

SELECTED TOPICS IN COMMUNICATION

EDITED BY

Prof. Dr. Sedat CERECİ, Dr. Hasan ÇİFTÇİ

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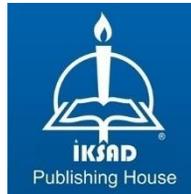
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PREFACE

Communication is a mutual exchange of messages based on bilateral relations. Communication is one of the most frequently updated facts that shape itself according to the changes of the age. Communication methods have been reshaping and changing with the development and change of technology. Considering communication methods between generations, communication models go beyond the classical methods in the new world. The need for communication has been met in different ways throughout history, and remedies have been found for this need. With the advent of new technologies in the new century, it can be said that individuals have begun to socialize and communicate more. However, the methods are out of tradition and have reached a new dimension. People can now create and communicate in any part of the world without any distance, language, religion, race, gender discrimination. In addition, while communication time with traditional methods takes place within a very long time concept, these periods are now minimized. Necessary technological materials provide great advantage to people in this regard. It seems that while the present generations are quite lucky with their communication dimension compared to the past generations (their ancestors), the next generations will be more fortunate than the current generations; because the concept of time loses its meaning in a way. Likewise, digitalization has begun to be at the center of our lives. Nobody wants to waste time and energy. Everyone is focused on producing practical solutions. This situation also enables people to find effective methods to communicate with each other. Technology will manage and direct people in its current state. It is possible that a more successful and more productive interaction will

occur if people can take advantage of technological possibilities today. In addition, the common idea of all authoritarian approaches is that today's generations are lucky in every aspect. Accordingly, changes in the sector are inevitable. Therefore, sectors should be able to shape themselves according to changes and updates in their communication processes so that they can fully respond to the needs of their target audience. Correct and ideal communication is vital for both individuals and the industry. It is clear that individuals who cannot positively direct the communication process will face problems. In the sector, it is only possible for companies to compete with their competitors in real terms and to get a share from the market through a positive communication process. Otherwise, companies that cannot respond to the needs and demands of the target audiences and that cannot be shaped are likely to be damaged and lose in the competition.

This book is made up of sections dealing with Public Relations, Journalism, Fine Arts, Communication, Marketing Communication, Advertising and New Media relations. I believe that the studies in the book will be a resource for new researchers, and they will guide and contribute to the researchers.

I would like to thank all my professors who have universalized, shared and reproduced the information by writing a chapter for the book on behalf of researchers who will benefit from this book. In addition, endless thanks to all those who contributed to the realization of this book and similar books and to İKSAD Publishing, which brings writers on a platform and turns these valuable works into a book.

EDITOR: Dr. Hasan ÇİFTÇİ

CHAPTER 1

THE USE OF THEATER TEXTS IN IMPROVING BASIC COMMUNICATION AND LANGUAGE SKILLS IN TEACHING TURKISH AS A FOREIGN LANGUAGE*

Assist. Prof. Dr. Murat YIGIT¹

*This study has been presented as a verbal notice at the 'International Symposium on Foreign Language Teaching and Turkish Teaching as a Foreign Language' organised by Ankara University, Turkish and Foreign Language Application and Research Center (TOMER).

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INTRODUCTION

The sense of wonder which makes human beings keen to experience life also awakens our efforts to understand ourselves and our nature. The ability to understand and explain events that provoke grief, happiness, anxiety and fear, is the most significant feature that distinguishes humans from all other living creatures. It would not be wrong to associate theater with humankind's existence since humans' internal struggles with themselves, with each other and with nature first led them to encounter the notions of "victory and defeat". No matter whether defeated or victorious, humans have shown the tendency to mask their thoughts and emotions or to relate events to religious or metaphysical idea/phenomena during these dialectical struggles. Feeling the need to connect with what is religious or metaphysical, and thus with what is unknown, formed the groundwork for drama.

