package program and normality tests have been performed to determine the tests to be used in the study. The Shapiro-Wilk normality test should be used for groups with a study group larger than 50-persons. It has been understood that the data is not normally distributed according to the results of the Shapiro-Wilk normality test. Since data is not normally distributed, non-parametric tests have been used in terms of the analysis of the data. For the variables with two-categories Mann Whitney U test, for the variables with three or more categories Kruskal Wallis test and for the analysis of the effect of variables on each other, Spearman Correlation Analysis have been used.

3. Findings

Table 3. Point averages obtained from the Work Engagement Scale

	n	Average
Desire to Work Sub-Dimension	242	23,8884
Dedication to Work Sub-Dimension	242	20,8017
Concentration on Work Sub-Dimension	242	23,9463
Overall Work Engagement Dimension	242	68,6364

When Table 3 has been examined, it has been seen that the point average for the overall “Work Engagement Scale” is 68.6364. As increasing scores indicate increasing work engagement, the maximum score that can be obtained from the scale is 85. When this situation has been considered, it can be said that the level of work engagement of the teachers in the study group is high. In the sub-dimensions, the situation demonstrates parallelism as well.

Table 4. Point averages obtained from the Effective In-Class Communication Skills Perception Scale

	n	Average
Effective Speech Sub-dimension	242	39,1694
Empathy Sub-dimension	242	21,4835
Effective Listening Sub-dimension	242	26,2521
Effective Use of Body Language Sub-dimension	242	13,6198
Overall Effective In-Class Communication Skills Perception Scale	242	100,5248

When Table 4 has been examined, it has been seen that the point average for the overall Effective In-Class Communication Skills Perception Scale score is 100,5248. As increasing scores indicate increasing skill perception, the maximum score that can be obtained from the scale is 115. When this situation has been considered, it can be said that the level of effective in-class communication skills perception of the teachers in the study group is high. In the sub-dimensions the situation demonstrates parallelism as well.

Table 5. Work Engagement by Gender Variable

	Gender	n	Mean Rank	U	Z	p
Desire to Work	Female	124	111,94	6131,000	-2,187	,029
	Male	118	131,54			
Dedication to Work	Female	124	117,90	6870,000	-,825	,409
	Male	118	125,28			
Concentration on Work	Female	124	117,10	6771,000	-1,006	,314
	Male	118	126,12			
Overall Work Engagement Scale	Female	124	114,80	6485,000	-1,528	,127
	Male	118	128,54			

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When Table 5 has been examined, it has been seen that there is no statistically significant difference in work engagement levels according to the gender variables ($p > .05$). It has been seen that the male teachers' "Work Engagement Scale" total score mean rank ($X=128,23$) is higher than the female teachers' rank ($X=114,57$)

When the "Desire to Work" sub-dimension total scores have been examined according to the gender variable, it has been seen that there is a statistically significant difference ($p < .05$). It has been seen that the male teachers' "Desire to Work" sub-dimension total scores ($X=131,54$) are higher than the female teachers' scores ($X=111,94$).

When the "Dedication to Work" sub-dimension total scores have been examined according to the gender variable, it has been seen that there is no statistically significant difference ($p > .05$). It has been seen that the male teachers' "Dedication to Work" sub-dimension total scores ($X=125,28$) are higher than the female teachers' scores ($X=117,90$).

When the "Concentration on Work" sub-dimension total scores have been examined according to the gender variable, it has been seen that there is no statistically significant difference ($p > .05$). It has been seen that the male teachers' "Concentration on Work" sub-dimension total scores ($X=126,12$) are higher than the female teachers' scores ($X=114,80$).

Table 6. Effective In-Class Communication Skills Perception According to Gender Variable

	Gender	n	Mean Rank	U	Z	p
Effective Speech	Female	124	123,98	7009,000	-,566	,571
	Male	118	118,90			
Empathy	Female	124	124,08	6996,000	-,595	,552
	Male	118	118,79			
Effective Listening	Female	124	134,55	5698,000	-3,004	,003
	Male	118	107,79			
Effective Use of Body Language	Female	124	138,03	5266,500	-3,949	,000
	Male	118	104,13			
Overall Effective In-Class Communication Skills Perception Scale	Female	124	130,03	6258,500	-1,944	,052
	Male	118	112,54			

When Table 6 has been examined, it has been seen that there is no statistically significant difference in effective in-class communication skills perception levels according to the gender variables ($p > .05$). It has been seen that the male teachers' "Effective In-Class Communication Skills Perception Scale" total score mean rank ($X=112,54$) is lower than the female teachers' rank ($X=130,03$).

When the "Effective Speech" sub-dimension total scores have been examined according to the gender variable, it has been seen that there is no statistically significant difference ($p > .05$). It has been seen that the male teachers' "Effective Speech" sub-dimension total scores ($X=118,90$) are lower than the female teachers' scores ($X=123,98$).

When the "Empathy" sub-dimension total scores have been examined according to the gender variable, it has been seen that there is no statistically significant difference ($p > .05$). It has been seen that the male teachers' "Empathy" sub-dimension total scores ($X=118,79$) are lower than the female teachers' scores ($X=124,08$).

When the "Effective Listening" sub-dimension total scores have been examined according to the gender variable, it has been seen that there is a statistically significant difference ($p < .05$). It has been seen that the male teachers' "Effective Listening" sub-dimension total scores ($X=107,79$) are lower than the female teachers' scores ($X=134,55$).

When the "Effective Use of Body Language" sub-dimension total scores have been examined according to the gender variable, it has been seen that there is a statistically significant difference ($p < .05$). It has been seen that the male teachers' "Effective Use of Body Language" sub-dimension total scores ($X=104,13$) are lower than the female teachers' scores ($X=138,03$).

Table 7. Relationship between the work engagement and effective in-class communication skills perception

	1	2	3	4	5	6	7	8	9
1) Desire to Work									
2) Dedication to Work	,759**								
3) Concentration on Work	,847**	,775**							
4) Overall Work Engagement Scale	,944**	,892**	,942**						
5) Effective Speech	,399**	,429**	,429**	,451**					
6) Empathy	,387**	,389**	,387**	,415**	,681**				
7) Effective Listening	,264**	,292**	,324**	,321**	,621**	,704**			
8) Effective Use of Body Language	,185**	,186**	,226**	,220**	,508**	,475**	,678**		
9) Overall Effective In-Class Communication Skills Perception Scale	,383**	,401**	,424**	,436**	,883**	,848**	,873**	,724**	

When Table 7 has been examined, it has been seen that there is a significant moderate positive relationship between the total scores of "Effective In-Class Communication Skills Perception Scale" and "Work Engagement Scale" ($p < .05$, $r = ,436$). It has been found that there is a significant moderate positive relationship between the "Effective In-Class Communication Skills Perception Scale" and the sub-dimension of "Concentration on Work" ($p < .05$, $r = ,424$); a significant moderate positive relationship between the sub-dimension of "Dedication to Work" ($p < .05$, $r = ,401$) and a significant moderate positive relationship between the sub-dimension of "Desire to Work" ($p < .05$, $r = ,383$).

It has been found that there is a significant moderate positive relationship between the total scores of "Work Engagement Scale" and the sub-dimension of "Effective Speech" ($p < .05$, $r = ,451$); a significant moderate positive relationship between the sub-dimension of "Empathy" ($p < .05$, $r = ,415$); a significant low positive relationship between the sub-dimension of "Effective Listening" ($p < .05$, $r = ,321$); and a significant low positive relationship between the sub-dimension of "Effective Use of Body Language" ($p < .05$, $r = ,220$).

4. Discussion and Conclusion

Discussion. The purpose of this research is to examine the relationship between secondary school teachers' work engagement and effective in-class communication skills. The main motivation of conducting this research is the fact that no research study that examines the relationship between work engagement and effective in-class communication skills has been found in the literature. In the meantime, it has been determined that research studies that examine the subjects of teachers' work engagement and communication skills separately exist in the literature. Among these studies, in the study conducted by Tak and Çiftçioğlu (2008), no direct causal relationship between teachers' work engagement and their intention to stay in the organization has been found. Shukla's study (2014) has found that there is a very high positive correlation between work engagement and job satisfaction levels of primary school teachers. In the research study conducted by Tümkaya ve Uştu (2016) on classroom teachers, it has been found that there is a negative significant relationship between in all dimensions of work engagement and occupational burnout at a high level.

In the literature, there are research studies which have similar results with this research. In this study, it has been understood that there is a statistically significant difference between sub-dimensions of in-class communication skills, "effective listening" and "effective use of body language" in favor of the female teachers. The results of research conducted by Şeker (2000), Bulut (2003), Bozkurt (2003), Songül-Naçar and Tümkaya (2011) also have demonstrated that female teachers have better communication skills.

The conclusion that participant teachers' perception of work engagement are at a "high level" is consistent with the results of the research studies in the literature. The research conducted by Tümkaya and Uştu (2016) has found that teachers' work engagement levels are at a high level. Society has given the responsibility of preparing new generations for the future through learning-teaching to teachers. Teachers who are attached to their jobs should take the innovative teaching methods into

the consideration in order to achieve the best, effective learning and adopt those. Only teachers who are attached to their work can take these methods into account and adopt them (Shukla, 2014). Work engagement is also a requirement for professional success (Goulet and Singh, 2002). It is possible to say that innovative, open-minded teachers are teachers with high levels of work engagement.

The conclusion that participant teachers' perceptions of effective in-class communication skills is at a "high level" is consistent with the results of the research studies in the literature. Günay (2003) has found that teachers' perceptions related to the communication skills are very positive. It is important that teachers' perceptions of effective in-class communication skills are at a high level. Because there is a relationship between the perceptions of a skill, a competence related to an action, and the level of success of that skill and action (Schunk & Gunn, 1986). It is possible to say that teachers who have the perception of effective in-class communication skills at a high level become the determinants of establishing good relations between students and teachers and assisting students to form positive behaviors.

In this study, it has been found that there is a moderate significant positive relationship between secondary school teachers' work engagement and effective in-class communication skills. From this point of view, it is possible to say that a teacher who has a perception of high work engagement is most likely to exhibit his/her effective in-class communication skills and that the level of work engagement must be high in order for teachers to be effective communicators in the classroom.

Conclusion. It has been found that there is a significant moderate positive correlation between the total scores of "Effective In-Class Communication Skills Perception Scale" scores and "Work Engagement Scale". It has been found that as the perception of effective in-class communication skills increases, the level of work engagement also increases.

It has been understood that there is no statistically significant difference in the level of work engagement according to gender variable. When the total scores of the work engagement sub-dimension of "desire to work" have been examined according to the gender variable, it has been seen that there is a statistically significant difference in favor of the male teachers.

It has been understood that the level of effective in-class communication skills perception does not show a statistically significant difference according to the gender variable. When the total scores of effective in-class communication skills sub-dimension of "effective listening" and "effective use of body language" have been examined according to the gender variable, it has been seen that there is a statistically significant difference in favor of the female teachers.

5. References

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Turkish Proverbs as a Reproduction of Ableist Language in Social Memory

Yıldıray Kesgin, Elif Karakoç

1. Introduction

Ableism is a new concept that has taken its place in the social sciences literature with its use in the field of Disability Studies and its field of study has just begun to expand. Ableism is centralized in the Disability Studies as it is one of the reflective concepts of discrimination against disabled people.

The ableist ideology that the paper deals with has an impact on the identity of disabled people in society. Individuals with disabilities are becoming identifiable by obstructive view and ableist perspectives in society.

The identity that is built in society is in the link between past, present and future. Hence reading the past now also makes it possible to read and find inferences about the future. The disabled identity has been reproduced and remained alive in memory by being created within some centuries of stereotypes in the memory of the society. Selected examples for these stereotypes are proverbs, one of the products of social memory. The examination of the proverbs of the socio-cultural structure from its own point of view is also seen as important in that society's attitudes towards the disabled, as well as the perspectives.

Proverbs, contain the views of the society against any situation, the implications of it, and the judgments shown. With this feature, it is possible to say that the proverbs and the society maintain a reflective relationship. In this context, proverbs constitute an important area of analysis in order to reveal and analyze the manifestations of the reflections of different aspects that are specified in society. With this thought the paper aims to reveal the identity of disabled individuals in Turkish society and their attitudes towards them through proverbs. Proverbs, as stereotypes used day by day, also reproduce the existing judgments at the same time. The analysis to be derived from this perspective is also aimed at creating an awareness on the social dimension of this reproduction. In addition, it was aimed to identify the disabled people by means of proverbs such as construction, reproduction and legitimation of disabled people in society.

This paper, which deals with the reflections of the Ableist perception in proverbs, consists of three parts. In the first part, the concept of ableism is given with the concept of ableism, and in the second part, the examination of proverbs through social memory is carried out. In the last part, discourse analysis was made on the proverbs which are the legitimate discourses of ableist perception.

2. Ableism As A Discriminatory Phenomenon

Within the society, some individuals are being pushed out of the other, on the grounds that they do not obey the dominant norms with certain characteristics and these characteristics. The other person in the ableist society is also the disabled person, as the other person in a male dominated society is a woman or the other person in a racist society is a different racist individual. Individuals with disabilities in ableist ideology are far from social acceptance and appear to be absent from socialization.

Disability studies have become a field that brings together different disciplines and flourishes in the UK and the United States of America at the periphery of the social mobility of the 1960s. When the return of the veterans with various disabilities to the countries of the Vietnam War combined with the mobility of the 1960s, a disability movement emerged that emphasized the identity, experience and rights of people with disabilities. Disability studies as an academic field of study are shaped by the struggles of academicians with disabilities in the movement and the momentum of this movement (Demircioğlu, 2010). This field of interpretation interprets the disability as a political identity, with a critical approach, just like the studies on gender, race and ethnicity issues. Therefore, the fact that being disabled is not only a medical manifestation, but a social situation, attracting the

attention of social sciences, has increased the number of lessons and work done in this field universities.

In this framework, it was possible to talk about two different approach models, namely medical and social, as the basis of the disability studies.

In the mid-1800s, the medical approach emerging in the field of medicine saw disability as a disease of continuity, and when compared to disability normal individuals, it defined it as less capable (Demircioğlu, 2010: 17). The medical model considers disability as an "unfortunate" situation, a "deficit" or "disease" that comes to the individual. In this context, it has been deemed appropriate to imprison those individuals whose disabled people are treated as "abnormal", to be evaluated in a non-systematic group and confined to private places with a social Darwinist approach. Over time, reviews on the medical model has intensified that the problem of the social environment has not been taken into account in the problems experienced by the individual. The model's medical reductionist perspective has shaped a societal-based approach.

The social model focuses on the community-created barriers of disabled individuals, contrary to the approach of the medical model to individual medical differences and functional competences of individuals. The social model, which conceptualizes disability as a social creation has enabled researchers to focus on issues such as discrimination, the relationship between capitalism and disability, and the inclusion of the collective. The social model emphasizes that the perceptions existing in the society reveal the disability as a social problem, while the physical insufficiencies are imposed by the society. There is a belief in the direction of this biologically deterministic and non-reducible approach that links the elimination of barriers to social struggle.

As a result, within the scope of disability studies, studies were started to investigate the problems that disabled people live in the social circles. Especially, it is aimed to reveal the reflections of the approaches which cause these problems to society. One of these approaches is the ableist approach that the article focuses on.

From the concepts such as sexism and racism, which are used to describe hierarchical social codes such as men and others, white and others, hierarchical structures in the form of "abled people" who are responsible for the negative social value imposed on disability and the social oppression on the disabled people and others indicates ableism (Doğan, 2008). In this hierarchical structure, what is described as abled is normal; the disabled are insufficient and abnormal.

Ableism is defined in the Oxford dictionary, as discrimination in favour of able-bodied people; in the Cambridge Dictionary, as unfair treatment of people because they have a disability- an illness, injury, or condition that makes it difficult for them to do things that other people do-.

Ableism, with a perfect body image; it is acting according to the belief that those who deviate from this image are absolutely incomplete or insufficient individuals. Ableism in literally means "being a fully human being". The definition of "being fully human" here will have different responses in different disciplines. For example, "full human"; in political theory "normative citizen", in law, "responsible person" and in theology "perfect creation"; In the context of this meaning and the emblems which it adopts, ableism describes the individuals at two extremes as "complete" or "incomplete". This duality that builds the ideology of Ableism also presents the ends where "I" and "other" are placed.

Ableism characterizes the characters of individuals according to their disabilities in other words according to their being full or missing in the bodily frame. At this point, the body appears as an identity when it comes to interacting with the social environment. Therefore, when judged in the sociological context, the body will be treated not only as a physical or material object, but also as a social object burdened with social meanings. The body is thus both physical and phenomenologically an individual creation as well as a social and cultural production (Esgin, 2011).

In order to reveal the epistemological and ontological meaning of the Ableism phenomenon and to read the ableist ideology and the ableist language, it is necessary to examine the intellectual foundations of this framework.

The archetypes of intellectual foundations that create the ideology of Ableism extend back to Ancient Greece. Greek society consisted of semi-autonomous city states, which often fought with

each other or with their neighbors. Of course in such a society there were very few places in social life for the disadvantaged who lag behind the physical and intellectual vigor. The killing of babies with disabilities was a widespread and somewhat imperative practice.

Plato thinks that those with physical disabilities should not allow children to even live. Physicians should look at those whose bodies are innately well-behaved, and those who do not, should not be treated when they are sick, should be left to die. Moreover, those who are "bad from creation" will be killed by the government (Yetkin, 2012: 85).

This information is visible in the light that Plato's order includes an aristocratic and unequal society ruled by philosophers. It must be removed from the equilibrium order and should be ignored. The idea of this order can be presented as one of the focal points of an ableist attitude that assesses the state of disability in the social life as a medical model. Everyone in the social class should assume the role of their own evolution and should not go beyond this role.

From the earliest times, according to historical and anthropological sources, it has been treated mercilessly against the disabled people who are thought to be under the influence of evil spirits and demons. ... Culture and belief systems of society have been determinants of behavior and attitudes towards disabled people (Polat, 2011: 54).

On the other hand, during the period when history witnessed the development of mankind, the approach of social norms to disabled people did not change during periods of industrialization and commercialization. Enlightened and utilitarian thought that has gained importance in this century has always been in favor of reason and science because it aims to bring forward the individual and society. This idea is to think of the body as a mechanism that keeps the mind under control and should be repaired if it is not complete, but it must be deprived of its use if it can not be repaired.

In the same period, this idea was placed in the definition of "ideal worker", which capitalism needed to sustain itself. In the business world, demands such as profitability, productivity, and increase in labor force have caused the people with disabilities to be pushed out of production processes for centuries. It is possible to say that, from these thoughts and developments which are examined in the historical process, it is based on the capitalist utilitarian concept especially in the time of disappeared from society. In this context the intellectual resources of the Ableist approach are based on evolutionist and social Darwinist and functionalist approaches advocating the continuous operation of the existing order.

According to the conservative intellectuals of the nineteenth century, influenced by the ancient Greek culture and the idealist feudal middle ages, every human was created to fulfill the duties that give life to society values and traditions. Society has been assessed like homeostasis⁵ and every social upheaval and irregularity that will disrupt the homeostasis structure will cause the community to perish. Conservative theorists such as Comte, Durkheim, Spencer, Burke, and Tocqueville, who are among positivist, functionalist, and evolutionist leitmotifs, have argued for the necessity of repairing and preserving the natural order and presented the models of society and change that reflect this necessity.

In terms of functionalism, the society is seen as a whole of interdependent units fulfilling the necessity to maintain its existence. For functionalists, social institutions such as family, economy, education, political systems are the main manifestations of social structure. There is a communication between the conservation and functioning of these institutions and their roles. In functionalist theory society is seen as a "system" of sums of interdependent parts that tend to provide balance.

Herbert Spencer compares society with the human body in the context of evolutionist and social Darwinist views. Skeletons, muscles, internal and external organs work independently of each other, the common goal of all of them is to work the whole body. Social structures also work together to enable the community to survive. Spencer argues that societies that fulfill their functions properly, or in other words, best fit societies, continue to exist and that the disappearance of non-conforming

⁵ The tendency of the organism to keep the normal physical condition at a stable level against the changes in the external environment.

societies must be accepted. The result of this process for the world as a whole is to rise to a higher level by adapting. Functionalist approaches, as seen, provide for the functioning of social institutions. Accordingly, social institutions will be provided with social order when they fulfill their functions.

When this approach is interpreted in an ableist context, the approach needs to be individualized for institutions. But whether it is an institution or an individual, it can be functional in the functionalist understanding and exist when it fulfills its function. Likewise, some views on the "other" individuals in the period when the functionalist approach accelerates support this idea.

"To promote what is useless at the expense of good is extreme ruthless. This is to instigate even the misery of future generations. There is no bigger problem than leaving a population of future generations with increasing numbers of impeachers, royals and criminals (...)The whole effort of nature is to get rid of them, to cleanse the world from them and to make room for better ones (...) They disappear if they do not have enough able to live, and the best is their disappearance "(Ritzer & Stepnisky from Abrams: 1968).

According to the understanding in the center of the functionalist view, society is a sort of whole from the interconnected parts. Moreover, the meaning of each piece also appears when they fulfill their specific functions within the whole. Here, what the functionalist theoreticians mean by their parts-as mentioned above-is of course not individuals but institutions. This, however, offers the possibility that the disability of the majority of Ableist can push them out and legitimize this action. It is expected that the disabled people who are far from fulfilling their duties as a part will be rehabilitated for the preservation of social integrity and normalization.

According to functionalists; in social life, the harmony that one provides to the mind and body and to the environment is taken as the basis. It is therefore possible to say that this approach has reduced all of one's behavior to the adaption process. From this perspective, the ableist understanding also expects disabled individuals to comply with the dominant understandings or norms in society. The disabled person accepts that there is no escape from being the other as long as they do not fit in. In Marxist debates, the body is treated as the place where labor is produced. In the functionalism literature, the body is not a direct analysis category but a functional tool in the system (Öztürk, 2012). In this context, the assessment to be made within the frame of the ableist understanding; the acceptance of the society in which the individual lives, and the existence of the identity of the individual, can be realized by fulfilling the expected functions in that society.

A fit- oriented understanding accepts every sovereign situation that is homogenously nourished and considered solely normal. The "incomplete" / disabled individuals separated from the able/ fully individuals because they have physical disabilities are seen as qualified individuals who do not fit in this order and disrupt the structure of the ideal social order. Incomplete or missing is not functional; will not be completed and will not provide compliance. This understanding has reduced the individual's processes of existence, behavior and even identity to the process of functioning and harmony in society. Here, the attitude of the ableist attitude towards the individual is here too. Ableism exists only as long as the individual can adapt to it in full and sovereign order.

Spencer's evolutionist point of view and the phrase "survival of the fittest" are seen as the forerunner of Darwin's work on natural selection. According to Darwin's theory, the population of every species of creature has a tendency to multiply beyond the possibilities of existence of that creature. As a result, it remains alive in the long run, the strongest, most capable, and most favorable among creatures and among the same kind of creatures (Alemdar & Erdogan, 2005: 41). Spencer's assumption of Darwin's "survival of the fittest" lies at the heart of today's ideology of sovereignty. This approach is also a product of understanding the disabled individual as a diseased person whose treatment should be normalized.

3.Proverbs As Carriers Of Ableist Ideology

By Turkish Language Association; Proverbs, which have been described as admonition in the form of a trial and observation, and which are commemorated and publicized, are manifestations of the common attitudes and views of life in the historical process of a society. As one of the most important legal judicial bearers of the culture of society, the proverbs have been formed, used, and become a

cultural repository throughout the years of their existence and life, with their mission of becoming life guides and advisors. Proverbs contain the views of the society against any situation, their implications and the judgments shown. With this feature, it is possible to say that the society maintains a reflective relationship with proverbs.

In every society, there is a culture that exists with the common values and uses of that society, and at the same time a memory that is held and functionally functioned in this culture. This type of memory, which can be called social or cultural memory, contains verbal or written products that contain collective thought, symbols, narratives, and the like. In this context, the memory stores these products for recollection. So memory does not have a static structure. In the dynamics of social events, it also ceaselessly works, stores, and exposes them to be remembered when necessary. This quality is also a sign of the connection between memory, past, present and future. In this case, the products that are always kept alive are recalled at any time. Proverbs are recalled as well, such as the social memory in which they are archived, when they are needed.

Understanding the phenomenon of social memory is mainly based on the meaning of the concept of collective memory. The collective memory, first described by the French sociologist Maurice Halbwachs in the 1920s, is based on the argument that social groups have a common memory shared by all its members and that the memories of individuals are not independent of social influences but are shaped by the social environment (Yilmaz, ty). With this thought, the memory has been laid out of a biological context and framed by social conditions. The memory is a memory that is formed by the social environment and is nourished by the culture of the society that it is fully formed.

According to Assmann's conclusions, social memory is based on culture. Because culture; It is like a social archive where the society keeps its values, expectations, goals, beliefs and behaviors that it has accumulated for centuries. This structure, which is conceptual in the minds abstractly, comes to life again through social memory, sometimes as a monument, sometimes as a space, sometimes as a book (Erdoğan, 2013). Social memory is a structure built on culture. Like every building that is built, social memory lives with its own extensions. The continuation of these extensions depends on their recollection and therefore their repetition. So, the products in the memory are kept alive. The use of proverbs, one of these extensions, in daily life or through mass media provide the meaning they contain, the remembrance and the reproduction of their attitudes or view points.

Proverbs are expressions of a society's sociocultural structure. Examining the socio-cultural structure in society enables to reveal all the nomenclatures, created images, established structures and perceptions in that society. Proverbs in this context are also key to opening these features, which are regarded as doors that can be opened to understand society. Proverbs used by people for centuries are the patterns of words that are formed as a result of social experiences. They therefore give a general idea of the society they belong to. Proverbs, with the characteristics of being a cultural carrier, are transferred from generation to generation by affecting social life. In this context, there is the effect of proverbs when individuals adopt the dominant views in that society. In addition, it must be said that the proverbs reflect the happenings, phenomena and in summary the way the individuals perceive life.

4. Analysis Of Reproduction Proverbs In The Ableist Language

Proverbs examined in this study, which is a qualitative research, have been obtained by using Turkish Language Institute Proverbs and Idioms Dictionary. In the dictionary, the words "deaf, lame, dumb, crazy, blind" were scanned for the disabled literate. The study was conducted with the proverbs obtained from this screening result. A selection of 45 proverbs reached as a result of the scan was also taken into account. Accordingly, five proverbs in the context of key words selected from 45 proverbs were chosen. In choosing these proverbs, the ones that reflect the most ableist perceptions and those that are widespread in use are the criteria.

In the study, content analysis was used to examine the proverbs scored in the quantitative direction, and critical discourse analysis methods were used to analyze the determined proverbs with a discourse-based inference. Fairclough's approach, centered on the conceptualization of language in

discourse, has been chosen from within the analysis of critical discourse that incorporates different approaches.

According to Fairclough's approach, critical discourse analysis tends to social problems. The focus of the analysis is on the linguistic characteristics of socio-cultural processes and social structures. A linguistic form is taken and its analysis is done. Discourse establishes society and culture: Discourse is determined by society and culture while being determined by society and culture (Sözen, 1999).

The first stage is the description phase in which more formal features of the text are examined. The aim at this stage is to be able to reveal the world experience underlying the chosen words and sentence structures, and the intention of the producer of the text, to understand whether it is an ideological ground on which the text bases itself, and if so, which ideological pattern it points to. The second stage of the analysis is actually focused on how the text is produced and how it is consumed, that is, the practical meaning of the discourse. The third and final stage of the discourse analysis method is the context analysis that expresses the context in which the discourse is contained (Bilge, 2017).

Fairclough and Wodak (Bilge from Steel and Ekşi, 2017, 109) list the basic principles of critical discourse analysis as follows;

1. Discourse points to social problems.
2. Power associations are inconsistent relationships.
3. Discourse brings society and culture to the scene.
4. Discourse is an ideological work.
5. Discourse is historic.
6. Discourse is the mediator between text and society.
7. Discourse analysis is interpreter and explanatory.
8. Discourse is a form of social action.

As can be understood from these principles, social and socio-cultural influences play an important role in Fairclough's analysis of critical discourse. Discourse has a fundamental role in society and culture formation. It is therefore quite useful to use Fairclough's method of critical discourse analysis in the analysis of proverbs that have emerged as a result of the culture and dominance understandings in society.

The distribution of the proverbs in the context of content analysis is as follows:

Table 1: Distribution of Proverbs by their Contents

The Word Scanned	The Number Of Proverbs Reached
Crazy	21
Dumb	2
Blind	15
Deaf	5
Lame	2
TOTAL	45

Accordingly, a total of 45 proverbs were reached in the proverbs that were scanned. As a result of the scanning process, proverbs with the most crazy and blind words were found. This result shows that, in the context of the Ableist language, the individuals with the most visual and mental disabilities are alienated. It is also possible to say that the most common proverbs in everyday life are again the proverbs established by these two words.

Körle Yatan Şaşı Kalkar

The meaning of the this proverb is "Those who associate with bad and worthless persons get bad habits".⁶

⁶ The meanings of all the proverbs have been derived from the Dictionary of Proverbs and Idioms of the Turkish Language Association.

In this proverb, “kör” refers to “blind” and the blind ⁷word is used to describe disability about the seeing individuals is used to indicate individuals with bad and worthless characteristics.

Od İle Su, Dilsiz Yağdır

It means “dumb(dilsiz)”; have a disability about speaking. In the context of the meaning of the proverb, “fire and flood disaster is just like an enemy, quietly comes without warning”, dumb is likened to a mute enemy without warning. In addition, looking at the context of the sentence, it seems that the dumb is also tried to be compared with natural disasters. This leads to negative consequences such as destructive and harmful against to dumb.

Ağlama Ölü İçin, Ağla Deli İçin

“Crazy(deli)” is used to describe individuals who have lost their minds and whose mental balance is impaired. In this proverb, crazy is positioned as a solution that can never be solved. As a matter of fact, this proverb, which means “It will be painful if one of your relative died even though it will pass but if you have a crazy relative this pain will never end” says that when one considers that someone is crazy, it is more than the sadness of an individual who is not even alive anymore. At this point, the view of the society to the craziness is obvious. Craziness rather than reality is reflected as a situation that must be complained when witnessed it also needs to stay away from it.

Baz Bazla, Kaz Kazla, Kel Tavuk Topal Horozla

The subject of this proverb is “lame(topal)”. Lame’s dictionary meaning is “unable to walk without difficulty as the result of an injury or illness affecting the leg (human or animal).” In this proverb, the lame person was compared with bald chickens. The discursive context of the lame word, which is reduced to a negative meaning, indicates that an individual who is lame will exist only when it is combined with another negative situation, such as the negativity attributed to him.

In the dictionary, this proverb, which means “one person should be friends with one who is equal to and appropriate to oneself,” reflects the sense that two people who are different from each other in society must not exist in the same socialization. Also it is not right for “me” and “the other” to coexist. Therefore, an individual who is “full” with a disabled individual can not be in a social relationship.

Sağır İçin İki Kere Keramet Olmaz

The “deaf(sağır)” word used to describe someone who lacks sense of hearing and does not hear, has been reduced to a negative meaning in this proverb. The meaning of the proverb is given in the dictionary in the sense that “the thing that everyone hears and learns is not spoken again for the careless.” According to this, the deaf person was also burdened with his careless identity. The deaf person is careless because of can not hear; “there is no need for the deaf to take care of something a second time”; probably even if say it again the deaf person can not understand.

In the cited proverbs analyzed, it is generally seen that the terms used to describe the disabilities of persons with disabilities are metaphors used to give advice in order not to fall into a negative situation. The negative situation that must be avoided here is also identified with being “blind”, “deaf”, “crazy”, “lame” and “dumb”. The admonitions that they hold in proverbs have always been established through the other. In order to reach a positive situation, it is necessary to avoid from the other, and not to be like it, or not to behave as it behaves.

5. Conclusion

Disabled individuals can not go beyond being “the other” in society as objects of the social life they are in, especially in line with the intellectual bases, needs and values of the ableist ideology that marches with capitalism.

Since the Ableist understanding perceives the disabled individual with an incomplete view, it does not consider the evaluation of his social existence. Therefore, it is not interested in questioning the stereotypes which are the subject of the disabled person. These stereotypes which are products of Ableist language are seen and used without question without regard to its correctness or its different

⁷ The meanings of all the words, have been obtained from the Turkish Language Association's Current Dictionary.

meanings. Proverbs are important in terms of understanding the attitude or point of view of the society against the phenomenon examined because they are discourses that a society has developed and adopted.

The study dealt with proverbs as one of the elements that otherize disabled people in social life, and in the analyzes made, it has been found that these proverbs normalize and reproduce the Ableist approach. The definitions of disabled people, such as blind, deaf, dumb, crazy, lame, used to express what they are, have become metaphorical in the daily life through negative meanings through proverbs. The use of these words in different metaphors is a hurtful for disabled individuals and desensitizing for other individuals of society.

