

# NEW MEDIA AND NEW STRATEGIES IN DIGITAL AGE

Editors

Prof. Dr. Enderhan KARAKOÇ

Dr. Öğr. Üyesi Hasan ÇİFTÇİ



## AUTHORS:

*Prof. Dr. Sedat CERECİ*

*Asst. Prof. Dr. Dilan ÇİFTÇİ*

*Asst. Prof. Dr. Hasan ÇİFTÇİ*

*Dr. Çilem Tuğba KOÇ*



**İKSAD**  
Publishing House

# NEW MEDIA AND NEW STRATEGIES IN DIGITAL AGE

## **Editors:**

Prof. Dr. Enderhan KARAKOÇ

Asst. Prof. Dr. Hasan ÇİFTÇİ

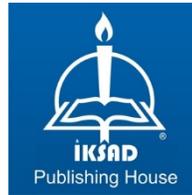
## **Authors:**

Prof. Dr. Sedat CERECİ

Asst. Prof. Dr. Dilan ÇİFTÇİ

Asst. Prof. Dr. Hasan ÇİFTÇİ

Dr. Çilem Tuğba KOÇ



Copyright © 2020 by iksad publishing house  
All rights reserved. No part of this publication may be reproduced,  
distributed or transmitted in any form or by  
any means, including photocopying, recording or other electronic or  
mechanical methods, without the prior written permission of the  
publisher, except in the case of  
brief quotations embodied in critical reviews and certain other  
noncommercial uses permitted by copyright law. Institution of  
Economic Development and Social  
Researches Publications®  
(The Licence Number of Publicator: 2014/31220)  
TURKEY TR: +90 342 606 06 75  
USA: +1 631 685 0 853  
E mail: iksadyayinevi@gmail.com  
www.iksadyayinevi.com

It is responsibility of the author to abide by the publishing ethics  
rules.

Iksad Publications – 2020©

**ISBN: 978-625-7914-16-1**  
Cover Design: İbrahim KAYA  
March / 2020  
Ankara / Turkey  
Size = 16 x 24 cm

## **CONTENTS**

---

### **EDITED BY**

#### **PREFACE**

Prof. Dr. Enderhan KARAKOÇ (1-4)

---

### **CHAPTER 1**

#### **NEW MEDIA FOR THE NEW GLOBALIST STRATEGY**

Prof. Dr. Sedat CERECİ (5-31)

---

### **CHAPTER 2**

#### **STRATEGIC LEADER COMMUNICATION AND SOCIAL MEDIA: THE CASE OF NORTH CYPRUS**

Asst. Prof. Dr. Dilan ÇİFTÇİ (33-62)

---

### **CHAPTER 3**

#### **ETHICS AND PRIVACY ON SOCIAL MEDIA**

Asst. Prof. Dr. Hasan ÇİFTÇİ (63-79)

---

### **CHAPTER 4**

#### **ARISING NETWORKING ACTIVITIES OF TURKISH FEMINISTS IN TWITTER**

Asst. Prof. Dr. Çilem Tuğba KOÇ (81-105)

---



## **PREFACE**

The alteration has progressed very slowly from the early ages when people started using tools to the industrial revolution, the industrial revolution and the subsequent technical developments, migration from the village to the city and population growth have rapidly shaped human life. Many products of these advances, which are called technological developments, have become indispensable for the world we live in today and are integrated with everyday life.

Although almost everyone has more or less an idea of these developments, our encounter with technology and realizing the incredible ability to change has been most clearly with mass media.

Mass communication, which is the area where the effects of technological developments are felt the most, started with newsletters and has undergone various transformations to the communication technologies used today.

The dizzying developments and speed, especially in transportation and communication technologies, have enabled the globalization process to affect all areas, while distances have disappeared today when the technology, the catalyst of the digital world, creates a world order based on modernity and this order penetrates all areas of human life.

As a matter of fact, communication tools have surrounded the world like a network. As McLuhan said, the world has become a global village. The fact that an incident, a video shot or a sharing that took

place in the most remote corner of the world reaches all over the world in seconds summarizes the subject. Now, human beings can go anywhere they want, and they can access all kinds of information within seconds. In short, human beings can now access the information contained in millions of libraries in seconds, and travel thousands of kilometers in hours.

The biggest area where the borders disappear is the internet. Blogs, logs, social networks and websites, etc. is the best example of this. With the increasing number of users and with expanding access network, the internet has reached a position where people cannot give up for a long time.

The impact of these developments on human life has not only been technically, but the results of this technology have taken place in our lives culturally.

Especially Digital communication technologies have become the precursors of all kinds of changes from individual to society. Communication technologies, which cause a great change from the internal communication of the individual to interpersonal communication, from organizational communication to international communication, from micro to macro, continue to shake all habits, traditions and daily life in particular. Digital technologies have led to a transformation in many areas such as people's consumption habits, shopping methods, reading habits, accessing information, education system and social relations.

The interaction of people and societies in the new world order has increased. Now everyone can meet and communicate in virtual environments at the same time unit without having to be in the same place with the person or people they want, twenty-four-seven.

Even in relations between states, the posts made by heads of state through social media are decisive. This medium is sometimes used effectively in the emergence of crises, and sometimes in the end of crises. For example, the tweets sent by Trump resonate in many countries around the world and even affect their economy.

By the help of Mass Media, people can organize and interact very quickly. Social events can also be organized very quickly. The individual, who is a passive receiver in the traditional mass communication process, has evolved into an active and productive resource point with new or digital media.

It is an issue to be noted that developments in the 21st century emerged under the influence of modern communication techniques and tools. This communication base and technology, which takes place in almost every area of the lives of individuals who are in the grip of popular culture, has entirely changed the nature of communication. “The role of mass media” is very important today in the occurrence of this change. We believe that the studies will contribute to the development of a multi-disciplinary perspective on the “Communication in the

International New World” and to re-understand the phenomenon of communication as a science. In this context, these studies on the phenomenon of communication are of great importance. The communication area has many dimensions and functions. In order to grasp all these dimensions, studies in which the phenomenon of communication is handled from a sociological, psychological, economic and legal perspective are needed with a multi-disciplinary approach. When we consider the concept of communication from this perspective, we think that its “dimension today” will be understood much better.

Selçuk University / Faculty of Communication

**Prof. Dr. Enderhan KARAKOÇ**

**CHAPTER 1**

**NEW MEDIA FOR THE NEW GLOBALIST  
STRATEGY**

Prof. Dr. Sedat CERECİ<sup>1</sup>

---

<sup>1</sup> Hatay Mustafa Kemal University Communication Faculty e.mail.  
s.cereci@gmail.com



## **INTRODUCTION**

Ever since man was created, in every age there have been people who want to rule the world and want to rule people (Ong, 2012: 33). People who are enthusiastic about power and sovereignty and their groups have used every instrument to achieve their goals. Sometimes deceptive words, sometimes weapons, sometimes manipulative people, sometimes other tools have helped them. The techniques developed by human beings are the tools they use the most (Anna, 2015: 33). People who create strategies for the new world use the new media the most.

People wanted to have a high social status with their work, sometimes with their descendants and sometimes with their titles and in every age, the means and ways of social status, prestige and power have changed (Fararo, 2007: 1397). Managing people and making people adopt their own ideology has been the mainstay of many power holders. Developing techniques and technology have been used especially for power and sovereignty (Dar and Sayed, 2018: 11). Some entrepreneurs have produced technology, especially for power and sovereignty.

About 5 billion people use mobile phones (statista.com, 2017) and around 2.1 billion people use facebook messenger. While 3.7 billion people use e-mail addresses worldwide (Tschabitscher, 2017), 4 billion people use the internet (<http://www.internetworldstats.com>, 2017). People share information to tell themselves, to find their needs, to solve their problems, to provide motivation and energy, and to receive information from others via social media (emeraldinsight.com, 2017).

Social media became the main tools for communication and for sharing everything in modern age which was designed as a political sovereignty strategy. Almost all components of modern age were technologically convicted (Cereci, 2017: 121). Technology has a sovereignty from official organizations to individual areas in the world in modern age.

The power who control the world and who conduct people during 200 or 300 centuries had an ambitious strategy in the beginning of 20.th century. Technology is the main component and consumption is the main behavior and confusion is the main impulse (Maguina vd., 2001: 778). People are surprised and fussed and people are hurriedly placed in towns and people tried to get used to modern conditions in modern age. But modern age forced people to use technology and to left their traditions and their values (Giddens, 1990: 37). Technological products became the closest frends of people in modern age.

In modern times, people became more interested in technology than in their families. For people who are unaware, technology is closer and more useful than their families. They regard technology is more valuable then their families (Weinberger und Decker, 2015: 42). According to them, technology makes their lives easier than their families. The modern era has provided technology to everyone and has surrounded the world with technology networks. Every individual, like a daily task, has begun to use technology intensively. In a sense, technology has become a common belief in the modern era (Teo and others, 2008: 169). All the works in the modern age have been formed on the basis of technology.

The powers who have taken the world from the traditional style to modern style have donated the world with very complicated technological networks and they left people in need of technology (Trusty and Royce, 2013: 82). People have moved away from the real world with attractive technology and have started to live in virtual worlds. Hyper-modern technology and rhythm hurts people and makes them tired, but technology also provides people diverting attractions (Corrin and others, 2010: 111). People think they are happy with technology, but they are actually tense and tired. No one thinks that all they live is a global strategy. It is globalism.

This is a new age and new strategy which is named globalism. Globalism is a political, economic and cultural exploitation strategy of modern age (Niyozov ve Dastambuev, 2012: 19). Globalism forced people to consume much and to use technology much and to spend their time by having fun with technology. Classical media were the main instruments of modern age in the beginning of 20th century and social media are the most popular instruments of hypermodern age in the beginning of 21st century (Albarran, 2010: 67). People spend much time with social media in the hypermodern age. The high rhythm, rush and tension of the hypermodern era directs people to entertaining environments. People want to relax and have fun without exhausting their brains and bodies. In this case, social media is the environment that most responds the needs of people (Chaturvedi and Gupta, 2014: 86). The possibilities in social media make people feel social, happy and excited.

The main instruments are social media in the 21st century and almost half of people in the world use social media everyday. People think that social media are the indispensable components of life and respond many need via social media (RapidValue, 2018: 29). People communicate with their friends and learn global agenda and share their photographs and videos and follows conditions of their friends and learn daily activities and share different messages and make fun via social media. The role of social media in the life of people is like a vital component of life.

### **Change of Age**

After geographic discoveries, the world was reconstructed and much changed. New discoveries brought colonies and colonialism. Ships and firearms rewrote the fate of many people (Miller, 2019: 41). With the exploitation, many people became slaves, while others made great gains and fed their id. Id is the most effective element in human existence (Astuti, 2015: 59). It has been the most directing and controlling factor throughout human history (Vinney, 2019). New ages have changed man, human has changed age.

Strategy makers also produced their tools to implement their strategies and spread them all over the world. Almost entirely on the basis of technology and consumption, the basic tools of the new world are high communication and entertainment technology (Spotlight, 2018: 9). The new media covers all the messages and entertaining elements of the new world. The new world is an era in which countless messages are

transmitted in all directions and the means of transmitting messages are increasing. In this mess, people need to constantly exchange messages (Markovic and Salamzadeh, 2018). With the development of communication technology, everyone started to send messages.

The earth turns and always changes when it turns. Beside natural ways, people change the world, and people meet some different things everyday. People can not live without wondering and have always wondered and researched and made technical inventions. Every invention has improved the human and changed the era (Lipsy, 2015: 349). Man adapts to the conditions in every age and people created contemporary tools and approaches. In every age, man has been able to produce tools and techniques suitable for the age and be happy with them. In a way, man is the creator of ages. All ages are shaped on the human axis (Dutta and Sengupta, 2016: 246). Man has produced everything he needs from basic techniques to high technology.

The world has lived many primitive ages and after that many modern ages because of people's motions. People have move from primitive to modern ages and always developed new techniques in every age. Man first drove the farm with oxen in the past then used the machine. Advanced techniques made life easier and man created civilization with technical inventions (Hamaker, 2002: 65). Civilization always changes due to conditions and technics also change. Ages change so fast that people are surprised. People have done hunting and gathering and plan to build city in space in modern age.

Technics were very interested in by people and people have always looked for the technics that have eased their lives. Industrial Revolution and technological developments caused many different changes in the world and people met many different conditions and approaches. Immigration has increased in recent years, cities expanded and the population has increased. People left traditional life in rural areas and met modern life in urban areas and had modern approaches and modern instruments in modern world (Cereci, 2010: 7). People moved to apartments from detached houses and people started using cars instead of animals and left their troubles and began to do easy things in modern age.

Many people greet each other shortly with short words and they do not converse or do not understand their problems anymore. People do not spend much time to cook because of high rhythm urban life and they usually feed by frozen foods. A lot of people use computer and mobile telephone in their daily life and do not write letter or do not speak face to face. Numerous people are not interested in believes and spiritual values and they are mostly interested in money and easy works (Napoli and Friedland, 2016: 59). New age did not care about traditional life and people have taken a different route. They began to forget traditions and learnt modern style in the beginning of modern age.

Almost all people want to live in luxurious conditions and want to be appreciated because of their luxury. These are different components of modern culture and media always convey people messages of modern culture. In a way, media work as a culture carrier. In a way, culture is

spirit of a society and emerges in a long process at the end of experiences of people. Geography, and climate and religion and moral rules and production conditions were generally base of culture approximately until Industrial Revolution in rural areas and media generated at the end of the Revolution process when people migrated from rural to urban areas. People who migrated from rural areas to urban areas were shocked in the beginning of migration because of different conditions from rural and they lived in difficulties during long time. They have lived in traditional culture for hundreds years and they were suddenly face to face with a different culture in urban areas and shocked (Cereci, 2015: 7). Urban life presented people many attractive facilities after people moved to urban areas and people found numerous attractions in their new lives.

People constantly apply to the media to learn news and to participate in social life and to integrate with the world in modern age. Modern age shapes people and leads people and presents them attractive facilities. Modern age components are based on a commercial basis and try to attract people with very fancy elements (Ali, 2016: 121). One of the most attractive components of modern age is entertainment and rulers of the age lead people to have more fun. People work much and get tired much in high rhythm life and need to have fun much. They want to move away from the real world and refuge in imaginary worlds (Cereci, 2015: 229). Modern age attracted people via visual attractions like large poster or like television or like internet images.