As it represents many different forms of life, theater is the most creative way in which human beings express themselves. As the transformation of human's aesthetic needs into sounds, words and movements, theater contains all branches of art. It gives students the opportunity to express themselves in a variety of fields, especially in art and music. A student assuming responsibility in various areas becomes a part of a democratic working atmosphere as he/she not only forms but also helps guides the group. In this sense, theater acts as a significant educational tool, one that creates a democratic and collaborative atmosphere. Without having to adopt a specific didactic

method, theater provides young people with the opportunity to “understand life” by depicting the world, human beings and even solutions to complex problems. It enhances the capacity to understand life. Additionally, students are given the chance to form judgments and evaluations about themselves (Kuyumcu, 2010:156).

Founded as one of the most significant movements of the Catholic Church, Jesuit educational institutions were the first educational establishments to provide a permanent place for theater. The enchanted world of theater was used in order to revive the Catholic faith, a faith that was thought to have been weakened owing to religious reforms introduced. We observe that two main roles were given to theater: Propaganda and education (Alpöge, 2006:16). On the other hand, activities at school are connected to an organisational structure and their main purpose is to give shape to educational values in accordance with the traditional styles seen in literary products and to change these values by using current educational and cultural activities. The main purpose of theater is to enhance the motivation to gain an education and the typical example of this is the use of these theatrical games in schools of philosophy in Greece in the 5th century A.D. (Adıgüzel, 2013:341).

The famous English essayist Hazlitt says: Actors serve as a mirror to humanity on the stage that is an epitome of life. We see ourselves at second-hand in them. They show us all that we are, all that we wish to be, and all that we dread to be. In a country where theater is

performed, malignancies and mistakes do not last long.

PURPOSE OF THE RESEARCH

Like all other literary products, theater scripts are manifestations of human beings' attempt to understand and explain life. Everything that cannot be expressed in daily life is brought to life in theater, which uses deep-rooted cultural symbols and behavioral forms related to a society's ways of thinking about itself. In common with all literary texts, theater can be perceived as a socio-cultural mirror of a society and a means of transmitting cultural values as well as a mode of cultural interaction. In this context, the aim of the study, is to establish a fictional class model for the authentic theater texts which are thought to contribute to the basic communication and language skills of foreign language students based on the field observations of the researcher and the old theoretical models.

RESEARCH MODEL

This research includes students from various countries; undergraduates, graduates and students who came to Turkey for the doctorate and has been created for foreign students studying at the universities in Turkey, Turkish Education Centers '(tomer)' within the Common European Framework of Reference for Languages (CEFR, 2018) according to a high level (C1,C2/ Specialist) offer in-class activity scenarios through authentic theater texts suitable for homogeneous groups learning Turkish as a foreign language. The researcher can design a model according to the previous theoretical knowledge (Kline, 2005).

1. THEATER IN TEACHING A FOREIGN LANGUAGE

Humans are social beings who seek to understand and explain the meaning of life from the first day of their existence. This effort to understand and explain life brings with it the need for communication. Human beings, born with basic communication skills, try to organize their lives through forms of linguistic and semiotic communication.

Literary texts are one of the most indispensable sources of linguistic communication and are chosen here since they contain components of ‘meta-language’ that is, how a society thinks about and represents itself. Depending on the contexts, literary texts may appear among materials that support the development of language skills in various aspects of language teaching. Theater scripts can also be considered indispensable literary products for educational purposes, especially in the field of language teaching.

Theater, which can be perceived as a socio-cultural mirror of a society, a means of transmitting cultural values and a mode of cultural interaction, may possess the capacity for increasing motivation/decreasing anxiety throughout the process of learning Turkish as a foreign language. Like all other literary products, dramatic scripts are manifestations of humans’ attempts to understand and explain life. Everything that cannot be expressed in daily life is brought to life in theater. Theater scripts support basic language skills in teaching Turkish as a foreign language by using deep-rooted cultural symbols and demonstrating patterns of behavior related to

how a society thinks about and represents itself.

Although it varies according to individual differences of students, age, perception, interest and learning styles; in foreign language teaching, there is a linear relationship between learning and the number of senses involved in that process. In this context, according to research, our memory retains 10% of what is read, 20% of what is heard, 50% of what is seen, 70% of what is seen, heard and said, and 90% of what is seen, heard and done (Demirel, 2009: 25). Considering these data, it can be deduced that activities related to the senses throughout the process of teaching a foreign language not only facilitate learning but also lead to its remaining permanent. This argument is supported by a Chinese proverb that says: “Tell me, I'll forget. Show me, I'll remember. Involve me, I'll understand.”