In Proverbs; it has been seen that the words used to indicate the disabilities of disabled people have been used to express a generally bad situation. Proverbs make it difficult to break the prejudice against disabled people in society. Therefore, it is necessary to prevent the use of these proverbs, which are negative connotations for disabled people, or to gain awareness in this regard. In addition, such as proverbs other social stereotypes need to be expanded within the Disability Studies in the context of combating discrimination.

6. References

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Concept of Consumer Confusion: The Sample of Turkish Mobile Phone Sector

Nevin Kortunay

1. Introduction

Due to increasing amounts of information in the marketplace, consumer confusion is becoming a problem for both consumers and marketers (Walsh, et al., 2007:697). There are some studies have been made by different authors in different markets. Some of these are: watch market (Mitchell and Papavassiliou, 1997); telecommunication market (Turnbull et al., 2000; Nanji and Parsons, 1997); wine market (Casini et al., 2008; Drummond and Rule, 2005); personal computer market (Leek and Kun, 2006); online hotel booking (Matzler and Waiguny, 2017); higher education (Drummond, 2004); mobile phone market (Kasper and Driessen, 2010; Leek and Chansawatkit, 2006; Kayabaşı et al., 2016).

Confusion can decrease the brand loyalty and leads the loss of sales for the manufacturers. Because confused consumer may postpone/abandon the purchase or switch to any other product or brand (Mitchell and Papavassiliou, 1997:164).

Additionally consumer confusion has negative effect as negative WOM (Turnbull, 2000), decision abandonment or postponement (Walsh et al., 2007; Huffman and Kahn, 1998), cognitive dissonance (Mitchell and Papavassiliou, 1999) and dissatisfaction (Foxman et al., 1990). So the efforts of companies may be wasted with these undesirable results.

2. Concept of Consumer Confusion

Consumer confusion is becoming an increasing problem because consumers are increasingly being bombarded with a greater volume of information from many sources, for example internet, television, and etc. Technological developments have lead to continual growth in the range of products and also features of them (Mitchell and Papavassiliou, 1999:) When we evaluate these factors together confusion is becoming more important in technological products (Leek and Chansawatkit, 2006:518).

There is not a generally accepted definition in the literature which can encompass previous divergent perspectives that have often defined it very narrowly (Mitchell et al., 2004:2). The first definition in the literature for confusion is “feelings of confusion, of not having obtained the best buy, and feeling that another brand was better.” (Jacoby, Speller and Kohn (1974a, p. 66).

“Consumers perceive many brands and stores from which to choose and have difficulty while making choices. Furthermore, they experience information overload.” (Sproles and Kendall, 1986: 274). In this definition overload information is used as a new term. Than Loken, Ross, and Hinkle (1986) said that physical similarities between products may result in the misattribution of course of origin or identity by the consumer (p.196). Papavassiliou (1995) defined confusion as consequence of information processing errors caused by overload information.

Huffman and Kahn (1998) mentioned the confusion as consumer experiences with a wide assortment of options, however, is due to the *perceived complexity*, not necessarily to the *actual complexity* or variety (p. 492; 493).

Walsh (1999) has defined confusion as “an uncomfortable state of mind that primarily arises in the pre-purchase phase and which negatively affects consumers' information processing and decision making abilities and can lead to consumers making suboptimal decisions.” (walsh et all. transfered from Walsh, 1999).

Mitchell and Papavassiliou (1999: 327) made a similar definition to Walsh but they add the awareness of consumer as the consumer may be aware or unaware of confusion.” And also consumer confusion is defined as consumer failure to develop a correct interpretation of various facets of a product/service, during the information processing procedure.” Mitchell et al. (2004) explained the reasons of confusion as quantity of decision relevant information and vast amounts of brands.

“The definitions view confusion as a conscious state of mind that can occur either in the pre- or the post-purchase situation and have not only a cognitive dimension, but also an affective and behavioral one. Confusion can be differentiated from ignorance or uncertainty as it is associated with a lack of comprehension or misunderstanding” (Mitchell et al., 2004:2).

Mitchell and Papavassiliou (1997) explained the reasons for increasing levels of consumer confusion as:

- Consumers can access increasing amounts of information. But they have a limited ability to evaluate this information. And also they have limited time.
- Unprecedented levels of product proliferation. Product proliferation can be explained as offering an excessive number of product offerings.
- Increasing the usage of imitation strategies. Imitation strategies involves developing products which are similar (in terms of design, styling, content and functionality) to original products.
- Consumers increasingly shopping in alien market environments. In these markets consumers have no experience or limited experience. The rapid increase of online shopping has the same effect. (Mitchell and Papavassiliou, 1997:164).

Confusion can have a number of negative outcomes, such as:

- Altering the consumer's brand choice without awareness.
- Altering a brand choice caused by a lack of understanding. Confused consumers are also likely to behave without discrimination and buy on price or buy multi-task products as a means of simplifying the purchase task.
- Making the same choice, but with high uncertainty, dissonance and disenchantment. And this may effect the later purchases negatively.
- Making the same choice, but because of inadequate understanding the result is poor or non-maximal product utilisation
- Making the same choice but disabling the consumers from informing the other consumers. Because confused consumers are possibly confuse others by negative word-of-mouth.
- Making the same or a different choice depending on the outcome of a delay by using confusion reduction strategies;
- Decision paralysis occurs when the consumer is overwhelmed by the decision. In certain cases, where the decision cannot be made and the purchase is not important, the consumer might abandon the purchase or switch to other products with which he/she is more familiar. (Mitchell, V.W., & Papavassiliou, V., 1999: 327).

Mitchell and Papavassiliou (1997:167) propose six generic confusion reduction strategies (CRS). Consumers use these when confusion reaches a level deemed to be unacceptable, and have a precursor of the consumer being aware that confusion is impeding decision making. They propose the following confusion reduction mechanisms:

- do nothing; .
- postpone/abandon the purchase;
- involving others;
- clarify the buying goals;
- seek additional information; and
- narrow down the set of alternatives.

2.1. Dimensions of Consumer Confusion

In the literature there are three dimensions of consumer confusion (Mitchell et al., 1999; Mitchell et al., 2004; Walsh, 2002):

- similarity confusion,
- overload confusion and
- unclarity confusion.

Similarity confusion can be defined as a consumer's choice or an incorrect brand evaluation which is caused by the perceived physical similarity of products or services” (Mitchell *et al.*, 2004). Similarity

confusion can be occur because of brand similarity (Walsh *et al.*, 2002). Similarity confusion is also a result of similarity in advertisements and other messages (Kent *et al.*, 1994; Walsh *et al.*, 2007:702). Overload confusion is related with the heavy messages that the consumers confronted with. This overloaded information prevents the customers to understand the messages correctly and process the information (Mitchell *et al.*, 2004). The main reason for the information overload is increase of alternatives and an increase of decision-relevant information of these alternatives.

Unclarity confusion emerges when customers receive new, valid or false information that is conflicting or does not correspond with present knowledge. Quality of information leads to customer confusion (Wiedmann *et al.*, 2001). Unclarity confusion is generally the result of ambiguous, unclear or contradictory information (Mitchell *et al.*, 2004; Turnbull *et al.*, 2000) about the products or too complex products (Cohen, 1999).

3. Materials and Methods

The aim of this study is to evaluate the dimensions of consumer confusion in Turkish mobile phone market. A scale was developed by analysing the similar studies in the literature (Kayabaşı ve diğ., 2016; Leek ve Kun, 2006; Walsh ve Mitchell, 2010; Kasper ve Driessen, 2010; Walsh ve diğ., 2007). There are two parts in the scale. In the first part there are demographic questions. In the second part:

- 13 questions are related with three dimensions (similarity, overload, and unclarity) of consumer confusion
- 3 questions are related with information research behavior of respondents
- 6 questions are related with the perceptions of respondents to the information resources.
- 2 questions are related with the mostly used information source of respondents.

In the second part 5-point likert scale is used.

3.1. Sample Selection

The sample is selected among university students. Because of the limited time, the sample selection is made by at convenience sampling method. The sample is selected from the students of Pamukkale University. 430 surveys were made face to face. 404 surveys were found to be viable. A pilot survey was made with ten respondents. The needed revisions were made after this application.

3.2. Findings

Table 1: Demographic Variables

	Frequency	%		Frequency	%		Frequency	%
Gender			Age			Income (TL*)		
Female	231	57,2	Below 25	367	90,8	0-2000	332	82,2
Male	168	41,6	26-35	32	7,9	2001-3500	47	11,6
Total	399	98,8	36 and above	1	0,2	3501 and above	23	5,7
			Total	400	100	Total	402	99,5

As seen in Table 1; 57,2% of the respondents are female and 41,6% of the respondents are male. For the ages; 90,8% of respondents are below 25, 7,9% are between 26-35, and 0,2% are above 36. 82,2% has income up to 2000 TL, 11,6% has income between 2001-3500, and 5,7% has income 3501 and above.

Reliability Analyses

The reliability test was made for all the variables of the survey and Cronbach's Alpha value is found as 0,701. This value is above 0,70, we can assert that the reliability of the survey is high (Gürüş ve Astar, 2014: 246).

Normality Test

To decide the methods for analysing the survey one sample Kolmogorov Smirnov test was applied. After the analyses it is found that all the given answers for the questions are not normally distributed (for all question $p=0,000$). For this reason non-parametric tests are used for the assumptive statistics which are use to test the hypotheses.

Factor Analyses

Table 2: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,842
Bartlett's Test of Sphericity	Approx. Chi-Square	932,420
	df	78
	Sig.	,000

According to Table 2, the KMO value is 0,842. Therefore we can conclude that the size of the sample is sufficiently big enough for the factor analyses (Sharma, 1996:116).

Table 3: Eigenvalues and Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings ^a
	Total	% of variance	Cumulative %	Total	% of variance	Cumulative %	Total
1	3,690	28,382	28,382	3,690	28,382	28,382	3,302
2	1,363	10,485	38,867	1,363	10,485	38,867	2,050
3	1,066	8,200	47,067	1,066	8,200	47,067	1,834
4	,969	7,456	54,523				
5	,886	6,815	61,338				
6	,835	6,420	67,758				
7	,802	6,170	73,928				
8	,698	5,372	79,300				
9	,625	4,811	84,111				
10	,576	4,427	88,538				
11	,553	4,252	92,790				
12	,527	4,055	96,845				
13	,410	3,155	100,000				

Consequently, three factors are obtained after the factor analyses which is made to statements. These three factors can explain the 47,067% of the total variance as seen in Table 3.

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Table 4: Information About the First Factor

First Factor: Overloading Confusion				
Reliability	Mean	Median	Standart deviation	Factor Loading
0,760	2,8785	2,8000	0,9054	
1	There are so many brands to choose from that I sometime feel confused			0,709
2	I do not always know exactly which products meet my needs best			0,752
3	Owing to the host of stores it is sometimes difficult to decide where to shop			0,712
4	Owing to the host of information from mass media it is sometimes difficult to make a decision			0,724
5	When purchasing a mobile phone I feel uncertain as to product features that are particularly important for me.			0,585

The questions in the literature and the results of the survey are same for this factor.

Table 5: Information About the Second Factor

Second Factor: Similarity Confusion				
Reliability	Mean	Median	Standart deviation	Factor Loading
0,508	3,1184	3,0000	0,8449	
1	Properties of different products are similar.			0,685
2	Owing to the great similarity of many products it is often difficult to detect new products			0,667
3	There is no significant technological difference amongst the manufacturers			0,715

In the literature “It wouldn’t make much difference which brand of mobile phone I chose” question belongs to the similarity confusion but in this survey it belongs to the ambigutiy confusion. The reason for this may be the culturel differences or the different perceptions of translated question.

Table 6: Information About the First Factor

Third Factor: Unclarity Confusion				
Reliability	Mean	Median	Standart deviation	Factor Loading
0,515	3,0260	3,0000	0,7338	
1	It wouldn't make much difference which brand of mobile phone I chose			0,559
2	The information I get from advertising often are so vague that it is hard to know what a product can actually perform.			0,447
3	When buying a product I rarely feel sufficiently informed.			0,344
4	Mobile phone technology is changing too fast; I am not sure what is going on			0,539
5	When purchasing certain products, I need the help of sales personnel to understand differences between products			0,648

The questions in the literature and the results of the survey are same for this factor.

Table 7: The Respondents' Perceptions of Unclarity Confusion, Similarity Confusion and Overload Confusion

	Mean	SD	Disagree	Neither	Agree	SA
There are so many brands to choose from that I sometime feel confused	3,63 SD: 1,11 n: 403	6,4	14,4	5,7	56,9	16,3
I do not always know exactly which products meet my needs best	2,90 SD: 1,22 n: 404	11,9	35,1	12,4	32,2	8,4
Owing to the host of stores it is sometimes difficult to decide where to shop	2,83 SD: 1,23 n: 404	14,6	32,9	14,9	29,7	7,9
Owing to the host of information from mass media it is sometimes difficult to make a decision	1,98 SD: 1,16 n: 400	43,8	33,4	6,7	10,6	4,5
When purchasing a mobile phone I feel uncertain as to product features that are particularly important for me.	3,12 SD: 1,37 n: 404	15,8	24,3	9,2	33,9	16,8
Properties of different products are similar.	3,01 SD: 1,26 n: 404	12,6	30,2	10,4	36,4	10,4
Owing to the great similarity of many products it is often difficult to detect new products	3,13 SD: 1,34 n: 404	12,4	29,5	7,2	34,4	16,6
There is no significant technological difference	2,72 SD: 1,15	14,4	34,9	21,0	23,8	5,9

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amongst the manufacturers	n: 404					
It wouldn't make much difference which brand of mobile phone I chose	2,40 SD: 1,20 n: 403	23,3	43,8	8,2	18,1	6,4
The information I get from advertising often are so vague that it is hard to know what a product can actually perform.	3,11 SD: 1,30 n: 404	12,4	27,2	12,1	33,2	15,1
When buying a product I rarely feel sufficiently informed.	3,15 SD: 1,21 n: 404	10,4	24,3	16,1	38,1	11,1
Mobile phone technology is changing too fast; I am not sure what is going on	3,38 SD: 1,34 n: 404	11,9	20,0	8,4	37,4	22,3
When purchasing certain products, I need the help of sales personnel to understand differences between products	3,49 SD: 1,24 n: 404	8,9	18,1	7,4	46,5	19,1

According to Table 7, we can say that the majority of the respondents (56,9 %) agree with the expression "There are so many brands to choose from that I sometime feel confused", For the expression "When purchasing a mobile phone I feel uncertain as to product" the respondents rate who are agree with (33,9) is higher than the rate of respondents who are disagree (24,3). And also majority of the respondents think that they do not always know exactly which products meet their needs best. Majority of the respondents believe that properties of different products are similar, and also because the similarity it is hard to detect new products. They also think that the mobile technology is changing fast and they are not sure what is going on. And also they need the help of sales personnel to understand the differences between products.

Table 8: The Respondents' Most Important Source Of Information

	Frequency	Percent
Guides from the internet	140	34,7
Consumer Report	66	16,3
Technical Report	31	7,7
Salesperson's advice	22	5,4
Advertisement	18	4,5

According to Table 8, the respondernts' most important source of information is guides from internet. The second one is consuemr reports. So we can say that the messages that are given via internet is important for decision process.

Table 9: Factor affecting choice of information

	Frequency	Percent
Reliability	228	56,4
Professional	73	18,1
Social acceptability	41	10,1
Comprehensive	25	6,2
Convenience	9	2,2
Financial cost	4	1,0

According to Table 9, we can say that the most important factor affecting choice of information is reliability.

Table 10: The Respondents' Attitude to Searching for Information

	Mean	SD	Disagree	Neither	Agree	SA
I wouldn't make much effort to search for information	2,59 SD: 1,36 n: 403	26,6	31,7	7,9	24,1	9,7
It is very important to be aware of all the alternatives before choosing a mobile phone	3,80 SD: 1,23 n: 402	5,7	14,6	8,9	35,4	34,9
I am willing to spend extra time shopping in order to get more information	3,35 SD: 1,33 n: 402	8,2	27,5	9,9	29,7	24,3

As seen in Table 10, we can say that the majority of respondents make much effort to search for information and it is very important to be aware of all the alternatives before choosing a mobile phone for them.

Table 11: The Respondents' Perceptions of Information Sources

	Mean	SD	Disagree	Neither	Agree	SA
I enjoy most mobile phone adverts	2,94 SD: 1,16 n: 403	14,1	21,5	27,7	29,5	6,9
Most mobile phone adverts are dependable and reliable	2,45 SD: 1,10 n: 404	23,5	29,2	29,2	14,9	3,2
Most sales people are very helpful	3,49 SD: 1,09 n: 404	7,4	12,1	17,3	50,2	12,9
Most mobile phone promotion lacks understandable content	3,26 SD: 1,15 n: 404	6,4	23,5	20,5	36,1	13,4
Manufacturers should provide a channel for obtaining knowledge	3,84 SD: 1,10 n: 403	5,0	7,9	15,3	40,8	30,7
Manufacturers which provide knowledge are more attractive than those who don't	3,91 SD: 1,06 n: 403	4,2	7,2	14,1	42,1	32,2

Many of the respondents believe that most mobile phone adverts are not dependable and reliable. And the rate of respondents who enjoy the mobile phone advertisements is not very high. And also majority of them think that most mobile phone promotion lacks understandable content. Again the majority of the respondents think that a channel for obtaining knowledge is very important for manufacturers.

4. Discussion, Limitations and Further Research

Three dimensions of consumer confusion is used to measure the concept of consumer confusion. For overload confusion we can say that many of the respondents think that there are so many brand that make them confused. And when purchasing a mobile phone they feel uncertain which features are important for them.

For similarity confusion there is no significant difference between the ratios of agree and disagree; “properties of different products are similar” and “owing the great similarity of many products it is often difficult to detect new products”. But majority of the respondents believe that there is technological difference among manufacturers”.

For unclarity confusion the majority of the respondents think that the information they get from advertising is vague and when buying a product they rarely feel sufficiently informed.

The most important source of information for the respondents is internet. And the most important factor affecting choice of information is reliability. For their searching information behavior we can say that they make much effort to search for information and want to be aware of all alternatives. For the respondents’ perceptions of information sources, majority of them do not believe mobile phone adverts are dependable and reliable. And believe that most mobile phone promotion lacks understandable content. Lastly majority of them believe the importance of feedback from consumers. Convenience sampling method is used for this study. The samples are university students. So the demographic composition is a limitation for the study. Also the study is applied for mobile phone sector. The applications in other sectors will lead to analyse the subject deeply.

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Observations on Comic Book Translation

Gülhanım Ünsal

'The issue for art is to create maximum impact'

Eisenstein

1. Introduction

Comic book is accepted as the product of popular culture. Popular (Robert, 1986) is used in the meaning of belong to public, arising from public, liked by public, gain acceptance of large masses and it also means public. Popular culture almost has the same meaning as folk culture and they differ from one another in terms of time dimension. While folk culture enclose a large time dimension, popular culture emerges after industrial revolution, it originates from culture industry. Popular culture has the characteristics of reflecting traditional cultural values and customs of the public through contemporary forms, being easily understood, easily accessible, cheap and opponent (Cantek, 2014: 18). Popular culture which is defined as the new form that folk culture took in our era, reflects preconditions of ideological reproduction of a particular life style in the broad meaning.

Popular culture is an important instrument that expresses expectations in daily life; it both keeps expectations alive and makes life convenient. Popular culture does this by developing icons in the periods that human cannot change its position in the existing order. Sign, symbol with which signifier and signified enter into relationship as naturally; the icon that has the significance of being the picture made on the wooden panels in Oriental Churches (Robert, 1986), are all an instrument enables to accord with the external reality or find another place on the bases of human life, character and pleasure (Cantek, 2014: 19). Anything could be an icon, sometimes a T-Shirt, sometimes an artist, sometimes a hair style, sometimes a song etc. It is ephemeral, change rapidly, always be repeated and yet its logic of existence remains the same.

Comic book encounters with disfavour, less reading or being unread since it is the product of popular culture. To read comic book is a testimonial of being 'uncultured' in a sense. Whereas comic book is accepted as one of the components that compose contemporary culture. It is the new work of art of the day. Comic book is a narrative art which occurs by the means of combination of two main constituents, writing and drawing, that are completely different from each other (Yıldır, 1984:7); It is sequence of pictures presented together with text; narration of any story or tale by the means of pictures and drawings (Alsaç, 1994). Comic book, is defined as a 'phraseology which is consist of the pictures that are drawn by hand and sequential in a certain continuity, united with a text and printed (Cantek, 2014: 22). In another definition, 'comic book is neither picture nor writing. It is a compound that picture or writing reaches as a result of relating with another agent which is used as complementary. In other words, comic book, is a phraseology, an art of fiction that is formed through merge of two main constituents different from each other (text and picture)' (Ceran, 2004: 28). It can be said that comic book born out of comics, but there are so little differences between them. Comics is a series of story that published in newspapers and magazines, each time published as sequential four or more pictures. It appeals to newspaper readers, catches up what is daily and humorous. When it comes to comic book which creates its own communication medium, takes place in magazines and again generate its own audience.

Comic book is close to humour due to resembling caricature. Having said that Tuncer (1993: 29), explains the common features of comics and comic book as 'in comic book a story is narrated through pictures that are in sequence; characters show continuity; text takes place in picture; picture overrides in integrity of text and picture; being published periodically'.

In its earlier periods comic book, was used to be referred to by the terms of tale, story, serial and mostly by the term 'cine-novel' (Cantek, 2014: 24). Although the reason to call it cine-novel seems to be a popular choice, it can be said that this is due to its closeness to cinema narration technique. The narration techniques such as colour usage, division of the event into scenes, to

strengthen fiction through changing the point of view, long-field framing, slow-approaching scene, luminous effect etc. narration techniques empower the relation between cinema and comic book. Later on, it would take the name 'comic' for the reason that it is an imitation of novel. Regarding this issue Laurence (2007: 127), would say it resembles novel so much by the features such as form of comic book, autobiographical dimension, being divided into parts, abundance of words, preface. Although they change according to countries, their languages, reasons of origin, it would now use the name of comic book in our day.

The comic book is divided into two in its own natural development as 'heroic and creative comic books' (Cantek, 2014: 27). In addition, it is possible to divide comic book which has characteristics of appealing to different age and masses and has the principle of, 'sharpness of opposites', fluent, striking, impressive, perennial according to its subject; into the genres of adaptation, adventure, humour, biographical, fantastic, historical, sci-fi, horror, erotic etc.

Whatever its genre is comic book which is known as the narrative art of the XX. century and consist of fiction, narration and visuality includes many elaborateness which belong to literary field and visual arts in its essence such as vocal and word plays, figure of speech, cultural components, creativity. Owing to all of these aspects, comic book constitutes a special translation field and requires certain translation skills.

In this work, primarily the aspects of comic book translation and translation skills which is the one of the special areas that translator present all translation skills, had a translation made regarding the issue and the questionnaire is applied evaluating the translation process.

1.1. Comic Book Translation

In comic book that unifies word and picture, text and visual, text-picture pair complete each other. Tomaszewicz (2005: 164), who claims there are five types of relations between text and visual says one of them is a 'relation of completion' due to word and picture complementing each other to mediate understanding. He states that this type of relation is classical and according to comic book, photonovel, fiction, film etc. In these forms, the story is not understood only through pictures or dialogues, word and picture have to be unified. The base of comic book is story. Picture overlaps with text, brings a complementarity and continuity into text. Picture accompanies what text depicts. Speech bubble, repeats what is seen in word picture. Picture complements text and text complements picture; this type of relation between text and picture enables true perception and understanding.

Translator is required to conceive the picture as the basic component of non-text to be able to read, interpret, and translate. Symbolic order extends to imaginary composition. Any component of a particular non-text product starts up the whole symbolic signification web. After all, when a translator read and interpret the words, never translate the words but the mental pictures these words contain. When visual texts are translated, not only the ideas and emotions of word scene is translated; at the same time whole of the non-text components that compose visual appearance are also translated: The colours and the texture of the pictures around the text draw the picture rather than merely 'portraying' it, compose the essence of the message to be translated (<https://seuils.hypotheses.org/tag/gerard-genette>).

In comic book both text and picture are required to be translated. According to Genette (1987), to interpret the picture is to make it non-text (paratraduction). In the broadest meaning of the term picture around visual texts is completely non-text, more clearly a visual surrounding of the text. The concept of non-text, exists not only to examine non-text translations that are published in publication sector, but also to examine power and aesthetic, political, ideological, cultural and social gains of all of these non-text products that are on the threshold of translation activity (Yuste Frias, 2010: 292). Non-text, gives information about the activities that exists at the translation threshold; it teaches us somethings regarding these activities and the subjectivity of translator as well as the nature of translation product. Non-text, helps to bring the light the role of the power relations which plays an ideological role in distribution or admittance of translations (which are not equal or similar). Yuste Frias (2010: 292), points out, non-text is from now on 'a new translation term of the theoretical translation which questions translation on the base of philosophy, political idea, anthropology,

semiology. The concept of non-text, gives the place it deserves -in terms of the composition of the translation- to picture and all visual appearance of the non-text (Yuste Frias, 2010: 296). In this case as C  mitre Narv  ez (2015: 133) said, the doctrine that comic book impose upon translator is naturally non-text. Translator very well know the fact that, all of different genres of non-text helps to compose the picture of translated text. If non-text represents the text, non-text too represents translation. As Genette (1987) stated, non-text can never exist without text (<https://seuils.hypotheses.org/tag/gerard-genette>).

Just as in other fields of translation, in order to obtain an acceptable translation of comic book; it is required to make a translation between languages and and signs, read and interpret text and picture correctly. Translator has to take into account receiver, its expectations and cultural context. The reader-translator required to make a dual interpretation which is both word and visual in order to read, interpret and regenerate the meaning of a speech bubble of a comic book. However, translator faces some hardships in translation process in the stage of understanding source text as well as to re-articulate/re-write it in the target language and it would be quite hard for translator to overcome these challenges without having the required professional expertise (C  mitre Narv  ez, 2015: 132). For this translator should combine all of his/her translation faculties. In that case what is translation skill (TS)?

1.2. Translation Skill

There is no research tradition in the science of translation, for example on a translation competence which is to comparable to communication skill of applied linguistics (Hurtado Albir, 2008: 27). The term of translation competence emerged towards the middle of 1980's; even though very little study has been done, many recommendations were developed regarding its process in the 1990's. In general, these recommendations are models which are based on the description of the compounds of translation ability.

Hurtado Albir (2008: 27) describes translation faculty as: Translation faculty, is a system underlies explanatory and operational abilities that are essential to translate. In other words, it can be said that translation skill is a proficiency competence that consist of interconnected different sub-faculties which are necessary for translating. In this context PACTE (2007) group, Hurtado Albir (2008: 28), C  mitre Narv  ez (2015: 132) talks about five sub-faculties:

- Bilingual sub-faculty: The faculty which is required for communication in two languages, that is basically operational- pragmatics and socio-linguistic-;

- Non-linguistic sub-faculty: An explanatory faculty about special fields or the world in general, explicit or implicit -bi-cultural, encyclopaedical, related to the subject, textual and lexical-grammatical faculty-;

- Information in translation sub-faculty: The explanatory text that is explicit or implicit which consists of the principles of translation and occupational view;

- Instrumental sub-faculty: Operational faculty consist of information and communication technologies which applied to sources of documentary and translation;

- Strategic sub-faculty: Operational faculty that enables the efficiency of translation process and solution of problems encountered.

All of these sub-faculties seem requisite so that translator is able to make translation. However, Nord (1991) insists on non-linguistic faculty which is required especially in comic book translation, combine bicultural and encyclopedic ability.

According to Delisle (2013: 19), the languages are not taught in order to teach translation, but general dual ability and four basic skills applied in three levels are developed. Dual faculty: 1. The competence of understanding the text to be translated; 2. The competence of rearticulating the meaning of the text (content and format). Four skills: 1. To dissociate languages (to avoid transfer between languages); 2. To apply the method of translation (to concretely achieve transfer between languages); 3. To place non-linguistic information into linguistic utterances (cognitive reinforcements); 4. To have a command of writing techniques (to know about written language

usages). Three levels: 1. Spelling rules; 2. Interpretation (to reveal the meaning of relevant words and utterances in the context); 3. Consistency (its discourse and logic).

Agar (1991: 168) also, mentions that every culture has an idiomatic semiotic and symbolic code which translator not just bound to determine but also has to adapt. He states that a comic book that is not complied with the current cultural criteria of the countries where translation will be read or which its content perception is not perceived by reader will not be tolerated. He also emphasizes that translator has to determine the text parts that indicates difficulty in linguistic and non-linguistic (semantical, pragmatical, image, sound and composition) level in the stage of recomposing the meaning of the text and in order to do that translator ought to mark the tough points which generally present cultural differences.

2. Method

The method of this study has the quality of an analysis since it consists the observations made on comic book translation. The study contains the translation of 7 panels taken from the comic book named Boule & Bill, Verron d'après ROBA (2003), Album no:29, Quel Cirque. The sample of the study includes a total of 15 senior students who studies in Marmara University in the department of Translation-Interpreting (French) in the academic year of 2016-2017, 3 of whom came by Erasmus exchange student program. The students are divided into 3 groups each has 5 students so as to have 1 Erasmus student takes place in every group and translated the text from source language French into target language Turkish. Technically Paint program is used in the study. The source text is converted to Picture format (jpeg), opened with Paint program and erased on Paint in order to make changes on it and made suitable to enter Turkish translations by the means of "add text" property in Paint program. However, the translations are presented in the table rather than panels due to the concern that there are three separate translations of the source text and it would take up too much space. After the translation texts obtained are evaluated, the students were individually asked to answer 7 questions regarding the translation process which consist of 2 open ended and 5 closed ended questions. The data that is obtained in questionnaire are evaluated by getting percentage and frequency and content analysis was made.

2.1. The Aim of the Study

The aim of this study includes to examine translation skills which are necessary for comic book translation, to state translation strategies and determine field specific challenges of translation.

3. Findings

The translation of the source text into the target language made by the students who are divided into 3 groups, each consist of 5, one of which is 1 Erasmus student is as follows:

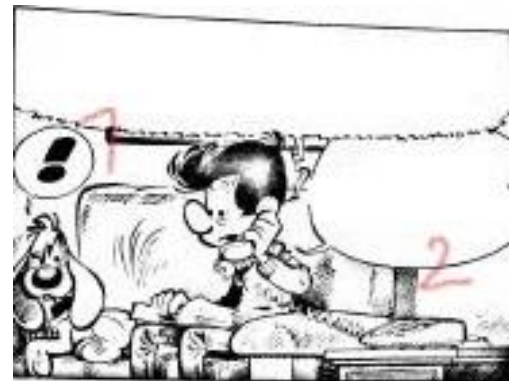


Boule & Bill, Album no:29, s.27

1. Panel

1. Group	Dilili
2. Group	zırrr, zırrr, zırrrr

3. Group	zır zır zır / zır zır / zır zır zır
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Boule & Bill, Album no:29, s.27

2. Panel

1. Group	-Merhaba,TOUTOUFRİZ Pet kuaförlüğünden arıyorum. Köpeğinizin randevu tarihi ile ilgili bir hata var gibi gözüküyor.
	-Aaa...öyle mi? Ayrılmayın ajandama bakacağım...
2. Group	-Merhaba, burası Toutoufriz Köpek Kuaförü, galiba köpeğinizin randevu tarihinde bir sorun var.
	-Ah, öyle mi ? Ayrılmayın, ajandamı getiriyorum.
3. Group	-Merhaba! Burası Toutoufriz köpek kuaförü... Köpeğiniz için aldığınız randevuda görünen o ki bir yanlışlık var.
	- Ah öyle mi? Bir saniye ayrılmayın..Ajandama bakıyorum.



Boule & Bill, Album no:29, s.27

3. Panel

1. Group	-HAV HAV
	- ALO ?
2. Group	-HAV HAV
	- ALO ALO
3. Group	-HAV HAV!
	-ALO?



Boule & Bill, Album no:29, s.27

4.Panel

1. Group	- HAV HAV!
	-Söylediklerinizi anlamıyorum..
2. Group	- HAV HAV !
	- Anlamıyorum...tek tek söyleyin..
3. Group	- HAV HAV!
	-Anlamıyorum...Tane tane konuşun ...



Boule & Bill, Album no:29, s.27

5.Panel

1. Group	- -HRRRRR!
	- Beyefendi lütfen sakin olun! Bir çözüm bulacağız...
2. Group	- HRRRR !
	- Aman beyefendi, sakin olunuz, bir çözüm bulacağız...
3. Group	- GRRRR!!-
	- Ama beyefendi sakin olun! Bir orta yol ayarlayabiliriz...