Image attracted people much because of its ease and its pretension. Rhythm of modern age is tiring and people look for recreation and entertainment facilities. People do not want to wear their brains because of their problems. They prefer images to understand (Claffy and Clark, 2016: 238). Visual communication became as important as verbal communication recently and visual communication generated graphic design, photography, television, video, or interactive media in modern age (Lester, 2013: 37). Visual design and design principles became a main work of communication and visual communication spreads gradually among people.

The modern era has come with projects and products that most people don't think of but however, people quickly adopted and started to use modern projects and products (Whitty, 2010: 7). Information and communication technologies have fascinated people and started to engage them. Almost everyone was forced to use technology, especially as business life developed in a computer-based environment. Technology manufacturers and strategists have designed computers and android phones as a whole and identified them as one of the key elements of modern life (Sarwar and Soomro, 2013: 223). Computer and android phone has been the most used tool of almost everyone in modern era.

New media has been used in every field and has become dominant all over the world. The new media not only provides communication and transmits information, but it also opened the windows of new worlds to people and provided entertainment opportunities (Budnitsky and Jia,

2018: 607). The new media has been used in all areas, from formal transactions to private discussions. Particularly the fun part of the new media has attracted more people. Many people are interested in funny videos, interesting photos, social events, magazine news. In a sense, the new media is the entertainment environment of the modern age (Abbas and Singh: 2014: 5). People have found many opportunities in new media that they cannot find in real life (Zeitel-Bank and Tat, 2014: 1188). The harsh conditions of the modern age lead people to new media in particular.

### **Character of Social Media in Modern Age**

After the Industrial Revolution, most people migrated from rural areas to urban areas. In urban areas, a more comfortable, more ostentatious but tiring lifestyle has been formed. Flashy but strenuous life means modern life (Swanson, 2019: 37). Modern life has offered people a wide range of possibilities, but it exhausted them more than they could have imagined. Gain, ambition, jealousy and high rhythm, which are the basic characteristics of modern life, are fed up with people. For this reason, people sought refuge to avoid rhythm, tension and problems. The new media has emerged as the shelter and savior people seek (Neelamalar and Chitra, 2009: 143). Because of its easy-to-reach and fun feature, the number of new media users is increasing rapidly.

The new media is used by so many people that people in the world are led by almost new media. The purpose of inventing new media and spreading it all over the world is to manage and control people

(Confetto and Siano, 2018: 91). Most people use new media without realizing the details. The most attractive and effective tools of the new media are social media. In fact, social media are the basic tools of world and human domination (Pohle and Thiel, 2019). The new media has every opportunity to follow, guide and block people.

The modern era is formed by global thought and globalism that is a kind of colonialism has created dependent countries (Guedes and Faria, 2007: 33). People are happy because of consumption in modern age but countries suffer from global conditions. It does not prevent these people from consuming and having fun. People have found a rich area where they can be entertained and satisfied. It is social media (Sano, 2014: 509). Social media is a very large share and message area. Shared messages on social media are also essential tools for learning people's characters and situations.

People need to tell and to listen and to learn, to communicate for short. Technology developed and presented people many different facilities and eased lives of people (Fredette vd., 2012: 114). Social media provides fast sharing and access and interesting content, campaigns, activations, advertisements can reach thousands of users in minutes. Social media is a living environment and its most important feature is interaction (Hudson vd., 2015: 36). Everybody can be user on social media and everything can be shared on social media environment.

Social media is mostly used for commercial purposes. Social media promotes products and brands to broad masses and many peopl are

interested in markets on social media (Evans, 2010: 289). Beside this, social media needs the family and family communication. Everyone wants to communicate with someone close like his family members and wants to share his private things. Social media provide people an environment like family (Rajeev ve Jobilal, 2015: 15). People usually do not research each other and share their messages and want to be like. In a way, social media is a satisfying media. People expect to be like on social media and people want to live a virtual satisfaction on social media (Shipps ve Phillips, 2013: 47). Because of this, people front to social media.

Contemporary conditions forced everybody to own computer and mobile phone and everyone started doing their business with technology. The technology was very useful and the contents of communication tools were very attractive. For this reason social media was very interested (Xiao, 2014: 61). People need more fun and more relax in modern age because of the conditions of globalism and everyone intends to share something about himself.

Social media is often used for visual and visual purposes. People need to see and to show in modern age. Because image tells much (Vinyals vd., 2016: 3160). In the modern world people are dominated by global exploitation and people do not live very happy and they want to look better than they are. The easiest way is social media to look fantastic (Miller vd., 2016: 181). Modern age provokes competition and race and people look for an available space to prove themselves. Social media is the most available place for proof. Daily images and other visual

components are the most valid proof on social media (Schrecl ve Keirn, 2013: 74). The social media has turned into an arena where people try to prove themselves.

Social media is a means of simultaneous communication tools which provide people to communicate and also to watch the world and to learn about others and to share everything. Millions of people participate in media at the same time via social media in the world and everyone shares private or political or current messages via social media (Chan vd., 2013: 167). People can ask eachother and can help eachother and solve some problems or can discuss some problems on social media. Social media provides people many different facilities and people can share their stories and be happy (Han, 2014: 129). Social media gather people from different countries and provide to recognize each other.

Social media users use social media every day and this causes addiction. Social media users feel themselves obliged to the social media (Brahbam, 2015: 2). Social media is easy and funy and social media suffices for people's needs in modern age. Colonial strategists designed modern age complicated and tiring and created social media as a world-wide market. Social media gives many messages about people's places, situations, psychology, desires and complaints. In fact, social media is like a kind of electronic detective and journalist (Rogers and Niederer, 2019: 173). They are aware of everything and announce to the whole world.

Social media is the most effective publicity tool and the media can spread an idea easily. Election periods are the most popular periods of the social media. The ability to share, access, and connect facts and opinions among like-minded (and not so) citizens has encouraged wholesale political adoption of platforms like Twitter and Facebook (Hall vd., 2018: 23). Social media is so strong that the prejudices can be destroyed and can shake the world from beginning to end.

The ability of the new media to monitor and identify people's locations and actions has also facilitated people's monitoring. Everyone who uses the new media is now well known and followed (Zhang and Vos, 2014: 378). Many people satisfy their ego in new media and some people and organizations follow them (Ideya, 2018: 47). The strategy of the modern era is thus formed and the sovereignty of new media is getting stronger.

## **CONCLUSION**

Throughout history, there have been people who want to rule the world and keep people under control. People who form organizations for their own purposes have also developed various techniques and tools to manage the world. Each era has created its own heroes and their own unique techniques. The modern era, dominated by popular culture and technology, has created a new world.

Life is based on technological base in modern age and everybody uses technological products and the world agenda is based on technology too. People have communicated face to face for thousands years and technology provided people easy techniques to communicate and the

world changed the age. Media brought many different messages and colours to the world in 19.th century and messages and colours increased in the beginning of 20.th century. People me different forms and different approaches via media and extended their lives. Any technological product eased people's lives and provided them more facilities.

Modern age created a competition and race atmosphere in the world and all people try to prove themselves in the hectic and tense atmosphere of modern age. Social media is the most available way to prove themselves and everybody can reveal all the properties via social media. By the way, social media became the most famous competition arena and turned into the most widespread show tools. Many people share their photographs and messages and watch the messages of others and watch the world. Social media is perceived as the mirror of the world and opinions and images of everybody in the world.

Globalist strategy brought the world many different approaches. There is always discussion that globalism is useful or not. But much has changed radically in the world and people live in different styles recently. People are now technologically dependent and people's closest friend is social media in modern age. People convey all their feelings and thoughts via social media and also watch their relatives and the world via social media. Social media provide people many facilities, more than their families do. It seems that globalism gains with its technological guns and has sovereignty on people.

Modern technologies and products provide people attractive opportunities as the roots of globalism. It is not possible to live in modern age without technology. But there's no point in using the technology unnecessarily. It is useful when technology is used correctly. It is necessary to understand the globalist strategy to live happier and safer.

## REFERENCES

- Abbas, S. and Singh, A. K. (2014). Media Industry Trends and Dynamics: The Social Media Boom. The International Conference on Communication and Media 2014, India.
- Albarran, A. B. (2010). The Media and Communication Industries: A 21st Century Perspective. *ComHumanitas*, 1 (1): 59-68.
- Ali, C. (2016). The Merits of Merit Goods: Local Journalism and Public Policy in a Time of Austerity. *Journal of Information Policy*, (6): 105-128.
- Anna, A. (2015). Strategic Management Tools and Techniques and Organizational Performance: Findings from the Czech Republic. *Journal of Competitiveness*, 7 (3): 19 – 36.
- Astuti, E. W. (2015). The Personality Structure and Defense Mechanism of The Main Character in the House art the end of the Street Film. *Unpublished Thesis*, Universitas Islam Negeri Department of English Letters.
- Brahbam, D. C. (2015). Studying Normal, Everyday Social Media. *Social Media & Society*, 1 (1): 1–2.
- Budnitsky, S. and Jia, L. (2018). Branding Internet Sovereignty: Digital Media and the Chinese–Russian Cyberalliance. *European Journal of Cultural Studies*, 21 (5): 594-613.
- Cereci, S. (2010). Kent Planlaması Bağlamında Kentsel Alanlarda İletişim Ortamlarının Oluşturulması Sorunu. *Academic Sight*, 22: 1-9.

- Cereci, S. and Ozdemir, H. (2015). Social Development of Media: Media Societies. *The Journal of Academic Social Science Studies*, 33: 1-10.
- Cereci, S. (2015). Modern Entertainment Instruments: Function of Contemporary Media. *Social and Basic Sciences Review*, 3 (4): 225-230.
- Cereci, S. (2017). Communication Irony in Information Age. *Broadcasterinfo*, 154: 121-122.
- Chan, S. M. ve Cho, M. and Lee, S. (2013). User Perceptions of Social Media: A Comparative Study of Perceived Characteristics and User Profiles by Social Media. *Online Journal of Communication and Media Technologies*, 3 (4): 149-178.
- Chaturvedi, S. and Gupta, S. (2014). Social Media – A New Tool in Modern Era Marketing. *International Journal of Engineering*, 1 (2): 80-86.
- Claffy, K. C. and Clark, D. D. (2016). Adding Enhanced Services to the Internet: Lessons from History. *Journal of Information Policy*, (6): 206-251.
- Clarke, J. and Cornelissen, J. (2011). Language, Communication, and Socially Situated Cognition in Entrepreneurship. *The Academy of Management Review*, 36 (4): 776-778.
- Confetto, M. G. and Siano, A. (2018). Social Media Content: A Management Framework. *International Journal of Business and Management*, 13 (6): 84.
- Corrin, L., and Lockyer, L. and Bennett, S. J. (2010). Technological Diversity: An investigation of Students' Technology Use in

- Everyday Life and Academic Study. *Learning, Media and Technology*, 35 (4): 387-401.
- Dake, D. (2005). *Creative Visualization. Handbook of Visual Communication*. Edited by Ken Smith. London: Lawrence Erlbaum Associates Publisher. 23-44.
- Dar, A. I. and Sayed, J. A. (2018). The Evolution of State Sovereignty: A historical overview. *International Journal of Humanities and Social Science Invention*, 1319 (7722): 1-12.
- emeraldinsight.com. Why people share knowledge in virtual communities?: The use of Yahoo! Kimo Knowledge. <http://www.emeraldinsight.com/doi/full/10.1108/10662241311313295>. 13.09.2017.
- Dutta, S. and Sengupta, P. (2016). Men and Mice: Relating Their Ages. *Life sciences*, 152: 244-248.
- Emerson, K. (2012). Stephen Foster and American Popular Culture. *American Music*, 30 (3): 397-404.
- Evans, D. (2010). *Social Media Marketing The Next Generation of Business Engagement*. Indiana: Viley Publishing Inc.
- Fararo, T. J. (2007). Social Status. *Encyclopedia of Law and Society: American and Global Perspectives*, Editors: David S. Clark, New York: Sage Publications, Inc. S. 1397-1398.
- Farmer, S. (2010). Going Visual: Holocaust Representation and Historical Method. *The American Historical Review*, 115 (1): 115-122.
- Fredette, J. and Marom, R. and Steinert, K. and Witters, L. (2012). The Promise and Peril of Hyperconnectivity for Organizations and

- Societies. *The Global Information Technology Report 2012 Living in a Hyperconnected World*. Geneva: SRO-Kundig.
- Giddens, A. (1990). *The Consequences of Modernity*. Stanford: Stanford University Press.
- Guedes, A. L. and Faria, A. (2007). Globalization and International Management: In Search of an Interdisciplinary Approach. *Brazilian Administration Review*, 4 (2): 20-39.
- Hall, W. and Tinati, R. and Jennings, W. (2018). From Brexit to Trump: Social Media's Role in Democracy. *Computer*: 51 (1): 18-27.
- Hamaker, J. D. (2002). *The Survival of Civilization*. California: Woodside.
- Han, M. C. (2014). How Social Network Characteristics Affect Users' Trust and Purchase Intention. *International Journal of Business and Management*, 9 (8): 122-132.
- Hudson, S. and Huang, L. and Roth, M. S. and Madden, T. J. (2015). The Influence of Social Media Interactions on Consumer-Brand Relationships: A Three-Country Study of Brand Perceptions and Marketing Behaviors. *International Journal of Research in Marketing*, 33 (1): 27-41.
- Ideya (2018). Social Media Monitoring Tools and Services Report Public Excerpts 2018 Ideya Market Report, 9th Edition November 2018. <http://ideya.eu.com/images/SMMTools%20Excerpts%202018%20Final.pdf>, 15.11.2019.
- Landa, D. and Duell. D. (2015). Social Identity and Electoral Accountability. *American Journal of Political Science*, 59 (3): 671-689.