With regards to the fact that education not only involves activities that have an effect on the cognitive, but also on the affective and psychomotor domains of learning, it can be claimed that theater is an important tool that should be used in education (Şimşek, 2011: 313).

While helping to educate rounded individuals, theater also enables them to gain a more universal perspective and, the ability to think critically and creatively as well as to experience social values and learn to respect them. Being connected with life and addressing each and every aspect of it, theater explains humankind to itself in a humane way (Taş et al., 2007: 9).

Theater does not only contribute to the development of mother-tongue-related skills but also to the development of basic foreign language skills. Individuals trying to learn Turkish may benefit from drama, which offers a great number advantages, such as involving different and enjoyable activities, having an impact on language skills and accelerating people's individual and social development, as well as expanding vocabulary and developing communication skills. Drama is acknowledged to be one of the most efficient methods used not only in teaching Turkish but also in learning other languages, as well as in learning about the cultures of other societies. Drama is also an effective aid for listening, speaking, reading and writing defined as the basic language skills (Altunbay, 2012: 749). In other words, the learners of Turkish as a foreign language through the theater offer a variety of experiences related to the culture of the target language in the authentic world of the game. The theater, which is thought to be important for the development of students' physical, cognitive and affective skills, can be used as a fun teaching material that carries life, art and culture to the classroom. Theater helps to learn non-verbal indicators of the language by reducing the anxiety from learning a foreign language from compulsory work. For this reason, authentic theater texts can be used effectively in foreign language teaching process.

In theater plays, students look at the events in different frameworks as they play different characters. They use word structures and pronunciation according to the age, profession, and region of the roles they play. Students who use target language in theater plays are in

communication and interaction. In this respect, stage plays are an effective teaching tool that provides effective use of language (Tabak et al., 2014: 154-155).

2. USE OF THEATER SCRIPTS IN ENHANCING BASIC COMMUNICATION AND LANGUAGE SKILLS IN TEACHING TURKISH AS A FOREIGN LANGUAGE

Theater is one of the universal products of human's minds. Language is the primary material of dramatic forms when they are considered as literary products. Supported by actions, language is an element that conveys a strong message to the reader/audience. Due to their rich content, culturally-specific forms of language such as proverbs, idioms, anecdotes, rhymes etc. have the capacity to contribute to the development of basic language skills in teaching Turkish as a foreign language.

Theater is one of the elements which has the most effect on humans. The use of language and linguistic elements (phrases, semantic changes in words, implicit meaning, figurative meaning etc.) is only seen and felt in the theater. By examining the language used, information can be gathered regarding the nature of the characters, their socio-economic features and their cultural framework etc. At this point, theater's use of language as a formative tool comes into view. A whole is formed and meaning is gained when the practice of listening, observing and practicing is complemented by speaking (Altunbay, 2012: 755).

Theater scripts contribute primarily to the development of students' listening skills in teaching Turkish as a foreign language. Based on dialogs, theater scripts are written in accordance with the rules related to the articulation of language (stress, intonation, pausing). Dialogs in plays provide students with the opportunity to listen and to understand what they are listening to. Students starting to comprehend what they are listening to by using literary theater scripts, will later on begin to imitate and repeat what they hear, which in return will have a positive impact on students' speaking skills. Theater scripts that improve skills such as listening comprehension and oral conversation, also concomitantly improve reading comprehension skills. In addition to improving listening, reading, oral and conversational skills, theater scripts also improve writing skills. As a matter of fact, to support individuals' learning Turkish as a foreign language, exercises such as completing an uncompleted script, writing scripts resembling those that have been previously read, acted out or listened to, can all be used.

Individual differences in education, personal and mental development of individuals, past lives, they can not learn with the same methods or techniques, and therefore every individual in education with the appropriate method and technique has completed the learning process. Nowadays, theater approach based on theater or theater, which is not included as a basic approach in teaching Turkish, but is applied more or less in every teaching level, is one of the subjects that should be considered and considered. It can be considered as a new approach in language teaching, teaching time, material possibilities, the difficulty

to reach the necessary materials and so on. reasons are not often preferred; however, it is known that it has the effect of improving the language skills (Altunbay, 2012: 753).