Boule & Bill, Album no:29, s.27



6. Panel

1. Group	- Bağırmanıza gerek yok!..
2. Group	- Bağırmaya gerek yok !
3. Group	-...bağırmanıza gerek yok!



Boule & Bill, Album no:29, s.27



7. Panel

1. Group	- İnsanlara böyle köpek muamelesi yapamazsınız!! ÇAT!
	Dıııt....
	-ALO?
2. Group	- İnsanlara köpek gibi davranmayın. Çat !
	Dııt !
	-Alo ?
3. Group	-ve de insanlara köpeğe davranır gibi davranmaya gerek yok!! ÇAT !
	Dııt.../-
	-ALO?

In the study, it is observed that 3 different groups, made translations close to each other in general with regard to meaning. Nevertheless, as a result of the decisions made by translator students some differences found between the translations:

- 1. group made the word ‘...kuaför’ (hair dresser) abstract and stated it as ‘...kuaförlük’ (hair dressing). Even though it is understood in the translation text, the name of the place is replaced with name of the occupation so it is an incorrect translation.

- 2. and 3. group are manifested that they have communication ability in two languages and culture by the means of their translation ‘...köpek kuaförü’ (dog groomer).

- In 2. panel it is observed that 1. group added a probability value into the sentence through the translation of ‘..gibi gözüküyor’ (it seems like). When it comes to 3. group it is observed that it stuck with the sentence structure of the source text in translating ‘...o ki...’ (it is that) however in this manner it’s determined not being quite adapted to speech-form of the target language. And yet the translation of the 2. group can be deemed as an ‘acceptable’ translation.

- Reduplications are used in compliance with the structure of the target language by every 3 groups such as ‘tane tane konuşmak/speak distinctly’, ‘tek tek söylemek/say one by one’ and they also used folk etymology strategy by the means of choosing the words such as ‘aman/oh’, ‘beyefendi/gentleman’, ‘orta yol/compromise’, ‘ayarlamak/arrange’.

- Direct transfer strategy is used in every 3 group by being loyal to the target language in terms of borrowings such as ‘ajanda/daybook’, ‘randevu/appointment’.

- Every 3 groups are generally adhered to usage of punctuation marks and capital letter. However, 3. group is preferred to use ellipsis (triple dot) or long dash -for speech- and start with small letter at the beginning of dialogues in the translation of 6.ve 7. panels. It can be said that reason for this is the endeavour to connect them to prior sentence.

- Onomatopoeics which make a difficulty in comic book translation, such as sound of phone ring (dilili, zır-ring ring) in 1. panel, dog barking (hav hav-woof) in 3. panel, sound of dog growling (hrrr, grrr-grrrr) in 5. Panel, sound of phone hang up (çat/slam) and sound of the telephone left open (duut/beeep) in 7. panel are transferred into the target language by the means of using folk etymology strategy.

- Challenges are observed in terms of fitting text into the speech or thought bubble as well as finding the most appropriate ones between the synonymous words.

- As every literary work comic books too give lots of information regarding the period that it was written. Reader changes and moreover goes under transformation in the light of these information. There has been a change since the beginning of 2000’s which this work was written up till today. It has been observed that nowadays love and sensitivity are increased towards pets.

In addition, according to the data obtained from questionnaire inspired with the work of Cómित्रe Narváez (2015: 149) and being individually applied to the students attended to study regarding the translation they made is provided as follows;

1. When students were asked ‘to list the skills they used in translation in order, regarding importance’ most of the students attended to the study ,80 % (12 students), expressed language skill. Non-linguistic skill and strategy ability rates are followed.

2. To the question of ‘what was the most difficult stage for you in the process of translation?’; students responded as 26,6 % (4 students) transferring onomatopoeic words; 20 % (3 students) looking in the dictionary, exclamation expressions and adapting cultural phrases; 6,6 % (1 student) different sentence structures, 13,3 % (2 students) there was no stage they found difficult.

3. To the question of ‘Were you able to determine the cultural challenges in the speech bubbles?’; students responded as 93,3 % (14 students) ‘Yes’ and 6,6 % (1 student) ‘Partly’.

4. To the question of ‘What would you do if you were not able to translate cultural components?’; students responded as 6,6 % (1 student) would get help from another translator; 6,6 % (1 student) use his/her own expressions; 6,6 % (1 student) infer meaning by the means of looking at the whole; 6,6 % (1 student) give nearest meaning; 6,6 % (1 student) make adaptation; 6,6 % (1 student) translate as he/she believes to be true; 6,6 % (1 student) develop his/her cultural study skill much more -ratio of students who gave these answers were the same- 13,3 % (2 students) search on the internet; 13,3 % (2 students) leave as it is; 20 % (3 students) gave no answer.

5. 100 % of the students are interpret the attendance of Erasmus students to translation work as positive.

6. Students answered to the question of ‘Did comic book being chosen as a text type increase your translation challenges?’; as 66, 6 % (10 students) ‘Partly’, 26,6 % (4 students) ‘No’, 6,6 % (1 student) said ‘Yes’ due to cultural components.

7. 100 % of the students who attended to the study found ‘Positive’ to make translation as a team.

4. Result

In comic book translation hardship does not just lie in the text, but also between text and visual. Furthermore, these difficulties, could vary from album to album, series to series. Although the text, understood more easily by the help of texts, it is observed that it contains some challenges in terms of its translation into the target language. We do believe that translator could overcome these rigour by the means of making adaptation into target language and culture, using communication skill. However, it is unavoidable for the interpreter to encounter many issues such as style, wit, proper nouns, names of food, onomatopoeics, children games, songs, timezone, number of words, the structural property of the language; which cannot be adapted or require so many challenges.

In conclusion, it is observed that in this comic book translation folk etymology and and direct transfer strategy are used in general. As translation faculty, the importance of non-linguistic ability has been revealed. As a result of this, it has been emerged that the translator ought to have communication skill as much as language skill in two languages and two cultures in order to reach the competency to be able to make translation between languages and signs. While ‘transfer of onomatopoeics’ is stated as the most difficult stage in the translation process, this was followed by stages of ‘looking into the dictionary, exclamation expressions and adaptation of cultural components’. Most of the students were able to identify (% 93,3) ‘cultural challenges’ in speech bubbles. There were students who stated that they would ask for help, infer, make adaptation and develop his/her cultural skill much more; when they couldn’t achieve to ‘Translate cultural components. All of the students are positive about making translation as a team and attendance of Erasmus students to the study. It is observed that the fact that ‘Comic book is being chosen as a genre for the text’ increased the students’ translation struggles.

It is known that when translating picture texts; picture is not universal, has meaning differ from one language and culture to another and even have a foreign meaning. Hence translation education of future translators should aim at correct reading, understand, interpret and translate picture and symbols as much as text. Studies should also be done regarding non-text, none-translation as much as text, translation.

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Comparison of Turkish and American Media with Trump's Discriminatory Rhetoric in the Context of News Framing

Yıldırım Kesgin, Esra Mutlu

1. Introduction

At the heart of the United States is the philosophy of an organization of immigrants. Everyone, including both the white people and the ones who took place in the foundation of USA are immigrants yet none of the states do not want to have immigrants or refugees and do not want to share the limited resources.

Hollywood TV sector also has such policies and diversity is given prominence. But, racism takes place where diversity exists, and this is a big problem for the USA. While struggle with this problem the American media companies also make anti-racist policies and pronounce their discourses in this way. And this can be even the USA president who pronounces this discourse.

This article examines the way racist discourses of Trump, the USA president, take place in the USA press within the context of antiracism policies and also discusses whether the same news keeps the anti-racism context in Turkish media. 3 USA press organizations in which Trump's discourses about Muslims, Mexicans and the women before the USA elections have been reported as news and 3 important Turkish press are evaluated, and they are analyzed with the discourse analysis of Fairclough.

2. Racism, USA History and Current Situation

There is a tendency to think racism is based on the beliefs of races. Racism is a word entered in English in the mid-1930s. Its main definition is that according to the Oxford English Dictionary, the theory suggests that certain human traits and abilities are determined by race. (Bernasconi,2011)

The emergence of racism as a repressive doctrine is often discussed with the period of colonialism. Immanuel Geiss also points out that racism is a narrow sense of the relationship between the positive and negative mental and moral values associated with the assumed fixed /determined "races". Albert Mamm, who has extended racism on the one hand to the old eras of history and on the other hand by associating it with the concept of heterophobia, also affirms that racism has emerged in the modern sense in recent times. (Özbek,2012)

It is the state that has emerged from the immigrant community, which has always received more immigration since the establishment of the United States, especially after its establishment. (Renshon,2011)

72.4 % of the USA is composed of White, 12,6 % of it is composed of black people and 4.8% of it is composed of Asian immigrants. Also Hispanic and Latino Americans (of any race): 16.3%

In the United States since its early history, Native Americans, Africans and Europeans were considered to belong to different races. For nearly three centuries, the criteria for membership in these groups were similar, comprising a person's appearance, their social circle (how they lived), and their known non-White ancestry. History played a part, as persons with known slave ancestors were assumed to be African (or, in later usage, black), regardless of whether they also had European ancestry.

As a result of the equilibrium wave of World War II, in the United States, the question of discrimination against blacks and the alleviation of certain decisions have come to light. Such decisions have echoed among the blacks and have begun to riot on the demand for the implementation of decisions. However, when it came to the 1970s, it was noticed that there was no significant improvement in the living conditions of blacks in the United States, despite equitable decisions and measures. The lives of blacks still in the ghetto can be seen as a development that revives racism debates that have to work in low salary jobs.

Carmichael and Hamilton described racist practices in the United States of America as a structural feature of the education system, the economic system, and the political system and says that black racial discrimination and racist classificationism, which cause blacks to be exploited by whites, have institutionalized long enough to preserve their existence (Carmichael ve Hamilton, 1967).

3. Anti Racism Policies in The USA

During the Civil Rights Movement, Jim Crow laws were repealed in the South and blacks finally won the right to vote in Southern states. Dr. Martin Luther King Jr. was an influential force, and his "I Have a Dream" speech is an exemplary condensation of his egalitarian ideology.

Federal law prohibits discrimination in a number of areas, including recruiting, hiring, job evaluations, promotion policies, training, compensation and disciplinary action. State laws often extend protection to additional categories or employers.

Under Federal law, employers generally cannot discriminate against employees on the basis of:

- Race
- Sex
- Pregnancy
- Religion
- National origin
- Disability (physical or mental, including SOUP[disambiguation needed][citation needed] status)
- Age (for workers over 40)
- Military service or affiliation
- Bankruptcy or bad debts
- Genetic information
- Citizenship status

Hollywood and TV sector also has such policies and diversity is given prominence. But, racism takes place where diversity exists, and this is a big problem for the USA.

Due to this diversity the USA has to pursue policies that do not take place in the other countries. Therefore USA has some anti racism policies in many areas such as media.

While struggle with this problem the American Media Companies also make anti-racist policies and pronounce their discourses in this way. And this can be even the USA president who pronounces this discourse.

4. Recent Situation: Gains

As the 'post-racial' achievement of the Obama presidency, Edward Bonilla-Silva argues that "...one reason why Americans have not been able to interpret properly the Obama phenomenon is because they are still stuck in an outdated and limited conceptual understanding of 'racism'".

Post-racial America is a theoretical environment in which the United States is free from racial preference, discrimination, and prejudice.

Some Americans saw the presidential candidacy of Barack Obama, and his election in 2008 as the first black president of the United States, as a sign that the nation had, in fact, become post-racial.

One of the achievements of anti-discrimination during the Obama era is about the change of the law related to the inability of the public to disclose the identities of homosexual individuals in the military known as the "do not ask do not tell" law.

Barack Obama signed a landmark law that allows gay people to serve openly for the first time in America's armed forces. Fulfilling a campaign pledge, Obama said he was proud to sign a law that "will strengthen our national security and uphold the ideals that our fighting men and women risk their lives to defend" (<https://www.theguardian.com/world/2010/dec/22/obama-repeals-dont-ask-dont-tell>).

5. Trump Era

In a Washington Post/ABC News poll conducted in December 2014, about 50% of white respondents said they believed that the justice system treats Americans of all races equally, but only 10% of African-Americans said the same.

The 2016 presidential campaign of Donald Trump, an American businessman, television personality, and author, was formally launched on June 16, 2015, at Trump Tower.

Trump's populist positions in opposition to illegal immigration and various trade agreements, such as the Trans-Pacific Partnership, [earned him support especially among voters who were male, white, blue-collar and those without college degrees.

His Campaign includes;

- appealing to racism which he always denied
- deportation of all illegal immigrants
- construction of a substantial wall on the Mexico–United States border
- characterizations of many Mexican immigrants as "criminals, drug dealers, rapists,
- temporary ban on foreign Muslims entering the U.S

6. Trump – American Media Conflict

Since American Media has policies like anti racism, they always have conflict with Trump's rhetoric. At a rally in Phoenix in August 22, Trump called journalists "liars" and "sick people" who are fomenting "division" in the USA and "trying to take away American history and it's heritage."

The long battle between the media and the Trump administration has gotten more intense. The White House placed restrictions on the media, not allowing them to record audio or video of certain press briefings. This outraged the media and many Americans alike. Now, the media is ready to fight back.

The White House Correspondent's Associate (WHCA) President Jeff Mason met with press secretary Sean Spicer and his assistant Sarah Huckabee Sanders to discuss the restrictions placed on the media. Mason said, "We have urged the White House not to replace on-camera briefings with 'gaggles,' not-for-broadcast questions & answer sessions. We believe strongly that Americans should be able to watch and listen to senior government officials face questions from an independent news media, in keeping with the principles of the First Amendment and the need for transparency at the highest levels of government." (<http://dieharddemocrat.com/2017/06/23/media-fights-back-trump-admin-restrictions-6202#ixzz4uBMf4hpQ>).

7. Resarch

This article deals with how the US President Donald Trump's discriminatory rhetoric takes place in the USA press within the context of anti-racist policies and how the same news take place in the Turkish media within the context of anti-racist discourse.

Three broadcasting corporations in Turkey have been selected and have been analyzed with the Fairclough discourse analysis regarding the news framing context.

News framing is the way media's sending messages on how the audiences look at, evaluate and think a certain event by creating a frame as a presentation way. Regarded as a means enabling individuals to determine, perceive, detect and entitle the events and the data, the framing enables the subject to be perceived as desired, to be made important and to be pointed out.

Some part of the framing is the communicator's detaching the event or phenomenon from its original context with the purpose of recreating the context by the means. Observations through detaching from the context and recreating the context show tendency to change quality. When an event that we know and see is presented with the communication tools, its quality will be changed and what is known will be seem unfamiliar and distant. (Mutlu, 2012).

8. Classification of the Media According to the News Frames

- American Liberal Media (Model Media)
- Turkish Media (No factor detected in fighting against racism in news photos. T24, Hürriyet, Haber 7 Haber Web Sites have been analyzed.)

- Foreign Media in Turkish Civilization (BBC Turkey, Sputnik Turkey, Deutsche Welle TR News Web Sites)

Fairclough's critical discourse analysis involves three phases: The first phase is description level where more official features of the text are analyzed. The second phase is focused on how the text is produced and consumed, in other words, focused on the practical meaning of the statement. The third and the last phase is the context analysis which states the context where the discourse takes place.

The selected broadcasting corporations are Deutsche Welle TR, Sputnik Turkey and BBC Turkey. The news reported by those corporations on discriminatory rhetoric of the US President Donald Trump during election period and after the election has been selected. Totally nine news, in which Trump's discourses on Muslims, Mexicans and women take place during the election campaign, have been analyzed.

A plain expression has been preferred in the news, and the statements of Trump including the titles have been presented through his own words without adopting an anti-racist discourse by continuing the discriminatory discourses. Anti-racist news discourse has been left, and the discriminatory statements have been given place.

8.1. Deutsche Welle TR

During the period when the election preparations start, the statements of Trump used in introductory film have been reported as news, and his campaign promises and his demand to prevent the Muslims to enter the USA have been stated. In the news (<http://www.dw.com/tr/müslümanlar-abdye-gelmesin/a-18958574>), his explanations about the Mexica have been also stated.

In the news (<http://www.dw.com/tr/trump-meksika-s%C4%B1n%C4%B1r%C4%B1na-duvar-%C3%B6rd%C3%BCrecek/a-37262760>) which presents Trump's idea of building Mexican wall after winning the election, which Trumps sees as a way of fighting against immigrants, Mexican sides have been stated.

Trump also used discriminatory statements for women during the period of election campaign. Touching on women's having abortion, which is a disputed topic, Trump demanded the women having abortion to be punished. Changing his discourse on coming reactions, Trump stated that not the women but the doctors having done the abortion must be punished. In the news (<http://www.dw.com/tr/trump-k%C3%BCrtaj-olan-kad%C4%B1nlar-cezaland%C4%B1r%C4%B1ls%C4%B1n/a-19152706>), both the legality history of the abortion and Trump's discourses and the coming reactions have been stated.

8.2. Sputnik Turkey

In the news (<https://tr.sputniknews.com/abd/201512081019527479-abd-donald-trump-musliman/>) text where the discourses about not allowing the Muslims to enter the USA have been reported, it has been stated that Trump wants the doors of the USA to be closed to the Muslims emphasizing immigrants over Muslims. Refugee policies have also been stated.

In the news (<https://tr.sputniknews.com/abd/201611131025786873-abd-trump-gocmen-sinirdisi/>) where the discourses about Mexicans take place, it has been stated that the immigrants are drug gangs or members of crime syndicate and a wall will be built to the Mexican border with the purpose of preventing illegal immigrants.

In the text where the discourses about the women (<https://tr.sputniknews.com/abd/201603311021857090-donald-trump-kadin-kurtaj-reagan/>), sentences of Trump in a review have been reported, and it has been pointed out that he firstly has stated that the women must be punished and then he stated that the doctors must be punished. The reactions coming after Trump's explanations have been also given place.

8.3. BBC Turkey

In the news where Trump's discourses about the Muslims take place (http://www.bbc.com/turkce/haberler/2015/12/151207_trump_abd_muslimanlar), the statement of "ban" has been used differently from other broadcasting corporations. It has been stated that Trump

wants to ban Muslims' entering the US as immigrants or tourists. The Mexican wall has been also reported.

In the titles of the news, Trump's discourses have been stated. In the news on the Mexican wall and on paying the wall price by Mexico

(http://www.bbc.com/turkce/haberler/2016/04/160405_trump_meksika), Trump's discourses and the interruption of aids to Mexico have been reported.

In the news where Trump's discourses, attitudes and behaviors on women have been given place (http://www.bbc.com/turkce/haberler/2016/03/160330_trump_kurtaj), his explanations about the abortion have also been given place. Different opinions and sometimes comments are encountered.

Waging war against media like many other topics through his critical and discriminatory statements, Trump calls the journalists who foment the division in the USA and make news with the purpose of "taking away American history and heritage" as "liars" and "sick people".

In addition, changing his discourses through the reactions coming from both the media and the citizens before or after the election, Trump is seen to take step back sometimes and to use statements to change the topic by diverting his reaction. Taking away the provision about not allowing the entry of Muslims to the country after the coming reactions is an example for this.

9. Conclusion

The Turkish media are not interested in anti-racism policies. This indifference actually hampers the effort to create anti-discrimination sensitivity, which is a requirement for every society. Within the framework of the media's social responsibility theory, responsible publishing understanding towards media gathering should be overshadowed. They should consider their social sensitivities. The degree of sensitivity to Trump is very high for American society. This may sound normal when he thinks he is president, but a society with a wide variety of racial and ethnic origins, such as American society, should be expected to be sensitive to this issue. The slightest mistake, to fight for years in the name of a false word to say, means to throw the rights-acquired case in jeopardy. The consequences of this dissonance can be severe. It is inevitable that this rhetoric, which is also very tough for the language, should be reacted by European media and international media with similar values besides the US media, and news frames should be made in this direction. In the context of democracy, the sensitivity of Western society is also influential in news frames. Western media organs who did not want to give Trump discourse in plain text tried to trump Trump's rhetoric with anti-racist policies.

There is a problem in the Turkish media to refuse to adapt the question of racism experienced by the USA politically. The issues that the US has been discussing for many years, including many academics, have come to be unheard of in Turkey. Politics has not allowed it. The lack of democracy in Turkey has always been a matter of complaint, but there has always been a difficulty in establishing various groups and establishing NGOs in the context of rights demands. Those who try to do this have not been intimidated or allowed to make their voices heard.

While Turkey is among the developing democracies, it does not appreciate the sensitivity of democracy in the western world. In addition, it seems that the historical tolerance has abandoned the cult. State policy should be against any discriminatory view and you should fight for it so that media politics can be in this direction. As a result of the research, Trump's words were given in plain text in the Turkish media while there were heavy criticisms against Trump in all western media. It is wrong to publish the expressions which are problematic in discourse in plain text in the context of social responsibility. It is seen that it can only do foreign broadcast organs broadcasting in Turkey in Turkey. Adopting the same policies will contribute to Turkish democracy.

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Turkish Conservatism as a Result of Misoneist Tendency in the Collective Unconscious

Gizem Türeli

1. Introduction

In human kind's geography of thought, whether on the subject of concrete necessity or abstract thought, the most irreconcilable opposition (following the antagonism of existence/non-existence) is "old/new". This cognitive category especially gained importance in the period after the invention of writing where the development of abstract thought started to build on the ideas that came before. The question "Which thought is new?" made it necessary to define what is old and to find a stable point to help compare the new in the conscious. The axe on which philosophy moves is built by the principles which generate this antagonism.

In a group's process of becoming society, the collective behavior patterns should develop and these patterns should be maintained. Ancestral behavior pattern of each society is created within its historical process and is formed again in the historical continuum. Concepts such as "collective memory, collective conscious and collective unconscious" are accepted to be influential elements of this process. Thanks to these elements, dynamics of cognitive formation and their effects on each society may be comprehended. Accordingly, the traces from thousands of years of Turkish history are still observable today.

Behavior patterns adopted by Turks from mythological beliefs to monotheistic religions are still influential today. Dialectic concepts created by beliefs also affect our day as collective unconscious and shape thought patterns. The purpose of the article is to comprehend the influence of the collective unconscious in general and in particular, the reaction against what is "new" in the Turkish collective unconscious through an analysis with a hermeneutic approach.

2. Misoneism In The Pivot Of Collective Unconscious

During the course of history from primitive groups to modern societies, certain patterns of thought and behavior were produced and rebuilt again and again according to periodic conditions. These patterns are transferred through traditions, however the transfer mechanism in the root of tradition is the collective conscious and unconscious. Transferred through ancestors by being coded like instincts, collective conscious and unconscious cultures need a creative dynamic. "They are an inherited mode of psychological functioning. They function, when the occasion arises, in more or less the same way in all of us." (Jung, 2015:71)

In the modern world of today, with developing technology and therefore globalization, it can be observed that individuals are subject to mass alteration and improvement. However in the source of this alteration and improvement lies the coding of primitive ancestors' fears and thoughts. The fear of the new and the unknown, defined by Jung as "misoneism" (Jung, 2015:19) continues since primitive ancestors to the modern world. However, different dynamics of cultures as they branched off and nationalized have caused distinction in the intensity of its effect on different groups. "...the existence among primitive peoples of what anthropologists call "misoneism", [is] a deep and superstitious fear of novelty. The primitives manifest all the reactions of the wild animal against untoward events. But 'civilized' man reacts to new ideas in much the same way, erecting psychological barriers to protect himself from the shock of facing something new." (Jung, 2015:27) The source of fear, which used to be the wild animal in primitive period, faces individuals through different symbols as the modern world is isolated from nature. The modern world where abstract thought is dominant, "the new" about tradition and culture, may cause the primitive fear to continue depending on past cultural codes.

In the historical continuity, culture is expressed by collective values and forms of perception created by individuals who constitute society. "Culture is the evaluation of the significance of tools that keep the forms of societal structure from getting lost and also interior significance and

consistency.” (Mardin, 2016:51) According to Lévi-Strauss, primitive people’s effort to create a worldview through fabricated symbols, which he calls ‘bricolage’, leads to the attribution of the created semantic network to the created symbolic systems. In order to understand the modern individual’s thought pattern, their primitive ancestors’ cultural genetics should be analyzed. Collective image, created as a result of the cultural genetics’ transfer appears to be reflecting signs about near future but in fact roots back to thousands of years ago. “The further we delve into the origins of a ‘collective image’ (or, to express it in ecclesiastical language, of a dogma), the more we uncover a seemingly unending web of archetypal patterns that, before modern times, were never the object of conscious reflection.” (Jung, 2015:75) Archetypes, defined by İnce as “first type containing a definite mould” (İnce, 2014:99), are a motion network which may be considered as the first impulse of the flowing mental structure that composes culture. This transfer is driven by consciously and unconsciously created collective symbols containing sense, meaning. At first symbols are created through consciously designed figures, they face semantical changes during their transfer to later generations; the created sense changes as the collective effect is situated in the semantical system of the day. “Because there is a social agreement on the meaning of symbols, they provide a common ‘understanding’. This understanding has two forms. When the symbol is understood by the person and they act accordingly, it is called behavior. When symbols create a common form among them through their relationships, it is called culture.” (Mardin, 2016:51,52) Via symbols created by the society, rules caused norms to affect the behavior of people in that society and the social ‘good’ and ‘bad’ dictate the personal image of good and bad. “Natural symbols [...] are derived from the unconscious contents of the psyche, and they therefore represent an enormous number of variations on the essential archetypal images.” (Jung, 2015:89)

3. Foundations Of Turkish Collective Conscious: “Myths And Primary Beliefs”

The most influential thought paradigm throughout human history has been reflection on the existence of God and deciding what is God’s (or of that which is considered sacred) demand and on shaping life accordingly. Both primary belief systems and the modern world’s decreasing understanding of holy are based on the representation of God approached from the perspectives of existence or inexistence. The basis of the collective conscious of Turkish society is founded on various belief systems throughout history. The process from the acceptance of mythological elements to monotheism and then to the Islamic belief has been influential in the formation of this conscious.

3.1. Myths

As with all societies, the thought paradigms of Turkish societies are based on the mythological elements which are construed by symbolization and which continue their influence throughout generations. Myths, which are the source of national characteristics, thoughts, conscious and unconscious exist within every act of perception in every field of life. “As C. Lévi-Strauss states, no matter how humanity creates an age of technological wonders, we should not talk about the death of myths but say that the mythological phenomena continues to exist in our inner worlds and that sometimes they are manifested.” (Bayat,2015:13)

In the Turkish mythological contemplation, the world model containing narratives about the creation of the world contain unconscious codes such as fantasy or dream about the creation of the universe. The people of the day who could only envisage an act that appeared before their existence tried to comprehend their existence according to their understanding. “Cosmogony is the stories of hidden information which are in fact solely envisions and predictions of humanity in order to comprehend their origins.” (Bayat,2015:77) These envisions hide in the deep conscious despite changing belief forms and today, cosmogonic structures from thousands of years ago are still active in various mental environments. Belief systems located in collective thought environments are transferred from generation to generation through oral tradition. Cosmogonic myths underwent their first alteration under the influence of Shamanism and changed during this transfer, however basic points stayed stable. “... even after thousands of years, despite the acceptance of a new religion, Turkish society still sustains mythological facts in the unconscious.” (Bayat,2015:16)

Alongside cosmogonic myths, the most important mental structures to the identity structure of Turks are origin myths. Origin myths which give clues about the creation of semantic networks contain fantasies about where Turks came from. "Origin (ethnogenic) myths, consisting the richest branch of Turkish mythology are also valuable in order to understand the views on the reflection of Turkish cosmic system on society and national psychology... Structural and functional aspects of origin myths are the first sources to reveal national organization, national psychology." (Bayat,2015:161) Along with Islamic literature which exercise power over the Turkish thought pattern today, the belief of sacred wolf (Turkish: "bozkurt") is also common. Even though it is known that this belief is of mythological character, it is still influential in the public space.

3.2. Islam

The belief most influential on the Turkish thought pattern is Islam. Even though there are historians who do not accept Shamanism as a religion, Turks came under the influence of Islam after the beliefs of Shamanism and Tengri. Turks who have a high conscious of national identity underwent Islamic influence around national identity, therefore they avoided Arabization during Islamization. However, with Islam which brought about a life style and thought pattern next to the belief system, social life were defined more precisely. As a result of this interaction with the Arabic geography, some concepts and senses came into the Turkish thought system and even affected following processes. Islamic concepts shaping these fabricated semantic networks, especially "bid'at" ("novelty") and "taklit" ("imitation") are influential on minoseist tendency.

3.2.1 Bid'at

Bid'at expresses novelties which arise independently from a past example. However in the religious context, it has been conceptualized as ideas and applications distorting the essence, those which are added to the religion afterward by being supported by various hadiths. "The only difference between the definitions of *bid'at* before and after Islam is that in the post-Islam period *bid'at* meant propounding something new and contrarian to religious tradition in religion and against the Prophet's sunnah" (Gürler,2003:68) The word which means an attitude against what is new, has reinforced negativity when ruling case closed. The fact that there is no consensus on who can be competent on *bid'at* causes consecration and legitimization of the reaction against every new thought with the idea of religious assimilation.

What the hadith "Every *bid'at* is misguidance and every misguidance is in the Hellfire" (Müslim, Cum'a, 43) means is that every innovation is perversion and that perversion is in the Hellfire. This word which is coded in the Arabic thought system and which gained a religious meaning after Islam, is adopted by the Turkish thought system and therefore created a system affecting unconscious processes. Concordantly, a collective inhibition of creative production without a model that does not depend on a past existing example has taken place and society started to estimate 'the production of the new' within a religious thought category. In fact, new proverbs such as 'don't bother us with an invention' used when a new idea is suggested, started to form in the Turkish language. These kinds of linguistic practices give away social conscious' negative codes about the new.

3.2.2 Taklit And Mukallit

In the Islamic literature, the expression of "taklit" ("imitation" in Arabic) means acting on someone else's (religious scholars') word without having information of proof. Those who accept *taklit* as a focal point of belief are called "mukallit" ("imitator" in Arabic). "Accordingly, *taklit* takes place when an interpreter of Islam or a *mukallit*'s word is taken and acted upon without considering evidence from the book, sunnah, ijma (consensus among Muslim scholars). *Mukallit* believes in the scholar rather than evidence." (Paçacı,1999:66) The state of the *mukallit* isn't a point in demand as people feel the need to *taklit*, i.e. imitate someone who can interpret as interpretation is difficult. "Almost all order focused thinkers agree on the fact that the knowledge of the Book, sunnah, ijma, comparison and Arabic are necessary to the conditions determined by Shafii. At the same time, these conditions are limited by unbinding them by some, and other conditions are propounded by others. For example,

Ahmed b. Hanbel said that those who know less than 300.000 hadiths cannot be canonists.” (Paçacı,1999:70) This situation blocks intellectual dynamism.

‘As the door to opinion has closed’, in the country, much like the rest of the world, everyone is *mukallit* of a sect. For example, in Turkey an average Hanafi does not have the knowledge about the opinion method or evidence on the fact that mussels are haram, it can be said of *taklit*, which means “... to affirm something without a belief, an opinion, “*nazar*” (belief of the evil eye) and deduction, and without rational or transferred evidence as/because it is heard from someone else...” (Ardoğan, 2009:41-42), that it is found suited for conservatism in their intellectual life. Of course, under this obscurity lays the actions of the first Islam ulema to inhibit opinion and to establish rules about interpretation in the era of codification where ‘the tendency of acquiring science/knowledge was dissected’. This way, subjecting new questions to old interpretations has been defined as the fundamental interpretation method. In time, the most brilliant interpreters of Islam ulema came to answer the new by interpreting the old as little as possible. Especially after the 9th and 10th centuries, ‘the door to opinion has closed’ and new people’s new problems were decided to have been answered within old thought categories. Hence Islam froze thought in a world where time went by. According to this understanding, the old should be imitated by *taklit* rather than producing or finding something new. It is impossible to explain the changes in the world with such a mental shackle. As İlhami Güler points out, “Historical consciousness appears in a societal-cultural environment where the responsibility and courage of knowledge exist. In an environment where everything is reported, there is repetition, *taklit* and replication” (Güler, 2010:197).

4.The Impact Of Misoneism In The Development Process Of Turkish Behavior Pattern

As with every nation, the events lived through by Turks in the historical process impact the patterns of thought and behavior forms transferred to following generations. The most important factor shaping collective behavior has been belief systems since primitive humans. The reason behind this is that people keep questioning their existence from the primitive era to the modern era. Today, rather than Turks’ myths and various primitive beliefs, the most influential religion is Islam. As we tried to explain earlier, in the Turkish thought pattern infected by Arabic and Islamic culture’s thought pattern, there is a rooted attitude against what is new caused by this foundation.