- Lester, P. M. (2013). *Visual Communication: Images with Messages*. California: Wadsworth Publishing.
- Lesy, L. (2007). Visual Literacy. *The Journal of American History*, 94 (1): 143-153.
- Lipsy, P. Y. (2015). Explaining Institutional Change: Policy Areas, Outside Options, and the Bretton Woods Institutions. *American Journal of Political Science*, 59 (2): 341-356.
- Maguina, C. and Garcia, P C. and Gotuzzo, E. and Cordero, L. and Spach, D. H. (2001). Bartonellosis (Carrión's Disease) in the Modern Era. *CID*, 33 (15): 772-779.
- Markovic, M. R. and Salamzadeh, A. (2018). The Importance of Communication in Business Management. *The 7th International Scientific Conference on Employment, Education and Entrepreneurship*, Belgrade, Serbia, 18-20 October 2018.
- Martin, F. and Goggin, G. (2016). Digital Transformations? Gendering the End User in Digital Government Policy. *Journal of Information Policy*, (6): 436-459.
- Martin, G. (2017). A picture is worth a thousand words. <http://www.phrases.org.uk/meanings/a-picture-is-worth-a-thousand-words.html>. 03.05.2017.
- Miller, D. and Costa, E. and Haynes, N. and McDonad, T. and Nicolescu, R. and Sinanan, J. and Spyer, J. and Venkatraman, S. and Wang, X. (2016). *How the World Changed Social Media*. London: UCL Press.

- Miller, R. (2019). The Doctrine of Discovery: The International Law of Colonialism. *The Indigenous Peoples' Journal of Law, Culture & Resistance*, 5 (1) 35-42.
- Napoli, P. M. and Friedland, L. (2016). US Communications Policy Research and the Integration of the Administrative and Critical Communication Research Traditions. *Journal of Information Policy*, (6): 41-65.
- Neelamalar, M. and Chitra, P. (2009). New Media and Society: A Study on the Impact of Social Networking Sites on Indian Youth. *Estudos em Comunicac*, 6: 125-145.
- Niyozov, S., and Dastambuev, N. (2012). Exploiting Globalization while Being Exploited by It: Insights from Post-Soviet Education Reforms in Central Asia. *Comparative and International Education / Éducation Comparée et Internationale*, 41(3): 1-23.
- Ong, A. (2012). Powers of Sovereignty: State, People, Wealth, Life. *Focaal-Journal of Global and Historical Anthropology*, 64: 24–35.
- Osenga, K. (2013). The Internet is Not A Super Highway: Using Metaphors to Communicate Information and Communications Policy. *Journal of Information Policy*, (3): 30-54.
- Pettitt, P. B. and White, M. J. (2011). Cave Men: Stone Tools, Victorian Science, and the 'Primitive Mind' of Deep Time. *Notes and Records of the Royal Society of London*, 65 (1): 25-42.
- Pohle, J. and Thiel, T. (2019). Digitale Vernetzung und Souveränität: Genealogie eines Spannungsverhältnisse Forthcoming, 2019.

- Digitale Vernetzung und Souveränität: Genealogie eines Spannungsverhältnisses, In: *Borucki I. and Schünemann, W. J.* Ed. Internet und Staat. Baden Baden: Nomos.
- Rahardjo, S. (1994). Between Two Worlds: Modern State and Traditional Society in Indonesia. *Law & Society Review*, 28 (3): 493-502.
- Rajeev, M. M. and Jobilal, (2015). Effects of Social Media on Social Relationships: A Descriptive Study on the Impact of Mobile Phones among Youth Population. *International Research Journal of Social Sciences*, 4 (2): 11-16.
- RapidValue (2018). Internet, Smartphone & Social Media Usage Statistics. <https://www.rapidvaluesolutions.com/wp-content/uploads/2014/11/Internet-Smartphone-and-Social-Media-Usage-Statistics-by-RapidValue-Solutions.pdf>. 28.01.2018.
- Rogers, R. and Niederer, S. (2019). Mainstream under Fire. *The Politics of Social Media Manipulation*, Ed. Richard Rogers and Sabine Niederer. Amsterdam: University of Amsterdam.
- Sano, K. (2014). Do Social Media Marketing Activities Enhance Customer Satisfaction, Promote Positive WOM and Affect Behavior Intention? : An Investigation into the Effects of Social Media on the Tourism Industry. *Periodical Title*, 66 (3-4): 491-515.
- Sarwar, M. and Soomro, T. R. (2013). Impact of Smartphone's on Society. *European Journal of Scientific Research*, 98 (2): 216-226

- Schrecl, T. and Keirn, D. (2013). Visual Analysis of Social Media Data. *Computer*, 46 (5): 68-75.
- Shippo, B. and Phillips, B. (2013). Social Networks, Interactivity and Satisfaction: Assessing Socio-Technical Behavioral Factors as an Extension to Technology Acceptance. *Journal of Theoretical and Applied Electronic Commerce Research*, 8 (1): 35-52.
- Smith, M. M. (2013). When Seeing Makes Scents. *American Art*, 24 (3): 12-14.
- Spotlight, (2018). A Brave New World: Technology & Education. *Trends Shaping Education 2018 Spotlight*, 15: 1-12.
- statista.com (2017). <https://www.statista.com/statistics/274774/forecast-of-mobile-phone-users-worldwide/>. 11.09.2017.
- Stone, D. L. (2017). A Letter from the Editor of the Book Reviews. *American Journal of Archaeology*, 121 (1): 3-4.
- Swanson, R. A. (2019). *The Strenuous Life: Theodore Roosevelt and the Making of the American Athlete*. Michigan: Brilliance Audio.
- Tang, Y. (2017). For Whose Eyes Only?: China's Journalistic Internal Reference and Its Legal and Political Implications. *Journal of Information Policy*, (7): 1-37.
- Teo, T. and Chai, C. S. and Hung, D. and Lee, C. B. (2008). Beliefs about Teaching and Uses of Technology among Pre - service Teachers. *Asia-Pacific Journal of Teacher Education*, 36 (2): 163-174.
- Tschabitscher, H. (2017). How Many Email Users Are There? <https://www.lifewire.com/how-many-email-users-are-there-1171213>. 11.09.2017.

- Trusty, M. and Royce, R. (2013). Developing Career Paths for I-O Psychologists. *The Industrial Organizational Psychologist*, 51 (1): 82-85.
- Whitty, J. (2010). 21st Century Project Management: Open Source Body of Knowledge. *Proceedings of the Annual Project Management Australia Conference Incorporating the PMI Australia National Conference (PMOz)*, Brisbane, Australia, 176 - 186, 23 -26 August 2010.
- Villi, M. (2007). Mobile Visual Communication. *Helsingfors*, 16 (17): 55-66.
- Vinney, C. (2019). Freud: Id, Ego, and Superego Explained. <https://www.thoughtco.com/id-ego-and-superego-4582342>, 13.11.2019.
- Vinyals, O. ve Toshev, A. ve Bengio, S. ve Erhan, D. (2016). Show and Tell: A Neural Image Caption Generator. *Computer Science*, 2: 3156-3164.
- Xiao, Q. and Zhuang, W. and Hsu, M. K. (2014). Using Social Networking Sites: What Is the Big Attraction? Exploring a Mediated Moderation Relationship. *Journal of Internet Commerce*, 13: 45-64.
- Walter, N. (2016). Two (Un)Related Spheres?: Understanding Administrative and Critical Research in Health Communication. *Journal of Information Policy*, (6): 13-40.
- Webb, A. (2016). Information and Communication Technology and Contesting Gender Hierarchies: Research Learnings from Africa and the Middle East. *Journal of Information Policy*, (6): 460-474.

Weinberger, N. und Decker, M. (2015). Technische Unterstützung für Menschen mit Demenz? Zur Notwendigkeit einer bedarfsorientierten Technikentwicklung. *Technik folgenabschätzung – Theorie und Praxis*, 24: 36-45.

[www.internetworldstats.com](http://www.internetworldstats.com)(2017).<http://www.internetworldstats.com/stats.ht>. 11.09.2017.

Young, S. L. and Sherman, P. W. and Lucks, J. B. and Pelto, G. H. (2011). Why On Earth?: Evaluating Hypotheses About The Physiological Functions Of Human Geophagy. *The Quarterly Review of Biology*, 86 (2): 97-120.

Zeitel-Bank, N. and Tat, U. (2014). Social Media and Its Effects on Individuals and Social Systems. Management, Knowledge and Learning International Conference, Portoroz Slovenia 25-27 June 2014.

Zhang, B. and Vos, M. (2014). Social Media Monitoring: Aims, Methods, and Challenges for International Companies. *Corporate Communications An International Journal*, 19 (4): 371-383.



**CHAPTER 2**

**STRATEGIC LEADER COMMUNICATION AND  
SOCIAL MEDIA: THE CASE OF NORTH CYPRUS**

Asst. Prof. Dr. Dilan ÇİFTÇİ<sup>1</sup>

---

<sup>1</sup> Near East University, Faculty of Communication, Department of Journalism,  
dilan.ciftci@neu.edu.tr



## **INTRODUCTION**

Kuhn (1996) increased the popularity to the paradigm notion which put forward that science is formed by theoretical structures by limiting the methods used and also questioning to explore. In the organizations which implicate professional communication, a single and a unifying concept framework do not exist to notify the work of many disciplines which concern the domain of strategic communication. In preference, the central point of different communication pursuits has been closely described around specific managerial issues for instance selling more products, building relationships, improving organizational performance and motivating donors. Despite the fact that the terminological application differs in these professional disciplines, the main concepts are almost identical. Goal setting, program assessment, audience analysis, message strategy or channel choice represent its content however they are not limited with these facts.

Hallahan (2004) declaimed the converging and emerging concept of communication management between disciplines. He remarked that a rising number of organizations have accepted that diverse communication disciplines got common intentions and that their strategies and objectives for fulfilling those targets are parallel. Even if they differ fundamentally, their approaches are to incite to adapt to change environment by their organizations', wishing to set up communication by the confusing of communication genres, by the union of media and by coordinating communications. Organizations are searching to integrate as much as to improve effectiveness within

synergy, shortened redundancies and develop efficiencies. Hallalan distinguished 6 (six) specialties frequently found within organizations. Each one is took part by various staff personnel within complex and large organizations and each of them addresses particular organizational objectives, as follows:

**Table 1.** Six Specialties Commonly Found within Organizations (Hallahan, 2004)

<b>Six Specialties</b>	<b>Personnel</b>	<b>Purposes</b>
Management Communication	Managerial/administrative personnel throughout organization	To promote the clean operations of the organization and understanding of an organization's task, perception, and objectives; and to provide information needed during operations, as well as customer and staff training and customer and vendor transactions.
Marketing Communication	Marketing and advertising staffs	To promote sales of services and products, to create awareness, to retain attract customer's users, along with intermediaries in distribution channels. Among not-for-profit organizations and nongovernmental organizations, marketing communications integrate development communications and fundraising.
Public Relations	Public relations or publicity, human resources, finance, or government relations staffs	To maintain and establish exchange advantageous relationships with key constituencies. This covers customers and consumers, also donors and investors, community leaders, employees and volunteers, as well as government officials.
Technical Communication	Technical, engineering support, and training staffs	To instruct customers, employees and others to improve their capability. It requires lowering errors and upgrading the satisfying and effective use of technology when performing important responsibilities to organization.

Political Communication	Government affairs staffs as well as politicians and advocacy groups	To set up political consent or consensus on important issues including the exercise of allocation of resources and political power in society. This contains efforts to public policy decisions by administrators or lawmakers and influence voting in elections. On the international standards, this contains communications in support of military stabilization and public diplomacy.
Information/Social Marketing Campaigns	Employees in nongovernmental, not-for-profit, and governmental agencies, as well as corporate staffs involved in social, psychological, and physical well-being.	To lower the incidence of risky behaviors or to advance social causes important to the improvement of the community.

### 1.1. The term *Strategic*

Why the term strategic need to be employed in combining with communication to explain ongoing formal communication occupations in organizations in particular and in society in general. The modernist touch to management constitutes a part of the strategic terms' problem. The argumentation with critics for this approach is to emphasize the higher managements' desire for the organization as given and legal and arguing strategic communication benefits as a management dialogue. Strategic involved organizations and their purpose are appraised in terms of economic involvement and "rational" economic aims (Deetz, 2001: 9).

The main objective of the modernist strategy is to create a world that can be governed through administrative process, the expulsion of

disagreements and conflict, and the unaware acceptance of organizational roles and aims. In this content the role of communication is to confirm information transfer from the supervisor and to subordinate so that to grow submission and to set up networks to confirm the organization's power in public relations. In this point of view, the general idea of strategic message targets management of culture, and complete quality management (Holtzhaus, 2002).

Theoretical contents incorporate systems approaches, covering laws and emphasis on skills development specifically in management and communication areas (Deetz, 2001; Hatch, 1997). The common point out of the term of strategic thus bring to mind a one-sided content to organizational management that is situated in asymmetrical or top-down communication that does not authorize for the examination of alternative contents to go over the communication uses of organizations. These outlooks have been supported by the truth that strategic planning is being taught in a lot of undergraduate programs in public relations, marketing and advertising through to underline the goal setting, action plans and measurable outcomes (Austin & Pinkleton, 2001; Caywood, 1999; Dozier & Ehling, 1992; Ferguson, 1999; Moffitt, 1999; Smith, 2005; Wilson & Ogden, 2004).

Considering strategy in a fundamental approach, still, many perspective and richness of current readings of term are missing. Also, it resides in the possibilities of theory development in this section. When it examined closely, there are many alternative ways to observe the term strategic within those which are listed before. The term strategic was

used for the first time in organization theory in the 1950s (Hatch, 1997). Its intention was to explain how organizations face off in the marketplace, gain market share and acquire competitive advantage. This modernist approach of the above description to strategic planning is certainly correct when one reflect the original goals of strategic planning as ones of controlling the keeping the organization's autonomy and its environment (Pfeffer & Salanciki 1978).

The term strategic is understood in a negative way which it is issue of warfare and in this meaning it is explained as the art of war, besides the word strategy comes from the Greek word which means "generalship" (Webster's New Collegiate Dictionary, 1984). Whilst, the term has usually a negative meaning, especially in a period in which organizations are seen as a manipulator of its environment for their own welfare and it was also considered that they do not think about the concerns of the society, stakeholders and other constitutions. When the term strategic is associated with a connection of war in communication practice, it can support the negative approaches which already exist in this field.

According to Okay and Aydemir (2005), strategy in the traditional sense; while the art is defined as the most effective and quickest way to reach the predetermined goals by the most appropriate methods and means; a message is defined as the process of transmitting a message containing information from a source to the receiver via a channel. Moreover, strategic communication, which is a combination of both words, can be defined as the continuous sharing of the determined

messages in the most appropriate place and time with the most appropriate means in the most appropriate place and time, in the most synchronized manner with the aim of facilitating the achievement of long-term strategic goals and influencing the relevant public (Coffman, 2004). The ultimate goal of the strategic communication planner is to gathering maximum information power, the best understanding of the public and the public to be affected (Gürcan, 2012).