The next chapters of the paper are based on the basic language skills that are dealt with in the context of communicative activities proposed by CEFR (2018, P. 30). Because; The organisation proposed by the CEFR is closer to real-life language use, which is grounded in interaction in which meaning is co-constructed. Activities are presented under four modes of communication: reception (listening-reading), interaction (oral and conversational-written), production and mediation.

2.1. Listening Comprehension (Reception)

The process of a child's foreign language learning starts with the 'act of listening'. Listening comprehension constitutes the first stage in learning a mother tongue or a foreign language. The development of listening skills is significant since it enables individuals to comprehend the phonetic structure (articulation, stress, intonation, pausing, and juncture) and understand the syntactic structure of the target language. Individuals learn to listen to their inner voice and perceive what is happening around them through their skill in listening. It is a well-known fact one cannot become a good speaker without being a good listener.

As resources contributing to the development of listening skills, theater scripts contain culturally specific aspects of the target language

and their literary attraction is high through the curiosity they provoke and their fictive techniques. In addition, the structural integrity of dramas will also improve the skills of understanding effectively and correctly. In this regard, to teach listening skills in Turkish using theater scripts, the following activities can be carried out:

Stage I: In the first stage, a theater piece is selected. For instance, we chose Şinaşi's 'A Wedding for a Poet' that is, the first modern Turkish theatrical production, which was written in 1859. First, the play I suggest undergo a critical analysis. This analysis is not initially carried out in order to assign roles to students but to make it possible for each and every individual to understand the atmosphere that the dramatist has tried to describe and create. Script analysis is a method that makes us of concrete examples or abstract (theoretical) concepts before staging a play in order to uncover and categorize the main elements that form the dramatic structure. At this stage, the play is read through, paying attention to phonological features (intonation, rhythm, stress, pronunciation etc.), but without giving information concerning the play itself. After reading through the play, students are asked the following questions:

- Who wrote the play?
- What could the writer's source of inspiration have been?
- What is the main theme of the play?
- Who is the target audience?
- What type of drama is it?
- What is its plot?

- Where do the events occur?
- When does the event take place?
- What was the purpose of writing this play?
- What is the writer's approach towards the play?

Finally, character analysis is carried out using a formula for communication known as “5 W 1 H -questions”. In this context, in order for students to become familiar with the characters, the following questions are asked: What? Where? When? Why? How? Who?

2.2. Reading Comprehension (Reception)

As a result of observations and research conducted by scientists on both native and foreign languages, it is known that there is mutual agreement concerning the following aspects of ‘reading comprehension’. It involves (Er, 2005) :

The ability to understand the message that is being transmitted, or its attempted transmission, by making sense of written/printed symbols, using previously acquired knowledge that is fixed in the memory.

The ability to recognize written/printed syntactical structures in a split-second time frame.

The process of automatic and instant recognition of knowledge through different types and at different levels of comprehension (visual, audial, syntactic, textual meaning, purpose of the writer, etc.)

Reading comprehension is one of the basic language skills, and it

makes a valuable contribution to the learning process of foreign language, since, while the acquisition of a foreign language occurs at a specific period of time, the learning of the target language can only be maintained by means of reading skills. Only through reading is it possible to access numerous historical, cultural and linguistic products through reading. In parallel to this, the opportunity to learn words and concepts relating to the target language in a specific context is also effectively provided through reading.

As resources contributing to the development of reading comprehension skills, theater scripts contain culturally-specific elements of the target language and their literary attraction is high (through the curiosity they provoke and their fictive techniques). Additionally, dramatic works often embody the most commonly used forms of linguistic expression and they may be used at different educational stages. Using them, students are given the opportunity to become familiar with the syntactic structures, historical aspects, and cultural symbols existing in the target language. In order to use scripts to improve reading comprehension scripts while teaching Turkish as a foreign language, the following activity may be carried out:

Stage II: The script is read a number of times by the teacher, paying attention to features such as gesture and facial expressions, stress, intonation, rhythm, pronunciation etc. No stage set, decorations or costumes are used. Students follow/imitate the script read by the teacher. Following the script analysis carried out in the first stage of the activity (See listening comprehension section) roles in the play are

distributed to students in according to their preferences. These students are able to understand the main themes and characters in the play. Finally, students can be encouraged to take the roles that they consider appropriate for them and feel close to their own reality. At the end of the reading, further activities concerning the script may be carried out. These may focus on unknown words, character analysis, the main theme of the play, the message which the play aims to transmit, cultural symbols etc.