Even after the acceptance of Islam by Turks, a part of national identities has been preserved. We can even observe Shaman based beliefs accepted as part of Islamic belief today. Throughout history, there have been two understandings of Islam among Turks: ‘Islam as the religion of the people’ and ‘Orthodox Islam’. “There is not one but two ways of ‘turning to religion’ in Turkey. The first is the one of those who maintain Orthodox, Sunni, Ulema’s ideas. They wanted to give larger meaning to religious requirements in society. The second is the ‘desire to return to yolk Islam’, to ‘superstition’ by large sections of society.” (Mardin, 2016:149) The religion told to children by their families – i.e. the religion of the people – and the collective memory is transferred under the influence myths and Shaman beliefs and also contains various beliefs adopted by Turks. For example, “the pouring of lead (to repel evil eye)” is conceived to be an Islamic act in the Muslim Turkish geography, however it is rooted in Shamanism.

While the basis of Islamic understanding was tried to be strengthened (or it was strengthened) to an extent in the Ottoman Empire, the reforms which successively occurred in the Republic of Turkey turned the existing religious structure upside down. There has been difficulties in the adoption of said law-enforced reforms by the people. Because of this difficulty born from the spirit Islam, the thoughts were repressed and pushed to the collective unconscious and appeared in the 1950’s upon first opportunity. Today, the effect of this return of the culturally and religiously repressed still remains. “Kemalizm did not understand the role of Islam in the creation of individual identities of Turks” (Mardin, 1998:79) Hence the reforms, which were meant to administer a civilization culture of the Western standard, developed in opposition to the Turkish collective identity as situations to be pushed into the unconscious. According to Şerif Mardin (1998:75), Atatürk was strongly attached to the viewpoint which saw shalwar and fez as part of the carnival not only because of aesthetic displeasure but because they symbolized the drowning domination of folk

culture which requires the ultimate legitimacy to be based on religious values and therefore causes decay in religion and people

Symbols are necessary in order to deliver semantic codes of each belief. Symbols are the easiest way to transfer the thought to later generations. Mardin (Mardin, 2016:150) explains that the influence that narrative power of symbols has among provincial commons and commons of lower class where it is reified comes to light in the form of these commons' yearning for symbols in modern Turkey. Growing beards, wearing caps, caring about green, holding onto old writing are ways of seeking symbols. This behavior of seeking symbols reveals the effort to generate a sense for the repressed. The rejection of the new and the symbolic act of dependence on the old, i.e. traditions, becomes the unconscious desire of the individual, thus the society. However the unconscious dynamics of the behavior of "*mukallit* society" come to mind here rather than a societal conscious.

Quran, the foundation of Islamic thought, also transferred this misoneist tendency's basis as the unconscious. Esotericism, shaped around the idea that only those containing a certain talent could reach the truth, is also apparent on Allah's banishment of Adam and Eve from heaven. "... esoteric information has existed from the start, however God forbid it from the uninitiated. The first human who was not ready for the esoteric information has been banned from the fruit, which is the symbolic sign of esotericism." (Bayat,2015:115) In the Baccarat Surah, 35. Verse, "*O Adam, dwell, you and your wife, in Paradise and eat therefrom in [ease and] abundance from wherever you will. But do not approach this tree, lest you be among the wrongdoers*" states that Allah, despite not giving them the power to know the truth, enforces that ordinary humans shouldn't reach new and true information as the humans' desire to later reach the truth would be to cooperate with the devil. Throughout the history of Islam, from this basic idea emerged a range of behaviors which manifest in various ways. In Sufism, the overcoming of self-indulgence is the effort of recapturing the first perfect state before the tasting of the forbidden fruit." (Bayat,2015:116) The act of knowing, expressed symbolically by the forbidden fruit, caused the understanding of the distinction between good and bad to be counted equivalent to defy Allah. Therefore, the desire to avoid the situation Adam and Eve were in has been dominant. As a result of human kind reaching this knowledge there has been a continuous development of information and thousands of years later, the modern human created a new era in technological development. In the religious thought system where technological development is a sign of doom, there is not a strong desire towards new ideas. "As a result, the forbidden fruit must be evaluated in cosmic memory as first knowledge, science that leads to the truth." (Bayat,2015:117) Today the foundation of the misoneist tendency present in the Turkish collective memory, leads back to the belief of creation, the falling of human into sin.

"The abundant moral concepts (charity, malice, cognizance, repudiation, good, bad...) which repeat from the beginning to the end of Quran, other than a few local examples, were to be actively fulfilled by the Muslim individual through the use of personal acts of knowing in each singular relationship: "*And do not follow and utter that of which you have no knowledge. Surely, the ear and eye and the heart, all of these, shall be called upon to account (for it)*" (17. Al Isra, 36)" (Güler, 2010:196)

5.Conservatism In Turkish-Islamic Society Or Stance Against The Era

No matter the social upbringing, everyone has a "stance". "Stances are inner structures directing human actions much like ideology." (Mardin, 2016:15) However, these stances are sometimes confused with ideology. Stances are about the individual's attitudes towards events and situations, while ideology is based on teachings behind these events and situations. On many subjects in Turkey, there is a stance rather than devotion to a particular ideology. "Conservatism", adopted by a group from the segment of Turkish people who are defined as religious, is not actually more than a stance for most of the group.

Conservatism in its sense out of the ideological Turkish concept, describes a person who will maintain devotion to traditions and continuance of the old. "In the Muslim-Turkish imagery, conservatism appears as fetishism of tradition which in fact contains a number of fetishisms. To look at an idea in opposition of tradition would simply be defined as perversion or cementation to Western eclecticism." (Efekan,2011:80) The attitude towards what is new, what is outside of tradition, which is

created by this way of thinking, influences the change and development process of Turkish society. The mental deeds of Islamic structure aspire to the circular continuance of the collective conscious. The thought, namely by circulating inside the envision of its own existence, does not move forward linearly. "In the Islamic geography, people's acts of knowledge have been paralyzed. Behind this lies the absolutizing and expansion of knowledge belonging to religious sources." (Güler, 2010:197) The main reason is that Islam is believed to be the "last religion" sent by Allah. However the entrance into an era where even Allah cannot say something new, caused Muslims to believe that they already have all the information they need. The mental structure of conservatism is founded on the permanence and preciseness of Allah's word more than the virtues of the human mind. Thus mental structures get stuck to what is old.

The larger part of the conservative fraction in Turkey defend that conservatism is not against technological development or reform. One of the main reasons for thinking that the new could be accepted while being conservative is the identity of 'conservatism as a stance'. Another reason is the bearing of psychoanalytic meanings. Conservatives who don't want to be defined as the alleged "losers" of the changing and developing world, they define themselves as "reformist conservatives". This mental tendency, while opposing mental dynamics of Islamic belief, is dominant over the most of the conservative Turkish base. However this image appearing open to reform cannot manifest itself as an action. This thought pattern underwent trauma against the reforms rooting in the Ottoman and reaching into the Republic period. In the Ottoman the attitude towards anything new in social and professional life was also result of Islamic mental structure. As Mardin (2016:111) stated, in the Ottoman professional life 'new methods' were disparaged as novelties damaging the power of the government.

"Following a discussion about the regression of the Empire, a theory specifically valid for religious circles emerged. It was the idea that the Ottomans were falling behind because they were dismissing their religious duties. In the nineteenth century, this theory transformed into the claim that a people's religion and culture were the same and hence that the Ottomans couldn't develop social institution which disregarded the role of Islam. Accordingly the most correct resolution would be to modernize in the sense of technological equipment but to conserve Islam as the fundamental essence of value creation." (Mardin, 1998:119)

In the modern era dominated by capitalism, technology is developing rapidly and therefore lifestyles are developing rapidly as well. Islam's ability to closely follow technological developments and stay unchanged remains only as an unattainable desire. In every area influenced by technology, change necessarily appears as a result. This is the main reason blocking the creation of this desire. However the stance against the new is tried to be kept while excluding technology.

Reforms which can be counted as a trauma of Turkish society, are a signifier of the misoneist tendency in the social structure. In the first periods of the Republic innovations such as the alphabet reform and the hat reform were protested by the people but were agreed upon as legal obligations. These reforms were perceived as distancing from religion and ideas that wearing a hat would mean to be Christian or that the abandonment of Arabic letters would demean religious senses were put forward. "... this obstacle was extinguished by the use of hats during worship by reversing them". (Doğaner, 2004:160) While the wearing of the hat was a Christian practice, the wearing of the hat in reverse was seen as an escape from its Christian connotations. This understanding is the reflection of "malice deceit" (*hile-i şeriyeye*) in Islamic literature. The deceit of malice, producing a solution without sinning, abiding sharia law but not fulfill canon command, it is the precaution taken by Muslims against a forceful reform.

The only act which didn't attract public reaction is the "Surname Law". The main reason that the Surname Law was not protested is the Turkish collective unconscious' connection to the primitive. The desire for the tradition, the old references the primitive to our day by taking surnames. Therefore the obligation to take a surname which seemed to be a reform was actually concordant to the conservative mental structure.

“In the world of Islam where the dominant mentality is the perspective where the sacredness of the old (therefore the existing) increases in retrograde, opportunities of the ‘new’ to find itself a place and remain extant are limited.” (Efekan, 2011:77) In the Islamic thought everything is ready to be applied. As a result of Turks’ Muslimization, Islamic mental structure was transferred collectively and the misoneist tendency of the people who are called conservatives today is a natural result of history.

6. Conclusion

Every nation has their own roots and history, and there is interaction in the intersecting point of history. It is impossible for the thought forms of Turks would be the same before and after Islam and Turks’ collective unconscious after Islam continue to be engraved alongside previous codes. Turkish mental structure, after the surge with Islamic culture, a natural misoneist tendency has been adopted through Islam’s main mental dynamics. This tendency, even though it is not accepted by Turkish conservatives, appears clearly when the developmental level and of the Turkish society its understanding are considered.

From the Ottoman to the Republic, from Sharia to laicism, collective thought pattern’s influence would be unavoidable. The requests for Sharia which appear time and time again in Turkey today are the result of this tendency. The perception of laicism brought on by the Republic, the old intellect has repressed itself, causing these dynamics to resurface whenever there is an opportunity. Hence the Turkish society’s mental history and religious preferences made the understanding of the new with the old, as ‘a sub-cluster of the old” necessary. The fear of *bidat* and the encouraged *taklit*, left an imprint as a mental pattern in the mind of Turkish society, and ‘the new’ turned into a value to be feared. Misoneist tendency in the collective mind is an absolute essence which manifests itself both in thought and action. The rapidly flowing life and its ‘time of the world’ have been missed as the result of this situation. Because of the mental structure, as Daryush Shageyan (2014: 26) claimed, the rendezvous with history had been missed.

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Skepticism Toward Social Media Advertising: A Research On Social Media Users

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1. Introduction

It is possible to see that the concepts of marketing and advertising are all around when consumers look at the areas they cover in their lives. However, it is doubtless that consumers are making conscious or unconscious decisions under the influence of advertising.

How much do the consumers trust advertising? There is no doubt that the concept that is waiting for us at the other side of the trust is skepticism. How much the consumers of these communication channels trust these advertising activities involved in new channels of communication that are quickly preferred by the consumers to traditional communication tools, and perhaps as digitally rich as ever before, is an important influence that can overshadow the success of its activities.

Lack of trust, or, in other words, distrust, is an important influence that may reflect badly on the success of advertising. The new communication channels attracting this intense attention that the studies in the literature are also channeled are very interesting for the companies that will be active in the social media channels. Existing studies examine each social media channel unique user base and the unique attitudes of each channel. In the global economy, where social media channels are competing for their own preference, companies that want to keep their advertisements and thus profitably try all sorts of advertising.

The research aims to gain a new literary on the advertising in the social media, to examine consumers' skeptical approach attitudes and to determine which arguments have affected this attitude.

Kotler (2005/2010) stated that marketing is the answer to how competition made on other basis, that marketing has become more important than ever, and that marketing has become the customer-producing department for the company. Because the increase in production leads the company to supply surplus.

Advertising investments made in the first half of 2015 explained by the prepared data of media channels who are members of the Advertising Association. Total advertising investment in Turkey in the first 6 months amounted to TL 4.282 million. There is an increase in advertisement of television, outdoor and cinema. Digital commerce is the rising star of advertising investments with a 22% rise. The Advertisers Association of Turkey announced the results of the first 6 months of the year 2015. According to the results, advertising investments, which grew by 7.81% compared to the first six months of 2014, totaled TL 4.282 million. 52% of the investments were made in television, 17.38% in press, 20.62% in digital, 6.7% in outdoor, 1.95% in radio and 1.28% in cinema advertisements (MarketingTurkiye, 2015).

The computer and internet have passed through the same process with television after the convergence of technology with social culture. Thus, internet has begun to use in the marketing communication mix just like TV from the newly recognized benefits of advertisements and public (Onat & Alikilic, 2008: p. 1122).

So far, the biggest drawback of advertising was that it created a one-sided form of communication, like radio waves wandering in space. The biggest proof of one-sided ads is there is no means of communication that we can communicate or interact with in advertisements just like TV ads. However, social media has reshaped the whole thing of advertising from start to finish, and now we have a variety of interaction possibilities. We have begun to live in a moment of instant sharing, transforming our feelings, our thoughts, our experiences, and even our photos into a part of the advertisement.

Especially in Turkey, it is highly probable that the decline in text messages and e-mail ads due to the Law on Regulation of Electronic Commerce, which entered into force in 2015, and that this resource is directed towards social media potential.

According to Kemp (2016) January 2016 data, 27% of the world's population, or 2.31 billion people, are actively using social media and the Facebook users are the most active users of social media circles monthly.

According to Kim, Jeong and Lee (2010), it was not been possible to obtain online advertising revenue that is proportional to the massive user traffic of various popular social websites, including Facebook, YouTube and Twitter sites.

The fact that Snapchat Inc., which began trading on the New York Stock Exchange as of March 2017, has reached \$ 34 billion on its first day and leaves behind the \$ 11.2 billion worth of Twitter, which was offered to the public in 2013, shows the unblockable and rapid rise of social media with all reality.

Despite the disagreements on the assumption that skepticism is the attitude or tendency towards the ad, trust and skepticism arise as opposing concepts that are researched together. Although they are considered to be opposite concepts, in the absence of one, the existence of the other one is not viewed certainly. Both concepts are assumed to have strong emotional consequences. However, when studies are analyzed, both concepts are not generally examined at the same time.

Table 1. Skepticism researches and the main questions of the studies

Study	The Main Questions of the Studies
Ford, Smith & Swasy (1990)	Can consumers be easily convinced?
Boush, Friestad & Rose (1994)	Does the increased level of knowledge cause skepticism?
Campbell (1995)	Does recognizing price injustice cause skepticism?
Mohr, Eroglu, & Ellen (1998)	Are consumers skeptical toward green marketing activities?
Obermiller & Spangenberg (1998)	Is there a skeptical approach toward advertising? If so, can it be measured?
Mangleburg & Bristol (1998)	Do parents, peers and mass media influence skepticism of adolescents toward advertising?
Obermiller & Spangenberg (2000)	Which is the most skeptical source of information listed in the form of advertisement, consumer report / comment, friend, salesperson, public institution?
Ritchie (2001)	Is there a relationship between skepticism and brand trust?
Obermiller, Spangenberg & MacLachlan (2005)	What is the relationship between skepticism and ad love, ad loyalty, attracting ads attention?
“Moore & Rodgers (2005)” “Soh, Reid & King (2007)”	Is there a difference between trust and skepticism different advertising channels?
Ergec (2009)	Is there a relationship between demographic variables and skepticism?
Thakor & Goneau-Lessard (2009)	Do peers have any effect on skepticism toward social or commercial advertising?
Tien (2010)	Are there any effects of manipulative intent on skepticism about beauty products (like cosmetics) advertising?
Kelly, Kerr & Drennan (2010)	Is there a relationship between the tendency to avoid advertisements in social networks and skepticism?
Penpece & Celik (2011)	Is there a relationship between demographic variables and skepticism towards mobile ads?
Telli (2015)	Are personal traits and talents raising skepticism toward advertising? On the other hand, is it a result of purchasing experiences?

2. Method

In this research, the demographic characteristics, social media accounts and social media usage habits of the randomly selected part of social media users were examined to see how they affected their skeptical attitudes towards social media advertisements. Despite the research of the skepticism tendencies about advertisements in Turkey, it seems that there is not enough research about social media, which is a new advertising media.

Especially, it is important to see how social media usage habits influence skepticism and what obstacles or opportunities advertisers expect in these media. For this reason, this research has aimed to examine the independent variables that determine skepticism tendencies towards social media advertising.

In the first part of the survey, questions about demographic characteristics were included to determine the skepticism attitudes of social media users toward social media advertising. In the second part, questions about internet and social media usage habits and the frequency of social media usage were included. In the third part, the skepticism scale toward advertisements developed by Obermiller and Spangenberg (1998) was adapted to social media advertisements before it was used.

The one-dimensional scale consists of nine likert-type statements and it was evaluated via 5-point likert scale responses ranging from "1: Strongly disagree" to "5: Strongly agree". The summed scores can range from 9 to 45 and low scores represent high skepticism.

2.1. Validity and Reliability

Obermiller and Spangenberg (1998) first developed the skepticism toward advertising scale, which was later translated into many languages. That scale is preferred because they are used without any change in international and national studies. The scale was first translated into Turkish by Ergec (2009). In the same research, the skepticism toward advertising scale (Turkish translated) was found to be reliable and valid.

Internal consistency reliability refers to the consistency and compatible of the responses given to the each question in the statements with the responses given to the whole questions. One of the most useful reliability analyzes to demonstrate the consistency of the questions asked in the examples and their adequacy in describing the event in order to measure variables for a given time is the Cronbach Alpha Coefficient, and varies from 0 to 1. If the coefficient is close to 1, consistency and consistency are high (Islamoglu & Alniacik, 2014: 150).

When Cronbach's Alpha Coefficient value is 0.70 or greater, the scale is considered reliable. However, when the number of questions is low, this limit is accepted as 0.60 and above (Durmus, Yurtkoru & Cinko, 2013: 89).

The Cronbach's Alpha coefficient of nine expression questions using 5-point Likert scales is calculated as 0.937. If the expressions are deleted, it is determined that Cronbach's Alpha Coefficient is not increased, so the expressions and data are not subtracted.

The Kaiser–Meyer–Olkin (KMO) measure of sampling adequacy criterion is a variable coefficient between 0-1. If this coefficient is less than 0.5, factor analysis cannot be applied; the value can be accepted between 0.5-0.7 and is mediocre; good between 0.7-0.8, great between 0.8-0.9, and superb between 0.9-1.0 (Field, 2009: 647).

Bartlett's test of sphericity tests whether there is a general relationship between the variables involved in the analysis using the relevant correlation matrix. If the result of this test is meaningful ($p < 0.05$), it is interpreted that there are appropriate correlations with the factor analysis (Islamoglu & Alniacik, 2014: 403).

When evaluated by factor analysis, the KMO coefficient of nine expressions questionnaires was found to be 0.929 and Bartlett's test of sphericity was suitable for factor analysis ($p < 0.05$). As a result of the factor analysis, the expressions were found to measure 66.83% of the attitude of skepticism toward advertisements.

To determine the factor load, a new data set called "scale sum" created, and the sum of the answers given to scale questions to this data set is processed. In hypothesis tests, if the mean

(median) scores are low, the participants are skepticist toward social media advertising. On the other hand, high mean (median) scores express trust toward social media advertising.

2.2. Data Collection and Analysis

The population of the research is the social media users in Turkey. According to data found by Kemp (2016: 450), there are 46.28 million active internet users in Turkey, 42 million active social media users and 36 million active mobile social media users according to active user accounts. Although the number of population is not known precisely, it keeps growing day by day.

The survey consists of three parts, which include demographics, social media usage information, and expressions to measure skepticism toward social media advertising. The questionnaire was prepared electronically and shared only via social media accounts to be sure that participants are exactly social media users.

Total 361 surveys from volunteer participants' responses between 18 April and 30 September 2016 have been taken into consideration. The answers given by the participants were checked with the inverse question and the remaining 323 questionnaires were evaluated. It can be said that the number of research population is around 40 million.

It is not possible to reach the whole research population owing to limitations of time and cost. For this reason, convenience sampling method was chosen as the sampling method, which is not based on probability. The demographic characteristics of the participants are shown in Table 2 and the information about social media accounts of participants are shown in Table 3.

The data obtained at the end of the research were analyzed by using the IBM SPSS 21.0 software.

Table 2. The demographic characteristics of the participants

VARIABLE	Sub Variable	Number of Participants	Percentage (%)
Gender	Female	205	63.5
	Male	118	36.5
Age Range	18-24	151	46.7
	25-29	51	15.8
	30-34	62	19.2
	35-39	39	12.1
	40 and over	20	6.2
	High school	57	17.6
Education Level (Graduate)	Associate degree	109	33.7
	Bachelor degree	100	31.0
	Postgraduate degree	57	17.6
	Employed	159	49.2
Working Status	Unemployed	164	50.8
	500 and below	84	26.0
Income Range (Turkish Liras)	501-1,000	59	18.3
	1,001-1,500	35	10.8
	1,501-2,000	27	8.4
	2,001-2,500	17	5.3
	2,501-3,000	27	8.4
	3,001-3,500	16	5.0
	3,501-4,000	17	5.3
	4,001-4,500	13	4.0
	Over 4,500	28	8.7

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Table 3. The information about social media accounts of the participants

Social Media Account	Number of Participants	Percentage (%)
Facebook	297	92,0
Instagram	276	85,5
Twitter	206	63,8
YouTube	199	61,6
Swarm	180	55,7
Snapchat	142	44,0
Forum Pages	105	32,5
e-dictionary	56	17,3
Wikipedia	48	14,9
Periscope	48	14,9
Scorp	39	12,1
Flickr	18	5,6

3. Findings

In the hypotheses formed using demographic variables, no significant relationship was found between skeptical attitude towards social media advertising and participant demographic variables listed in the form of working status and monthly income range.

On the other hand, a significant relationship was found between skeptical attitude towards social media advertising and age range, gender and educational status (see Table 4).

Table 4. Results of hypothesis (demographic variables)

VARIABLE	Analysis Type	Leneve Test*	F	p**	Sub Variable	Mean***	Differences
Age range	ANOVA (Scheffe)	0.272	2.567	0.038	18-24	21.1656	
					35-39	17.6410	Skeptical
Gender	Independent samples t-	0.372	-	0.026	Female	20.8049	
					Male	19.0847	Skeptical
Educationa l status	ANOVA (Scheffe)	0.291	4.072	0.007	Associate	21.4862	
					Bachelor degree	18.4200	Skeptical
* p ≥ 0.05		** p ≤ 0.05		***Low score means more skeptical			

In the hypotheses formed using internet and social media usage habits, no significant relationship was found between skeptical attitude towards social media advertising and participant variables listed in the form of average daily time spent on the internet, average daily time spent on social media, and selling products using social media channels in the past year.

On the other hand, a significant relationship was found between skeptical attitude toward social media advertising and the frequency of view or reviewing ads seen in social media and purchasing products using social media channels in the past year (see Table 5).

Table 5. Results of hypothesis (using internet and social media usage habits)

VARIABLE	Analysis Type	Leneve Test*	F	p**	Sub Variable	Mean***	Differences
Frequency of view or reviewing social	ANOVA (Scheffe)	0.552	7.344	0.000	Very often	27.6667	Less Skeptical to More
					Mostly	23.7742	
					Sometimes	22.0896	
					Very little	19.5185	
					Never	18.1839	
Purchasing products using social media channels in the past year	Independent samples t-test	0.319	-	0.000	Purchased	21.9818	Skeptical
					Not purchased	19.2441	
* p ≥ 0.05		** p ≤ 0.05		***Low score means more skeptical participants			

In the hypotheses formed using the frequency of usage of social media accounts, no significant relationship was found between skeptical attitudes towards social media advertising and frequency of usage of social media accounts. In addition, no significant relationship was found between skeptical attitudes towards social media advertising with the possessions of social media accounts listed in the form of Facebook, Instagram, Snapchat, Scorp, Periscope, YouTube, Flickr, and Wikipedia.

On the other hand, a significant relationship was found between skeptical attitude toward social media advertising and the participants' possessions of social media accounts listed in the form of Twitter, Swarm, national e-dictionaries (Eksi, Uludag, and Inci e.g.), and forum pages (see Table 6).

Table 6. Results of hypothesis (frequency of usage and possessions of social media accounts)

VARIABLE	Analysis Type	Leneve Test*	F	p**	Sub Variable	Mean***	Differences
Twitter account	Independent samples t-test	0.193	-	0.010	Don't have	21.4530	Skeptical
					Have	19.4515	
e-dictionary	Independent samples t-test	0.761	-	0.006	Don't have	20.6442	Skeptical
					Have	17.9464	
Forum page account	Independent samples t-test	0.969	-	0.029	Don't have	20.7385	Skeptical
					Have	19.0095	
Swarm account	Independent samples t-test	0.252	-	0.039	Don't have	19.3147	Skeptical
					Have	20.8611	
* p ≥ 0.05		** p ≤ 0.05		***Low score means more skeptical			

4. Discussion and Conclusion

When social media accounts of 323 participants were examined, Facebook, Instagram, Twitter, YouTube and Swarm are the most preferred social networks respectively (see Table 3). The research gives more healthy results about the advertising reviews in these social networks.

Advertising on social media could be more successful with ads targeting women consumers because women are less skeptical than men.

Social media advertisements for non-working participants (housewife, student, unemployed etc.) could be more successful because of the fact that non-working participants are less skeptical than working participants.

When the age range is examined, there was a difference observed among the participants described as Y generation. The level of skepticism toward social media advertising differs according to

the young Y generation in 18-24 years old (the young Y generation, could have the characteristics of the Z generation), and the aged Y generation in 35-39 years old (the Y generation, could have the characteristics of the X generation). In order to reveal this difference even better, it should be expected that births of the year 2000 and beyond, which are considered as the Z generation, should be expected to fill the age of 18 and to be compared again in the years to come. When the mean values of groups under 40 years of age were examined, there could be a right proportion between age and skepticism. The variations in the age range and skepticism were observed to be proportional.

In the case of education, a significant difference was found only between Bachelor's degree graduates and associate degree graduates. However, no direct relationship was found between skepticism and the variations in education level.

Prejudices against social media shopping formed as a result of the fact that participants have no experience or have negative experience social media shopping could affect skepticism toward social media advertising. On the other hand, participants who have experience in shopping on the social media channels may have reduced skepticism toward social media advertising. Social media advertisements for participants who experienced social media shopping could be more successful.

Participants having Twitter, forums or e-dictionary accounts are more skeptical toward social media advertising than the ones without an account of listed social media channels. Such social media channels that encourage information sharing cause participants to be more skeptical towards social media advertising.

Participants not having Swarm accounts are more skeptical toward social media advertising than the ones having an account. Participants could follow a variety of campaigns, other than just reporting their location on Swarm.

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Website Quality Perception in Finance Sector: An Analysis on Individual Pension Companies

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1. Introduction

Social security is one of the important indicators that show the level of prosperity with the economic development of the society. Social security protects the whole society from various risks and guarantees their future. The social security structure in a country gives information about the economic and social conditions of that country.

The first private pension system in the United States was founded in 1875 by The American Express Company. During the period 1875-1929, 421 private pension schemes were established in the USA and Canada. The period in which the primary momentum for the private pension system begins is after the Great Depression of 1929, when large economic strains have accumulated savings, increased insecurity and anxiety for the future. Nevertheless, Contemporary pension systems in developed countries have been developed in the 1930s and mostly reflects the economic, social and political conditions of the first decade after World War II (Linbeck, 2002:19).

Most social security systems in the world operate on the basis of a “pay as you go” (or paygo- Model). Collected taxes today from working people are sent directly to the pensions right of existing pensions. Today’s pension system has faced an increase in the number of pensions compared to the rapidly aging population and the number of people in the workforce. Recently, the decline in social policy around the world as a result of the aging phenomenon and the aging population has created both logical bases and political forces for the renewal of existing pension systems, which has led some countries to seek an alternative to their existing systems. The pension reform and the private pension system, which first appeared in Chile in the 1980s, have been an example. Then, in 1993 in Peru, 1994 in Argentina and 1997 in Mexico, reforms were implemented in private pension systems. Private pension funds created under private pension systems and long-term savings are directed to efficient investment areas in capital markets, thus increasing the efficiency of capital markets.

The Individual Pension System is the most common application of private pension systems in the world and as a saving system, it allows individuals to earn additional income during the old age. Looking at the past of private pension schemes, it appears that these programs are extending to the last quarter of the 19th century. The first known private pension fund was established in Australia in 1862 by the Bank of New South Wales (Dalgat, 2007:107). Pension fund applications that have not been as prevalent as World War II have entered a new phase in the post-war period when private pension funds have made great progress (Al, 2002:4). Private pension funds are an institutional structure that allows employees to maintain a sustainable level of life during the retirement period by saving the income they earn during their working lives. It is an investment instrument in which the specific contributions made by enthusiastic employees on a regular basis within a predetermined “retirement plan” are gathered at a terminal and invested in the framework of professional portfolio management principles (Derelioğlu, 2001:15). As a result of the tax incentives implemented in developed countries, savings in pension funds have become the most important savings area since being a real estate owner for employees in the middle-income group. Some benefits of private pension funds to individuals and financial markets include:

- The most important and primary role of private pension funds is to provide pension income to its members. For the promotion of savings for pension purposes, tax benefits are provided for a number of pension funds. These tax advantages have a great impact on the increase in the tendency to save for retirement among employees (Tunay, 2005:396).
- Private pension funds are an important source of financial innovation in capital markets and for the modernization of capital markets. As pension funds increase in size and importance in social security, the need for new financial instruments is increasing (Algüner, 2005:11).

- With private pension schemes, employees have capital ownership through the investments they make in the capital markets, thereby ensuring that capital ownership is spread over a large community (Guerard and Jenkins, 1993:6-7).

2.Private Pension System in Turkey

The Private Pension System, which entered into force in 2003 in our country, is a funding system based on voluntary participation as a complement to the social security system. As of the end of 2003, 11 pension companies have been active since the beginning of the individual pension system on October 27, 2003. In Turkey, private pension system is a very new and small but growth potential sector compared to the developed countries in Turkey.

The micro-aim of the system is to direct people to savings, to enable them to use these savings as additional income during retirement periods, and to create a source for the macro economy. Savings collected in the system are transferred to pension mutual funds and processed in money and capital markets. Removing small and scattered savings from pillows and assessing them by market specialist portfolio managers helps develop and deepen financial markets, and is also an important resource for financial innovations and modernization of markets (Şener and Akın, 2010).

In the countries where the private pension system was applied, it was not only complementary to the social security system, but also helped to improve the economy. In Turkey, where the total level of savings is insufficient, financial assets and financial markets are still in the stage of growth. Thus, demand for financial instruments is limited and financial markets remain shallow. The fact that the savings in Turkey are under the pillow prevents the accumulation of sufficient funds to canalize the investments. private pension funds have been on the agenda in recent years as one of the factors that will help increase the country's fund accumulation and net savings volume (Korkmaz, 2007:220-221). It is anticipated that the development of private pension funds in Turkey will have an impact on reducing volatility in financial markets, in other words, the evolving private pension system could allow the Treasury to borrow domestic borrowing auctions at lower interest rates and longer term. Within the framework of achieving sustainable growth and achieving a low inflation rate; the enlargement of the savings will play an important role in overcoming the economic problems of our country (Korkmaz, 2007:225).

Although the system is based on voluntary participation, it has been recognized and developed considerably. When the total assets of the pension funds are analyzed according to the countries, the biggest share is 10.6% in the UK and the second is in the Netherlands with 5.1%. Turkey is at 0.19% level.

The Law on the Amendment of the Individual Pension Savings and Investment System Law published in the Official Gazette No. 6740 dated 10 August 2016 provides guidelines for the automatic inclusion of employers' employees in a retirement plan.

The general characteristics of the individual pension system can be listed as follows (EGM, 2004:21-22);

- Retirement rights are determined according to the contribution determined and the sum of the investment incomes of the contributions paid.
- Accumulation of savings is realized in individual accounts and kept by a custodian institution (Takasbank) deemed appropriate by the Capital Markets Board (SPK).
- In order for the participants to be kept informed and to ensure transparency, necessary measures are taken for the Pension Companies in parallel with the regulations in the relevant legislation.
- Effective surveillance and audit infrastructure was established through the Undersecretariat of Treasury, Capital Markets Board (CMB), Pension Surveillance Center (PSC), Settlement and Custody Bank (Takasbank), independent audit companies and internal audit bodies.