## **1.2.Public Diplomacy or Strategic Communication**

The separation or union between public diplomacy and public relations has been a discussion point for many years by scholars and practitioners. These functions have considered essential to international alliances and effort by nations in the worldwide war against terrorism to fulfill domestic and foreign policy aims. Newly released inclusion of public relations with public diplomacy and even psychological operations in general, political-military manner to strategic communication advises a practical union that is moving ahead a theoretical explanation. The limits among communication functions could fade away and intimidate without a theoretical configuration to lead these programs in public diplomacy and public relations.

In this study, historical and literature reconsideration is used to set convergence, upgrade discussion and research also to suggest an international convergence model. Post-Cold War disputes have been marked by insurgents, activists and terrorists using it with its unsuitable meanings to attack alliances, coalitions or nations that have

considerably good economic, political and military power (Nemeth, 2009). To lead these threats and to encourage the support at home and at the same time at abroad, nations and international alliances are bringing together public relations and public diplomacy in worldwide and also political-military approaches to strategic communication.

These strategic communication programs depend on soft power (e.g., political media, cultural programs) to captivate others to work together and on hard power (e.g., political, economic, and military sanctions or force) to convince or to force others to approve objectives. Public diplomacy and public relations usually proceed together with other communication works such as psychological operation to support soft and hard power usages. Public relations' and public diplomacy's effect of this convergence on the probability and efficacy and the unification of these unlike communication functions in strategic communication programs. The ruling perspective views that, there is a strategic management of relationship and communication between public relations and organizations (Cutlip, Center and Broom, 2006; Grunig, 2011). Public diplomacy is considered as supplemental however different concepts characterized by intercultural or international communication between foreign publics and also between nations (Adelman, 1980; Belay, 1997). Thus, some practitioners and scholars have shown that there is an identical similarity between public relations and public diplomacy and even mentioned convergence with each other (Kunczik, 1996; 1997; 2003; Signitzer and Coombs, 1992; Signitzer and Wamser, 2006).

Strategic communication is the transmission of the most appropriate message to the relevant public, resource-oriented to inform the public is not a passive communication process; and to share with the relevant public in accordance with its objectives and ensure that public perception is positively shaped and it is an active communication process based on influencing. Strategic communication, the company's vision, strategic goals and intentions and purpose, actions and discourses of the public relations, information management, public diplomacy, uses disciplines such as relations with media and perception and reputation management in synergy.

### **1.3.Social Media in Strategic Communication**

As Vural and Bat (2010) express that perceiving communication as a strategic concept and strategic management is becoming more and more important every day. Since modern mass media in the world developed and diversified, made public important in both content and form of messages to be transmitted changes have occurred. Increase in information communication speed and alternative parallel to the proliferation of news sources the more they know, the more they love and support promotion and public relations centered, traditional communication based on resource-oriented and unilateral information understanding has ended (Taylor, 2009: 17). As Numann and Hogan (2005) significantly argues that internet in the first place, in all areas of life in terms of access to information and sharing information caused a revolution.

One of the areas where social media is used in corporate communication trends in the world is also the leader communication (Zerfass & Sherzada, 2015: 292). However, this use it brings with it a contradiction. Social media accounts are personal, but sharing the preference - may be open to the public. In the traditional media era, each press release reviewed by the corporate communications department, would give meticulously worked on the message, which connection receives the message through which channel strategic communication reports required for general managers (Zerfass, Vercic & Wisenerg, 2016). Some top level managers, social media provides access to the public for personal use with the right strategy and support of the social media agency / corporate communication department some instinctively and uncontrolled sharing.

Mobile-based, sharing without time and space limit and discussion based on personal friendship. Social media, which is a humanitarian communication style, value has become one of the most important factors (Vural & Bat, 2010). The Internet and especially social media as its growing importance in life clearly shows that it has become a strategic talent. On the other hand, parallel to the increase in the number of information sources in the communication environment as an individual cannot follow all sources of information; and one or more news according to socio-economic trends began to content with the source (RTÜK, 2009).

Social media management is one of the areas evaluated under corporate communication. Some companies communicate their corporate

communications to social media management departments under the roof of the companies prefer to work with social media agencies, even social media agency, public relations agency and advertising agencies in an integrated structure as they are waiting to carry out the business. Social media management, both internal and external affecting social stakeholders, identifying them as target groups and subjecting them to the message is an area. Therefore, the works carried out under this title are always a single field of activity.

Strategic communication briefly can be explained for the purpose of effective management of corporate reputation using communication as a strategic ability. Strategic communication, corporate policies to be implemented guides a road map in its determination (Taylor, 2009: 115). Strategic communication is actually a decoder function that solves the complicated communication process (Goldman, 2008). Moreover, according to Reading et. al. (2010) strategic communication related public what to think to change your current perception dictating a secret agenda it is not a propaganda process; for the public in order to shape transparent and continuous it is a process of persuasion and influence.

Within the scope of this article, it will be covered the broad application area of strategic communication management. Focusing on the functioning of private enterprises, private universities in North Cyprus corporate communication departments and they are responsible for strategic communication management of their universities. When examined, different structures are encountered. Corporate communication processes are carried out entirely by a team they

employ within themselves; manage processes with a small corporate communication team delegates headlines to third parties. Third-party partners are media relations, event management, social media management or project-based services.

Relations with social stakeholders' management of the activities in the headings, reaching the target audience in determining the message and the vehicle, the leaders are an effective channel and the leader's word is an effective message. Social stakeholders with different characteristics also play an important role in the transmission of customized messages (Murphy, et. al., 2006: 55). Strategic communication is a simple and unilateral information sharing is not intended to convince the public concerned, taking into account the current attitudes and behaviors, attitudes and it is an active influencing process that measures changes in behavior (Jones, 2009). In addition, according to Tatham (2008: 18) strategic communication, the preconditions of the relevant public, takes into consideration the current perceptions and attitudes; not as a passive variable, but as an active variable affecting the process will accept. For these reasons, as an advertising and marketing activity in the traditional sense has perceived public relations. Table 2 shows the differences between traditional communication model and strategic communication model.

**Table 2.** Differences Between Traditional Communication Model and Strategic Communication Model (Gürcan, 2012: 110)

<b>Traditional Communication Model</b>	<b>Strategic Communication Model</b>
The communication medium opens with the active source, the passive receiver and a message channel closed to external influences.	In the communication environment, after the source and the receiver, the external environment is considered as a third actor. The external environment affects both the receivers and the channel in the environment. The source affects the external environment with its corporate reputation.
There is only one receiver in the model.	The model has multiple receivers with different interests and opinions, so the communication environment is multi-part.
Past conditionality and prejudice are assumed to be absent.	It considers the past condition and prejudices of the buyer. therefore, accurate analysis of the receiver's perceptions and convictions is important to success.
The receiver accepts the message from the source unconditionally.	The receiver may accept or reject the message from the source. Supports buyer feedback process.
The communication process is interrupted only when the message is transmitted.	Communication process is continuous.
Process is message-oriented.	Process is receiver oriented.
Source is independent of receiver.	There is interdependence between the source and the receiver.

Social stakeholders with different characteristics also play an important role in the transmission of customized messages. It undertakes. For

example, Grunig's situational theories of the masses those who have not experienced any problems with those who do not have mass those who have and expect expectations for a solution are positioned as active masses. (Grunig, 2006). As a requirement of this positioning, different messages to both audiences are different. Frequency and different means that the strategic communication management. As a requirement, the message can be delivered correctly to the right audience. Grunig and Hunt, different Connection Theory based on the need to connect with target audiences differently formed. According to this theory, the model is created with four different connection types. A healthy relationship can be established with expectations and types of social stakeholders. Four connection types and their names and definitions are as follows (Rawlins, 2006: 3-5). Table 3 illustrates the connection types of social stakeholders.

**Table 3.** Connection Types of Social Stakeholders (Rawlins, 2006: 3-5)

<b>Connection Types</b>	<b>Purpose and expectations</b>	<b>People</b>
Facilitating link	To have authority over the organization and to decision making fixed connections with direct or indirect effects.	The Board of Directors public officials, legislators.
Functional link	Strategic for the continuity of inputs and outputs for the organization's field of activity fixed connections.	For example, a the raw material provider and workers of the institution for input; and functional connections.

Normative links	Where the organization acts with a common goal or interests in line with the fixed connections.	For example, a specific job other companies from the same sector normative connections.
Common links	Non-fixed, difficult to define, frequency and content cannot be said with certainty connections.	They can have a very strategic position for the organization on a case-by-case basis.

## 2. Method

This study aims to reveal the debates on strategic communication and emerging practices in social media. The social media platforms used to share corporate identity are to examine how Facebook and Twitter mediate public relations in terms of public relations and the strategic leader communication. In this context, the aim of the study was to determine the social media usage practices in chairman of the board of trustees of the private universities operating in Northern Cyprus, in terms of strategic communication and corporate identity.

In this study, universities were chosen for purposeful purposes. Since in North Cyprus universities as a private business sector, play vital role in running North Cyprus economy. The universe of the study consists of 38 (thirty-eight) universities active in Northern Cyprus, which has a study permit, establishment permission and is sent to the Ministry of National Education from the Higher Education Planning, Supervision, Accreditation and Coordination Board (YÖDAK).

The universities to which the analysis of the study will be applied are considered as brand-institutions since a qualitative method is applied for this study. The sample of the study was determined by using purposeful sampling technique which is one of the well-known sampling techniques for social sciences studies. In determining the sample of the study, 5 (five) universities announced by the Higher Education Planning, Supervision, Accreditation and Coordination Board as of January 2019 were included in the UAKK has been chosen according to the list establishment of universities by YÖDAK. The sample of the study was determined as 4 (four) universities in the light of their business history as being old. Table 4 shows the universities participating in the UAKK listed on the official website of the Higher Education Planning, Supervision, Accreditation and Coordination Board. Eastern Mediterranean University was excluded from the sample although it is the oldest one, as it is not private university as a whole.

**Table 4.** Universities participating in UAKK listed on the Official Web Site of Higher Education Planning, Supervision, Accreditation and Coordination Board

<b>Universities Participating in UAKK*</b>	<b>Name of University</b>
1	Eastern Mediterranean University
2	Kyrenia American University
3	Near East University
4	European University of Lefke
5	Cyprus International University
6	METU Northern Cyprus Campus
7	ITU-TRNC Education Research Campuses
8	Mediterranean University

9	University of Kyrenia
10	Cyprus Science University
11	Cyprus University of Social Sciences
12	American University of Cyprus
13	Cyprus University of Health and Social Sciences
14	International Final University
15	Ada Kent University
16	University of Cyprus
17	Rauf Denктаş University
18	Arkin University of Creative Arts and Design
19	Cyprus Western University

\* The order in the table is prepared as given in YÖDAK page.

**Source:** <http://www.yodak.gov.ct.tr/Universiteler.aspx>

### 3. Results

In the light of the above mentioned definition of strategic communication, in this part of the study the strategic communication of the 4 (four) private university chairman of the board of trustees were evaluated. Among the 4 (four) chairmen of the board of trustees, European University of Lefke has got the highest number of friends on Facebook, which would be result of being well-known dentistry in the region. On the other hand, with high followers on Twitter, Kyrenia American University has the significant influence on strategic communication on social media. Table 5 illustrates the private universities number of friends on Facebook and number of followers on Twitter.

**Table 5.** The Private Universities Number of Friends on Facebook and Number of Followers on Twitter

<b>Private Universities Name</b>	<b># Friends on Facebook</b>	<b># Followers on Twitter</b>
Kyrenia American University	No friends	88.183
Near East University	No mentioning	1.598
European University of Lefke	3.594	No account on Twitter
Cyprus International University	999	No account on Twitter

Strategic leader communication in social media includes the virtual biographies which is very influential in communication with stakeholders. Thus this study sample shows that majority of private university chairmen's (3/4) are professionally mentioned their occupation on Facebook, while for the Twitter account the results show different pattern (2/4). Table 6 demonstrates the private university chairmen of the board of trustee's occupation mentions on both Facebook and Twitter account.

**Table 6.** Private University Chairmen of the Board of Trustees Occupation Mentions on Both Facebook and Twitter Account

<b>Private Universities Name</b>	<b>Occupation Mention on Facebook</b>	<b>Occupation Mention on Twitter</b>
Kyrenia American University	-	√
Near East University	√	√
European University of Lefke	√	-
Cyprus International University	√	-

For strategic leader communication the corporate name mentioning on social media account is descriptive for expression of identity link. Thus, Table 7 shows the private universities' names mentioning on Facebook.

**Table 7.** The Private Universities' Names Mentioning on Facebook

<b>Private Universities Name</b>	<b>University name Mentioning on Facebook</b>
Kyrenia American University	√
Near East University	√
European University of Lefke	√
Cyprus International University	-

As Table 7 shows that majority of the board of trustees chairman mentioned the university name on their Facebook account. Only Cyprus International University the board of trustees chairman did not mention the university name as a corporate identity, whereas he mentioned company name (i.e. Levent Industry ltd.) in his Facebook account. Table 8 exemplifies the account biographies for private university chairmen of the board of trustees.

**Table 8.** The Account Biographies For Private University Chairmen of the Board of Trustees

<b>Private Universities Name</b>	<b>Account Bio on Facebook</b>	<b>Account Bio on Twitter</b>
Kyrenia American University	gau.edu.tr	gau.edu.tr
Near East University	neu.edu.tr	neu.edu.tr
European University of Lefke	-	-
Cyprus International University	-	-

Together with the Table 7 and Table 8, it is true to say that Kyrenia University and Near East University were the private universities, who

has corporate identity based on the universities rather than the companies. In strategic communication there is 4 (four) different links, which are explained in the literature review part in detail. Table 9 indicates the 4 (four) different links connections in 4 (four) chairman shares both on their Facebook and Twitter accounts.

**Table 9.** Different links connections in chairmen shares both on their Facebook and Twitter accounts

<b>Private Universities Name</b>	<b>Facilitating Link</b>	<b>Functional link</b>	<b>Normative link</b>	<b>Common Link</b>
Kyrenia American University	-	-	-	-
Near East University	√	√	√	√
European University of Lefke	-	-	√	√
Cyprus International University	-	-	√	√

As Table 9 indicates that Near East University chairman of the board of trustees is important in terms of including four different links in his Facebook and Twitter accounts shares. Kyrenia American University chairman of the board of trustees prefers to be not sharing at all, whereas for other two university chairmen total shares go along with the normative link and common link. For strategic leader communication corporate image is an important issue, which is in social media same with the profile picture and cover picture. These pictures are the single shots which should summarize ones not only corporate identity but also personal identity which should show the parallel interest with corporate identity. Table 10 shows the profile and cover page picture of the chairmen of the board of trustees of private universities.