2.3. Oral and Conversational (Interaction)

Oral and conversational skills are one of the most significant aspects of instant and/or/daily communication in teaching a foreign language. The act of conversation, which occurs between at least two individuals, is the transformation of the four basic language skills into instant and/or/daily communication.

Speaking is considered to be the mostly sought skill for an individual to be accepted competent in a foreign language. Speaking is more than grammatically correct sentences; it rather covers broad areas of mechanics, functions, pragmatics and social interaction. Therefore, any foreign language teaching methodology used in the classroom throughout history has always sought to develop ways to improve the competency of learners in these areas (Kürüm, 2016: 1).

When language skills are simply classified and separated into the two categories understanding and explaining, oral skills would appear in the category of explaining. Human beings engage in conversation when they feel the need to express their thoughts and feelings about

life to other people. In addition, the need to explain what they have heard, read and written about life is also met through this skill. Theater can be used as a real communication method. The theater can offer a world of opportunities that enables students with a source language to interact with the target language, adapt to the realities of life, and socialise by eliminating concerns in the classroom. In Brice Heath's (1993) study, she supports this by expressing that the increased linguistic competence and trust are derived from the theater.

The ability to speak and understand a language, the students' attempt to experience and understand the culture of the foreign language he/she is learning as well as his/her own culture, involves mastering the structures that are potentially employed in a situation and reacting appropriately. The ability to communicate successfully in a targeted way using language that is effective and that enables reciprocal understanding should be the aim of any foreign language teaching method. This ability can only be gained when we change our knowledge of and perspectives on society, and about our own and foreign cultures (Genç, 2000: 101).

As resources contributing to the development of oral skills, theater scripts contain culturally specific elements of the target language and their literary attraction is high through the curiosity they provoke and their fictional techniques. Additionally, dramatic works often embody the commonly used forms of linguistic expression and they may be used at different educational stages. In this context, given the aim of

developing oral conversation skills, students may be aided to learn the specific intonation, rhythm, stress and pronunciation patterns of the target language through the use of scripts. In addition, the structural integrity of dramas will also improve the skills of understanding effectively and correctly. With this in mind, in order to use theater scripts to improve oral skills when teaching Turkish as a foreign language using theater scripts, the following activities may be carried out:

Stage III: The analysis of the characters in the theater text is done under the leadership of the teacher. The teacher introduces the characters of the game to the students. The teacher encourages students to choose the role of the character they want after the character presentation. As in the case of drama studies, warm-up speeches are conducted to increase communication and interaction in the classroom before the theater. In this way, "the group recognises itself, communicates with the others, takes on roles, presents roles to the others, and eventually the roles are shared." (San, 1991:581). After this preparation process, the theater text which is given below is revived in the classroom environment.

Game Type: A Drapery Comedy.

Name of the game: Poet's Marriage.

Players:

Müştak Bey: Poet, Bridegroom.

Hikmet Efendi: A close friend of Müştak Bey.

Kumru Hanim: Lover of Müştak Bey.

Sakine Hanim: The ugly older sister of Kumru.

Ziba Dudu: Guide Woman.
Habbe Women: Yenge Women.
Ebül-Laklaka: The person who Married.
Batak Ese: Neighborhood Keeper.
Atak Köse: Neighborhood Trash.
Neighborhood: Two to three People.
2.4. Written (Interaction)

Nowadays, there can be serious difficulties in enhancing even native language-based writing skills; it is a well-known fact that it is not easy to attain the desired level of written skills while teaching a foreign language. One cannot expect students to gain the ability to write in a foreign language when they are not able to write in their mother tongue. Writing is a skill that may be acquired as a result of knowledge accumulated and nurtured through competency in listening, oral and reading skills. Foreign language writing skills are based on frequently repeated writing activities. Writing is considered as a means of learning language forms and a way of communication. Language teachers should incorporate both types into their classes and they should develop classroom activities that include both communication and language forms (Mehrabi, 2014: 1686).