The individual retirement system is aimed at achieving life in a prosperous environment, just like in the working period, during the retirement periods, due to the regular savings that individuals have

made in their active working life prior to their retirement. The basic characteristics of the individual pension system in Turkey can be listed as follows (TCMB, 2011:23-24);

- The system is based on volunteerism and is open to everyone who has completed the age of 18.
- Pension companies are obliged to establish a pension investment fund with at least three different risk and return combinations. This also allows individuals to make investment preferences in accordance with their own risk and income expectations.
- It is possible to transfer the contributions to another pension company shortly after they are accumulated in the individual accounts.
- In order to qualify for retirement with the private pension system, it is necessary to stay for at least ten years in the system and to pay contributions within this period and to be 56 years old. Thus, the system directs a long-term commitment to the individual with the obligation to pay regular contributions to qualify for retirement.
- By 2013, this contribution is in the form of a tax advantage, and 25% of the contributions paid after 2013 are provided in the form of government contributions.

3.Methodology

The purpose and content of Research

The ease of reaching information with the help of Internet entering into every aspect of our lives creates new areas of competition for businesses. Consumers are now in control of any kind of information they want from different sources and the information provided on the internet can have a great effect on consumers' purchasing decisions. However, problems such as the infinite knowledge of the Internet and the reliability of information make the web pages of enterprises the most reliable source of information in order to obtain information about the service offered. As competition has increased and customer retention has become more important, there has been a turning point that web sites have a function to monitor product and company service quality. In this context, web pages play an important role in the evaluation of the quality of pre-purchase service for companies that sell abstract products like service businesses (Liu and Arnett, 2000).

Within the scope of the study, the web sites of the companies in the private pension insurance system, which continues to develop in Turkey, were analyzed in terms of quality dimensions and a comparison was made among them. The main reason for the selection of individual pension insurance companies is the necessity of continuing the developments of structural changes as well as of the product characteristics and continuous information to the consumers at this point because of this sector being in its development period. The sector is characterized by its sales focus and a significant part of its sales activities are carried out through individual sales representatives and banks. Consumers can therefore access information only when the agency representative reaches them or the consumer is curious. At this point, the websites of individual pension companies are starting to come into prominence.

The information given in the individual pension web sites is of great importance in terms of specifying the services to be offered and gaining competitive advantage and it is considered that the services to be presented in the web sites are effective in the preferences of individual pension usage. The purpose of working in this context is to examine the extent to which the quality of service provided in the web sites, which may affect individual retirement preferences, is visually and textually reflected, and to reveal the differences.

Methodology, Population and Constraints of Research

Despite the many scales developed for assessing Internet services in terms of quality, the use of the WebQual scale developed by Barnes and Vidgen (2000) was preferred for the study. WebQual scale was developed based on reason behavior and technology acceptance model and SERVQUAL service quality. It was preferred to use the WebQual scale because of its characteristics and it is predicted that the factors that consumers care about when evaluating a web site and explain the reasons for re-use

of the web site better in terms of the quality of the site. Besides, WebQual scale is based on SERVQUAL scale and the basic three dimensions of the WebQual scale are stated as usability, information and interaction.

According to the data of the Pension Monitoring Center in 2017, there are 18 different companies on IPS in Turkey, 7 of them are local, 10 of them are foreign and 1 of them has foreign partner. These companies are listed in Table 4. Within the scope of the research, it has been examined how services provided by 18 individual pension companies are reflected visually and textually through their web sites. At the end of the analysis, individual pension companies were compared over the five points of the WebQual scale.

It has been observed that the research has resulted in a time-dependent concentration limitation on the sample because it relies on the examination of the web sites in the quality context. In the first stage of the research, participants were asked to enter the web sites individually and to evaluate each site with the form prepared in WebQual dimensions. At this stage, it was determined that the participants entered the sites but did not provide sufficient concentration towards the end of the evaluations as the web sites were undergoing the review process and they created inconsistencies in the findings. For this reason, the selection method of the sample was changed and the evaluation was carried out by the researchers at the WebQual dimensions with objective criteria.

The WebQual assessment was carried out by the authors in two stages. In the first stage, each researcher examined the sites individually and scored 1 (Very poor) - 5 (Very good). The Websites were reviewed by researchers between July 10 and August 15, and the site's scoring process was completed. Then, in the second stage, the scores given by each researcher were put together and the results were compared and the scores were taken into a joint score. As a result of the scoring, WebQual scores of individual pension companies were obtained. The scores obtained are interpreted as subsidiary sources (related web sites, Pension Monitoring Center, intermediary firms etc.) were examined and findings are presented in the next section of the paper.

4. Findings

When individual pension companies' websites are examined, it is seen that companies are particularly sensitive about transferring information. Any kind of question about the private pension product can be answered in the web sites. The biggest problem faced at this point is the difficulty in reaching the information that the participants seek because of the fact that the insurance companies that have products other than the private pension insurance also share this product information on the site. Excessive information intensity can create difficulties or frustration for individuals without financial literacy. However, it is possible to say that companies are not that sensitive about this interaction. Only a part of these companies uses live help menus in order to support its customers.

Some of the companies create friendliness for its customers by using simple menus, but this time the visual quality of the company sites decreases in terms of aesthetics. It is remarkable that some of the leading companies in terms of private pension insurance and premiums do not pay enough attention to their web sites because they think that their success depends on individual sales. In this context, it is possible to say that web sites are generally scored between "very poor" and "very good", rather than average quality.

(Insert Table 1 here) As of 2016, there are 6.8 million participants in the IPS and when the total number of active social insured persons is estimated to be 20.3 million, the IPS rate exceeds 30% of the total social insurances. According to IPS basic indicators, as of August 17, the number of participants in the system has reached the number of 6,824,746. It is estimated that the number of participants added by automatic IPS would be 1.750.000. This shows that the individual retirement system still has an important potential in Turkey. For this reason, the pension companies have to focus their web site quality to communicate the people who have not participated to the system.

(Insert Table 2 here) As it seen in Table 2, 39,7% of participant of the individual retirement system located in big cities of Turkey. Also in the light of previous studies, it is seen that IPS participants generally are high educated, professional and semi-professional workers who are employed in companies with high number of employees. But as it mentioned before, the companies has to

promote the system all over the Turkey. It will be a good opportunity for pension companies who has not operate in other cities.

(Insert Table 3 here) Orderly, Garanti Emeklilik ve Hayat Inc. is the first, Anadolu Hayat Emeklilik is the second and AvivaSa is the third company for the number of participants according to individual pension companies in Turkey. It is an interesting finding because Garanti Emeklilik INC. website quality is smaller than the most of company.

5. Discussions and Recommendations

In Turkey, the individual pension system is carried out on the basis of one-on-one sales activities through sales representatives. Although they think that they can reach more consumers with this strategy, there is a requirement that the system should be supplemented with alternative sources of information because of the confusion that consumers have in terms of their system characteristics. Indeed, with the development of internet technology and the widespread of e-commerce, individual pension companies have begun to offer some of their services in virtual environment. The quality and presentation of services provided by individual pension products as determinants of competitiveness as defined and limited in the context of the laws are at the forefront. In this context, web sites can influence consumer decisions by providing differentiation from competitors.

As emphasized by Mittal and Baker (2002), considering the need for good communication planning, web sites will assume an important mission in this regard as the services rendered on the internet become the easiest way to spread to the users. The figures for having private pension insurance in Turkey and the prevalence of individual pensions according to cities are shown in Table 1 and Table 2. As a result, it still appears to be an important potential in the country. Especially, when Table 2 is examined, it is noteworthy that the rate of ownership of private pension insurance is very low except big cities of Turkey. Given the geographical location of these cities, websites can play a crucial role in promoting their efforts towards these cities.

Although the private pension system seems to be an important potential in Turkey, the findings show that individual pension companies involved in the study cannot express themselves adequately through the web page. As well as there are companies whose web sites doesn't work, static websites that are identical to each other and that have no difference from traditional web sites are also found.

As a result, research suggests that some of the individual pension companies use their web sites only to exist on the internet. However, in the context of internet based marketing studies, web sites can be an effective marketing tool especially for service enterprises. Companies should focus on applications that will create a quality image among the consumers also by taking their expectations into account.

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Table 1: Individual Retirement Fund Amount Change in Turkey (Annual)

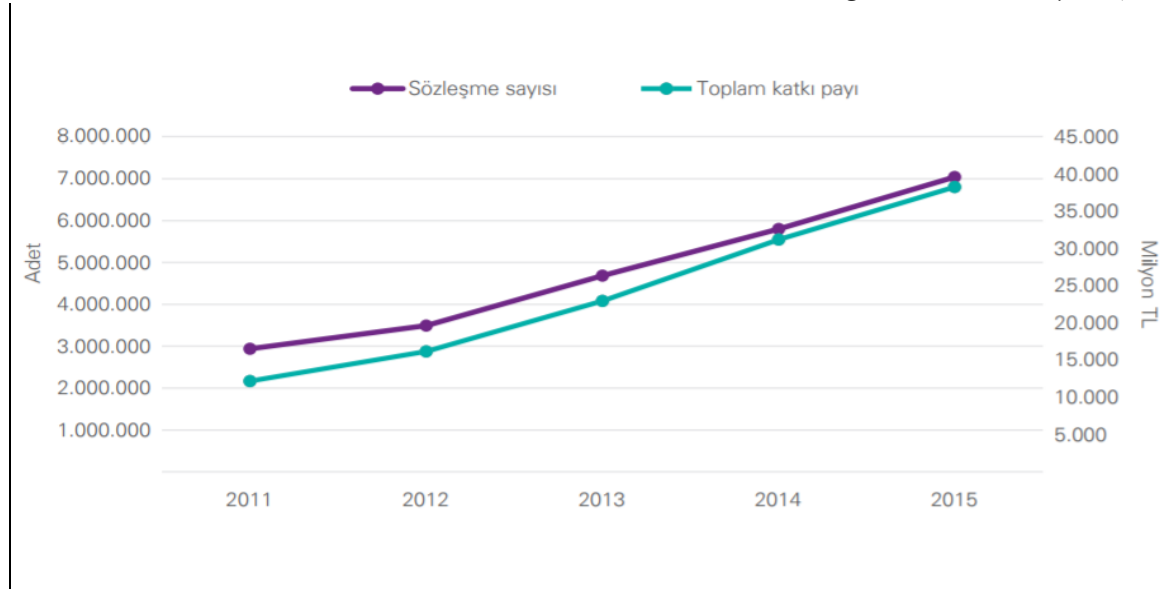
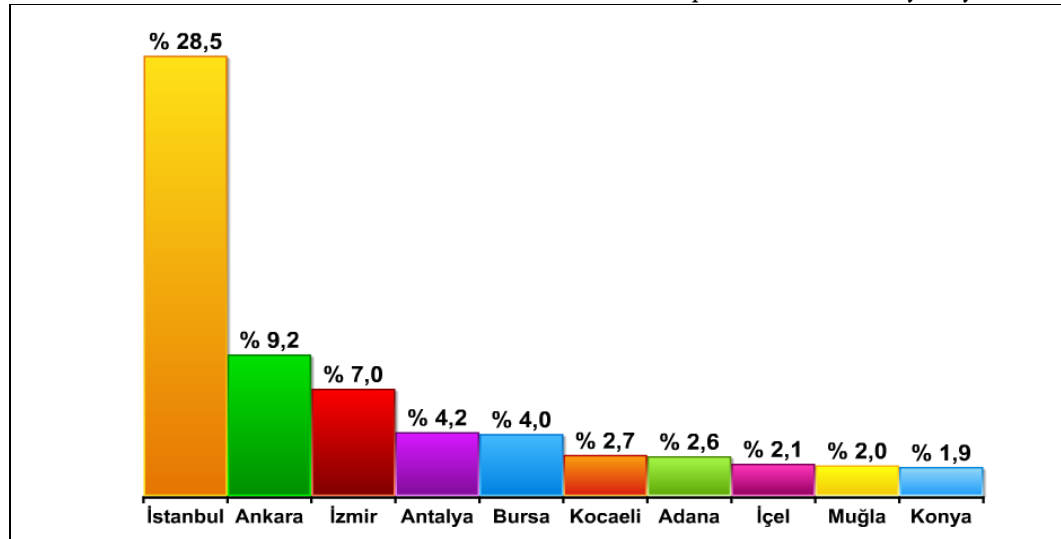


Table 2: Distribution of Private Pension Participants in Turkey by Cities (Top 10)



Website Quality Perception in Finance Sector

Table 3: Number of Participants According to Individual Pension Companies in Turkey

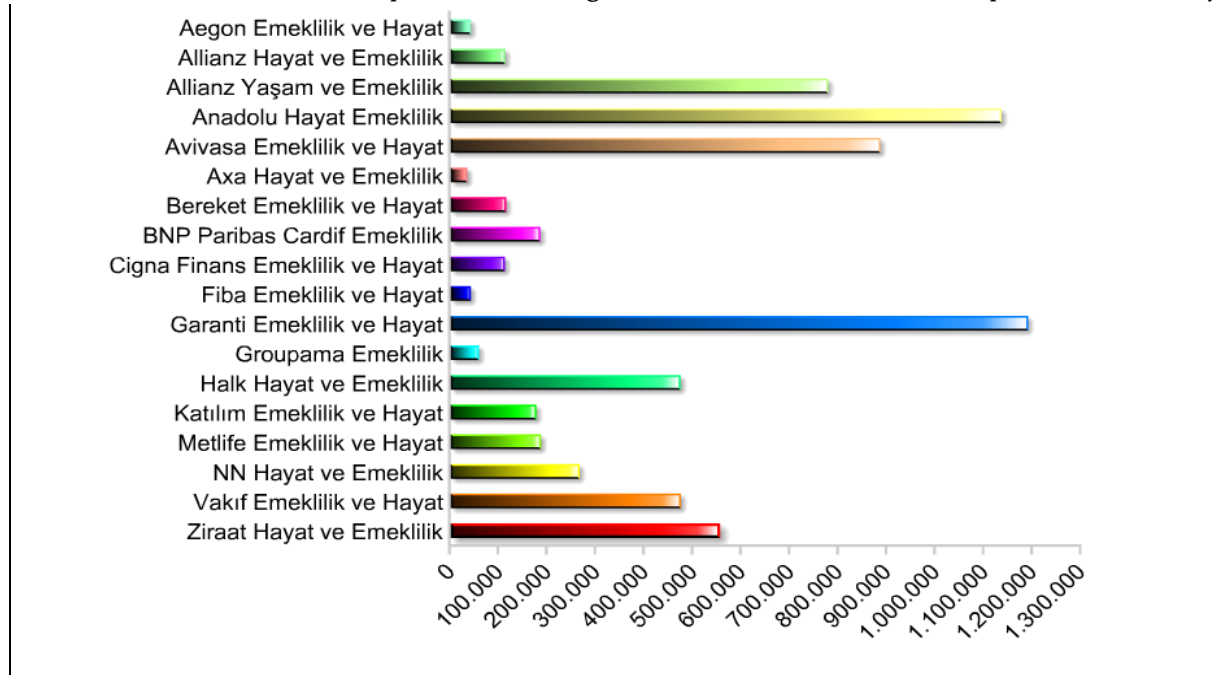


Table 4. Individual Pension Companies Operating in Turkey

Company	Largest Shareholder	Country
Aegon Emeklilik ve Hayat A.Ş	Aegon Turkey Holding B.V	Netherlands
Allianz Hayat ve Emeklilik A.Ş	Allianz Europe B.V.	Germany
Anadolu Emeklilik ve Hayat A.Ş	Türkiye İş Bankası A.Ş	Turkey
Asya Emeklilik ve Hayat A.Ş	Asya Katılım Bankası A.Ş	Turkey
AVIVASA Emeklilik ve Hayat A.Ş	Hacı Ömer Sabancı Holding A.Ş- Aviva International Holdings Limited	England-Turkey
AXA Hayat Emeklilik	AXA Holding A.Ş	France
BNP Paribas Cardiff Emeklilik	BNP Paribas Cardiff	France
CignaFİNans Emeklilik	Cigna Nederland Gamma B.V	Netherlands
ERGO	Fiba Emeklilik ve Hayat A.Ş	Turkey
Fibaemeklilik	FIBA Holding A.Ş	Turkey
Garanti Emeklilik	T. Garanti Bankası A.Ş	Spain
Groupama Emeklilik	Groupama Investment Bosphorus Holding A.Ş	France
Halk Emeklilik	Türkiye Halk Bankası A.Ş	Turkey
NN Hayat Emeklilik	NN Continental Europe Holding B.V	Netherlands
Katılım Emeklilik	Kuveyt Turk Katılım Bankası A.Ş.	Bahrain-Kuwait
MetLife	GmbH	USA
Vakıf Emeklilik	Vakıflar Bankası TAO	Turkey
Ziraat Emeklilik	T.C Ziraat Bankası A.Ş	Turkey

Kaynak: EMG, 2017

Knowledge, Multitude and Spatial Existence of Digital Media Environment

Serkan Bulut

1. Introduction: Knowledge, Multitude and Dissemination of Knowledge on Internet

Knowledge may be defined as information whose validity has been established through test of proof and can therefore be distinguished from opinion, speculation, beliefs, or other types of unproven information. This definition of knowledge consists of two primary classifications: information (explicit knowledge) and know-how (tacit knowledge) (Murray & Peyrefitte, 2007, p. 112).

Because electronic networks support communication between thousands, even tens of thousands of people activities such as giving and receiving technical advice link people who lack previous familiarity, physical proximity, and are unaware of each others' demographic characteristics, organizational setting, or even national culture (Faraj & Wasko, 2001, p. 4).

In a network of practice, people working within occupations, or having similar interests congregate electronically to engage in knowledge exchange about the problems and issues that are common to their occupational community and shared practice (2001, p. 5).

Thus, individuals who are long time participants on the network become more familiar with the existing discussion topics, are more up to date on core discussion issues, and are more likely to contribute and acquire new knowledge (2001: p.13).

According to Majchrzak & Faraj & Kane & Azad, (2013) knowledge workers are not simply users of these tools, but creators of content for their organizations including publishing blogs, upload videos, update status on Twitter and/or social networking sites, posting ratings of products or services, commenting on someone else's blog, contributing to online forums or wikis, using RSS feeds, adding tags to web pages, and maintaining their own social network profiles within the organization (para. 3). We use the term social media to refer to *a group of Internet-based technologies that allows users to easily create, edit, evaluate, and/or link to content or to other creators of content* (Majchrzak et al, 2013, para. 1).

Knowledge can be seen as a resource of information, sources, experiences and contacts journalist may (or may not) have regarding different and overlapping cultures. A core aspect of professional knowledge is sourcing: who are included or excluded as news actors in the media. Knowledge also relates to a journalist's awareness of different modes of intercultural communication when working in a culturally diverse society. Knowledge in the context of the impact it may have on journalism can therefore be seen as an inventory and discussion of one's frames of reference, one's resources of information and life experiences when it comes to multicultural issues (Deuze, 2005, p. 453).

The multitude is composed of a set of singularities-and by singularity here we mean a social subject whose difference cannot be reduced to sameness, a difference that remains different. The component parts of the people are indifferent in their unity; they become an identity by negating or setting aside their differences. The plural singularities of the multitude thus stand in contrast to the undifferentiated unity of the people. (Hardt & Negri, 2004, p. 99).

The multitude, however, although it remains multiple, is not fragmented, anarchical, or incoherent. The concept of the multitude should thus also be contrasted to a series of other concepts that designate plural collectives, such as the crowd, the masses, and the mob. (2004, pp. 99-100).

Empire can only be conceived as a universal republic, a network of powers and counter powers structured in a boundless and inclusive architecture. This imperial expansion has nothing to do with imperialism, nor with those state organisms designed for conquest, pillage, genocide, colonization, and slavery. Against such imperialisms, Empire extends and consolidates the model of network power. Certainly, when we consider these imperial processes historically (and we will soon focus on them in U.S. history), we see clearly that the expansive moments of Empire have been bathed in tears and blood, but this ignoble history does not negate the difference between the two concepts (Negri & Hardt, 2001, pp.166-167).

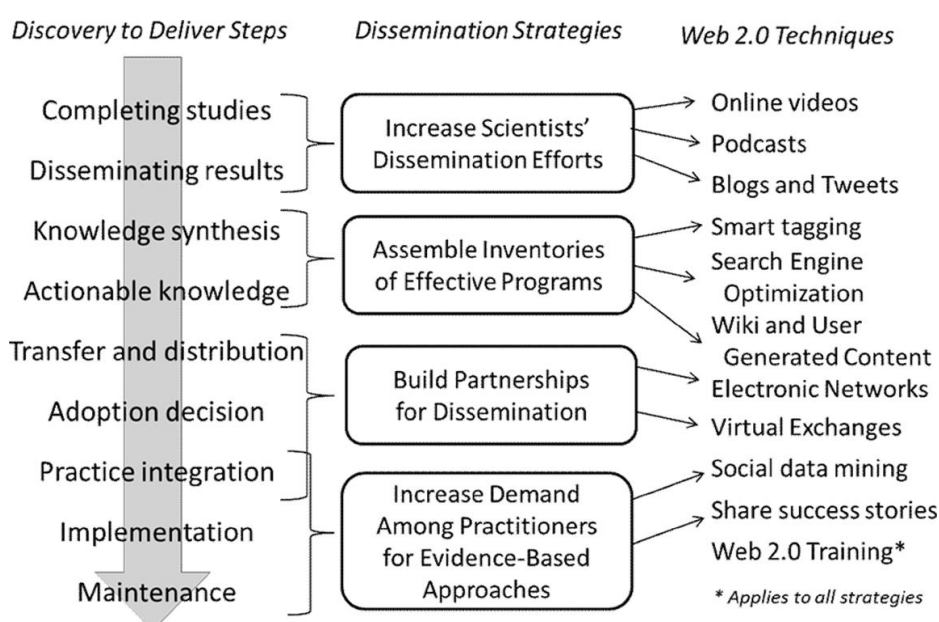
About dissemination of knowledge Stehr (2001) has noted that “I believe that social changes are coming about because knowledge is no longer simply a means of accessing, of unlocking, the world’s secrets but itself represents a world in the process of coming into being--a world in which in all spheres of endeavor knowledge is increasingly becoming both the basis and the guiding principle of human activity. In other words, we now organize our reality based on the knowledge we possess. Of course, since time immemorial knowledge has played an important role in human society: all interpersonal relationships are based on the principle that people possess knowledge about each other. And political power has never been based purely on physical force; it has always relied in part on superior knowledge. After all, social reproduction is not just a physical process but also--always--a cultural process: in other words, it implies the reproduction of knowledge. In this sense one can also consider past social structures as early forms of ‘knowledge societies.’” (pp. 89-92).

According to some social scientists (Bernhardt, Mays & Kreuter) dissemination 2.0 represents an interactive approach of exchanging scientific evidence among collaborative members of a research-to-practice network that leverages their user-generated knowledge and harnesses their collective intelligence for increased effect and continuous improvement. A dissemination 2.0 approach takes advantage of the core foundations of Web 2.0 applications—collaboration, participation, multi-directional information exchange—to improve current dissemination activities and advance the translation of research to practice.

To date, approaches to enhance the dissemination of research findings in order to bridge the gap between research and practice have largely focused on four primary strategies:

- increasing scientists’ dissemination efforts;
- assembling inventories of effective programs and services;
- building partnerships for dissemination; and
- increasing demand for evidence-based approaches among practitioners (2011, pp. 35-36).

Table 1. Improving dissemination with Web 2.0. ((2011, p. 35).



2. Data Collection and Analysis

In this paper, we try to understand and analyze the new space of media. For this reason, we have thought media in regards to the multitude, space and power relations. Basically, this paper is a critical review for spatial transforming of digital media and multitude which is the new type of journalism. By doing so, we have handled a website The Intercept and its Facebook page as a case study. This news website is fairly different from other news websites in terms of its publication policy. According to

definitions of Multitude, the reporters of that website can be named as Multitude. Because they use the internet very efficiently, collect data, and transform to knowledge and deliver to citizens like Multitude can do.

We have analyzed The Intercept and tried to find out principles of the new type of journalism and reporting. We have used the observation technique to collect enough data on the website. And we review these data with respect to principles of conventional journalism and news websites. Fundamentally, we have purposed to clarify constitution of Multitude and changing space of media. Firstly, we have intended to start with the term Multitude.

Multitude composes strong individuals and they can use digital facilities of internet to give information to societies. Briefly, Multitude is a new type of journalist. The multitude is thus composed potentially of all the diverse figures of social production. Once again, a distributed network such as the Internet is a good initial image or model for the multitude because, first, the various nodes remain different but are all connected in the Web, and, second, the external boundaries of the network are open such that new nodes and new relationships can always be added (Negri & Hardt, 2004, p. XV).

The potential of mediation of Multitude internet and the other facilities are together retrieval superpowers. The only thing that is not right in history is new geographical places and new cyber zones because of a history of newsletter. Stated in other words, alternative places helps to create imperial and new centerless communication network shapes people and takes on dimension. It means that with the change of communication network and changing of zones, there is a change of people. Because of this, the structural transformation that occurs as journalism shifts to digital course is not only an improvement that effects reporting, but also it means that we are to encounter new ruling communications, new social relations and new psychological and social realities.

CMC has changed political reporting, which journalists typically identify as central to their civic role. Print and broadcast news outlets provide political information through their websites and other formats that include social media, mobile and tablet technologies, aggregation services, and email. Content on those digital platforms is increasingly unlike content in the “legacy” medium, with differences in modality (a print medium including video), capacity for interaction, and format (such as blogs, archival material, or ballot-building tools).

Increased use of social media has changed the nature and pace of reporting from the campaign trail. Another emerging trend in political journalism is the use of “big data,” large databases that help journalists unearth and explore relationships among political actors, actions, and outcomes. New political journalism is produced by staffers at online-only sites dedicated to coverage of politics, government, and civic affairs. Some, such as Politico.com, retain a focus on relatively traditional daily reporting, combined with extensive commentary and visual content. Other “watchdog” journalism sites devote their resources to investigative journalism about political actors and actions, or to particular aspects of civic affairs such as education reform or climate change. Aggregators and search engines, while not journalistic entities themselves, play an increasingly formidable role in shaping citizens’ political news agendas according to individually tailored searches (Singer, 2015, pp. 196-197). This discussion concern whether space is active or passive terms and is this situation affects production knowledge or not.

Semantic Link Network (SLN) model extends hyperlinks to semantic links, and allows navigating and querying by relationship semantics. The distinguished advantage of SLN is that it supports relational reasoning. The resource space model (RSM) also provides a normalized semantic framework to manage resources with classification semantics. RSM can be used to organize heterogeneous resources on the Web, especially for the resource management on Web 2.0. Recent emergence and popularization of Web2.0 applications have dramatically changed the Web content publishing model. Web2.0 applications enable a large amount of individual users to actively participate in publishing, sharing and managing their own data, information and knowledge on the Web. Blog systems, Wiki and Web tag systems allow users to publish their data/information/knowledge on the Web in a manageable way, so that the information can be shared and utilized more explicitly and intentionally. Those personalized information contents on the Web impose new challenges on search engines. User

queries on Web 2.0 tend to be more specific and more personalized than previous simple keyword-based queries (Sun, Zhuge, & Li, 2009, pp. 708-709).

2.1. Semantik Web (or Semantik Link Network)

SLN is a directed network consisting of semantic nodes and semantic links. A semantic node can be a concept, an instance of concept, a schema of data set, a URL, any form of resources or even a SLN. A semantic link reflects a kind of relational knowledge represented as a pointer with a tag describing such semantic relations as cause Effect, implication, subtype, similar, instance, sequence, reference and equal. The semantics of tags are usually commonsense and can be regulated by its category, relevant reasoning rules, and instances of usage (Zhuge, 2009, pp. 787).

The Semantic Web refers to the vision of Tim Berners-Lee and colleagues to create such a system (Berners-Lee et al., 2001). It assumes that web servers, next to serving human-readable HTML content, would serve information in a computer-understandable format. The client computer could then interpret this information and process it automatically to answer the user's question. A large amount of data coming from different sources without a central authority, using different vocabularies representing different views on the world. Semantic Web technology needs to be able to represent and handle this large amount of heterogeneous data, and allow syntactic and semantic interoperability without resorting to centralization and without breaking on inconsistent input, which are also the requirements for combining Content Analysis data. (van Atteveldt, 2008, pp. 54-55).

2.2. The Resource Description Framework (RDF)

The Resource Description Framework (RDF), developed under the auspices of the World Wide Web Consortium is an infrastructure that enables the encoding, exchange and reuse of structured metadata. This infrastructure enables metadata interoperability through the design of mechanisms that support common conventions of semantics, syntax and structure. RDF does not stipulate semantics for each resource description community, but rather provides the ability for these communities to define metadata elements as needed. RDF uses XML (eXtensible Markup Language) as a common syntax for the exchange and processing of metadata. The XML syntax is a subset of the international text processing standard SGML (Standard Generalized Markup Language) [SGML] specifically intended for use on the Web. The XML syntax provides vendor independence, user extensibility, validation, human readability and the ability to represent complex structures. By exploiting the features of XML, RDF imposes structure that provides for the unambiguous expression of semantics and, as such, enables consistent encoding, exchange and machine-processing of standardized metadata (Miller, 1998, para. 2).

According to van Atteveldt, in RDF, such background knowledge is encoded within the same graph as the data itself, using different names for the relations to make the distinction between data and background statements. These extra data will generally be known beforehand and specified as a vocabulary definition or *ontology*, and combined into a single graph by the application (p. 56)

3. Findings

After NSA whistleblower Edward Snowden came forward with revelations of mass surveillance in 2013, journalists Glenn Greenwald, Laura Poitras, and Jeremy Scahill decided to found a new media organization dedicated to the kind of reporting those disclosures required: fearless, adversarial journalism. They called it The Intercept.

Today, The Intercept is an award-winning news organization that covers national security, politics, civil liberties, the environment, international affairs, technology, criminal justice, the media, and more. EBay founder and philanthropist Pierre Omidyar provided the funding to launch The Intercept and continues to support it through First Look Media Works, a nonprofit organization (<https://theintercept.com/about/>).

The multitude is working through Empire to create an alternative global society. Whereas the modern bourgeois had to fall back on the new sovereignty to consolidate its order, the postmodern revolution

of the multitude looks forward, beyond imperial sovereignty. The multitude, in contrast to the bourgeoisie and all other exclusive, limited class formations, is capable of forming society autonomously; this, we will see, is central to its democratic possibilities (Negri & Hardt, 2004, p. XVII).

The Intercept web page and Facebook page works to provide benefit to access the information, letting people see what is really happening, how politics affects them and share the information that they can access if they want wish to through their own channel. When the website is examined, we are to see that information that comes from all over the world can be featured on the site. The parameters that came to the forefront during the research that is done on the site are these;

- The Web site is published on English.
- The Intercept gives its journalists the editorial freedom and legal support they need to pursue investigations that expose corruption and injustice wherever they find it and hold the powerful accountable.
- The photos are uncensored as the understanding is the bare facts.
- The writers of the news are not anonymous.
- Social media is being used efficiently. (370.454k followers on Facebook).
- It is opened to being interactive with the Contact section and the readers' comment section is open.
- There are heavy and daily content entries on the site.
- The site does not have ads.

Wise (2000) claims digital media, new media, information and communications technologies, internet, interactivity, virtuality and cyberspace are all used interchangeably with multimedia. The convergence process that characterizes multimedia poses challenges to departmentalized news organizations, and is generally considered to threaten a news culture that prefers individual expert systems and 'group think' over teamwork and knowledge-sharing (Deuz, 2005, pp. 442-464).

Four aspects of changes in journalistic practices have attracted most of the attention of scholarly research on online news:

1. Modifications in editorial workflow,
2. Alterations in news-gathering practices,
3. Acceleration of temporal patterns of content production,
4. The convergence of print, broadcast, and online operations (Mitchelstein & Boczkowski, 2009, p. 568)

In June 2006, the World Association of Newspapers released a strategy report called '*New Editorial Concepts*', exploring the ways in which affiliated news companies around the world are coming to terms with the changing media landscape. The report mentions six trends that are influencing newsrooms worldwide:

- The explosion of participative journalism, or community-generated content;
- The rise of audience research by media companies to learn new patterns of media usage;
- The proliferation of personalised news delivered online and on mobile devices;
- The reorganisation of newsrooms optimised for audience focus;
- The development of new forms of storytelling geared toward new audiences and new channels;
- The growth of audience-focused news judgment and multimedia news judgment (2008, pp. 12-13).