**Table 10.** Profile and Cover Page Picture of the Chairmen of the Board of Trustees of Private Universities

Private Universities Name	Cover Picture on Facebook	Cover Picture on Twitter	Profile Picture on Facebook	Profile Picture on Twitter
Kyrenia American University	Logo	Logo	Single, corporate picture	Single, corporate picture same with Facebook
Near East University	Gunsel car (the other company related with the university)	TRNC and Turkish Republic Flag and demonstration picture	Single, corporate picture	Single, corporate picture same with Facebook
European University of Lefke	The nature View	-	With his wife, ordinary	-
Cyprus International University	-	-	With his wife, ordinary	-

The sample of this study gives different results in terms of the profile and cover pictures cases. Similar with the previous results, for a corporate image, chairmen of the board of trustees of Near East University and Kyrenia American University were the only two who has professionally share corporate image with their stakeholder on social media accounts.

#### 4. Discussion and Conclusion

The fact that, the use of social media cannot be denied that it has used as an important tool in public relations and corporate communication practices. The multi-channel structure of social media in content production, consumption and reproduction processes has broken the

memorization of the single channel communication structure in traditional public relations practices. All these developments have opened the subheadings of strategic leader communication, an important working branch in the field of corporate communication, to new opportunities, opportunities and threats.

Again internet and social media started to be used widely, public opinion has become multi-part and information as a right perceived, transparency and accountability gain importance, that the balance of confidentiality-transparency has deteriorated in favor of transparency; that censorship reflexes are not as effective as before; In the new communication environment, reviewing traditional communication strategies to actors in the industry it may be a role-model in the development.

Corporate communication processes, target and message of certain, threats and opportunities in mind prepared at the end of the process, strategic communication plans where improvement is possible. This change is necessary for inherent in the strategy, because only this corporate communication processes in the way with the company's other work areas and business departments coordinated progress. When we look at the processes of corporate communication, the influence of social media in today's in these processes as a simple new tool to be more than that.

From the characteristics of the message, the evaluation phase, the identification of social stakeholders, opportunities and threats an active

and continuous integrated, open to change and transformation at any time. It is the social media that makes the communication process both possible and compulsory. Therefore social media, corporate communication processes in a bidirectional communication model secretly imposed would not be wrong to see the location.

Considering the strategic communication method of corporate communication leader in the monopoly of traditional media, unilateral communication opportunities and risks with the facilitation of the press structure of was an area that does not carry. Definitely, the leader for corporate image and corporate identity his stance, discourse and consistency were of great importance. But with the new media era together, especially with the expansion of social media and the increase of user network, in every sub-topic of corporate communication, sometimes the vehicle, sometimes the evaluation area, sometimes social media, which is the target audience, receive requests, complaints and requests quickly, allowing two-way communication and social media, which allows the evaluation faith when used with caution, it can be a preventative for crises, and its misuse and careless use new crises. In addition, social media work with the private life for the user the structure that removes or diminishes the boundary between lives can be challenging for senior executives. Nevertheless, this dimmed limit is their style, attitude, discourse and consistency of the projection of its identity, as well as the institution managers who can use it as a reinforcing element of their image.

## **5. Further Recommendations**

This study provides the qualitative results of the strategic leader communication practices on social media in North Cyprus. As having the rare studies on the strategic communication in Cyprus studies, this study keeps its importance by providing its findings to the literature. North Cyprus is a Mediterranean island, where the production process has not the central role in economy, therefore this study based on the private universities. The growing number of universities on the North Cyprus brought about the necessity to investigate the multidimensional effects. In the light of above mentioned results and explanations, further research might study the comparison between the oldest and newly opened universities of North Cyprus in terms of their professionalism on strategic communication practices.

## REFERENCES

- Adelman, K., L. (1980). Speaking of America: Public Diplomacy in our Time. *Foreign Affairs*, 59, 913.
- Austin, E., W. & Pinkleton, B. (2001). *Strategic Public Relations Management: Planning and Managing Effective Communication Programs*. Mahwah, NJ: Lawrence Erlbaum Associates, Inc.
- Belay, G. (1997). Ethics in International Interaction: Perspectives on Diplomacy and Negotiation. *Ethics in Intercultural and International Communication*, 227-265.
- Caywood, C. (1997). Twenty-first Century Public Relations: The Strategic Stages of Integrated Communications. In C. Caywood (Ed.), *The Handbook of Strategic Public Relations and Integrated Communications* (pp. xi–xxvi). New York: McGraw-Hill.
- Coffman, J. (2004). *Strategic Communication Audits, Communications Consortium*. Washington DC: Media Center.
- Cutlip, S., M., Center, A., H., & Broom, G., M. (2006). *Effective Public Relations* (9<sup>th</sup> Edition). Englewood Cliffs, NJ: Prentice Hall.
- Deetz, S. (2001). Conceptual Foundations. In F.M. Jablin & L. L. Putnam (Eds.), *New Handbook of Organizational Communication: Advances in Theory, Research, and Methods* (pp. 3–46). Thousand Oaks, CA: Sage.
- Dozier, D., M., & Ehling, W., P. (1992). Evaluation of Public Relations Programs: What the Literature Tells Us About Their Effects. In J. E. Grunig (Ed.), *Excellence in Public Relations and*

- Communication Management* (pp. 159–184). Hillsdale, NJ: Lawrence Erlbaum Associates, Inc.
- Ferguson, S., D. (1999). *Communication Planning: An Integrated Approach*. Thousand Oaks, CA: Sage.
- Goldman, E. (2008). “Strategic Communication Theory and Application” Presentation presented in the Office of Coordinator for Counterterrorism of U.S. Department of State.
- Grunig, J., E. (2006). Furnishing The Edifice: Ongoing Research On Public Relations As A Strategic Management Function. *Journal of Public relations research*, 18(2), 151-176.
- Grunig, J., E. (2011). Public Relations And Strategic Management: Institutionalizing Organization–Public Relationships In Contemporary Society. *Central European Journal of Communication*, 4(06), 11-31.
- Gürcan, M. (2012). Stratejik İletişim Modeli ve Güvenlik Alanına Uygulanabilirliği. *Güvenlik Stratejileri Dergisi*, 8(15), 99-138.
- Hallahan, K. (1999). No, Virginia, It’s Not True What They Say About Publicity’s Implied Third-Party Endorsement Effect. *Public Relations Review*, 25(3), 331–350.
- Hallahan, K. (2004). Communication Management. In R. L. Heath (Ed.), *Encyclopedia of Public Relations* (Vol. 1, pp. 161–164). Thousand Oaks, CA: Sage.
- Hallahan, K. (2006). Integrated Communication: Implications For Public Relations Beyond Excellence. In E. L. Toth (Ed.), *The Future Of Excellence In Public Relations And Communication*

- Management: Challenges For The Next Generation* (pp. 299–336). Mahwah, NJ: Lawrence Erlbaum Associates, Inc.
- Hatch, M., J. (1997). *Organization Theory: Modern, Symbolic, And Postmodern Perspectives*. Oxford, England: Oxford University Press.
- Holtzhausen, D., R. (2002). Towards A Postmodern Research Agenda For Public Relations. *Public Relations Review*, 28, 251–264.
- Kunczik, M. (1996), *Images of Nations and International Public Relations*. Mahwah, NJ: Erlbaum
- Kunczik, M. (2003). Transnational Public Relations By Foreign Governments. In K. Sriramesh & D. Vercic (Eds.), *Handbook of Global Public Relations* (pp. 399-424). Mahwah, NJ: Lawrence Erlbaum.
- Kuhn, T., S. (1970). Reflections on My Critics. In I. Lakatos & A. Musgrave (Eds.), *Criticism And the Growth of Knowledge* (pp. 231–278). London: University Press.
- Kuhn, T., S. (1996). *The Structure of Scientific Revolutions*. Chicago, IL: University of Chicago Press.(Original work published 1962)
- Moffitt, M., A. (1999). *Campaign Strategies and Message Design*. Westport, CT: Praeger.
- Németh, J. (2009). Defining A Public: The Management Of Privately Owned Public Space. *Urban studies*, 46(11), 2463-2490.
- Numann, M. & Hogan, D. (2005). Semantic Social Network Portal for Collaborative Online Communities, *Journal of European Industrial Training*, 29(6).

- Okay, A. & Aydemir, O. (2005). *Halkla İlişkiler: Kavram, Strateji ve Uygulamaları*. Ankara: Der Yayınları.
- Pfeffer, J. & Salancik, G. (1978). The External Control Of Organizations. A Resource Dependence Perspective. New York: Harper & Row.
- Radyo ve Televizyon Üst Kurulu (RTÜK) (2009), “Televizyon İzleme Eğilimleri Araştırması –2”.
- Rawlins, B., L. (2006). Prioritizing Stakeholders For Public Relations. *Institute For Public Relations*, 1-14.
- Reding, A., Weed, K., & Ghez, J. (2010). NATO's Strategic Communications concept and its relevance for France.
- Taylor, P., M. (2009), *Routledge Handbook of Public Diplomacy*. Zondon: Rutledge Press.
- Signitzer, B., H., & Coombs, T. (1992). Public Relations and Public Diplomacy: Conceptual Convergences. *Public Relations Review*, 18(2), 137-147.
- Signitzer, B. & Wamser, C. (2006). Public Diplomacy: A Specific Governmental Public Relations Function. *Public Relations Theory II*, 435-464.
- Smith, R., D. (2005). *Strategic Planning For Public Relations*. Mahwah, NJ: Lawrence Erlbaum Associates, Inc.
- Vural, Z. & Bat, M. (2010). Yeni Bir İletişim Ortamı Olarak Sosyal Medya: Ege Üniversitesi İletişim Fakültesine Yönelik Bir Araştırma. *Journal of Yasar University*, 5(20), 3348-3382.
- Webster's Ninth New Collegiate Dictionary. (1984). Springfield, MA: Merriam.

- Wilson, L., J. & Ogden, J. D. (2004). *Strategic Communications Planning*. Dubuque, IA: Kendall/ Hunt.
- Zerfass, A. & Sherzada, M. (2015). Corporate Communications From the CEO's Perspective: How Top Executives Conceptualize and Value Strategic Communication. *Corporate Communications: An International Journal*, 20(3), 291-309.
- Zerfass, A., Verčič, D. & Wiesenberg, M. (2016). Managing CEO Communication and Positioning: A Cross-National Study Among Corporate Communication Leaders. *Journal of Communication Management*, 20 (1), 37-55.

## **CHAPTER 3**

### **ETHICS AND PRIVACY ON SOCIAL MEDIA<sup>1</sup>**

Asst. Prof. Dr. Hasan İFTÇİ<sup>2</sup>

---

<sup>1</sup> This study was produced from the summary paper at the 5 Ocak International Congress of Social and Human sciences held in Adana on 3-5 January 2020.

<sup>2</sup>Harran University, Şanlıurfa, Turkey. hasanciftci@harran.edu.tr



## INTRODUCTION

While social media allows individuals to play a more active role in society, it also turns them into a participating element of surveillance. The impact of social media platforms on interaction and communication among people is addressed by experts with their positive and negative aspects. Considering the speed and conveniences of social networking sites in document, information, voice, and image sharing today, their positive effects on human life are undeniable. Nevertheless, it is stated that the voluntary disclosure (exposure) experienced in these social channels and the changing perception of privacy against this disclosure are among the negative effects of the relevant sites. In addition, the violations of privacy, which can be carried out by unauthorized intervention in social media channels, occupy the agenda and emphasis is placed on the negative effects of unauthorized interventions on individual and community life. As a result of these negative effects, privacy is stated to disappear. This situation pushed the scientific world to search for solutions. The factors causing the collapse in question and the studies on solutions have taken place in the fields such as psychology, health, sociology and law today. From this point of view, it is believed that there is a need to review the concept of privacy or private life in the face of today's communication and surveillance technologies. There is a need to reveal the relationship between privacy and social media, which is the main subject of the study.

The transformation of privacy in social media is one of these problems. Through their posts on their social media accounts, some information like where and how people have fun, when people completed their education, the food they eat, the holiday they make, what their children name is, how old they are, who they are married with, where they are now, the birthdays and celebrations they attend can be reached. In addition, many topics like this are followed by others through social media. The content of the individual's private space has changed due to social media, and privacy has been transformed into a public space. These developments brought some problems concomitantly.

Ethical violations brought by social media can be listed as copyright / patent rights, violation of private life, sharing without confirming the accuracy of the content produced, sharing without giving the original source, creating a fake account and identity, digital surveillance, stalking, cyber bullying, dissemination of hate speech, application of virtual violence, use of slang and profanity, making shares that do not match social values, sharing against public morality, trolling, deceptive titling and labeling, unethical commenting, copying, reproducing and distributing personal data without permission, and preparing content that harms personal rights (Vardal, 2015: 99; Manavcioğlu, 2009: 64; Öztürk, 2015: 299; Binark and Bayraktutan, 2013: 39).

## **SOCIAL MEDIA AND PRIVACY**

The entry of the Internet into human life has eliminated the need for space and time, and has changed the perceptions of social privacy. Social media, which can also be called new media, fit everything about life on the screen of the computer and smartphone, thus allowing us to carry it with us. The individuals share everything about themselves in social media channels without borders, and they become the subject and object of the virtual environment over time. Individuals can share their personal information such as their identity information, home or work addresses, phone numbers, their most intimate personal images, and their homely images, without hesitation. Sharing intimate information and images in digital media may lead to the publicization of privacy. In this context, private information and fields become more common and accordingly, individuals can lose their values. Values that individuals can neglect may also cause corruption of the social structure.

In our age, the social networks can lead to human corruption. Social networking sites that have entered our lives with the concept of new media become one of the indispensable parts of our lives with its users from all walks of life as a tool for making friends, communicating with others, advertising and publicity for others, marketing channels, or as a means of mass media orientation and propaganda tool (Sanlav, 2014: 13).