Along with its contribution to the improvement of other language skills, the act of writing is also a significant tool which helps individuals develop their personality. This ability has the specific nature of being both productive and effective and should be learned and improved by individuals but also during classes (Balçı, 2000: 528).

Throughout the process of improving writing skills while teaching Turkish as a foreign language, activities should be designed in accordance with students' needs, interests, and readiness levels as well as their level of anxiety and fear. A student-oriented and targeted process of teaching effective and efficient written expression can be carried out well if planned correctly.

As resources contributing to the development of written skills, theater scripts contain culturally specific elements of the target language and their literary attraction is high through the curiosity they provoke and their fictional techniques. Additionally, dramatic works often embody the commonly used forms of linguistic expression and they can be used at different educational stages. They can be used within a process designed to support written skills. Through the use of scripts, students are given the opportunity to become familiar with the target language's syntactic structure and historical aspects, as well as cultural symbols found within it. Moreover, the fact that dramatic scripts have a structural integrity, that they teach through providing enjoyment, make it possible for learning to occur experientially and are able to appeal to all the senses will contribute to the improvement of writing skills. With regard to this, in order to use theatre scripts to improve written skills while teaching Turkish as a foreign language, the following activities may be carried out:

Stage IV: At this stage, students are expected to have written interaction. In this context, creative writing studies are performed, such as reprinting some of the missing parts of the theater text,

reprinting the speeches of theatrical characters, printing a similar theater text, printing a different theatrical text, criticizing the theater text within the framework of intertextual relations, and describing the characters in the theater.

CONCLUSION

Theater, which can be perceived as a socio-cultural mirror of a society, a means of transmitting cultural values and a mode of cultural interaction, may possess the capacity for increasing motivation/decreasing anxiety throughout the process of learning Turkish as a foreign language. Like all other literary products, dramatic scripts are manifestations of human's attempts to understand and explain life. Everything that cannot be expressed in daily life is brought to life in the theater. Theater scripts support basic language skills in teaching Turkish as a foreign language by using deep-rooted cultural symbols and demonstrating patterns of behaviour related to how a society thinks about and represents itself.

Theater activities can lead to the enhancement of other skills such as writing and speaking skills. The instructor may also encourage students to come up with their own stories and create theater scripts for them. This may not only enhance their writing skills, but also confidence in oral communication skills as the learned vocabulary and phrases from theater scripts can be carried to every day conversation (Lekwilai, 2014:103).

There are not many studies in the literature on the usefulness of authentic literary products such as theater as a foreign language in Turkish teaching processes. It is a well-known fact that insisting on traditional methods in foreign language teaching adversely affects success due to the motivational problems related to anxiety. In addition, as the theater, which stands out with its authentic literary / artistic aspects is a mirror of life; rich in cultural indicators; and suitable for the learning model by doing-living, using gestures and mimics, and which also uses emphasis and tone intensively, creates a learning atmosphere by having fun with the culture of the target language, makes fun of the elements of laughter, and allows students to respect for different cultures to provide the opportunity for an empathic communication, it can be preferred in terms of foreign language teaching due to its features.

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CHAPTER 2

USE OF ONLINE PUBLIC RELATIONS IN DIGITAL MARKETING

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INTRODUCTION

Public relations is the management function that defines, establishes and maintains mutually beneficial relations between an organization and the peoples to which its success or failure depends (Broom et. al, 2009: 5). Public relations is “recognition and introduction act; enlighten what is managed, explain and promote the actions and actions of management; learning and promoting the requests and complaints of the public ” (Çamdereli, 2004: 23-24). In addition, the concept of public relations includes issues such as crisis management, customer service providers and employees' behavioral effects. Public relations have become one of the biggest components of an organization's success (Herbst, 2014: 2). Internet technologies that developed in the beginning of the last century caused the emergence of new media tools. The new media, which allows individuals to communicate in many different types, goes one step further than meeting the news needs of individuals and adds the ability to inform the individual and become the news itself. Today, new media communication sources and point of view are in such a transformation (Aktuğlu, 2006: 7). nteractive, relational and global features of the new media based on dialogue are in line with the strategic management model. Thus, public relations practitioners will move away from traditional one-way, message-oriented, asymmetric practices. (Grunig, 2009: 6). Public relations practices all over the world are becoming technologically driven. Public relations experts are taking advantage of the internet service providers to the corporate benefit of their organizations. Public relations practitioners should know how to

use the internet and how to post their organizations news and features on the websites for the public to access. Computer literacy, swiftness in services delivery, high efficiency and achievement of desired results are the primary responsibilities of a public relations practitioner (Ezeah, 2005: 142).