Even though the impact of new technologies in the news industry is varied, two general conclusions can be drawn: the process increases demand for and pressures on journalists, who have to retool and diversify their skillset to produce more work in the same amount of time under ongoing deadline pressures for one or more media. A second conclusion must be that technology is not a neutral agent in the way news organizations and individual news workers do their work – hardware and software tend to amplify existing ways of doing things, are used to supplement rather than radically change whatever people were already doing, and take a long time to sediment into the working culture of a news organization. (2008, p. 11)

4. Discussion

Our aim is to analyse **transformation of journalism** by means of open source intelligent experiences on internet. For this reason, we handled a website **whose** Facebook page as a case **study calls itself** as Open Source Investigations. Authors of that website might be anyone in the World. There is a flow of information to the website and the first condition **is that information published in this website must be real and true**. Intend of the website is **to** give information to readers about real and current events. Activities of the website **can be called** very basic forms of open source journalism. However, there is a big tendency in current journalism to transform a new type of journalism which we call as open source journalism. The Facebook Page **of the website** has great **amount of followers**. There were 113,507 likes when we were studying on that page. Our method is observation and discourse analysis. We mainly studied on Webpage of Open Source Investigations and we tried to understand how this website makes **its** news and how the website introduces itself in terms of publication principles.

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Our aim is to analyze the transformation of journalism, the changing of the reporter from journalist to Multitude, the power of knowledge on media and the spatial existence of media by means of open source intelligent experiences on the internet. For this reason, we handled the Facebook page of a website called The Intercept as a case study. The identities of authors of that website are clear. There is a flow of information to the website, and the first condition is that information published on this website must be real and true. The intention of the website is to give information to readers about real and current events. Activities of the website can be called very basic forms of open source journalism. However, there is a big tendency in current journalism to transform a new type of journalism which we call as the spatial existence of journalism.

The Facebook Page of the website has a great amount of followers. There were 379.116k likes when we were studying on that page. We mainly studied on the web page of The Intercept and we tried to understand how this website makes its news and how the website introduces itself in terms of publication principles. By doing this, we have seen that there is a different relationship among media, power, space and Multitude. There are many data on the internet which we can reach by using internet facilities. But the problematic issue here is this many data are nonsensical unless they are sorted out properly.

This is a complicated situation for readers and followers. On the other hand, like every time there is much disinformation released by media and especially by digital media. At this point, Multitude becomes a part of this activity. Also, they are strong journalists and activists devote themselves to right knowledge. They are aware of the fact that knowledge is a strong weapon to control societies in the pursuit of power. Hiding or sharing of right knowledge is the core of having control over people in the hands of any group or organization. And Multitude is another strong actor to sharing right knowledge and enlightening citizens by making the right news. However, hiding right information

from people is not the only trouble but also space of media is one another title. With Multitude and rising effect of internet digital and social media, there are new alternative spaces to sharing of knowledge. The point we need to keep in view is that the term space which we write about has an extraordinary meaning. Space which we design is not a passive area. It is a very active and important actor. As a course of its nature, the internet is so complicated and efficient thing. It designates relationships and dialogues which occur on itself. It is interactive and so fast. For this reason, it is not just an area for flow of information. Online platforms shape thoughts of citizens and direct them to search right and useful knowledge. Having right knowledge change everything and create a new habitable world.

Our aim is to analyze transformation of journalism, changing of reporter from journalist to Multitude, the power of knowledge on media and spatial existence of media by means of open source intelligent experiences on internet. For this reason, we handled a website whose Facebook page as a case study calls itself as The Intercept. The identities of authors of that website are clear. There is a flow of information to the website and the first condition is that information published in this website must be real and true. Intend of the website is to give information to readers about real and current events. Activities of the website can be called very basic forms of open source journalism. However, there is a big tendency in current journalism to transform a new type of journalism which we call as spatial existence of journalism.

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Negative Vigilante In Turkish Media As An Instance Of The Violence: The Case of Yeni Akit Newspaper

Burcu Kaya Erdem^{§§}

1. Introduction

Vigilance means the action of keeping watchfulness or alertness, while Vigilante denotes vigilant local citizens or a group of them.

Mainly seen among the characters of the animated films of the Hollywood cinema under the guise of “heroism”, the vigilantes reflect the notion of fighting with a system that has become gradually in the past a part of the corrupted and criminal world and the heroes that fight with this system. However, this representation of heroic identity reflects sociological problems beyond the imminent story. And it brings with it a variety of approaches from the viewpoint of considering these aspects from different perspectives.

Some authors for instance maintain that vigilantes are private citizens (Johnston 1996; Little and Sheffield 1983), while others also envision vigilantism as carried out by state agents (Dumsday 2009; Huggins 1991). Most authors agree that vigilantism consists of (threats of) violence (Rosenbaum and Sederberg 1974), but some also include nonviolent versions like Neighborhood Watches (Hine 1998). The perceived goal of vigilantes also differs widely, such as defending an established sociopolitical order (Rosenbaum and Sederberg 1974), imposing law in a lawless setting (Alvarez and Bachman 2007), community social control (Weisburd 1998) and the apprehension and punishment of (alleged) criminals (Ayyildiz 1995; Shotland 1976; Weisburd 1998; Zimring 2003). Similarly, some claim that vigilantism is always a premeditated or organized act (Brown 1975; Dumsday 2009; Johnston 1996), while others also recognize more spontaneous forms (Adinkrah 2005; Huggins 1991; Shotland and Goodstein 1984). (Haas, 2010, p. 30).

It is quite common that the tendency to seek one’s own justice where justice cannot be attained and/or it is not sufficiently attained is regarded as extremely contingent and innocent from the viewpoint of theorists who assess some actions in the context of the individual’s psychology and society’s (who divided vigilante groups as to the nature of the cause) support (i.e. legitimacy).

For instance, Marianne Bachmeier who she shot the alleged murderer of her daughter is probably the most well-known case of vigilante justice in Germany. This is because no one dares to question the vengeance feeling of a mother towards a person who brutally took away her 7-year old daughter.

The problem of vigilante emerges at the point where the relationship between the vigilante and the state authority, law and national conscience is brought under a definition, i.e. where vigilante becomes a psycho-political and sociological problem.

2. Vigilante Concept and State Authority

According to Rosenbaum and Sederberg, vigilante groups are divided three parts as to the disposition of the cause they choose to defend. “Three such purposes appear to predominate: crime-control, social group-control and regime-control” (1976, p.10).

1. Crime-control vigilantism: establishment violence directed against persons who are believed to be committing acts proscribed by the establishment legal system;

2 Social- group –control vigilantism: establishment violence directed against groups that are competing for or advocate a redistribution of values within the system; and

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3. Regime- control vigilantism: establishment violence to preserve the status quo at times when the formal system of rule enforcement is viewed as ineffective or irrelevant. (Schmid & Jongman, 1988, p.46).

As can be seen in this categorization, vigilantism is not always an act of heroism. This is because what is called as the initiative of vigilant local citizens cannot be taken independently from the cultural structure encircling the society and the social tendencies. There are highly controversial approaches in the relevant literature regarding the definition and perception (contingent and critical) of the vigilante concept.

To most, vigilantism is a rather amorphous concept. Ask nine different people to describe a "vigilante" and you will likely receive ten different answers." Detractors have branded groups as diverse as anti-abortionists," state militias, opponents of disfavored politicians, 'countries imposing trade sanctions," heckled basketball players, and the politically correct as "vigilantes." If true vigilantism encompassed this wide spectrum of actions, the task of defining it would be Herculean indeed. Fortunately, it does not. (Hine, 1998, pp. 1223-1224).

The tendency of this study is to adopt a cautious assessment of vigilante actions within the context of the governmental, legal and ideological discourse (such as "national conscience") because these actions may well lead to widespread violence or fascistic brutality. As a matter of fact, vigilante is one of the political violence conceptualizations in the context of its negative relationship with the state and law.

The establishment is not always (fully) in control of the state, there might be more than one establishment in one state, or state power might have been usurped by a military coup, depriving the establishment of its main coercive arm. In other situations the state tolerates or even encourages the activities of vigilante death squads. For these reasons it appears useful to introduce more firmly a vigilante category in typologies of terrorism. Needless to say, not all vigilante activities are terroristic, nor are they all directly political, especially if they limit themselves to local crime-control, "order-without-law" types of activities. The term "vigilantism" is usually linked to the defense of the established order (Schmid & Jongman, 1988, pp. 46-47).

In real life, vigilante denotes that masses resort to violence for the purpose of eliminating their grievances emerging out of their distrust with the state and therefore seeking their own rights, protecting and – so to say - re-establish the social order. Therefore it includes a lawlessness and use of violence beyond the acts of heroism which we can call negative vigilante. Indeed, this study was prepared for reading how the negative vigilante phenomenon which is a social violence practice swings in the pendulum of mass culture, state and national conscience as a psycho-political factor, and examining the place and influence of the media in the swinging moves of this pendulum.

In the context of that: "Vigilantism is commonly said to occur when citizens, from whom authorities are supposed to derive their legitimacy, believe that the criminal justice system is inadequate. Vigilantism can be seen as the result of a so-called injustice gap: a discrepancy between the desired and actual outcome. Taking the law into one's own hands is a way of reducing this perceived injustice gap and restoring one's sense of justice. Vigilantism may occur when people do not want the criminal justice authorities to get involved, when the authorities fail to respond, or when the authorities were involved but not to the satisfaction of the affected party". (Haas et. al., 2012, p. 389).

So, according to all this; according to Haas (2010, p.31): "Vigilantism is a planned criminal act carried out by one or more private citizens in response to (the perceived threat of) a crime committed by one or more private citizens, targeting the (alleged) perpetrator(s) of that crime".

As evidenced by this definition, the problematic side of the vigilante concept is its inherent criminal quality that expresses its relationship with the state authority, law and national consciousness (ideology). This quality becomes clear at the intersection of the lynch with the vigilante in patriarchal cultures in particular. This is the stage where vigilante becomes executable by masses, received with tolerance by the public authorities or discourse elites and handled within the

framework of the right of being provoked. Where vigilante assumes mass culture and is evolved into lynch...

That's why the first premise of this study is that vigilante is nothing but a social lynch provided that it finds a social base and is supported by the public authorities.

3. As the Secret Torture Instrument of the Legal Orders: Lynch and Vigilante Relationality

Lynch is "the murder of a criminal or someone who has committed a crime in their own belief by a group of people from the community by punching or beating with instruments like stones or sticks". (Püsküllüoğlu, 2008). Of course, this is an extremely superficial definition of lynch.

Just like vigilante, lynch is an act of punishment involving violence towards a person or a group of persons who have committed a criminal action as judged by the person's or the group's perspective. In this action, the person or group that tends to have lynch action decides to determine the crime and the criminal and assumes to punish the criminal by his/their own way by eliminating the normative values on grounds that the law did not run as they wished and the criminal was not punished as it should be.

Lynch is a modern word. The concept of lynch is epitomized with the American history maybe because it is possible to trace the neatly kept records of the United States since the beginning of the Civil War of the 19th Century and maybe it is really the United States that is the first country where the systematic examples of the lynch was encountered. Frank Shay says: "Lynching today is as American as apple pie". (Shay, 1969, p. 99) Similarly, Mark Twain wrote "The United States of Lyncherdom" as an essay in 1901. He was prompted to write it after the lynching of Will Godley. (Twain, 1901)

As the premise of this study, what makes vigilante problematic is the potential of vigilante's transformation into lynch. "Is the lynch an instrument of torture hidden in the basement of the modern legal orders?... Can the lynch be a side way for the states of law kept away from the eyes but not closed completely and given way from time to time?" asks Tanıl Bora (2015: 9). And this is a highly relevant question as it refers to the relationality of the lynch with the with the state authority and law, i.e. lynch's being a method of punishment despite the law and the state and/or with their support. This means the problem regarding the act of violence called lynch emerges when it is brought together with concepts such as "the law of lynch", "the culture of lynch", etc.

According to William E. Burrows, vigilantes (1) are members of an organized committee; (2) are established members of the community; (3) proceed for a finite time and with definite goals; (4) claim to act as a last resort because of a failure of the established law enforcement system; and (5) claim to work for the preservation and betterment of the existing system. (Greene, 2007, p.1335).

As seen by this definition, all of the characteristics born by the concept of both the lynch and the vigilante as per their purpose and content are directly related with the state authority and the law. This is because in both of these actions a person or a group of persons put themselves in place of the state authority, and resort to punish whom they deem guilty with violence. And this is something that undermines the state of law and the state authority in the final run. This is because, in the political discipline, the state is the only authority that controls the monopoly to exert violence and doesn't share it.

Psychologically, what makes vigilante problematic emerges not with individual actions but where a state of law choses to share the monopoly to use violence with a certain segment or group of people. This is because, however vigilante is backed in the conscience of a group of people, these are illegal actions containing violence. And, like all crimes, they are subject to the current law order and imposed with a penal sanction provided that the state does not opt to share its monopoly to use violence.

Whereas, at certain times, the state authority uses its monopoly to use violence which it has indeed transferred as an anomalous security measure in a controlled way. What is called the lynch culture comes to the agenda at this point. The fact that vigilante actions which have a strong potential to turn into a mass and even lynch action are realized easily, left unpunished and become

legitimized by the public authorities or discourse elites in a society evidence the existence of a lynch regime or culture in the said society.

Any implication by a state to suspend its monopoly to use violence temporarily and transfer it to the people can be used as an open threat... Indeed, the use of lynch threat as a political method emerges as a denial and destruction of the politics and the statehood (Yılmaz, 2012, p.2).

The tendency, in discourse or actually, of the state to share its authority to use violence, which it has under its control within legal boundaries, with a certain segment and/or group of people for a certain period of time has the potential to legitimize a number of ways of using violence from vigilante to terrorist acts and to wear off one of the basic qualities of the state to a great extent. Just like in almost all patriarchal countries, the history of the Republic of Turkey is also full of numerous examples which are claimed to be the manifestation of the lynch culture.

Some of the examples of such actions in the history of the Republic of Turkey may be listed as: Razgrad, Vagonli, Hatay, Tan Matbaası (Tan Printing House), 6/7 Eylül (September 6/7), actions against the Kurds in 2008 including mainly in Sakarya and Adapazarı, the violence by the ship-owners during the Gezi (Taksim) protests, lynch attempts against Syrian refugees, and many more...

For example, according to Kaynar's (2015) narrative, this is how the incidents of September 6-7, among the most important topics in the trial of Adnan Menderes in Yassıada:

First the subject was made a national case and the people are agitated. In 1954, *Türkiye Milli Talebe Federasyonu* (Turkish National Student Federation), the most dynamic organization of the young people at the time, established a committee that will be exclusively work for keeping the Cyprus problem on the agenda... In this process, Adnan Menderes met with the members of this committee asking them to become a big society... This society has become one of the main dynamics together with the media in pumping up the sensitivity about the Cyprus subject among the people... Parkis Çerkesyan, a witness of the incident, tells that the people were rushing around saying that "wait the Greeks, we are coming," as the people were agitated to a maximum both nationalistically and religiously (Kaynar, 2015).

In sum, in the words of Gambetti: there are so many examples of "subcontracting the violence" which has gone out of the monopoly of the state (Gambetti, 2007, p.16). What makes this accumulation of experience – or the lynch culture according to some - that turns vigilante into lynch is: the persistence to forget easily and the tradition of tolerating or rationalization.

As a matter of fact, "lynch law" means lawlessness. It means exemption of some people from the law. It means the naturalization and legitimization of exempting some people from the law, i.e. the injustice and inequity. (Bora, 2015, p.9).

4. Deconstructive Reading of "Vigilante" with a Potential to Turn into a Lynch and Media

In social theory, agitation factor is underlined while describing the lynch – and/or the vigilante which transforms into lynch. A group of people have been assigned and mobilized by some who call them into action. By the newspapers' agitations saying "Who will them to stop?"... By provokers who tell directly "hit the crooks, what are you waiting for?"... By someone who manages to make himself angrier with hatred and make the first blow... (Bora, 2008, p.7)

Vigilantism is the act of punishing a person or a group of persons who behaved criminally from his/her own perspective so as to target the said person or group and which contains violence. In this action, the person or group that tends to have lynch action decides to determine the crime and the criminal and assumes to punish the criminal by his/their own way by eliminating the normative values on grounds that the law did not run as they wished and the criminal was not punished as it should be. The only medicine for lynch or vigilante is the full acceptance of lynch, social and public awareness, public conscience and citizenship ethics.

The history of Turkey, just on the contrary, is full of examples of suggestions by the "discourse elites" that the quality of becoming a nation and gaining moral courage could be gained by social violence when needed.

Negative Vigilante In Turkish Media As An Instance Of The Violence

American vigilantism has passed through three distinct incarnations over the last two hundred years: Classical vigilantism, neovigilantism, and pseudo-vigilantism. To this framework, this Article adds an additional category: fauxvigilantism. Faux-vigilantes are those individuals characterized by their detractors, the media, or themselves as vigilantes, but who fail to satisfy the definition of true vigilantes set out above. Lynch mobs, rioters, disturbed subway commuters, and numerous others" populate this category. These individuals are not true vigilantes and their actions fall beyond the scope of this essay. (Hine, 1998, p.1226).

This type of vigilante described by Hine as faux-vigilantes is the act of violence undermining the normative order with a high potential to turn into lynch as emerging in many countries including mainly patriarchal countries where the state frequently chooses share its monopoly to use violence.

The statements of the lynch-makers in vigilante actions seem to certify the close relationship of the subject with the public authorities. These statements are generally like this: "Here, we are helping the state and the army to preserve the peace and order. No one should dare to test our national values"...

In order to pave the ground for the lynch-makers or the vigilante with the provocation, we hear the expressions and concepts like "national furry", "bread and butter", "emergency state", "national survival", "fight for estate and livelihood", "righteous reaction of the people", "natural reflex", "tolerable due to the nobility of its motives", "substituting the deficiency in the will to punish the bandits," "patriotism of the people", etc. being voiced by both the discourse elites and the media.

As a matter of fact, it is by no means possible to trust in the ability of the public authorities to control the masses in vigilante incidents despite all the claims of the public authorities. This is because no one can know or guess when and where this anomalous mechanism of violence may stop. In this context, another premise of this study is the necessity to read the concept of "mass" and its dynamics in order to make a psycho-political assessment of vigilante. The factor of "mass psychology" is highly important in this type of vigilante where popularization tendency is very strong due to the support of the public authority and the discourse elites.

Persons who would never dare to do such a thing by their own destroy and vandalize with the courage of being altogether... As they flow together with the masses, they do not and cannot comprehend what they do is a crime, shame, sin, derogation, and they pass the threshold of modesty due to the attraction of being altogether. Sometimes, this looks like a sinister 'opportunity'... And it doesn't need to be directly related with the victim of the lynch action and his 'problem'; the burden of the accumulated dislikes, aggressiveness potential caused by the feeling of frustration is discharged on the target which it has found "empty". (Bora, 2015, pp.10-11)

In order to first examine the relationship of the lynch or vigilante concepts with the masses, we can choose to have some reading from Ross (1983, pp.172-173) who separates the lynchings into three main groups:

Mobs may be divided into seven classes determined by size, organization, modus operandi, and motives. These seven "species" may be grouped into three "genera": those deriving from permanent organizations; those that, while not associated with a permanent organization, show some advance planning or collusion among the mob members or their leaders; and those which are the wholly spontaneous, unplanned outgrowth of crowd excitement. The first of these has two species: the vigilante mob and the terrorist mob. The second has three species: the organized mob, the private mob, and the secret mob. Finally, there are two spontaneous species: the hue-and-cry mob and the mass mob. The hue-and-cry mob is named after the cries in a neighborhood in the Middle Ages aimed at giving the neighbors the signal that there is a criminal around. In modern times, there is a medium and mobs with a potential to convey this scream much stronger and more widespread: the media and the vigilante masses.

These are exactly the masses described by Le Bon and Freud as neurotic, pathologic and irrational in their theories on crowds. And right because of this character of the masses, one should definitely read the concept of "masses" and its dynamics very well while making the psycho-political

assessment of the vigilante. This is because it is not possible to believe in the ability of the authorities, who chose to share their monopoly of violence, to control the acts of vigilante, which have been experienced to have turned into acts of mass lynch.

Then, what is the relationship of the vigilante and the lynch with the media?

The fundamental dynamic of the vigilante or the lynch as an act of punishment is the same as the motives of the mass; i.e. the "agitation". One or more persons from among the people is mobilized by some people that call them into action. This call may sometimes come from the media saying "what are you waiting for?" or "who will tell them to stop?" or from a discourse elite or provoker who says that "here, this man!". The only way of the discourse elites to address the masses is the media.

Just like the public authority, media has a very important place in taking for granted and legitimizing the vigilante actions with the help of the slogans and expressions such as "national reflex", "bread and butter", "patriotism", "support for the law-enforcement", "a case for national survival", "worry of livelihood", "teaching a lesson to the bandits", "national feelings, running out of patience", "the nobility of the motives", "rightful reaction of the people", "manifestation of the political genius", "ummah consciousness", etc. In today's world, no government can rationalize or convey to the public acts of violence such vigilante acts without first taking the support of the media.

Presentation by even the most neutral media organs of the vigilante acts and their use of the hatred discourse with a pornographic appetite means the pursuance of the same political line as the vigilante or lynch. Moreover, there are two relationships between the generation of news and discourse by the media for the vigilante. Firstly, by rationalizing the hatred discourse or the vigilante and trying to lay the foundations of the agitation rights, the media both turns into a vigilante itself which shares the monopoly of violence with the government, and it mobilizes the vigilante by encouraging them with its discourse. Most of the hate crimes committed following the hate discourse discussed in the Turkish media in the name of national ethics, social values, national reflex, patriotism, etc. are examples of this.

4.1. The Example of "Yeni Akit Journal" in the Context of Negative Vigilante

The style used by Yeni Akit Journal in making the news of the vigilante actions, the language and tendency it employs have been subject to hermeneutical reading. The term 'hermeneutics' finds its roots from the Greek verb *hermeneuein* which means 'to interpret' and the noun *hermeneia* means 'interpretation'. And it is a philosophical intellectual discipline that concerns with the nature of the interpretation of human expressions. As the According to some philosophers, hermeneutics, is based on Hermes who is a mythological Greek deity.

"By a playful thinking that is more persuasive than the rigor of science," Heidegger tells us, the Greek words for interpreting and interpretation—*hermeneuein*, *hermeneia*--can be traced back to the god Hermes. However questionable the etymological connection between Hermes and *hermeneuein* may be, hermeneutics, as the art of understanding and of textual exegesis, does stand under the sign of Hermes. Hermes is messenger who brings the word from Zeus (God); thus, the early modern use of the term hermeneutics was in relation to methods of interpreting Holy Scripture. An interpreter brought to mortals the message from God. Although the usage was broadened in the eighteenth and nineteenth century to take in methods of understanding and explicating both sacred and secular texts from antiquity, the term "hermeneutics" continued to suggest an interpretation which discloses something hidden from ordinary understanding and mysterious. (Palmer, 1980)

Since the messages should be delivered after conversion into a format that could be comprehended by humans. Thus, Hermes has to practice his duty of being a messenger by interpreting the messages into something that the correspondents are able to understand. Hermes, while translating the messages into the language of the mortals, makes the messages to be conceived more easily by the correspondent mass by utilizing some instruments such as explanation and interpretation. Hermeneutics aims to find an esoteric meaning and to comprehend true narrative intentions of a text.

The reason for picking *Yeni Akit Journal* as the sample of this study is this paper's being always among the top – and mostly at the very top – of the list of the Discourse of Hatred in the Media and Discriminatory Language Reports prepared and published with the cooperation between Hrant Dink Foundation and Bilgi University since 2009. According to the January-April 2017 Report of the research for Monitoring the Hatred Discourse in the Media, for instance, a total of 783 'hate discourse' were detected in 39 national media organs, and *Yeni Akit* was identified as the paper with the highest number of hatred discourse. (Ensari, et. all., 2017, p.10).

In the context of the limitations of the study, *Yeni Akit's* adoption of negative vigilante to the extent to become a subject for the sharing of the violence monopoly with the government and its showing the persons, organizations or groups as target so as to trigger the vigilante actions or, in other words, its legitimization of violence, some of the headlines published in *Yeni Akit* have been assessed as example "headlines".

The headlines of *Akit Journal* on 17 January 2016 are: "Don't make it long; just discard these guys!" and "Perverts with Diploma". The text of the article calls the Council of Higher Education in the name of the aggrieved academicians during February 28 incident to "make what is required" for the "so-called academicians" "who signed the paper that back the terrorist acts". The article also contains expressions like "supporter of the terrorist organization", "so-called academicians", "Armenian-lover", "homosexual-sympathizer", "hard-core enemy of the religion" to describe the academicians.

The headline of *Yeni Akit Paper* on 28 December 2015 reads as follows: "Bring This Guy into Line". And it also makes a call to the relevant authority to take action. The content of the speech of Demirtaş, a member of Parliament at the time, on the establishment of the autonomy in Turkey was described as a challenge to the state and the national feelings and the relevant authority was called for lifting the legislative immunity of Demirtaş "who spoke like the head of a terrorist organization that tries to start a civil war in the country. And this call was delivered as the call of the unnamed citizens, academicians and politicians.

In the article which was published on 28 February 2017 with the heading "Give the Account of These Headlines" and "Doğan Should be the Suspect" Doğan Media Group Owner Aydın Doğan was indicated as the person causing the grievance of the victims of February 28 incident due to articles published in his media organs particularly in the context of the interview with the former Mayor Ali Nabi Koçak which was published during the February 28 incident.

The article published in 15 January 2015 edition of the paper with the heading "The Servants of the Dishonor" and "Infidels among Us" maintained that *Cumhuriyet Daily* financed by Aydın Doğan, Turgay Ciner, İnan Kırış and Gürbüz Çapan, "revealed its hatred of Islam once again by publishing the comics previously published by Charlie Hebdo. This latest scandal led to the reactions of "For Whom *Cumhuriyet* is Serving?". The article underlines that the paper repeatedly humiliated the religious feelings, and that it published the comics depicting that the verses of our holy book *Quran* were thrown into the garbage, and saying in conclusion that the end of this story will not be fine at all.

And in the article of *Yeni Akit* in its 7 September 2013 issue headed "Beasts are free at METU" and "The School Where the Perverts are the Most Comfortable" claimed that "Administration of the Middle East Technical University (METU) provide all convenience to the perverts while they just watch what is happening while the beasts attack the headscarf wearing students, and some group of people were accused of being "perverts" in the meaning of their contradiction with the national and ethical values.

In sum, it is seen in these headlines that social, national and religious feelings are agitated in some of them; people or group of people with a high potential to be otherized in Turkish society were shown as target by using their names in Turkish society; and the violence was legitimized or at least a language justifying the violence was used in some others. And this discourse calls the relevant authority onto duty mostly to punish the indicated target, providing directly or indirectly a legitimization to potential vigilante masses. As a matter of fact, it is stated in many of the articles

that the people are bothered by the subject matter which has been being criticized and/or shown as target in the article, and that it is indeed the people itself that is the source of the subject complaints.

5. Conclusion

There is a sheer inconsistency between the state of law and the vigilante, which is presented under the guise of heroism but has a potential to turn into mass lynch action very easily in whichever country. Vigilante or the law of lynch indeed means unlawfulness, and no one knows to whom and when this will cause a loss or hurt. This is because controlling an irregular war or an anomalous violence is very difficult for the public authority.

The situation is much more complicated and problematic if it is the media organs that try to legitimize the actions of those that aspire to become the irregular warfare device in the context of impact, power and potential whichever way it is presented. This is because, given the media organs' prevalence and their power to have impact, it will be next to impossible to measure or control the emerging inhibitor effect. It has been seen over and over again that the number of hate-crimes emerging when the media tends to use its power with an attitude to share the violence monopoly with the state has been very high in Turkey, too, as in elsewhere in the world. And however national, ethical, etc. the justification of these crimes, the possibility to tend towards all official authorities or group of people including the media organs too is not very far. All media practices should bear the responsibility to behave with this consciousness, and we should deconstruct each and every word like "vigilante" together with their sociological and historical context beyond their imminent meanings.

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Informative Content In Newspaper Advertisements: A Comparative Study Of Two Periods

Yasemin Bozkurt

1. Introduction

Advertisements, mainly functioning to convince, aim to influence a certain mass of people through a striking combination of text, sound and/or visual around a theme by addressing the mind and/or emotions of the consumer. Message content conveyed during the convincing process is quite important. Advertisement content is shaped by the target consumers' emotional or rational actions as well as their attitudes in their behaviors.

Advertisements aim to reach their target by starting out of the features of the particular society. Hence, there are discussions regarding the changes in the type, structure and content of advertisements due to the identity transformations, life style and consumption perception of Turkish society which is still under the influence of consumption culture. Some suggest that advertisements include short and essential messages which are cleverly expressed and which do not usually contain informative statements (Sutherland & Sylvester, 2004: 87). Criticisms in this context are that advertisements do not provide adequate information to enable consumers to make the right buying decision, and that they offer messages containing identities and images by relying on emotional content. This study starts off these criticisms and aims to clarify whether newspaper ads have undergone changes in time in terms of their informative content and information quantity in general as well as in the product categories.

2. Literature Review

Informative Content in Newspaper Advertisements

Each ad contains certain information to make consumers believe that the promoted product is the one to satisfy them by providing the best performance within competition. Consumers want to get enough information about the product they are going to buy. Studies in this context show that consumers want to see information in the ads (Laband, 1989). Information in advertisement brings to mind the price of the product as well as features such as performance, quality, and availability. Runyon (1984) suggests that information for consumers expresses more than these data and includes other concepts related to the product such as status, personality, image, prestige etc.

On the other hand, due to the informative and transformational differentiation used in creative message strategy, image advertisements which are considered not to contain information content are suggested not to provide a foundation for rational decision making. However these types of advertisements convey messages which are based on implication instead of direct ones. Image advertisements which offer a new life experience or fun actually convey information during this process (Sutherland & Sylvester, 2004: 180). Philip Nelson suggests that if an advertisement can convey the relation between product's function and the brand by creating awareness, if it conveys the message that the promoted brand is the best brand to buy, if it can also convey the features of the product to place that brand in the mind of the consumer and if it provides information to reduce risk and bring forth the benefits, this advertisement may be considered as informative (Dowling, 1980: 25).

Studies Aimed at Informative Content in Advertisement

There are numerous studies aimed at the informative content in advertisements. First of these studies was conducted by Resnik & Stern in 1977 and 14 information criteria (tips) expressing various information such as price, availability, product content were developed to determine the informative content. An advertisement was defined as informative if it contained one or more of these criteria.

This classification was used in all the other studies with the same subject with a few changes in some of the studies. Studies aiming at informative content are presented in Table 1.

Table 1. Literature Studies Aiming at Informative Content

Study Variable	Author (Year)
- Advertisement review on a single medium	Resnik & Stern (1977), Dowling (1980), , Renforth & Raved (1983), Aaker & Norris (1982), Tom, Calvert, Goolkatsian & Zumsteg (1985), Rice & Lue (1988), Stern & Resnik (1991), Abernety (1992), Pasadeos, Shoaker & Campbell (1992), Bigne, Royo & Cuenca (1993), Chan (1995), Tom (1995), Luk, Chan & Li (2002), , Patwardhan & Patwardhan (2007), Akan (2007), Akyol (2011), Nowakowski & Nowakoska (2016)
- Comparison of advertisements on two different media	Stern, Krugman & Resnik (1981), Healy & Kassarian (1983), Soley & Reid (1983), Bozkurt (2006)
- Comparison of advertisements by country (within similar or different cultures)	Septrup (1985), Madden, Cabalero & Matsukubo (1986), Hong, Muderrisoğlu & Zinkhan (1987), Martenson (1987), Johnstone, Kaynak & Sparkman (1987), Weinberger & Spotts (1989), Al-Deen (1991), Zandpou, Chang & Catalano (1992), Nevett (1992), Biswas, Olsen & Carlet (1992), Graham, Kamains & Oetomo (1993), Herpen et al., 2000), Uray & Burnaz (2001), Kansal (2013)
- Comparison of advertisements by year	Pollay, Zaichkowsky & Fryer (1980), Tom, Calvert, Goolkatsian & Zumsteg (1984), Chou, Franke & Wilcox (1987), Resnik & Stern (1991), Pelsmacker & Guens (1997), Chan & Chan (2002), Jones & Symthe, (2003), Suher (2006).

General findings of studies suggest that printed advertisements are more informative than TV & radio ads (e.g. Bozkurt, 2006); advertisements in developing countries are more informative than the ones in developed countries⁹ (e.g. Herpen et al., 2000) (comparisons with American ads in general) (e.g. Madden et al., 1986), local advertisements are more informative than national advertisements (e.g. Abernety, 1992), product advertisements which are at the entry level of the product life cycle are more informative than the ones at the other levels (e.g. Resnik & Stern, 1991) while comparisons between developed countries have led to varying results (e.g. Martenson, 1987).