There is a phenomenon of privacy in the creation of human beings. With the effect of the technological changes and developments experienced today, the importance of privacy has increased and thus the limits of

privacy have been opened to discussion. To be able to evaluate these borders within the framework of social media refers to all types of network sites, blogs and visual content sharing tools created by media concept content users (Yeniçıktı, 2017: 113). Social media, also referred to as new media, is the virtual media environment that emerges with the development of computer, internet and mobile technology, where users can interact interactively independent of time and space while interacting. 108. “Social networking sites”, as the most common definition accepted in the literature, are defined as web-based services that allow individuals to create an open or semi-open profile within a system with a certain boundary, and that show the list of people sharing links with different people, the list of other people with whom they are linked. (Boyd and Ellison, 2007: 109).

In addition to the above professional definitions, social media is a channel where everyone makes sense of every content in his/her own way. For some, it is an information and content platform that facilitates and accelerates life, while for others it is a medium that does not occupy much space for its own life, which leads to corruption of information and content. However, considering the results of the researches, those who agree with the first thought are always in the larger majority. The first sentence or second thought, which will be stated without notice, is that social media is at the center of people's lives. The main pillars of this issue are that the so-called social media channels are open to everyone and everyone can freely share in these channels (Yıldız, 2012: 530). In an environment where the individual can share the content he /

she chooses at his own request, the person can freely share his / her information and visuals, access the sharing made by someone else, or comment on someone else's sharing. According to Yüksel (2003), privacy is a field where people can stay on their own, think and act as they wish, and decide on where, when, how and under which conditions they can communicate with other people themselves, and the right they have in this field (Yüksel, 2003: 182).

Privacy, which is defined as the limitation of one person to another person, determines the personal limit by the measure of openness to social interaction with others. Privacy is seen as a dynamic process within its boundary, whether it belongs to the individual or a group. It is based on a process that opens and closes the boundaries around the individual. The aim is to check the contact and relationship with others. (Mutlu, 2012: 219).

Privacy, also called private life, refers to a special area where people can stay alone, think and act as they wish, and decide to what extent and how to relate to others. It also defines the right to be held on this particular area. The right to privacy, which constitutes a very important part of the time in a person's daily life, does not mean to ignore other individuals, to disregard them or to destroy the relationship with them. It explains the right of the person to determine how much to share his life with others. (Yüksel, 2003: 182).

Privacy is a personal phenomenon. Therefore, the private living space of the individual is expressed as his personal privacy. According to Yılmaz (2012), the phenomenon of privacy is ambiguous. The reason

for this is that privacy differs from person to person; its limits are uncertain and cannot be defined in general terms (Yılmaz, 2012: 248). Privacy is closely related to what level we are recognized by others, to what extent others are physically available to us, and to what extent we are the object of the others' attention (Yüksel, 2003: 278).

There is no certain definition of "Privacy" accepted by everyone. It seems difficult to make objective evaluations about those who share information, visual, audio or video, or those who support such sharing, which can be considered as a violation of privacy in social media. In this sense, it should be discussed that it is necessary to comply with the common issues to be observed regarding body, residence and information privacy.

It is a fact that as the perceptions of privacy change, the display on social media also increases and becomes commonplace. In today's world, people can sometimes present themselves to others, without any perception of privacy (body, word, behavior, etc.) and see no inconveniences in this. (Akyüz, 2015: 189)

Depending on sharing, medical, personal and commercial data are collected and stored, however, they change hands and are marketed. The digital version of information provides more opportunities to governments and the business world to possess, control, process, use and exchange personal data belonging to citizens, even without the knowledge and consent of the individuals concerned. All these issues bring with it an important threat to privacy (Tanılır, 2002: 41).

The main consequence is that events that can have negative effects on the outcome and cause direct or indirect harm to individuals should not only be a moral problem but have a legal response. It is necessary to discuss in detail what sharing and how much of sharing of social media platforms will be considered as a violation of privacy.

Surveillance overrides one's freedom of self-expression by ignoring personal privacy and communication privacy. Social media, on the one hand, allows individuals to express themselves and socialize; on the other hand, it makes them an eager element of surveillance, thereby violating their privacy.

Depending on these explanations, it can be said that within the dimensions of privacy, body privacy is more important than other types. All the types of privacy mentioned have changed with technological developments and transformations and have started to be violated by individuals. The dimensions of privacy that have been paid attention and importance before are not as interesting and appreciated as before.

## **ETHIC AND ETHICAL PROBLEMS IN SOCIAL MEDIA**

New technological tools and environments developed with rapid change and transformation in information technology have drawn great interest by people and entered the lives of people quickly. These innovations, which can be described as computers, smart phones, internet, virtual games and environments, have started to take a very important place and time in people's daily lives. Social media, which is

among these innovations, has increased its influence and importance day by day. Social media has provided many possibilities to its users, such as enabling them to communicate with people far away by eliminating geographical boundaries, without any distance limitation, and delivering the content they create to a large audience. However, it also brought some ethical problems.

Ethics is a concept defined by many thinkers, writers and scientists. Ethics is considered as one of the oldest disciplines of philosophy. The origin of the word ethics goes back to Ancient Greece. The concept of ethics is derived from the Greek word “Etos”, which means character and behavior. "Ethics" means moral science, custom science, moralistic, and moral. But there is a difference between morality and ethics (Çavdar 2009: 163). Ethics includes moral norms that guide people in order to live together in society. Therefore, ethics can be evaluated as “defining morally acceptable individual, institutional and social values and using these values as the basic criteria for evaluating human behavior” (Demir, 2006: 25). Ethics is defined as a science that researches the basis and essence of the moral and a branch of philosophy that morally evaluates human behavior (MEB, 2006: 3).

The main purpose of ethics is to show that man has to make well-grounded moral decisions on his own and that he should not surrender to anyone else, neither any authority nor supposedly more competent people.

Looking at all these definitions, ethics is united as the guiding values for the good of people. These values are not determined by the rule-

makers. On the contrary, it emerges as a result of human relationships and experiences and life style created by the human mind over time. (Girgin, 2000: 144).

Ethical behavior has three basic conditions:

1- Conducting behavior voluntarily: In other words, ethical behavior occurs as long as the behavior is performed consciously and in accordance with the desire of the individual who performs it.

2- Behavior should be conscious: If a behavior is done by the individual who does this for what he / she is doing for this and being aware of the consequences it may have, it can enter into an ethical behavior assessment.

3- Conducting behavior freely: A behavior can be ethical if the individual carries out with his own will and free will without being subjected to any coercion. Consequently, in order for a behavior to be an ethical behavior, it must contain the three features above. In other words, it is not possible for any unconscious and non-free behavior to be ethical behavior, or it is not possible for any behavior that excludes any of these features to be ethical (Ünal and Nardalı, 2010: 5-6).

Besides ethical issues in traditional media, with the penetration of the new media and the social media in it into the middle of people's lives, ethical problems also emerged in this area and started to come to the agenda. Examples of ethical issues that concern social media include particularly the right to privacy and copyrights, exposure of the user to too much advertising content, and unethical shares.

The basis of ethical issues discussed in social media arises from the result that users can create content on their own; because, any individual who can use computer without any age, gender, education restriction and condition can enter social media and share whatever they want. In addition, the sharing of any audit mechanism causes ethical violations since it is not audited. Many people use social media. However, a very small number of users pay attention to the ethical rules and security in these channels. Especially in social media environments such as Facebook and Instagram where photography, text and videos can be shared, users can discuss each other in a virtual environment (even if they have not met) due to the comments made. It would be wrong to say that such social media users already have any concerns regarding security and ethical rules.

The relationship between mass media and privacy has been the subject of constant debate since the existence of mass media. In this change and transformation from traditional media to new media, the privacy of individuals has been disclosed in mass media. As the media changes and develops, privacy has become a part of the media (Arık, 2013: 112). The media shows people's personal life to others through the publication of photo, audio or video content. Although it is often tried to pay attention to the confidentiality limits, sharing can be made about people's lives. The publication and dissemination of this information causes individuals to become visible in the public sphere and threatens the personal safety of individuals. (Dalgaldere and Kılıç, 2015: 213).

Whether communication is interpersonal or through the media, the interest and relevance for privacy is the driving force of this process. The feeling of wondering, which is one of the most important features of man, may inevitably cause a violation of privacy. (Yılmaz, 2011: 130).

## **RESULTS**

Recently, the concepts of public and private are confused because of the voluntary disclosure (sharing) that many people are involved with on their own will on social media. In social media, which are identified with the concepts of being visible, liked, followed and popular, individuals present their private information and visuals to others. This, in turn, creates the necessity in examination of addressing the publicization in social media, which constitutes moral corruption in the social sense. Every moral corruption that takes place against the society, even with the will and benefits of the individuals, is also the subject of law. Therefore, it is questioned what will be the response of privacy violations in social media, which are indispensable in today's world.

Ethical problems are inevitable as long as users can share content on social media without supervision, in which they freely create content; because every social media user has justifiable reason and different purpose when creating content and users act accordingly. While some content is not a problem and even useful for users, some content creates an ethical and legal problem both for the creator and the person exposed to the content. Since social media is user-centered, some ethical problems cannot be brought to legal dimensions. However, social

media is brought to the legal dimension in cases of unethical behavior, copyrights, commercial matters and attacks on personal rights (Manavcıoğlu 2009: 71).

For parents, this situation becomes even more difficult. It is a problem to protect children from innocent looking sexually explicit posts and prevent them from being exposed to such posts. The unconscious sharing of the child or others causes great difficulties. Although not entirely, families can prevent their children from being harmed to a great extent by keeping their children under control, what they share, what they watch, the sites they belong to, and their friends. Being a conscious user is very important here. Only conscious parents can raise conscious, questioning generations.

## REFERENCES

- Akyüz, Y. (2015). Batı Toplumunda Mahremiyet Algısının Oluşumu, Değişimi ve Etkisi. *Din, Gelenek ve Ahlak Bağlamında Mahremiyet Algıları Symposium*, (Ed.Yavuz Ünal, Yusuf Bahri Gündoğdu, Şevket Pekdemir, Hasan Atsız), Samsun: Ordu İlahiyat Vakfı Press. 27-29 March 2015. II, 178.
- Arık, E. (2013). Sosyal Medyada Mahremiyet Görünümleri. (Ed: Ali Büyükaslan and Ali Murat Kırık.). *Inside Sosyal Medya Arastirmaları* (pp.1103-132). Konya: Çizgi Kitabevi.
- Binark, M. and Bayraktutan, G. (2013). *Aydın Karanlık Yüzü: Yeni Medya ve Etik*. İstanbul: Kalkedon Press.
- Boyd and Ellison, (2007). Facebook ve Mahremiyet: Görmek ve Gözetle(n)mek. (Transfer: İlhan Korkmaz). *Yalova Sosyal Bilimler Journal*, 5, 109.
- Çavdar G (2009) Kamu Hizmeti Yayıncılığı ve Etik, *Fırat Üniversitesi İletişim Fakültesi Medya ve Etik Symposium*, 07-09 October 2009, Elazığ.
- Dalgaldere, S. and Kılıç, E. (2015). Büyük Veri ve Mahremiyet Sorununa Elestirel Bir Bakış. (Ed: Ramazan Çelik ve Sertaç Dalgaldere.). *Inside Yeni ve Geleneksel Medya Okumaları* (pp. 201-219). İstanbul: İskenderiye Book.
- Demir, V. (2006) *Medya Etiği*, İstanbul: Beta Press.
- Girgin, A. (2000). *Yazılı Basında Haber ve Habercilik Etik'i*. İstanbul: İnkılap Publusinghouse.

- Manavcıođlu, K. (2009). “İnternette Kullanıcıların Oluşturduđu ve Dađıttıđı İeriklerin Etik Aıdan İncelenmesi: Sosyal Medya Örneđi”. Inside *Sosyal Medya ve Etik Sempozyumu Bildiri Kitabı*. (Ed: Mustafa Yađbasan, Fırat Unaldi, Üniversitesi İletiřim Fakóltesi. Elazıđ:pp. 63-72.
- MEB (2006). Meslekî Eđitim ve Öđretim Sisteminin Gülendirilmesi Projesi-Meslek Etiđi. Ankara.
- Mutlu, E. (2012). *İletisim Sözlüđü* (6. press). Ankara: Sofos Publishing.
- Öztürk, ř. (2015). “Sosyal Medyada Etik Sorunlar”. Seluk İletiřim. 2015, 9 (1), 287-311.
- Sanlav, Ü. (2014). *Sosyal Medya Savařları*. İstanbul: Hayat Yayın Grubu.
- Tanılır, Niyazi (2002). *İnternet Suları ve Bireysel Mahremiyet*. Ankara: Liberte Yayınları.
- Sanlav, Ümit (2014) *Sosyal Medya Savařları*, İstanbul: Hayat Yayın Grubu.
- Ünal, A. and Nardalı, S. (2010). İřletme ve Pazarlama Etiđine Giriř, (Ed. C Ay, B, Kartal and S. Nardalı.) Inside of Pazarlamada Etik Yaklařımlar, 2-28, Ankara: Detay Publishing.
- Vardal, Z. B. (2015). “Yeni Medya ve Etik”. *International Multilingual Academic Journal* Vol. 2. No. 1. www.aasrc.org/imagj. pp. 95- 103.*Yaklařımlar Journal*, pp. 2-28.
- Yeniıktı, N. Tufan (2017). *Sosyal Medya Facebook ve Twitter Motivasyonları*, Konya: Literatürk Akademi.

- Yıldız, A. Kakırman (2012). Sosyal Paylaşım Sitelerinin Dijital Yerlilerin Bilgi Edinme ve Mahremiyet Anlayışına Etkisi. *Bilgi Dünyası Journal*, 13 (2), 530.
- Yılmaz, S. (2011). Her İletişim Bir Mahremiyet İhlalidir ve Her Mahremiyet İhlalinin Bir Haber Değeri Vardır. (Ed: Hüseyin Köse). Inside: *Medya Mahrem* (pp. 129-149). İstanbul: Ayrıntı Publishing.
- Yılmaz, Z. (2007). *Hannah Arendt'te Özel Alan-Kamusal Alan Ayrımı ve Modern Çağda Toplumsal Alan*. Atatürk University Social Sciences Institute Felsefe Department of Philosophy. Unpublished Doctoral Thesis, Erzurum.
- Yüksel, M. (2003), "Mahremiyet Hakkı ve Sosyo-Tarihsel Gelişimi," *AÜSBF Journal*, 58 (1), 181-213.
- Yüksel, M. (2003). "Mahremiyet Hakkına ve Bireysel Özgürlüklere Felsefi Yaklaşımlar", *Ankara Üniversitesi SBF Journal*, 64(1), 276-298.