Public relations are influenced by new communication technologies. As a natural result of the said development, social media is now included in public relations tools and methods. Because, changing trends in developing technology and consumer behaviors make it necessary to use new methods in public relations practices besides classical methods. In situations where third party suggestions are gaining more and more importance in communicating with target audiences, institutions and brands adapt classical methods to new environments and turn the features of digital media into an advantage (Peltekoğlu and Askeroğlu, 2019: 1046-1047). Brands have an important place in marketing today. Businesses that want to increase their product sales are using new marketing strategies. In this context, integrated marketing communication components play an important role. One of the most important of these is public relations. These studies, which are evaluated under the heading of marketing public relations, are diversified with changing communication technologies today. Public relations; It is the whole of the communication activities carried out by individuals, institutions, brands or organizations to increase the image and reputation of the target audience. It aims to create a positive perception of the target audience against the brand and to improve its

existing perception. The ways of brands to reach the target audience have gradually changed with the development of technology. Especially online public relations have started to play an effective role. Many new tools such as social networking sites, forums, blogs, and corporate websites have started to be used in public relations. In this study, it was tried to explain how new communication technologies change the use of public relations in digital marketing.

METHOD

The developments in the Internet and new communication technologies have enabled significant changes in the field of public relations. The tools and methods brought by the developing technologies have significantly affected the lifestyle of individuals and the functioning of the institutions. One of these areas is marketing public relations. In this study, it is tried to explain how online public relations are used in digital marketing. In the research, a literature review was made. The literature review is one of the first steps that should be taken not only in academic studies, but also in every innovative field. This process is the in-depth and systematic research and determination of as many works that can be published on a particular subject (Gash, 2000; K orođlu, 2015: 61).

This study was carried out to define the limits of online marketing public relation, which is a new study area, and to contribute to new studies on the subject. This study is important in terms of knowing and emphasizing the contributions of public relations discipline to digital marketing in new communication media.

ONLINE PUBLIC RELATIONS

Today, some of the public relations practitioners perceive, concepts such as messaging, reputation, brands, integrated marketing communication, return on investment (ROI), strategic communication and corporate social responsibility projects (Grunig, 2009: 1). Public relations studies vary within the fields of application such as information, communication, technology and internet marketing, and organizational communication. The alternatives provided by Web 2.0 create parallels with the main goals and objectives of the public relations discipline (Alikılıç ve Onat, 2007: 900). Every new change in communication technologies also affects public relations practices.

Digital public relations are defined as the use of social media, blogs and other new technologies. There are many areas where digital public relations are used such as relations with the stakeholders of the organization, expanding its market share, strengthening its image and reputation, promoting its products, services and brands, supporting corporate identity, problem management, corporate social responsibility, crisis management, and online reputation management (Özel and Sert, 2014: 304). Digital public relations are defined as applications made using online media, search engines and social websites (Gavra and Savitskaya, 2012: 1228). In digital public relations concept, it is necessary to have some knowledge about computer, computer appreciation and public relations management. This is because digital public relations are computer-mediated. It is not necessary to be a computer expert to apply this, but it is necessary to

have a basic knowledge of what a computer is, its components and basic operations (Ezeah, 2005: 136). Digital public relations take advantage of the power of journalistic networks. They can publish newsletters via the Internet. Content seekers receive the information provided and do one of two things: reuse the information when citing the source, or pass the content to its voters altogether (Gifford, 2010: 63).