The findings showed that there were certain factors influencing the quality and quantity of the information in the advertisement. It was found that the presence of informative content in an advertisement depends on the medium of the advertisement (e.g. Soley & Reid, 1983), its publication time (day, hours, business day or weekend) (e.g. Resnik & Stern, 1991), the position of the product in its life cycle (Resnik & Stern, 1991), product category (e.g. Chan, 1995), size of the printed advertisement (e.g. Jones & Smythe, 2003), the type of the medium (e.g. Abernety, 1992), the cultural structure of the society (e.g. Weinberger & Spotts, 1989), and what the product is (e.g. Abernety & Franke, 1996).

Studies Aimed at Informative Content in Advertisement with Time Comparison

⁹ Study by Noor Al-Deen (1991) is not included in this generalization since American ads are found more informative in that study.

There were few studies abroad and one study in Turkey in the literature review aimed at changes in informative content in time. One of those studies was conducted by Tom, Calvert, Goolkatsian & Zumsteg (1984) comparing TV advertisements broadcasted in 1975 and 1981, and they did not find an important change in terms of informativeness. Chou, Franke & Wilcox (1987), on the other hand, analyzed magazine advertisements published in America both with comparison and without comparison for the years 1970, 1975 and 1985. According to the findings of the study, there was no change in terms of informative content between these years.

Resnik & Stern (1991) conducted a study to analyze whether the informative content of TV advertisements have undergone changes in the last 10 years and determined that informative level has increased in time. Pelsmacker & Guens (1997) analyzed magazine advertisements in Belgium every ten years between 1975 and 1995, and found that informative content has decreased in time. Chan & Chan (2002), on the other hand, compared the findings of their study conducted in 1995 with the findings of their other study conducted in 2002. According to the results, informative advertisements decreased in time. Jones & Smythe (2003) conducted a study aimed at determining the change in printed advertisements in time and found that informative content increased between 1979 and 1989 while there was no significant increase between 1989 and 1999. Studying the change in informative content of advertisements in Turkey, Suher (2006) analyzed advertisements published in different magazines in 1964, 1970 and 2005, and determined an increase in the information content of the advertisements from the past to the recent years.

3. Aim of the Study

The present study aims to analyze whether there was a change in time in the general information level and content of newspaper advertisements published in Turkey, also according to their product categories. In this line, research questions of the study were developed as follows:

Research Question 1: Did newspaper advertisements in Turkey undergo any changes in time in terms of their information content?

Research Question 2: Are information content of the newspaper advertisements of today different from those of the past?

Research Question 3: Are information content of newspaper advertisements of today different from those of the past in terms of product categories?

4. Methodology

Methodology of the study consists of content analysis of newspaper advertisements. Sampling was used in the study due to certain limitations. 375 newspaper advertisements published in Hürriyet newspaper, the newspaper with the highest circulation rate in February and March 2017¹⁰, were included in the study and months were chosen randomly. A quarter section and larger advertisements were included in the sample in order to conduct the study adequately. Corporate advertisements (including ads of social responsibility campaigns), local advertisements, public advertisements and recurring advertisements were excluded. Analysis unit of the study consists of newspaper advertisements.

Coding Form and Collection of Data

Form used for content analysis consists of the product category and information content criteria for the advertisement. 14 information criteria developed by Resnik & Stern (1977; 1991) were used to collect the data related to information criteria which create a foundation for many other studies in literature. However Bozkurt (2006) has made some changes in the names of 3 information criteria as well as in the content of some criteria due to the inadequacy of operational definitions. In addition, 2 information criteria used by Septtrup (1985) and 2 other information criteria used by Luk et al. (2002) were added to the 14 information criteria. Finally, this study uses a coding form with 18 information

¹⁰ Circulation data were taken from Medyatava.com website and according to the data, Hürriyet Newspaper had a circulation rate of 322,182 between 13 and 19 February 2017 (<http://www.medyatava.com/tiraj/2017-02-13>).

criteria which was developed by Bozkurt in 2006 and 13 product categories. Two coders used the coding form with 83% reliability to fill in the data. 2017 data were analyzed through SPSS software and a comparison was made between the findings of Bozkurt's (2006) study and the ones found in this study.

4. Findings

4.1. Information Content Level of Advertisements Published in Both Periods

Advertisements which include 2 or more information criteria were considered as informative in the scope of the present study and the ones with one information criterion or none were considered as advertisements with no informative content.

Table 2. General Distribution of Advertisements According to Their Information Levels

		% (n=)
2006	Informative advertisements (with 2 or more information) %	93 (n=261)
	Advertisements with no information	7 (n=19)
2017	Informative advertisements (with 2 or more information) %	85 (n=319)
	Advertisements with no information	15 (n=56)

According to the findings of the study, 93% (n=261) of the advertisements published in 2006 contained two or more informative content while 85% (n=319) of the advertisements published in 2017 contained minimum two information criteria. On the other hand, 7% (n=19) of the newspaper ads published in 2006 and 15% (n=56) of the newspaper ads published in 2017 were found not informative.

4.1.1. Rates of Numbers of Information Criteria Contained in Advertisements

Table 3 presents the numbers of information criteria included in newspaper advertisements in two different periods.

Table 3. Rates of Numbers of Information Criteria Contained in Advertisements (%)

Year	Number of Advertisements	Number of Information Criteria in the Advertisement			
		1 (%)	2 (%)	3 (%)	4 (%)
2006	280	6	14	37	42
2017	375	9	15	24	46

Findings show that 6% of 280 ads in 2006 had one, 14% had two, 37% had three and 42% had four or more information criteria while 9% of 375 ads in 2017 had one, 15% had two, 24% had three and 46% had four or more information criteria. As a result, maximum four or more information criteria were given through the advertisements in both years and the rates were similar.

4.2. Information Content of Advertisements

Below table shows rates of newspaper advertisements which had 10% and higher information criteria in 2006 and 2017.

Table 4. General Distribution of Information Criteria Contained in Newspaper Advertisements

2006		2017	
<i>Information Criteria</i>	Rate of Information Criteria of Ads (%)	<i>Information Criteria</i>	Rate of Information Criteria of Ads (%)
1. Corporate information	53	1. Product's content and parts	50
2. Availability of the product/service and conditions to provide the service	44	2. Availability of the product/service and conditions to provide the service	46
3. Warranty conditions, after sales services and customer services	43	3. Works related to sales promotion (suggestions)	42
4. Product's content and parts	40	4. Warranty conditions, after sales services and customer services	36
5. Works related to sales promotion (suggestions)	36	5. Price-value	33
6. Product varieties	27	6. Product varieties	27
7. Price-value	22	7. Qualities and features (quality)	25
8. Performance	17	8. Performance	24
9. Packaging/shape	10	9. Corporate information	24

According to the findings, first five criteria found in the advertisements published in 2006 were, respectively, corporate information (53%), availability of the product/service (44%), warranty conditions (43%), product's content and parts (39%), and works related to sales promotion (35%). And first five criteria found in the advertisements published in 2017 were, respectively, product's content and parts (50%), availability of the product/service (46%), works related to sales promotion (42%), warranty conditions (36%), and price/value (33%).

In comparison, both periods had advertisements with the same four criteria within the first five criteria. These were availability of the product/service and conditions to provide the service; warranty conditions, after sales services and customer services; product's content and parts; and works related to sales promotion. On the other hand, the most found information criterion in newspaper advertisements of 2006 was corporate information (53%) while this was product's content and parts (50%) in 2017.

Findings of the study also show that certain information criteria were found to be fewer or non-existing in the advertisements belonging to both years. Among these, there are packaging/shape, usage conditions and places, acknowledgement of the product/service by authorized organizations and institutions, new ideas, country, region and locality information, independent research, features addressing senses, firm research and nutritional value of the product.

4.3. Level of Information Content Contained in Advertisements by Product Categories

Table 5 presents whether information content levels of newspaper advertisements differ according to their product categories in time.

Table 5. Distribution of Information Content of Advertisements by Product Categories

Year	2006			2017		
	Numb	Ads without Information %	Ads with Information %	Numbe	Ads without Information %	Ads with Information %
Total	280	7	93	375	15	85
Health	11	0	100	1	0	100
Education	1	0	100	4	43	57
Home appliances, durable consumer goods	13	0	100	23	4	96
Personal Care and Cosmetics	6	0	100	10	0	100
Retail Store Brands	10	0	100	38	0	100
Information/Communication Technologies	32	0	100	13	19	81
Automotive/Byproducts	88	3	97	59	12	88
Furniture/Home Decoration/Construction	17	6	94	33	3	97
Financial Services	37	8	92	38	10	90
Entertainment & Media	36	9	91	75	25	75
Textile/Accessories	16	31	69	9	44	56
Food	11	36	64	7	22	78
Cleaning Supplies	0	0	0	2	0	100
Other	2	0	100	6	14	86

Advertisements published in 2006 are observed to be concentrated on automotive/byproducts (n=88), financial services (n=37), entertainment/media (n=36) and information/communication technologies. Advertisements published in 2017, on the other hand, appear to be concentrated on entertainment/media (n=75), automotive/byproducts (n=59), financial services (n=38) and retail store brands (n=33). When two periods are compared, we may suggest that same product categories have higher number of ads in both periods, except information/communication technologies in 2006 and retail store brands in 2017. Both periods show fewer or none newspaper advertisements in product categories of education, health, cleaning supplies, food and personal care/cosmetics.

When information levels contained in the categories are observed, information levels of newspaper advertisements of both years by all the product categories included in the study are seen to be higher than 50%. One of the most striking findings was that today's advertisements have a lower level of information compared to the advertisements of the past. Only a few categories showed increase out of all the product categories and these were food, cleaning supplies and furniture/home decoration/construction.

4.3.1. Distribution of Information Criteria in Advertisements by Product Categories

This section of the study analyzes distribution of information criteria contained in advertisements according to product categories in both periods. Analysis found in this section were conducted by

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taking ads with four or more information criteria into consideration due to higher level of information and ease of analysis by comparison based on a criterion.

Table 6. Distribution of Information Criteria Contained in Advertisements by Product Categories

	2006					2017				
	Number of Information Criteria in the Advertisements					Number of Information Criteria in the Advertisements				
	Number of Ads	1 (%)	2 (%)	3 (%)	4 + (%)	Number of Ads	1 (%)	2 (%)	3 (%)	4 + (%)
Total	280	6	10	25	58	375	9	15	24	46
Health	11	0	0	18	82	1	0	100	0	0
Information/Communication Technologies	32	0	13	9	78	16	6	13	19	50
Home appliances, durable consumer goods	13	0	0	23	77	24	4	0	25	71
Automotive/Byproducts	88	3	8	15	74	68	9	15	28	44
Furniture/Home Decoration	17	6	6	24	65	34	0	15	24	59
Retail Store Brands	10	0	10	30	60	38	0	11	11	79
Financial Services	37	8	11	35	46	42	7	26	45	19
Entertainment & Media	36	6	17	42	33	100	16	16	19	40
Food	11	27	9	27	27	9	0	11	11	56
Textile/Accessories	16	31	19	31	19	16	19	13	31	13
Personal Care and Cosmetics	6	0	33	50	17	10	0	30	0	70
Education	1	0	0	100	0	7	29	14	0	43
Other	2	0	0	50	50	7	0	29	29	14
Cleaning Supplies	0	0	0	0	0	2	0	0	50	50

In both periods, product categories with high level of information criteria (more than 50%) were retail store brands, home appliances/durable consumer goods, furniture/home decoration and information/communication technologies. When detailed comparisons are taken into account, some categories are observed to decrease in information levels while others increase in time. Information levels decreased in automotive/byproducts, furniture/home decoration/construction, home appliances and durable consumer goods, health care, information/communication technologies and financial services. On the other hand, information levels increased in time in retail store brands, entertainment/media, food, personal care and cosmetics, education and cleaning supplies.

4.3.2. Distribution of Information Criteria Contained in Advertisements by Product Categories

This section of the study analyzes which information criteria were used more intensely in advertisements in both years and whether there were any changes in these criteria in time. Analysis of the findings considered three information criteria most frequently used in each product category. Table 7 presents data of 2006 and 2017.

For example, in the category of financial services, most included information criteria were warranty conditions (73%), corporate information (70%) and availability of the product/service (60%) information in 2006 while in 2017 the same category most frequently included availability of the product/service (60%), product's content and parts (48%) and warranty conditions (79%). In entertainment/media category, advertisements intensely included information on product's content and parts (64%); corporate information (64%) and availability of the product/service (58%) in 2006

while in 2017, information on price/value and sales promotion (32%) replaced corporate information. In information/communication technologies, advertisements mostly included sales promotion (78%), availability of the product/service, warranty conditions and corporate information (75%) in 2006. However, all the information is observed to change in 2017, and product content and parts (56%), performance (44%) and sales promotion (50%) information were offered. Another category to experience change in their information content in time was automotive/byproducts. In 2006, consumers were provided with corporate information (80%), warranty conditions (78%) and availability of the product/service (71%) while in 2017, information on performance (46%) and product/service content (43%) were provided along with information on warranty conditions (42%). When the findings are assessed in general, both periods are observed to have advertisements that heavily contain information criteria on warranty conditions, availability of the product/service, sales promotion, and product content and parts. However, there was no information criterion that was found in all the product categories. Both periods are observed to have similar criteria in general and again similar criteria were never found in the advertisements.

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Table 7. Distribution of Information Criteria Types by Product Categories (% 2006-2017)

Information Criterion	Price-value	Qualities and features (quality)	Performance	Product's content and parts	Availability of the product/service and conditions to provide the services	Works related to sales promotion (suggestions)	Features addressing to senses	Nutritional value	Packaging / shape	Warranty conditions, after sales services and customer services	Independent research	Firm research	New ideas	Usage conditions and places	Product varieties	Corporate information	product by authorized organizations and	Country, region, locality information	Other
Home appliances, durable consumer goods	23/42	23/38	31/50	39/42	77/17	54/88	0/0	0/0	0/0	69/79	0/4	0/4	8/4	0/8	31/29	92/63	23/0	0/0	0/9
Financial Services	3/5	0/7	5/26	11/48	60/60	51/33	0/0	0/0	0/0	73/48	8/2	0/0	0/2	35/2	11/12	70/19	3/2	0/2	0/8
Personal Care and Cosmetics	0/20	0/40	50/60	50/70	50/50	67/20	0/0	0/10	0/10	17/0	0/0	0/0	0/10	0/20	33/40	33/20	0/10	0/0	0/11
Textile/Accesories	19/19	0/6	6/13	0/13	38/38	69/100	0/0	0/0	6/0	25/6	0/0	0/0	0/0	6/6	19/31	56/6	0/6	0/0	0/0
Food	0/0	9/56	9/33	27/45	27/33	0/22	0/0	0/22	18/33	46/11	9/11	0/0	9/22	18/0	27/11	46/33	9/0	0/0	0/25
Entertainment & Media	25/32	3/12	6/7	64/59	58/63	33/32	3/0	0/0	0/2	42/24	0/1	0/0	3/1	3/4	28/29	64/14	6/3	0/1	0/8

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Information/Communication Technologies	34/25	0/31	3/44	56/56	75/31	78/50	0/0	0/0	6/6	75/31	1/0	0/0	0/6	16/0	63/31	75/25	3/13	0/6	0/7
Furniture/Home Decoration	12/44	6/65	6/12	47/35	88/38	53/50	0/0	0/0	0/9	88/53	0/0	0/0	6/0	6/0	47/21	59/47	18/3	0/0	0/17
Automotive/Byproducts	53/34	13/31	14/46	43/43	71/39	40/36	0/0	0/0	5/9	78/42	1/5	1/0	2/0	1/0	21/8	80/31	14/15	4/2	0/29
Education	0/14	0/14	0/0	0/43	100/88	100/0	0/0	0/0	0/0	100/43	0/0	0/0	0/0	0/14	0/0	0/14	0/0	0/0	0/0
Health	9/0	0/0	0/0	55/0	100/100	46/0	0/0	0/0	27/0	91/100	9/0	0/0	0/0	0/0	27/0	73/0	9/0	0/0	0/0
Cleaning Supplies	60/0	0/100	0/100	60/50	80/0	70/0	0/0	0/0	0/0	50/0	0/0	0/0	0/0	0/0	20/0	70/100	10/0	0/0	0/0
Retail Store Brands	29/79	0/18	100/8	50/79	50/42	0/71	0/0	0/0	0/24	50/37	0/0	0/0	0/0	50/0	0/0	50/8	0/0	0/0	0/0
Other	0/15	0/0	0/25	0/25	100/15	100/15	0/0	0/0	0/0	100/15	0/0	0/0	0/15	0/0	0/0	0/50	0/0	0/0	0/0

5. Discussion and Further Research

A new criticism environment emerged in advertising with the differentiation in message content of advertising strategies, going towards more emotion-oriented and image-based strategies together with the post-modern period. Among criticisms, there are arguments stating that advertisements do not provide concrete and tangible information to enable consumers to rationally compare products by ignoring their informative function increasingly. Does this mean that advertisements with emotional content and visuals do not provide any information or provide insignificant message content?

The findings of the present study have various answers for the above mentioned criticisms against advertisements. According to these findings, advertisements still function as informative, providing various informative messages for the consumers. Findings of the study show that newspaper advertisements in both periods contain high level information about product/service. Moreover, these highly informative newspaper ads contain four or more information criteria that could support consumers in making the right choice with satisfying purchase decisions. These results support the findings of Uray & Burnaz (2001). Although advertisements today have a high level of advertising content, the information content and number of ads with this content are seen to have slightly dropped compared to the past. This fact relatively validates critical arguments. These findings indicate the answer to the first research question.

The results of this study show that information criteria used intensely in advertisements to influence and convince consumers have not change in time and same information are still provided with a slight difference. Most frequently used information criteria in both periods were specified as product content and parts, availability of the product/service and conditions to provide service, works related to sales promotion, warranty conditions, after sales services and customer services. Corporate information which was used quite frequently in the past are determined not to be used that frequently in today's advertisements. These findings are considered to be related to the opinions of advertisers inclined towards thinking that corporate image would not benefit them in convincing today's consumers since they have become more inquisitive compared to the past and that information related to the product alone could be effective in doing so. Because now, they expect more from a product compared to the past. And they prefer to know where to look for detailed information on the products they are interested and like, and which conditions are there to meet in order to benefit from the provided service. For example, it is not enough to share addresses or phone numbers with the consumers now. Being familiar with technology and spending almost their life in social media through technological tools, today's consumer is inclined to prefer businesses and their brands which communicate with them in an active and different way.

Consumers have a more assurance inclined attitude compared to the past and they expect product warranty and after sales services against the risk they take especially for the products with high risk and high amount of payment. They want to know that the relation they establish with the businesses through purchasing will continue; that the businesses will stay behind their products even after the purchase and that they have services showing that they care about their customers. Businesses are observed to work towards sales promotion intensely both in the past and today due to reasons such as decreasing differences between products/services, not having differentiating features in the advertisement messages, consumers' expectations of gifts even during the purchase process, and expectations of businesses to increase their sales dramatically. Activities to promote sales are frequently reflected in advertisement messages to achieve their aim by informing consumers. These findings constitute the answer to second research question.

When information content of advertisements are analyzed according to product categories, advertisements of both 2006 and 2017 are observed to concentrate information on categories of entertainment/media, automotive/byproducts and financial services. Advertisements of hotels and entertainment venues are seen to be increased in numbers due to the school holiday in February and to reach consumers who want to take a vacation and to plan their summer holiday in advance in March when tourism industry starts advertising for the summer season. In addition, this is also a period in which media starts advertising their TV shows both to benefit from holiday season and to gain a competitive advantage in the industry. Similarly, the discount provided by the government in

the automotive industry in both periods and special discount campaigns conducted by automotive companies were also reflected in the advertisement content and all these contributed to the increase of advertisements in the automotive category. One of the most frequently encountered product categories is financial services. Advertisement numbers in this product category were influenced by the continuous loan needs of different demographical groups for different reasons and high affinity for both loan and insurance services.

The findings of the study show that information levels and included information criteria of advertisements in both periods were high in all product categories. However, comparison between information levels of product categories in both years show that today's advertisements have lower information levels compared to the past period. Information levels are observed to decrease even in categories with high affinity from consumers, with high risk perception in psychological and financial terms, and with the possibility of conveying detailed information. The decrease in these information levels in time shows that advertisements were inclined towards more emotional and image-oriented content. Although advertisements continued to provide information for the consumers, consumers' tendency towards expressing themselves through certain metaphors, indicating their statuses, preferring psychological benefits of the products such as being liked, loved or noticed rather than their functional benefits and increasing importance of visual qualities may have influenced the slow shift in advertising from informative content to transformational content.

High information content and similar ad information with slight differences in the same categories in both years, on the other hand, shows that consumers act rationally and sensitively in the product categories which could have a direct influence on human life and life style by creating high affinity, high financial risk and psychological tension. And this, in turn, is reflected in advertisement content as high information levels. These findings constitute the answer to the third research question.

Finally, findings of studies aimed at advertisement content, including this study, show that message content conveyed to the consumer through advertisements are quite satisfying in terms of information. Future research is recommended to be conducted with comparison of message strategies and information content in order to be able to see the situation more clearly. And new studies could be conducted with more data by widening the time frame and increasing the number of media tools (for example, including more newspapers) to exceed the limitations of this study. In addition, advertisement industry started to use internet advertising applications more intensely due to the virtual lives established on internet environment and more time spent on the internet. In this context, information content analyses could be conducted by comparing media tools including internet and other media.

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A Semiological Examination Of Advertisements That Have Been Translated Into Turkish

Sueda Özbent

1. Introduction

In the globalised world of today companies are in need of advertisements that appeal to a wider audience in order to better market their products. In a market where competition is rife companies are compelled to think globally but act locally in order to be able to sell the product to the target audience. This situation brings to the forefront the need for more translations to be carried out. In this sense, it is becoming more and more apparent that advertisement translation which requires a certain type of specialism is more in need than ever. In order to be able to undertake advertisement translation, a translator needs to possess knowledge of translation methods, translation techniques and various languages and translation pragmatics in addition to possessing knowledge of marketing. The success of marketing techniques depends on the right strategy, the right communication, branding and an innovative outlook. This type of translation has to be approached differently because it also comprises of visual objects as well as advertising text. Aural items accompany verbal and visual items in advertisements aired on radio and television. All of these companions interact with each other to awaken a desire in the customer to purchase the product.

2. Visuals in Advertisements

Brands design certain symbols and colours to be used at a global magnitude. In terms of advertisement translation, a semiological approach is necessary in order for much of the unspoken to be evoked in addition to what is voiced verbally in order to ensure that the advertisement lingers in the mind. This study was conceived upon the notion that it is strategic practice that aims to sell well the product of advertisement text. Advertisements which have been prepared with great mastery in order to seduce the customer settle in the subconscious of individuals through the symbols that carry secret meanings. How these visually adorned texts that embody a special function can be examined from a semiological perspective will be demonstrated through an examination of advertisements that have been translated into Turkish. With this aim in mind, the theoretic perspective that began with Saussure will be scrutinised in order to assess the implementability of this perspective on advertisements. The ideas of Peirce, Barthes and Greimas who have undertaken studies on advertisements will serve as a guide to this study.

3. Advertisement Text

An Advertisement is defined by the Economics Terms Dictionary (ETD) as “one of the sales enhancing activities of a company that is aimed at increasing the demand for its own commodity through having an effect on the tastes and preferences of consumers” (TDK Economics Terms Dictionary 2004). Advertisements also possess various characteristics in terms of use of language. Eco (1972) stresses that advertisement text should be action based and contain persuasive content. In accordance with Reiß’s text typology intended for the purposes of translation, action based advertisements are referred to as *operational texts*. The aim is to determine the behaviour of the target audience and to market the product to be advertised in the best possible way to ensure excellent sales through persuasion of the target audience. The thought that lies at the heart of the Skopos (Vermeer) theory is that the advertisement translation in the target language and culture should be as functional as it is in the language and culture of origin. Each text is created for a purpose. Vermeer (1990) argued that the translation in accordance with this aim, should provide functionality for the recipients of the target culture. The universal purpose of advertisements is to sell the product they market. According to the theory *Translational Actions: Theories and methods* developed by the professional translator Holz-Mäntäri, who manages to establish communication between two sides who do not speak the same language, it is obligatory that the participants should also be given due consideration within the

framework of the purpose of executing the translation. Participants are designated as the following; an initiator, a commissioner, a source text producer, a target text producer, a target text user and a target text receiver. A translational action should be undertaken with intercultural communication also considering the target culture and norms. Holz-Müntari developed this model taking into account the needs of the world of business and defines translation as an action that is realised through an aim where a socio-cultural context can be identified. The purpose of the action is determined by society that is based upon the division of labour (Eruz, 2003, p. 53). Reiß recommends the methods of modulation (a shift in perspective) and adaptation (conformation) in order for the action-based vocation that lies at the heart of the *operational text* to be able to be operationally transferred. Upon an examination of the translations of advertisement it is evident that the *localisation method* is deemed as being necessary and thus adopted, despite the cost involved. This is because in order for a product to sell, the target audience feeling affinity for and showing a preference for the product is of the utmost importance. The reasoning for this method being preferred is that it ensures virtual equivalency. According to Koller (2011), in order for virtual equivalency to be achieved, the translation should be adapted to the audience of the target language. The aim of the science of translation is to ensure the creation of the principles for virtual equivalency through analysing the communicative conditions that apply to the target audience. Where this type of text translation is concerned, factors both internal to and external to the text and the interaction between both, should be taken into consideration. In such texts the visual objects that possess the characteristic of very specific functionality, interact with linguistic objects and thus give way to very specific reinterpretation processes. "The audience perceives as one the meanings of linguistic and non-linguistic signs found in advertisement films. Advertisements benefit especially from the use of cultural-specific language and the selection of specific narrative possibilities that ensure associations are evoked." (Günay Köprülü/ Oğuz, 2016, p. 273).

4. The Semiological Approach

Semiotics (sémiotique) is a discipline that studies sign and was developed contemporaneously by Ferdinand de Saussure in Europe (structuralist semiotics) and Charles S. Peirce in America (Pragmatical semiotics) at the beginning of the 20th century. "A sign, generally speaking, is representative of something external to it and is defined as any shape, object or phenomenon that thereby has the quality to fill the place of this thing that is represented. In line with this point of view, words, symbols, etc. are characterised as signs." (Rifat 2014: 11). Saussure argues that a sign comprises of the signified (Ger. Significate, Fr. signifié) and the signifier (Ger. Signifikant, Fr. signifiant). "Language is a register of signs...the components that combine the signs (signified and signifier) is not a natural bond, it is arbitrary or motiveless and nominal." (Vardar 1980: 86) Peirce pondered upon the logical functionality of signs and argued that a sign consisted of an object, interpretant and representatum. "Peirce's 'representatum' is in response to Saussure's signifier however Peirce in contrast to Saussure, argued that the signified separates the object and interpretant into two parts" (Dervişcemaloğlu 2008: 5). Peirce (1966) emphasises that the concept of the *interpretant* does not represent a person. "A person thinks with signs ...thought is a sign. One of the fundamental characteristics of a sign is that it always makes reference to another sign. Therefore 'an idea' interprets the sign and it is a sign that makes reference to another idea. [...] the moment of our thoughts can be each can be considered to be a sign." (Kıran/Kıran 2010: 321-322). The other important triple distinction by Peirce is in terms of *icons*, *indices* and *symbols* and can be considered to be important from the perspective of advertisements:

- **Icon**, directly represents what it specifies, a very defined similarity exists between the signifier and signified. This can be illustrated through the example of a pen line that represents a geometrical line, a picture (with the exception of abstract pictures) or a photograph. For example, an interpretant cannot create the similarity between a photograph (signifier) and the person in the photograph (signified); a bond of an iconic nature already exists. Toklu (2003) states that words of a metaphoric, emulating and reflective nature should be considered within the context of this type of signs. This is because in such linguistic structures a type of picture is created with words. (for example, is in the

expression of ‘as easy as falling off a log’). This can be used as an image in the advertisement of a product.

- **Index**, are signs that do not have a role in the agreement based relationship between the sign and the signified or in the similarity found between signs as with icons. However, it is one of the signs that plays a role in the cause and effect relationship. For example, smoke (signifier) is the sign of fire (signified). The physical bond between smoke and fire exists independently of the interpretant and is evident through experience. The sign relies on the true association between two elements. Societal and cultural signs are used to reinforce how long lasting, value for money, good quality, superior etc. a product in advertisements is.

- **Symbol**, the relationship between the signifier and signified is one that is based upon mutuality and culture. A cause and effect and similarity relationship does not exist between the object and the symbol. With no interpretant, the symbol loses its sign characteristics. The scales symbol represents justice. The language we use to communicate is the most illustrative example in terms of symbols. Communication is possible because all members of society are aware of the mutuality between the word and object. An advertisement can cast a symbolic layer to the product.

The iconic sign is a method frequently used in indication and symbolic advertising. For example, a young woman comes home with the “I’m coming home” song playing in the background in the Dr. Oetker pudding advertisement. The smell of the pudding evokes memories of the old days and she is happy to be back in her parents’ home.¹¹ The visuals that appear in this advertisement (*iconic signs*), make reference (*indication*) to the good old days through evoking association and represent the dessert brand; the red-white silhouette is a depiction of the daughter of a commercial artist and symbolises the brand and “Dr. Oetker” written in navy script is the *symbol*. Likewise, the same theme is employed in the Dr. Oetker supangle advertisement. Upon seeing the supangle, the children of a working mother think that their grandmother has come to visit whereas the husband thinks that his mother has come.¹² Dr. Oetker supangle evokes association with the delicious pudding made by grandmothers. Dr. Oetker in his advertisements brings to mind the quality and breadth of experience of the product as much as the nice smell that makes memories through the warm family atmosphere through the dessert evoking a homely feeling. Iconic signs such as pictures and photographs can also contain connotation assertions. This topic will be discussed at more length later on. Eđit (2003: 117ff) in a detailed study carried out on iconic signs identifies five types of iconic sign: those that accompany headings, those used as denotations, those used as a substitute for sentence elements, pro-formas that make reference to iconic signs and those that form the link between word games and headings and iconic signs. In training exercises, the fact that iconic signs appeal directly to the consumer and that special meanings which increase the value of the product are attached to the product, is stressed. The images used in the poster are polysemous and are interpreted in line with culture and cannot be considered to be universal. This is why the advertiser uses linguistic signs with the aim of ensuring anchorage in order to be able to operationalise the target audience. This ensures that interpretation that arises from the interaction between the photograph and heading is achieved:

“When text and picture co-occur in the printed media, the most frequent relation between them is what Barthes refers to as *anchorage*. The text (a caption, say) provides the link between the Picture and the Situation in space and time which cannot be established through purely visual means of expression. (In fact Barthes meant the term to cover not just deictic anchorage, but anything in the text which anchors the Picture in reality and helps us to interpret it.) At the same time, the text also selects one of several possible interpretations of the Picture, and for this reason it is true to say that whereas a Picture in itself is always neutral, a picture with a caption never is.” (Vestergaard & Schröder, 1985, p. 34)

The product for which the advertisement acts as a substitute for a dream, a longing, an ideal or emotion. The consumer tries to make sense of this fantasy world where expression from real life

¹¹ <https://www.youtube.com/watch?v=rKBhEN86mX0>

¹² <https://www.youtube.com/watch?v=HcvaGV7VSO4>

are used. In reality, advertisements do not furnish consumers with precise information and they consciously do not provide complete data. On the contrary, the aim is to confuse the consumer, to seize upon a moment of weakness and to persuade the consumer to prefer the product. The French semiologist Roland Barthes who studied semiotics and advertisements stressed meaning and interpretation on two levels. Barthes embarked on forming his ideas from Saussure's views and can be characterised as *denotation* in short which is the level that Saussure worked upon. Whereas Barthes studied the secondary signified in other words the connotation signified.