**CHAPTER 4**

**ARISING NETWORKING ACTIVITIES OF  
TURKISH FEMINISTS IN TWITTER\***

Asst. Prof. Dr. Çilem Tuğba KOÇ\*\*

---

\*This article was produced from the summary paper presented at the "1st International Communication in the New World" held in Adana on February 22-23, 2020.

\* Erciyes University Radio-Television and Cinema Department, Kayseri/ Turkey, e-mail: takdag@erciyes.edu.tr,



## INTRODUCTION

In the beginning of new media technologies emerged, several feminist media scholars criticized new media technologies of being ‘masculine’ place for women. By 90s, media scholars started pay close attention to the power of new media as an alternative tool for the networking activities of women groups. Judy Wajcman (1996) attracted attention to efforts in breaking men’s grips on technical expertise and winning greater autonomy and technical competence of women feminist groups. Afterwards, Scarlet Pollock and Jo Sutton (1999) showed The Beijing Conference in 1995 as a fascinating example of effectively internet use for women groups in their article “Women Click: Feminism and the Internet” (Pollock and Sutton, 1999: 33-50). Pollock and Sutton has emphasized the importance of the conference for providing transmission of the messages on women issues without depending on the mainstream media from first hand accounts without the media’s selection and spin. This experience showed the the possibilities in using this new tool as an alternative space for women groups. With the help of the advancements in internet technology women get a chance to speak for themselves and being heard by many more, meet their accountability and democratic participation needs. New communication tool is described as an area where women find membership, monitor women’s rights, campaign and work for women’s equality.

As most of several feminist media theorists have pointed out women’s agency become more visible using internet as a platform which supports

the construction of the networks between the women over the world. In this new platform women's movement media will play a crucial role in order to build a global networking, raising consciousness and open access to sources for women and creating new projects for changing women position in the society. Such as women's news services on the web, women's news networks etc. will introduce alternative content and opinions from those found in mainstream media (Byler and Ross, 2006: 32; Gallgher, 2014: 28).

However, the internet area has been male-dominant from its beginning, women social networking through their own web sites and social media platforms belongs to women associations on the internet created a worldwide solidarity among the feminists who put women issues as privileged issues on their agendas. With the advancement of Web 2.0 digital networks and mobile media applications (such as Facebook, Twitter etc.) it is thought that these kinds of platforms become a civil society of being an efficient way of making things public and to be heard (Fotopoulou, 2016.) Digital space is seen where women share their viewpoints by coming together virtually with the help of social media platforms such as Facebook and Twitter (Dixon, 2014; Carstensen, 2014, Khoja-Moolji, 2015, cited in Chen, Pain and Barner, 2018: 200). Tania Carstensen (2014: 486) stated that social networking sites facilitate exchanges of information, discussions, and comments and provide spaces for users to empower each other, to establish events and protests and mobilize for political action. Most of the media scholars pay close attention to twitter in order to support faster and

lighter communication by limiting a 140-character of words and encouraging shorts spots. As Albacete and Theocharis (2014: 112), Twitter provides to its users faster and interactive communication with the others, though a large number of people that belong to different social circles can access by instantly retweeting the information. Twitter is mostly preferred to know what's going on around the world and people share their opinions on Twitter's issue agenda. Despite of the issues are fixed according to their popularities in Twitter, Twitter support people to make their agendas differ from the traditional media.

Women Unions comprehended in a short time, the importance of twitter in organizing and mobilizing after the social movements emerged most of the countries such as "Arab Spring" in the Eastern, "Occupy The Streets" in the Western countries. Thus, most of the women groups set their agendas concerning with the feminist issues in Twitter and conduct their campaigns trough social media without labeling or censoring of being feminist. Although, feminists and women groups frequently confront harassment, hate speech, disagreements or miscommunication in the social area but they take the advantage of creating their own medias and reaching larger masses through using these platforms compared to the traditional media.

Therefore, the aim of the article is to reveal how women organizations construct their ideology by setting their agenda in Twitter. From 18 women organizations, 6 of them were selected considering to the representation power in expressing and describing themselves through social platforms as an echo for the women voice.

## **Theoretical Framework**

When it is examined the studies on women activism in new media, it can be seen that three concepts become prominent: “Fourth Wave of Feminism”, “Cyberfeminism” and recently usage “Hashtag Feminism”. Ealasaid Munro has (2013: 23) defined women activism in new media as a “fourth wave” of feminism. She has suggested that internet, in particular social media, is increasingly become a key for the political agenda and feminist practice through sharing women point of view, engaging with global politics and focusing on intersectionality. Taylor has (2004: 106) suggested that ‘social imaginaries’ (such as images, stories, legends etc.) evoke social existence and ideologies and determine the communication way of the people. Taylor (2004) has indicated that regarding to the liberal ideology, government sites both in EU and UK are full of social imaginaries relevant to feminist actors. As Taylor, the sense of legitimacy is carried by images, stories and legends which are shared on the internet. Similarly, Kelty has (2005: 186) propounded that people find the mission of their existence through discursive and technical practices shown in the technoscientific global networked societies. Khamis (2015) and Daniels (2009) have preferred using ‘Cyberfeminism’ in terms of describing women feminism in new media instead of defining the women activism as “fourth wave”. Cyberfeminism is described as a path in which women consult to the technologies in order to raise awareness on women issues, to connect with the other women organizations around the world and to create a common public platform for women.

Considering about the occurrence of Cyberfeminism, Wajcman has (2000) asserted that it has begun to emerge in the decade of 1990s, although discussion was dated back to 1970s on the critics of masculine technologic culture. Researchers who work on Cyberfeminism issue are negotiated in the terms of plurality of the meaning of the word. As feminist media scholars, Cyberfeminism is neither a single theory nor a feminist movement with a clearly articulated political agenda. Moreover, it has been stated that “cyberfeminism” corresponds to a range of theories, debates, and practices about the relationship between gender and digital culture (Flanagan and Booth, 2002, cited in Daniels, 2009). Daniels has (2009: 103) claimed that cyberfeminism is the innovative ways of using digital technologies in building and re-shaping women’s lives in order to overcome the difficulties women face in their daily routines. However, gender issues cannot be unified nor categories under the digital technologies, the digital technologies are not mean the same thing women from different race, class or region (Daniels 2009: 103). Still, women find themselves in internetworked global feminism in which women can come together virtually and express an opinion regarding with the women issues on the agenda. Women groups has built up their own public in order to constitute their webpages in where they can transmit their messages to large masses, win membership and release their activities. At the same time women groups have become very capable of using social media platforms such as Facebook and Twitter for their feminist campaigns. Hashtag feminism is a good example of a successful strategy in which feminist campaigns are carefully put in practice and hanged on.

As Tania Carstensen (2014: 486), Twitter plays a crucial role in feminist campaigns. Carstensen gave the #Moore and Me and campaign #aufschrei (“outcry”) in Twitter as an example to provoke expansive public and political debates. She has stated that feminist net culture is heterogeneous just as the other feminist cultures and initiatives (Carsenten, 2014: 489). However, using digital technology as a tool in feminist movements is criticized for two reasons: The first one is about the masculine character of digital area blogs and Twitter in particular. It has been said that Twitter is full of racist, homophobic and anti-feminist even misogynic discourses, though feminists have to challenge with these hashtags by responding them lissomly. Second one is about male domains in which gender stereotypes and inequalities are reinforced. Nevertheless, social media is seen a tool in order to provide opportunities for the articulation of feminist politics, as well as providing new spaces beyond stereotypical gender constructions. It has been thought that feminists concern and gender debates are become more visible as the social platforms such as Facebook and Twitter. Social media users connect with each other and mobilize with a broader audience. Therefore, it has been indicated that social media is an efficient way of motivating, carrying out and concluding feminist campaigns.

Hashtag feminism is occurred as an objectified action of feminist campaigns in social media by feminist groups. Hashtag feminism is succeeded and globalized at short notice with the mass popularity of feminist hashtagging. Kitsy Dixon has (2014: 34) pointed out the

hashtags like #bringbackourgirls, #YesAllWomen, #Not Your Asian Sidekick, and #SolidarityIsForWhiteWomen has now been defined as #TwitterFeminism. Dixon has focused the aims and activities of the feminist contributors of the hashtag feminists. Dixon has drawn attention to academic discourses.

Chan, Pain and Barner have (2018: 210) stated that hashtags are only a tool but an efficient tool for giving a social platform to women in which they are defining their own feminisms online in “Hashtag Feminism”: Activism or Slacktivism?”. In the article they have argued that hashtags are inadequate for changing political and social structure by itself, moreover women agency and the voice are needed to force the government for changing the law. Therefore, the empowerment of women in social media is as important as hash tagging the feminist issues by clicking and share.

For instance, “#KadınKatliamıVar (There is a massacre of women)” Turkish hash tagging campaign was accomplished of forcing the government in order to make policies to stop femicide in 2014 by the feminist group named “Cinayetlere Karşı Acil Eylem Grubu (Urgent Action Group)”. The group was consisting of 137 organizations, ranging from cooperatives and political parties to professional organizations and unions. Throughout the social media campaign, it is created awareness about the scale of the problem and urge the Parliament to hold a special session to discuss policy solutions (Altınay, 2014: 1102). Hande Ziya Eslen has (2013) analyzed the strategies of women’s groups in Turkey through investigating “Every abortion is

Uludere” feminist campaign in her work “Social Media and Turkish Feminism New Resources for Social Activism”. First, Eslen interviewed with the women movement activists in Istanbul and Ankara. Second, Eslen collected the data from Facebook and Twitter, as well as published news reports originating from inside and outside of Turkey, between the dates 26<sup>th</sup> of May and 14<sup>th</sup> of September in 2012. According to Eslen (2013: 868), women’s activism become apparent in accordance with the significant role of social media. Eslen has (2013: 868) been found out that women activists’ groups that were using the traditional, old mobilization techniques (leaflets, posters, faxes) in the early 2000s used social media and social networking groups to engage in discussions, to create networks, and to organize protests in the second decade of the 2000s. Women’s activists and their lobbying become more powerful as they practiced (Eslen Ziya: 868). Facebook and Twitter are preferred by the new generation in Turkey compared to the traditional media. Women organizations are able to find more young followers who become their online potential members. Social media gives the opportunity to young people of being and feeling a part of something with reading and sharing social media outlets and though they get rid of the obligatory procedures when they want to register to a social group.

## **Methodology**

One of the aim of this study is to discover the speech of the women organizations about the women debates on social media. Though, twitter pages of the selected groups were examined according to their

missions, establishment years, members and their followers through the analysis. 33,461 tweets in total were found in the selected women organization's pages between the dates 1st of August and 30<sup>th</sup> of August 2019. Among these tweets 60 of them were purposefully sampled to the extent of the representation power for the women organizations in expressing and describing themselves through social platforms as an echoing arena for the women voice. After the selection of the tweets, Van Dick's critical discourse analysis were used as a methodological approach. Tweets were examined according to thematic scheme of macro structure though headings, body texts were analyzed regarding to the feminist discourse they convey.

As Jones, Chik and Hafner (2015: 3) discourse can be used as a tool of performing social practices in order to maintain and transmit their messages for the social groups in the internet. According to them, discourse analysis on social platforms is differentiated from television and other forms of the media for their content. Therefore, they have suggested that discourse analysts should pay close attention "texts", "contexts", "action and interactions", "power and ideology" (Rodney H. Jones et al., 2015: 3-4).

Jones, Chik and Haffner have (2015: 12) claimed that digital technologies make available both change the ways people manage things like mutual monitoring and contextualization and make available a range of new forms of 'low friction' instrumental and phatic communication like text messaging and 'liking' though people act with other people in the social platforms. Jones, Chik and Haffner have

(2015: 5) revealed that the “texts” on social media are differed form written texts in traditional media by including videos, photographs, drawings, paintings, street signs, websites, software interfaces, video games, and any other aggregate of semiotic elements that can function as a tool for people to take social action. As looking through the women organization pages it has seen that some of the tweets are combined of comments, videos, photos and news on women debates. Therefore, the texts, videos, comments, photos and news concerning women debates are taken to examine as analyzing units in the study.

As Jones, Chik and Haffner (2015: 8), the second important component of discourse analysis is “contexts”. Jones, Chik and Haffner have (2015: 8) indicated that social contexts in which texts are produced, consumed, and used to take social actions as important as considering on the texts. According to them, the meaning and utility of texts reside not just in their textual elements, but also in how these elements are ‘situated’ within actual contexts of communication. In this study, it has been investigated that how the produced and consumed texts fit in to real world by discourse analysis. The third component of the discourse analysis on social media is “actions and interactions” element. As Jones, Chik and Haffner have (2015: 10) claimed that the most important thing that distinguishes discourse analysts from other kinds of linguists is their focus not just on the structure and meaning of texts, but also on how people use texts to perform concrete social actions. In order to assess the actions of women groups, it has been consulted the analysis of the tweets which affected the other women groups regarding with the issues.

## Analysis

18 women associations were found which dedicates themselves to empower the status of women in Turkey. Among these groups six of them were chosen based on some criteria. First, the women groups were selected for being pioneers organizations of second wave feminist movement in Turkey. Second, these feminist groups play crucial role in order to force the governments in making legal reforms to influence the position of women. Therefore, women organizations also were chosen according to their power on the other institutions in making legal reforms. Third, the selected women organizations are older than the other ones, though it is considered that they are the pioneers of the other groups in coping with difficulties on women debates. The selected women groups are demonstrated in the table 1. according to its followers, establishment, tweets were released in the group pages.