"The connotation sign is the representation of the interaction that occurs when the users' emotions, excitements and cultural values meet. This is the moment when these meanings move towards subjectivity or at the very least intersubjectivity: this moment is as much influenced by the object or the sign as it is by the interpretant. According to Barthes, the most important factor in the connotation is the signifier at one first level." (Fiske, 1990/ 2003, p. 116)

Barthes uses the *myth* concept to explain the functioning of the signs connotations at the second level. "A *myth* is a story that explains or provides understanding of certain outlooks of a culture, reality or of nature." (Fiske, 1990/ 2003, p. 118). According to Barthes, myth is a metalanguage it is the cultural path to conceptualising or understanding something one has been pondering over. These concepts are closely related to one another, their meanings rest upon culture and context and in addition to being a reflection of societal values, they do not represent all members of society equally and in one sense are individualistic. The myth takes its place above the current sign system. Barthes (1969) states that the myth is a special second system that is formed on the semiological chain that was in existence before. The sign in the first system (a notion or picture associations) becomes the signifier in the second system. The matter in the myth (language, photographs, portraits, posters, ritual posters etc.) regardless of how diverse and different they are only having an expressive function once the myth is engaged. Barthes (1969) took his views to the next level which is shown in the diagram below:

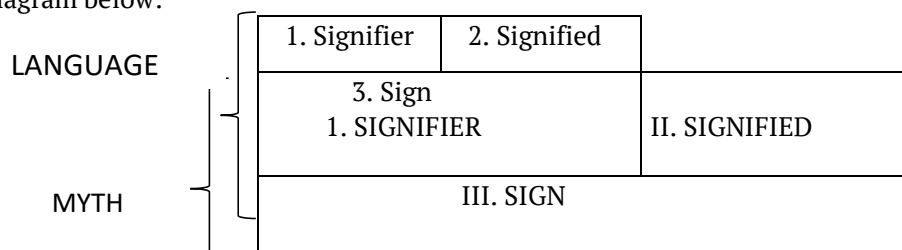


Diagram 1: Barthes (1969: 152)

In a photograph or a poster, the object is a sign that has a literal meaning in the first system. In the second system this sign converts into a signifier of a connotation sign (myth). At this stage connotation has transformed into an ideology. Myths are dynamic and are continuously revised and myths of old times have been replaced with myths of contemporary society that evoke societal status. The brand of a watch an individual chooses, the outfit worn, shoes, mobile telephone used and automobile driven all provide information on many areas such as social status, economic standing, life style etc. The easiest way to reaching out to these life styles is to purchase a product or service. Recent times have witnessed a surge in the number of advertisements that we can characterise as *green myth* that come under the umbrella of protecting natural resources and nature. This is due to the fact that environmentally friendly products are preferred in today's society. The influence of advertisements on such preferences should not be underestimated. Companies that wish to sell their product reach out to the consumer through advertisements using various channels (such as posters, printed media, radio and television). The advertisement is perceived and interpreted by the consumer as a whole. Moreover, the consumer perceives as a whole the communication it receives from various channels. The target audience evaluates the jingle and music ringing in his ears of the advertisement and the advertisement film and posters which are engraved on his memory. When making such an evaluation the consumer has in the corner of his mind fast changing myths that are in harmony with

A Semiological Examination Of Advertisements That Have Been Translated Into Turkish

an understanding of modern global consumerism. As myths are expended a cultural phenomenon that will create new ones takes their place.

5. A Semiological Analysis Experiment

The Ford Focus advertisement will be used as a case study in light of the hypotheses expounded by the semiological test and the message imparted is through the interaction of visual and linguistic communication. It is always aimed that the images in an advertisement be striking and mesmerising. In this visual, the Ford Focus brand can be seen in front of the silver automobile slightly to the side angle and in the middle of the poster from the side angle, again slightly in front of the automobile and a seated cello playing blonde smartly dressed high-heeled black shoes wearing woman features in the visual. Despite the woman wearing a masculine cut of suit, the naked front of her feet evoke understated female sexuality. However, it is not a form of sexuality that has been previously been employed in automobile advertisements of the past years. It is pleasing to that women are no longer considered to be automobile accessories.



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ugh blonde hair is very common in Europe, in Turkish society it is distinctive and in terms of hair colour represents attractiveness. This is why the Turkish poster is more effective in comparison to the English poster. Even though it is an automobile that appeals more to men, the advertisement stresses that the Ford Focus is a model that can also be used by women. The fact that the cello is composed of automobile parts is also of importance. The heading of the poster is written in white script and is placed at the top. “The New Beautifully Arranged Ford Focus” has been successfully translated to Turkish as “Every part has been re-interpreted.” The word “Arranged” has been translated to Turkish as “Interpreted” and conveys with success both meanings through connotation. The sentence that forms the heading is simple but with the right choice of words appeals to an exclusive audience. The concept of “interpretation” in Turkish is also used for the field of design as well as for music. Likewise, the interaction between the visual element and the linguistic communication identifies with both meanings of the word. It is emphasised that all of the automobile’s parts have been re-designed and that it is literally a piece of art. The message that the advertisement wishes to convey is that the automobile is a product of the latest technology and that each part, like as in an orchestra,

¹³ <https://www.gtplanet.net/forum/threads/global-rallycross-championship-season-2-sign-ups-powered-by-core.291105/page-61> (15.2.2016)

<https://myspace.com/vanessafreebairnsmith/mixes/classic-my-photos-387636/photo/116154826> (15.2.2016)

works in unison with each other and that like the musical instrument in the advertisement, the automobile has been produced with care and works harmoniously. The fact that a woman is playing the cello stresses the elegance, impeccable taste and design of the automobile. Ford aired an advertisement in which the instruments are made of automobile parts and an orchestra executing the piece can be seen in the advertisement.¹⁴ In the poster, tones that go from pale blue to silver dominate. The Ford symbol is oval and its colour is pale blue with white gothic handwriting. Blue represents such meanings as tranquillity, peacefulness, dynamism, satisfaction. Whereas silver can be taken to represent the speed of the automobile.

	SIGN	SIGNIFIER	SIGNIFIED
HEADING	The New Beautifully Arranged Ford Focus	Written at the top of the advertisement	Exclusive design, literally like a piece of art
VISUAL COMPONENT	1) Silver coloured Ford Focus 2) A person 3) A musical instrument	1) A Ford brand luxury family automobile 2) Blonde, high heels wearing, naked feet, suited female musician 3) Cello	1) Luxurious, cosy, comfortable, spacious and safe 2) Understated sexuality 3) Art
SLOGAN	“New Ford Focus” “Feel the difference”	Lower right corner, above the Ford logo	Distinct, innovation, progressiveness, a constant process of change
LOGO	1)The Ford logo is the brands symbol 2) The Koç logo	New Ford Focus, is written at the lower right hand corner on blue oval background with gothic handwriting. A striking red colour is also used.	Innovation, standing out from the rest, good quality foreign automobile brand Turkey distributor

Diagram 2: Semiological Elements

This is because silver is the colour that an automobile can win a race with. The colour grey evokes association with technology and exclusiveness. As a sign, the message of the colours used is that Ford Focus is a comfortable family automobile and a technological, luxurious and fast automobile at the same time. The slogan of “Feel the difference” was not translated into other languages for the advertisement as neither was it for the Turkish advertisement. This is due to the fact that Ford’s global slogan is used the world over. In translations the writing of Ford is written with the word new “New **Ford**Focus” substituted for the Turkish equivalent of the word “Yeni **Ford**Focus.” This was also the procedure followed for translation into other languages.¹⁵ On the Turkish poster the striking red coloured ram head represents the symbol of the Turkish distributor company Koç. According to Barthes myth theory, the photograph of the silver coloured luxury foreign make automobile is the signifier and the signified is the silver coloured luxury foreign make family car. It portrays that status determining myth as by driving a Ford Focus which is a foreign make, one becomes part of an exclusive group of people.

¹⁴ <https://www.vidivodo.com/yeni-ford-focus> (20.3.2016)

¹⁵ Romence: <https://spectralmedia.files.wordpress.com/2009/02/graphic31.jpg> (19.7.2016)
<https://spectralmedia.wordpress.com/arta-anticuri/> (19.7.2016)

According to Algirdas Julien Greimas, advertisements in terms of semantics contain secret contradictions in their deep structures and that like primitive myths, modern myths also attempt to solve the contradictions between dual contrasts. Therefore Greimas took the view that advertisements were *myths*. Likewise, contradictions such as life-death, war-peace, love-hate, happiness-sorrow are also topics of myths. The advertisement producer whilst praising the characteristics of the product is in reality in a cloak and dagger way emphasising that his product is superior to that of his competitors. As long as such contradictions are not voiced in the advertisement, the consumer whilst attaching meaning to it, is swayed. When carrying out semiological tests these factors should also be given due consideration. In order for translators to be able to analyse such factors that they need to bear in mind, the actants model of Greimas is fitting. The Actants Model was designed with narration in mind. Regardless of whether an advertisement is in the form of a film or poster, it possesses a context and a story. As has been mentioned above, a poster does not simply comprise of visuals. Through evoking associations, it also contains many secret meanings with cultural and societal values in the background and goes as far as evoking memories of previously published versions of the advertisement. Like soap operas there are even serial advertisements. For example, in the Milka chocolate advertisement the story of the 'purple cow' is used to advertise the product. Again, in the Oreo biscuits advertisement, the girl at length explains to her father, who is playing with his daughter, how the biscuit should be enjoyed.¹⁶ In the example provided above, stories played a role in the Dr. Oetker advertisements (a young woman going home, working mother and her family etc.). These advertisements make reference to the modern family way of life. In advertisement translations the adaptation method which allows for a consideration of the target cultural and linguistic characteristics to be kept at the forefront preserves and relays stories when used. Whereas with the localisation method the slogan is preserved but a new story is created. One of the most successful examples of localisation are the Coca Cola advertisements. In accordance with Turkish traditions and customs customised advertisement films are produced either during Ramadan or Eid and aired in Turkey with each advertisement featuring a topic. Greimas's *Actants Model* attempts to explain how the meaning in texts is created and how the text goes from its surface to its deep depths. According to this model, six actants determine the narrative. These are as follows; *subject, object, sender, receiver, helper, opponent*. Whilst four of these appear in most narratives, the helper and opponent are not compulsory actants. Actants generally speaking take the form of people but in some instances can take the form of abstract concepts such as society, honour and honesty. The interaction between the actants of the model are shown in three axes:

- 1) Wanting Axis: subject-object contrast, is the axis of action that arises from wanting.
- 2) Communication Axis: sender-receiver contrast, is the platform where communication takes place.
- 3) Power Axis: helper- opponent contrast, represents the power of the subject. Eases the role of the subject in narrative or there may be living or non-living entities that may hinder it in reaching its aim.

In the analysis of the Ford Focus advertisement above the contrasts that exist at a deep structural level can be analysed in the Actants Model below:

Communication Axis

Sender: Ford as producer —————→

¹⁶ <https://www.youtube.com/watch?v=m0rKn7X7UWk> (21.7.2016)
<https://www.youtube.com/watch?v=DmCCG9ctyXs> (21.7.2016)

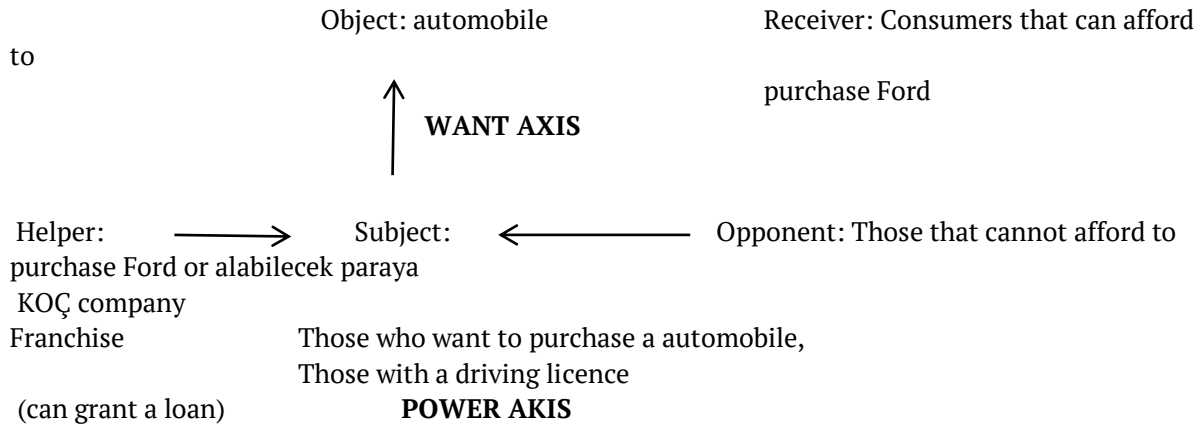


Diagram 3: The analysis of Ford Focus's poster in accordance with Greimas actants model

The Actants Model provides a serious contribution to the interpretation of deep structures. It lays out the factors that could give rise to misunderstandings if not considered.

Advertisements reach us from the fantasy world through the legends of the real world. They are the products of cleverly thought out marketing strategies with the aim of selling the product and persuading the consumer. Advertisements also do not feel the need to conceal their motives. Semiological analysis advertisements primarily focus on the messages communicated through connotations. It has been demonstrated that advertisement methods which began with Saussure could complement each other and could be used in advertisement analysis. Peirce's *icon*, *indices* and *symbol* distinction when used with Barthes myth analysis ensures that the function of signs in advertisements is better understood. Finally, Greimas' Actants Model aims to analyse the links and contrasts between visual and linguistic signs and focuses on that which is not voiced. Translation Studies theories such as Skopos and Action Based Translation Theory are also working methods that work in harmony. The cultural dimension of advertisement text that contain visuals derived from various techniques should also be given due consideration. Embarking from the superficial structure in order to reach the deep structure level, semiological analysis should be incorporated into translation processes.

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Synchrony Types which have an effect on the translation in Voice-Over Transfer Mode

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1. Introduction

Within the radio-television sector, the term voice-over reminds people of the artists who dub the target language translation. The same term, in the dictionary, is defined as “the dubbing in a movie or broadcast that is made by an individual unseen in the display” (<http://www.encyclopedia.com>). Similar to that definition, the voice-over in the present study is defined as an audio-visual translation method that is applied not only in subtitle and dub translations of audio-visual products but also, generally, in the translation of documentaries as a method which, in Turkish, we can name as “üst ses/dış ses/kısmi dublaj”. The generally accepted application of voice-over worldwide involves the dubs being applied over the original voice and in this process the volume of the original voice gets decreased but is still audible. A few seconds after hearing the original voice, the voice-over narrator steps in at a level that still allows the original voice to be heard and it ends either before or just as the original voice. According to Luyken et al. the reason for keeping the original voice in the background is to preserve its originality and prevent potential misunderstandings that might arise from translations (Luyken, Herbst, Langham-Brown, Reid, & Spinhof, 1991). Since it allows the viewers to evaluate the original text, the voice-over is considered the most reliable audio-visual translation method (Diáz Cintas, 1997). In addition to its reliability, the most important aspect of this method is that it contributes to development of the perception of “authenticity” on viewers. Therefore, this method is applied worldwide in programmes such as news and/ or documentaries which are based on real events.

The use of the voice-over method differs from one country to another. While in countries such as Russia, Lithuania, Poland, and Bulgaria it is applied in movie translations due to its cost effectiveness (in comparison to dubbing or subtitles), in some countries it is preferred only in documentary translations. As for our country (Turkey), this method is applied in the translation of texts of the programmes mentioned above.

After surveying the literature surrounding this topic, we have encountered a number of terms. In order to better understand how those terms are used in the field and provide solid foundation to our study, we have requested a meeting with the authorities in the Turkish Radio and Television Association (abbreviated as TRT in Turkish) which is the most authorized institution that can inform us on this matter. Following the meeting with officials, even though we realized that there are discrepancies between the literature and the field, we wanted to share our findings in order to clarify the voice-over audio-visual translation method further.

In dubbing of the documentaries, we generally hear someone’s voice that is not on the screen. The method which includes an individual providing explanations as a narrator not seen on the screen throughout the movie is referred to as “narration” in both the field of Radio-Television and within the Lifelong Learning education modules of the Ministry of National Education (MEB, Televizyonda Ses Kaydı [TV Audio Recording], 213GIM132: 4/ megep.meb.gov.tr). Additionally, the “commentary” method, which involves the original voice being muted and replaced by another voice in the target language (Baker, 1998), is also used in dubbing and broadcasting of documentaries. The difference of the method we refer to as voice-over, in spite of its similarities to the methods mentioned above and even though all of these methods are being used in translation of documentaries, is that in voice-over the original voice’s volume is decreased but remains audible in the background. Thus, the viewer’s sense of authenticity increases. The reliability and authenticity aimed through following this method has been conceptualised as “hyper-reality” in a number of studies in this field (Orero, 2006a). The

sense of authenticity mentioned here is also ensured by carefully selecting and arranging original music and interviews in relation to the geographical area or topic for which the documentary is prepared. When it comes to our country, the recent tendency in dubbings made by TRT has been to completely mute the original voice in documentary translations. The original voice in news programs and documentaries that apply this method, however, is generally heard in interviews within the text and this provides viewers with a perception of reality.

2. Technical implementation of voice-over

Compared to other audio-visual translation methods, voice-over is a method that has fewer limitations. For example, in subtitle translations the translated text is projected on the screen whilst the dialogues in the original text are taking place in motion. The most limiting factor experienced in subtitle translation is the necessity to squeeze all dialogues within a scene into one or two lines. In this case, the translator would have to resort to techniques such as adding, skipping, incomplete translation, and adaption (Rojas, 2007). However, in dubbing the original dialogues are muted and, instead, oral translations in the target language are performed. The most limiting factor in dubbings, on the other hand, is the necessity to synchronize the display and the voice. In other words, actors' lip movements and the dubs should be synchronized (Pruys, 1997). This situation puts a lot of pressure on the translator. Nevertheless, even though they are more costly and have more limitations, dubbing and subtitles are preferred in movie and TV series translations by the viewers. When it comes to voice-over, it has fewer limitations compared to other methods.

Although limiting technical factors such as lip synchronization, subtitle, and over-script are not the case in voice-over method, the translator often faces different challenges. In the best-case scenario the translator receives the recording to be translated together with the text which also includes related terminology. However, if the voice-over is being carried out at the stage of post-production, which authorities acknowledged to be the case in TRT, the translator sometimes receives a draft text which is yet to be edited. Occasionally, the recording that needs to be quickly translated is sent on its own without any text. In such cases, the translator has to add the use of his auditory skills in order to transcribe the audio-visual material. Such texts, as previously stated, are in draft formats when the translator receives them. The most important factor that the translator should pay attention to is to know how the program will be presented to viewers because s/he would need to choose the translation method accordingly. A translator who adopts different translation methods based on the type of translation (i.e. dub or subtitle) and is aware of the differences pointed out above should know that in voice-over the translated utterance should start a few seconds after hearing the original voice and should end before or together with the original voice. This harmony which assumes the target language speaker's voice being heard within this time frame is referred to as "voice-over isochrony" (Orero, 2006b: 259). The translator has to pay attention to the isochronic flow and there should be harmony, even though not as so much as in the lip synchrony, in the number of syllables within the original and the translated text. In translations that are made by listening to program recordings, there are factors, apart from isochrony, which can cause problems (i.e. the accent of the speaker in the recording of the program, how fast s/he speaks, and/or the paralinguistic and prosodic characteristics of the language s/he uses; Orero, 2004: 76-96). On the other hand, it is important that the translator carefully thinks how s/he is translating the cross-cultural aspects of the programs being translated. S/he should try to ensure that the viewers in the target culture have similar perceptions of the translated program to that of the viewers watching it in its original form. Additionally, depending on the type of the programme, it is also important that the translator does some research and obtain information on the terminology used in the program. This is because such programs generally deal with real life phenomenon which necessitates that authenticity and scientific trueness be ensured. As mentioned previously, there is a variety of programmes that are translated utilising the voice-over method. The program to be translated could be something like a documentary on a certain topic, news, or sports and the shared aspect of such programs is that they are not fictional but real.

2.1. Synchrony in voice-over

The most important aspect that needs to be paid attention to in the translation of audio-visual products is that the text conveys the message to target viewers in a relevant way. In fact, the term “audio-visual” addresses the aural and visual communication that such products establish with the viewers. Karamitroglou (2000) considers the reflection of the aural and visual semiotic components of the audio-visual product in the target language as a kind of communication. It is important that paralinguistic codes such as the sound, music, visual indicators, and symbols which form the message to be conveyed in audio-visual products are communicated in a way forming coherence with the linguistic codes in the target language so that they would render similar effects to that of the original version. This leads to a number of limiting factors which we do not come across in other types of translation. The versatile structuring and multidimensional communication mentioned above added with the perception aimed to be formed on the viewers require the translator to adopt a multidimensional translation approach. From this point of view, Karamitroglou (2000) states that it is difficult to evaluate the audio-visual products with regards to equivalency and adequacy because of factors such as their multidimensional nature, the aim of the product, and translator decisions.

When it comes to voice-over, although documentaries are considered as audio-visual products, because of their information content, they can also be considered as texts whose informative function are foregrounded. The most important aspect in their translation is communicating information based on facts to the viewers. In this paper, we approach the evaluation of translations using voice-over method not as a linguistic correspondence or linear equivalence but in as synchrony techniques suggested in technical terms. Those are:

- 1) Voice-over isochrony,
- 2) Literal synchrony,
- 3) Action synchrony and
- 4) Kinetic synchrony (Chaume 2004, Orero 2006b, Franco, Matamala & Orero 2010).

Voice-over isochrony, as pointed out earlier, includes the integration of the narration of the translated text by the expository voice/narrator into the pre-arranged time period. In other words, voice-over starts a few seconds after the original voice and finishes together or just before the original voice stops. Literal synchrony means that the target language text matches the source language statements word for word and the target language narration of the translated source language statements are integrated a few seconds after the viewer hears their counterpart in the source language. Literal synchrony often depends on original voice-over isochrony because literal synchrony requires that the original voice is heard a few seconds before the target language narrator. Action synchrony means that the display on the screen correspond to what the expository voice narrates and kinetic synchrony means the body language of the individual seen on screen matches the target language narrator. Having summarized the techniques used as criteria to evaluate voice-over method, we will now look into related materials and how they are prepared for broadcast.

3. Process of broadcasting

After meeting with authorities and vocalisation directors in TRT, an institution that has a high position in vocalisation and dubbing compared to other countries, we have been informed that translators are contracted for work for certain periods of time and for certain products within the process of purchasing audio-visual products and preparing them for broadcast. Based on this information and as we have seen in the observations of the vocalisations we have participated in, the fact that the translator is not involved in the broadcast process after completing the text translation is a topic worth questioning. The translation that the translator prepares from the draft texts or recordings functions as a reference and draft text for the vocalisation director. Leaving this topic aside, the impression we have following the information from TRT authorities and vocalisations we participated in is that after the translator, the most prominent person in the process of preparing documentaries for viewers using the voice-over method. To explain further we will try to summarize

the process of preparing an audio-visual product for broadcast; the audio-visual product whose right of broadcasting has been rented arrives to vocalisation director's office after its technical check has been completed and it has been checked for meeting the European Broadcasting Union (EBU) standards. Vocalisation director delegates an experienced translator with whom s/he has worked before and, after contacting the translator, sends the recording to be translated along with additional information on characteristics of the program to be translated. The translator is expected to convey the meaning according to certain parameters. The translator who completes the translation in a given time period and sends the translated text to the director is, unfortunately, not involved in studio in the process of vocalisation. The realization of voice-over isochrony during the recording stage depends on the fact that the expository voice starts talking a few seconds after the original voice is heard and finishes just before or together with the original voice (Franko et al., 2010). The changes that need to be made in order to ensure isochrony are decided by the director and what is important for the director, understandably, is ensuring that the technical components mentioned above are present in the recording rather than preserving form and discourse or conveying the message as a word for word translation.

3.1. The Private Life of a Masterpiece

We want to go through a concrete example to explain a little more clearly what we have explained so far. In this chapter, we will analyze the Turkish translation of "Sunflowers" Van Gogh's paints from the series of "The Private Life of a Masterpiece" in the BBC documentary describing the important paintings by famous painters of world by comparing the source language. We will try to assert whether isochrony, literal, kinetic and action sync were given technically and whether these techniques affect the transfer of the contents.

The most important thing in documentary translation is the transmission of the information and fact. The name of documentary is derived from the word of "document" and reflects the non-fictional life. The director, in a sense, is the person who reviews the facts by using the preferred techniques such as filming and narration. The point where documentary differs from other media products is its reflection of facts purely. The interest and curiosity of the masses following the documentary is the fact itself. However, approaching the event only in terms of translation will not be correct. In the transfer and translation of documentary into another language/culture, all of the mentioned technical components should be considered and the reality should be tried to be reflected in the target language. The original program should target to create an impact on their audience in the target language. The distinction and variation in the reflection the fact according to the viewers is inevitable arising from the detection and description of a completely different culture and world in the target language documentary. "The Private Life of a Masterpiece" consists of the interviews relevant to individuals about the subject of the film, emphasizes important points with narrative / telling / external audio by using classical narration techniques. People relevant to "Sunflowers" provide information about the painting. Expository voice changes as the person who gives information changes. Now, we will try to detect the problems/variables as a result of the comparison of both the target and source texts.

1. Sample

SL interval: 00:00:04- 00:00:15	TL interval: 00:00:04-00:00:17
On the wall of gallery forty-five at the National Gallery in London hangs the most famous painting in Britain. If you've never seen the original, you've almost certainly seen a reproduction of it.	Londra'daki ulusal galerinin 45 numaralı salonunun duvarında İngiltere'de bulunan en ünlü resim asıdır. Orijinalini görmemiş olabilirsiniz ama reproduksiyonunu mutlaka görmüşsünüzdür.

The text above is an expression of the narrator in the introduction of the documentary. Meanwhile, images and statements from the painting flow from the screen. The narration of the source text continues 11 seconds while it continues 13 seconds in the target language. Considering

Synchrony Types which have an effect on the translation in Voice-Over Transfer Mode

the technical components mentioned above, we see that the text does not completely correspond to the synchrony type called voice-over isochrony. Although it is expected that the narration in the source language needs to start a few seconds earlier than the target narration, we hear that it starts nearly the same time according to the synchrony type. When we look at the time interval of the end of the narration, we see that source narration finishes 2 seconds earlier than the target narration while it is expected to end synchronically or a few seconds later. The sound of the source narration is heard nearly 1 second during transition of statement but this time the mentioned discontinuance causes the target narration to finish after its original. In case of a situation in which voice-over isochrony is not in question, we cannot mention of literal synchrony, which is trying to maintain a word-by-word correspondence with the first and last words heard by audiences because the substantial vocalisation does not let it to occur. When we look at the third matching technique, action sync, the flow of images synchronic with the component of the narration is expected in the target language. When we analyze the narration, it mentions about the national gallery in London and the expected matching is provided by presenting the images from the national gallery and the painting. Lastly, when we look at the kinetic synchrony, as the component of the text does not need the sync of the body language, the evaluation for this text is not possible.

After analyzing the harmony of the synchrony types technically, we conclude that it is necessary to find a solution which conveys the component of the translation text in target language but limits the usage of words. For this reason, when we look at the content in the second sentence of “If you’ve never seen the original, you’ve almost certainly seen a reproduction of it.” we see that conjunctions are different. The same meaning is reached by using “but” instead of “if” in target language. Besides, “reproduction” was used instead of “a reproduction of it” and an expression in the source language was expressed by using fewer indicators in the target language (concentration). It is clear that the difference between the structures of the languages in the role of translation is exhibited as a result of not realization of expected matching in other synchrony modes by limitations instead of structural matching in target language.

2. Sample

SL interval 00:00:18-00:00:24	TL interval 00:00:18-00:00:24
It's so famous, it's almost invisible. Everybody knows that image. It's like the Laughing Cavalier or the Mona Lisa.	O kadar ünlü ki gözden kaçabiliyor. Herkesin bildiği bir resim. Gülen Şövalye veya Mona Lisa gibi bir şey.

3. Sample

SL interval 00:00:25-00:00:30	TL interval 00:00:25-00:00:30
It's pretty good as far as bowls of flowers go. So maybe it's just the top bowls of flowers painting.	Aslında bir vazoda çiçek resimlerinden biri ama belki de bir vazoda çiçek resimlerinden en iyisi

In both of the samples above, the voice of the target narrator starts with the original voice and the voices of the both narrators ends synchronically. For this reason, it is impossible for the audience to hear the original voice and make an evaluation about the content. It is impossible technically to provide a matching of voice-over isochrony with literal synchrony. The overlapping of the images on the screen with the voices of the narrators provides the action synchrony. When it comes to the kinetic synchrony, the part of “gözden kaçabiliyor” in the transfer of the “O kadar ünlü ki gözden kaçabiliyor” within the expression of “It’s so famous, it’s almost invisible” in English in the second sample matches with the mimics of the narrator on the screen. At this part, we are in the opinion of limiting of the words in the target narration in order to provide the voice-over isochrony and the perception of facts at the beginning parts at least.

4. Sample

SL interval 00:00:31-00:00:39	TL interval 00:00:32-00:00:41
Fifteen flowers in a vase, but much more than a pretty still life. Their splashy exterior disguises a richer and stranger story.	Bir vazo içinde on beş çiçek ama öyle sıradan bir natürmort değil. Çiçeklerin göz alıcı özelliği daha ilginç ve güzel bir öykü barındırıyor.

The narrator enables the audience to hear the original voice by starting one second later in the part where the external voice comes to the stage again. It is observed that literal synchronous is not realized which aims to use the similar words as far as possible by using “Bir vazo...” after the expression of “fifteen flowers...”. As we have mentioned before, using the similar words at the beginnings enables the reality in the audience. But, the difference the syntax of the languages does not let this situation to come true. When we analyze in terms of action synchrony, the images from the painting flows and the expected synchronous is observed in the part in which the image of the painting is narrated. When we look at the end of the voicing, we see that original voice is over two seconds before the Turkish narration. Whereas, according to the definition by Luyken (1991:80), original voice is expected to finish a few seconds before or at the same time with the original voice.

It would not be incorrect to state that it is necessary to limit the wording in the translation for ending the Turkish voicing before or at the same time with the original voicing. When we compare the texts, to find a solution for this situation, we look at the transfer of statement “Fifteen flowers in a vase, but much more than a pretty still life” as “Bir vazo içinde on beş çiçek ama öyle sıradan bir natürmort değil”. The expression of “much more than a pretty still life” after the conjunction of “but” is transferred as “ama öyle sıradan bir natürmort değil”. It is possible to gain in the timing when we express as in the similar way to the source text in the part comes after conjunction. We eliminate the word “pretty” in the original text without losing the meaning deeply with this transfer. We can see that the source text expressions are matched with more words in the target language as in the transfer of the English source text of “Their splashy exterior disguises a richer and stranger story”. This state, naturally, causes prolongation of the voicing in the target language. We can assert that it would be appropriate to use concentrated expressions as in “çiçeklerin göz alıcı özelliği” used instead of “their splashy exterior” moving from the fact that the important thing in documentary translation is the transfer of the content and it does not necessitate a structural matching.

5. Sample

SL interval 00:01:47-00:01:55	TL interval 00:01:47-00:01:56
For the artist who painted them, The Sunflowers had the significance of a Holy icon, and became central to his ambitions for a whole new artistic movements.	Ayçiçekleri bir resmi yapan ressam için kutsal bir simge kadar önemli ve yepyeni bir sanat hareketi yaratmak için duyduğu tutkunun merkeziydi.

The striking point in this section is the inconsistency in which expected to end later or synchronically but does not conform to the interval, apart from Turkish voicing which is not congruent with the voice-over isochrony and literal synchrony. While the content flows quite successfully, the title of “THE PRIVATE LIFE OF A MASTERPIECE” is seen suddenly on the screen with large font sizes as subtitles. This image is on the screen between the intervals of 00:49-01:05. On the other hand, the original name of the documentary is on the screen during the interval of 01:42-01:46 of documentary. The point emphasized here is that it is necessary to synchronize the name of the documentary with the action to adjust it with its the original interval. When the name of the document is on the screen, voicing deals with something else and this causes the attention of the audience.



Figure 1. An example for

4. Conclusion

Although voice-over method is applied as an alternative to subtitles and dubbing in film translation in some countries, it is used especially in the translation of documentaries, news and interviews in our country. The purpose to use this method in the translation of news and documentaries is to create the perception of fact. It is not appropriate to approach the evaluation of the transfer proportionally in terms structural equivalence. Here, the important thing is to convey the information in this kind of programs based on realities. In transfers, the content is given priority to create validity and reliability perceptions on audience at high levels by disregarding structural equivalence. While conducting this, the duty of the translator is to carry out the translation by keeping in mind the techniques of kinetic and action synchronization techniques. The purpose of this study is to define to what extent the mentioned synchrony types affect the expected overlapping in audio-visual products and types of synchrony help the perceptions of reliability and fact on the audience apart from detecting the problematic parts in the comparisons of the two products.

Furthermore, inherent structure of the language, the speed of the speaker, accent are the other factors affecting the application this method and must be considered in translation process. On the other hand, we see that the most common problem that a translator comes across is the situation of conveying the original source with fewer words in the target language after the comparison of the English and Turkish documentaries. This situation stems from the necessity of placing the translation text in the interval of original voice which can be regarded as the nature of voice-over method. Literal sync depends on the problem of matching the first heard words, syntactical differences between the words in voicing. The other matching problems like action and kinetic sync are the applications which must be considered technically.

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