**Table 1:** The information is acquired by the examination of twitter pages of groups on the 30th of August in 2019.

Name of The Organization in Twitter	Number of Followings:	Number of Followers:	Entry Date to Twitter:	Establishment Date:	Total Sum of Tweets:	Url-address:
Kadının İnsan Hakları - Yeni Çözümler Derneği @kadinih	692	10,4 B	May 2013	1993	6.996	<a href="http://www.kadinininsanhaklari.org/">http://www.kadinininsanhaklari.org/</a>
Türkiye Kadın Dernekleri Federasyonu @tkdfederasyon	1.368	9.740	February 2014	1976	9.990	<a href="http://tkdf.org.tr/">http://tkdf.org.tr/</a>
Uçan Süpürge Derneği	392	23,5 B	January 2010	1996	5.136	<a href="http://ucansupurgedernegi.com/">http://ucansupurgedernegi.com/</a>
Mor Çatı @morcativakfl	92	30 B	November 2012	1990	2.274	<a href="https://www.morcati.org.tr">https://www.morcati.org.tr</a>
KAGİDER @kagider	1.150	19,9 B	March 2011	2002	8.761	<a href="https://www.kagider.org">https://www.kagider.org</a>
KA.DER @KA_DER_	897	10,5 B	September 2010	1997	4.435	<a href="http://ka-der.org.tr/">http://ka-der.org.tr/</a>

Among the feminist groups in twitter, Türkiye Kadın Dernekleri Federasyonu (Federation of the Women Associations of Turkey) is the oldest women organization which was established in 1976. The group announced that they aim to empower women status in society for the development of their country in their own twitter page. Türkiye Kadın Dernekleri Fedarasyonu differ from the other feminist groups in twitter, the group members identify themselves as Kemalist who belong to his principles and reforms sincerely. The group also declares that they are head organization which works for women rights of being a part of human rights in the main page. Over 10. 000 tweets were shared in the page by the group. Compared to the other issues, “violence against women” is the main topic of the released tweets. When examined these

tweets, it is seen that femicide and domestic violence incidents and prosecutions of the cases, the acts to end violence, particularly İstanbul Convention and the law no. 6284 in accordance with the protection of family violence against women, alimony rights for women are on the agenda of the group's twitter page as other crucial topics. For a while, some notable people from conservative right wing has been criticized the government for signing İstanbul Convention, implementing law no. 6284 through and alimony through social media. They claim that more women are started to kill after law no.6284 and femicide cases were increased because of the law.

They spoke out that concept of “gender” does not fit Turkish family structure and encouraging people to get divorce. The followers of these notable people targeted feminist organizations and trolled their twitter pages (in particular Kadem and Fatma Şahin) with using misogynic language for months. Considering with the issue, Hülya Gülbahar invited to Türkiye'nin Nabzı (Pulse of Turkey) program to take feminist group's opinion on alimony right for women. Accordingly, Türkiye Kadın Dernekleri Federasyonu published a tweet and announced the program in twitter. As Türkiye Kadın Dernekleri Federasyonu offers to create a virtual conversation over non-operating mechanisms of the legislations, instead of speaking out for the traditional and constructed prejudices against women which can be seen the main reasons of femicide incidents in Turkey (@tdkfederasyon, 2019, August 12).

Türkiye Kadın Dernekleri announce their seminars, panels, meetings in this platform to their audience. For instance, they organized Alanya

Meeting to protest “violence against women and children” in 25<sup>th</sup> November of 2019 with the other women platforms and they shared videos and photos from their activities. Another strategy is being a guest in alternative media channels and publishing the videos on the internet. On the 25<sup>th</sup> of November International Day for the Elimination of Violence Against Women, the president of the Association Canan Güllü appeared as an on-air guest in Fox Tv “Alarm Clock” program in the twitter page of the group. Güllü also participated to CRI radio program the next day and it was announced in twitter.

Mor Çatı (Women Shelter) comes first regarding to its follower numbers among the other feminist group in twitter. The group stated in their official twitter site that Mor Çatı was found to continue solidarity with the women who faced violence and disseminate fighting with domestic violence (@morcativakfi, 2019, April 20).

Considering with violence against women, Mor Çatı presented video series in which violence and type of violence are explained by a psychologist to raise awareness of women. There is also information on women shelters, women are informed on how to apply and what kind of living conditions for them in these shelters. Alimony, Istanbul Convention are the main topics like the other feminist organization in twitter, especially after the misogynic attacks against the feminist groups in social media. In the twitter page of the group, the decisions were shared which were taken after their meeting. After their assembly on the 25<sup>th</sup> of November, final declaration of assembly was announced in the group’s twitter page.

Mor atı proclaimed the decisions taken from the Assembly of Women Shelters with a tweet in their page. According to the declaration, if the government intend to end violence against women, government should make more effort and take more responsibility for the solution. Initially, they demand law enforcements should be aware of violence against women and gender issues though gender education must be given to the law enforcements. In most of the tweets, it is stressed that violence cases are resulted against women because of the prejudices sources from gender in Turkey. As feminists, making legislations is not only adequate by itself to end violence, moreover, law enforcements who will carry out the legislations should be educated on gender issues. Mor atı suggest a corporation with the government on the applications of the legislations on violence against women incidents.

Kadının İnsan Hakları - Yeni özümler Derneđi (KİH) is one of the oldest women organizations since 1993. In their official twitter page, there is no information about their mission and activities. Despite, it can be seen that the group struggles for gender equality and intend to empower women rights in Turkey. Throughout the tweets, it can be seen that Feminist Gündem, Güldünya, Eşitiz were mostly retweeted by Kadının İnsan Hakları Derneđi. The group shared a poster of the meeting which was organized by women platform and call women to protest the violence of men, on the 18<sup>th</sup> of November. Women call for solidarity to end violence and protect the other women lives to the meeting on the 25<sup>th</sup> of November in Taksim. The speech in the poster was accusing and addressing the law enforcements and blame for not to

execute the legislations law no. 6284 and Istanbul Convention in femicide cases.

Historically, Uçan Süpürge comes third association among the women groups in Turkey regarding of being one of the oldest women unions. After Emine Bulut's homicide had been broadcasted in social media, women organizations started to a campaign with “#istanbul sozlesmesi yasatir” (Istanbul Convention Makes Alive) hashtag to defend the legislations on violence against women. All women unions and feminist groups in twitter shared the hashtag and call people to support Istanbul Convention. A panel was held a follow-up of this campaign with the participation of Turkish prominent activists, Feride Acar, Gülriz Uygur, Filiz Kerestecioğlu and Sevinç Ünal. Though, feminists have found a chance to introduce and explain the importance of Istanbul Convention in order to end VAW to the public (@ucansupurgeukff, 2019, November 21).

The other essential campaign is presented by Uçan Süpürge association in twitter was called the Gender Equality 101 campaign with “#ToplumsalCinsiyetEşitliği101” hashtag. When tweets analyzed, it was seen that three issues were become prominent by posters. One of them is criticizing prejudices against women which are concreted with the language. Second one is on supporting equality of the education of girls and boys in the family. They call people not to behave differently to their children according to the sexuality in child rearing. In addition to this, the campaign remarked sharing responsibilities to parents on child rearing. The third one is about encouraging gender equality in lifework.

Regarding to the campaign, some professions are still seen for men and closed for women because of the prejudices on women's nature.

Ka. Der is another oldest association which was found in 1997. When examined the group's page, it can be said that Ka. Der intends to increase number of chairs reserved for women in the parliament. Ka.der also pointed out the importance of women participation to the local authorities with the slogan "equality firstly starts in the neighborhood". Group members announced that they would organize awareness campaign and give lectures to encourage women candidates before the local elections on the 31th of March in 2019. The board chair women of the organization Nuray Karaoğlu said that only 674 of women candidates were succeeded after the local election in 2014. Karaoğlu invited women candidates to education camps in Antalya, Mersin, İstanbul, İzmir, Balıkesir, Aydın, Denizli, Adana and Muğla which were organized by the group (@KA\_DER\_, 2019, May 29).

Kagider Türkiye Kadın Girişimciler Derneği is the last selected women group in twitter for the analysis. Kagider was founded in 2002 and accessed to Twiter in 2011 to empower the status of women both in social and economic life. In the twitter page of the group, it has found that over 20,000 people/organizations are following the group and 9,173 tweets were shared in Twitter. When examined the Twitter page of the group, it is seen that the group collaborate with chambers of commerce and industry in order to encourage young women entrepreneurs. The activities, organized by Kagider were introduced

such as “Education of New Woman Leaders”” in official Twitter page of the group (@kagider, 2019, July 21).

## **Conclusion**

From 30s till 80s women have not shown up with emancipation demands thank to the social reforms on women rights in Turkey. By 1980, a small group of feminists from left wing occurred in Turkey. They come together with “conscious rising meetings” (they prefer to call this name) and shared their experiences and supported each other to cope with the difficulties as being women after the Military Intervention in 1980. The first initiative of this women group was the protest on domestic violence, with the 2500 of woman participation in 1987. Second initiative was “Purple Needle Campaign” in 1986; third one was as ‘We own our body’ in 1990. As a result of feminist groups efforts, Turkish government accepted CEDAW (Convention on Elimination of all Forms of Discrimination Against Women) in 1979 and İstanbul Convention in 2011. After four year later, Özgecan Aslan who was university student raped, broke in to pieces and burned while she was trying to stop her murderer. This case wounded conscience of the public and people mobilized to protest this incident through social media in Turkey. Thus, in a short span of time, women organizations have realized the power of social media, not only reaching a large amount of audience, but also to set their agenda efficiently and actively in new media.

Since Mor Çatı has established, women organizations managed to proceed in creating their own public sphere and forcing the government

in making legal reforms on woman issue. In the last decade, Turkish feminist organizations have become more empowered each day, with the advancement of new media technologies in digital area. Social media provides women groups more opportunities such as introducing themselves, reaching wider followers and articulating their feminist agenda. Women organizations easily connect with each other, discuss the topics concerning with the women issues and find a common platform through using social media, actively. Feminist activism transformed with another way of feminist practice through using the advantages of new media.

Twitter has become more efficient tool for feminists to generate a discussion, to set their feminist political agenda through organizing meetings, conferences, panels and being on media. Though, Twitter has revealed as an alternative public sphere for unheeded feminist activism in media. With the article, it is demonstrated that in the article trough an analysis of the Twitter pages, being online with the other women groups encourages and conveys feminist ideology in social media.

## REFERENCES

- Albacete, G. G. & Theocharis, Y. (2014). Opportunities and challenges of analyzing twitter content: A comparison of the occupation movements in Spain, Greece and the United States. In Contijoch, M., Gibson, R. & Ward, S. (Eds.) *Analyzing Social Media Data and Web Networks*, Palgrave MacMillan, London, 119-153.
- Altınay, R. E. (2014). There is a massacre of women: Violence against women, feminist activism and hashtags in Turkey. *Feminist Media Studies*, Vol. 14(6), 1102-1103. doi:10. 10 80/14680777.2014.975445.
- Byerly, C. M. & Ross, K. (2006). *Women & Media: A critical introduction*, Blackwell Publishing, Malden.
- Carstensen, T. (2014). Gender and social media: Sexism, empowerment, or the irrelevance of gender? In Carter, C., Steiner L. & McLaughlin, L. (Eds.) *The Routledge Companions to Media and Gender*, New York, 483–492.
- Chen, G. M., Pain, P. & Barner, B. (2018). Hashtag feminism: Activism or slacktivism?. D. Harp et al. (eds.), *Feminist Approaches to Media Theory and Research, Comparative Feminist Studies*, 197-218, doi.org/10.1007/978-3-319-90838-0\_14.
- Daniels, J (2009). Rethinking cyberfeminism(s): Race, gender, and embodiment. *WSQ: Women's Studies Quarterly*, Vol. 37(1–2), 101–124.

- Dixon, K. (2014). Feminist online identity: Analyzing the presence of hashtag feminism. *Journal of Arts and Humanities*, Vol. 3, 34–40.
- Ealasaïd, M. (2013). Feminism: A fourth wave. *Political Insight*, Vol. 4(2), 22-25, doi.org/ 10.1111 /2041-9066.12021.
- Eslen Ziya, H. (2013). Social media and Turkish feminism new resources for social activism. *feminist media studies*, Vol. 13, No. 5, 860–870, doi.org/ 10.1080 /1468 07772013.838369.
- Flanagan, M. & Booth A. (2002). *Reload: Rethinking women + cyberculture*. MIT Press, Cambridge.
- Fotopoulou, A. (2016). Digital and networked by default? Women’s organizations and the social imaginary of networked feminism. *New Media & Society*, Vol. 18(6), 989 –1005.
- Jones, R. H., Chik, A. & Hafner, C. A. (2015). Discourse analysis and digital practices. In *Discourse and Digital Practice: Doing discourse analysis in the digital age*, Routledge, New York, 1-18.
- Kelty, C. (2005). Geeks, social imaginaries, and recursive publics. *Cultural Anthropology*, Vol. 20(2), 185-214.
- Khamis, S. (2015). Gendering the Arab Spring: Arab women journalists/activists, cyber-feminism and the socio-political revolution. In Carter, C., Steiner L. & McLaughlin, L. (Eds.) *The Routledge Companions to Media and Gender*. Routledge, London, 565-575.
- Margaret, G. (2014). Media and the representation of gender. In Carter, C., Steiner L. & McLaughlin, L. (Eds.) *The Routledge*

Companions to Media and Gender. Routledge, New York, 23-32.

Pollock, J. & Sutton, J. (1999). Women click: Feminism and the internet. In Hawthorne, S., & Klein, R. (Eds.), *Cyberfemism: Connectivity, critique and creativity*. Spifinex, Melbourn, 33-50.

Taylor, C. (2004). Modern social imaginaries. Duke University Press, Durham.

Wajcman, J. (1996). Feminist critiques of science and technology. In: *Feminism Confronts Technology (2 ed.)*. Pennsylvania State University Press, Great Britain, 1-27.

### **Online Sources**

Official Twitter Page [@morcativakfi]. (2019, August 1). Retrieved from <https://twitter.com/morcativakfi>.

A poster for the meeting [@kadinih]. (2019, November 25). Retrieved from <https://twitter.com/kadinih>.

Türkiye'nin Nabzı Programında Nafaka Tartışması Var [@tdkfederasyon] (2019, August 12). Retrieved from <https://twitter.com/tdkfederasyon>.

Mor Çatı'nın Kuruluş Amacı. [@morcativakfi]. (2019, April 20). Retrieved from <https://twitter.com/morcativakfi>.

İstanbul Sözleşmesi Yaşatır Paneli [@ucansupurgeukff]. (2019, November 21). Retrieved from <https://twitter.com/ucansupurgeukff>.

Ka. Der Genel Başkanı Karaoğlu'ndan Partiler İhtar! [@KA\_DER\_] (2019, May 29). Retrieved from [https://twitter.com/KA\\_DER\\_](https://twitter.com/KA_DER_).

Yeni Kadın Liderlerin Eđitimi [@kagider]. (2019, July 21). Retrieved from <https://twitter.com/kagider>.









978-625-7914-16-1



**IKSAD**  
Publishing House