Digital public relations have four inclusive features. These are listed as strategic, integrated, targeted and measurable (Holtz, 2004: 297):

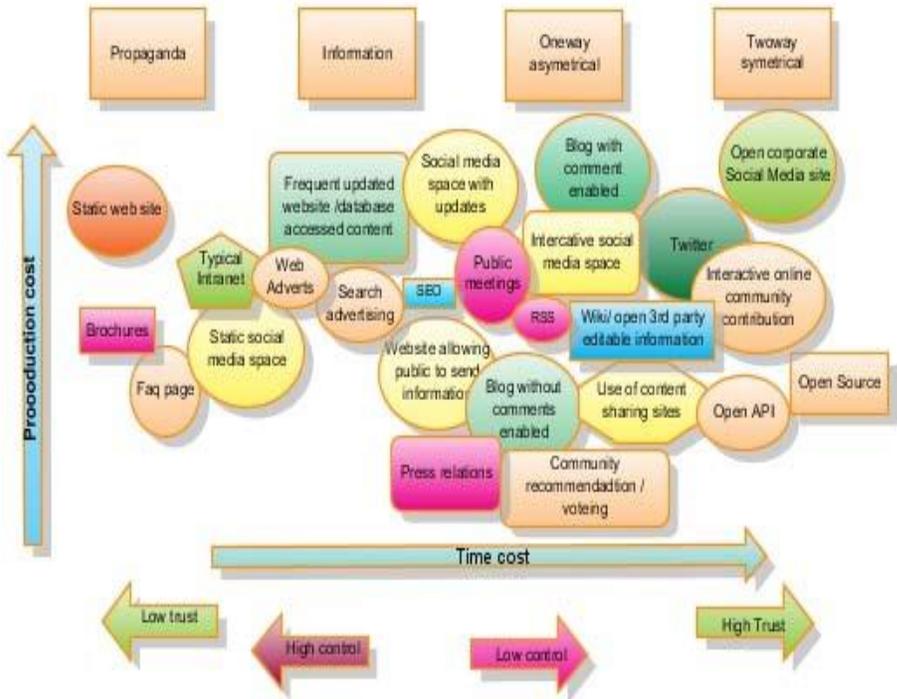
- Strategic: It is designed to affect business results.
- Integrated: It uses the Internet as an element of a broad communication plan.
- Targeted: Uses the advantages of the internet over other forms of communication to reach targeted audiences.
- Measurable: It is possible to evaluate activity plans.

It is possible to say that digital public relations is a more inclusive concept, including online public relations (Joyce, 2010: 52). It is stated that the concepts of digital public relations and online public relations are frequently used interchangeably. Online public relations include internet-based applications only. It provides the use of all digitalized tools such as: digital public relations, along with internet-based applications, include personal computers, mobile phones, fax machines, photo and video cameras, etc. (Herbert, 2005: 137). Public relations gained a different dimension with the introduction of web 2.0 technology. In this context, institutions' communication processes with

the target audience and social stakeholders have changed. With this technology, organizations had the opportunity to listen to the thoughts of the other party. With the use of Web 2.0 technology for public relations, different application areas of public relations 2.0 have emerged. Companies must conduct online reputation management to manage their reputation in a virtual environment. They should also design corporate websites, forward their emails, write online press releases, manage their social media accounts, and create their corporate blogs to communicate with the target audience and stakeholders in a virtual environment. These tools, which are defined as public relations tools, are necessary tools for companies to exist in a virtual environment (Sancar, 2016: 83).

Most of the time, with digital public relations work, the message is sent directly to the target audience without any intermediaries and feedback is received directly. This situation coincides with the understanding of symmetrical communication in public relations. The harmony of public relations models to the new media is tried to be explained below.

Figure 1: A new media adaptation of the models of public relations



Source: (Grunig, 2009: 8; Phillips, 2009).

Public relations practitioners first used online media as a breakdown of information, just as they used traditional media, newsletters and publications. They used their website to spread the information. In addition, online media are used to publish publications and newsletters. In public relations, social media is used to spread marketing messages with techniques such as viral marketing (Grunig, 2009: 7).

The Internet provides public relations practitioners with the opportunity to establish dynamic and long-term relationships with their public. But in order to achieve this, the dialogue circle must be fused with internet communication and applications (Kent and Taylor, 1998). Whether the new media, especially social networks, is really inevitable in the practice of public relations, whether such new communication tools can effectively provide symmetrical communication for perfect public relations is a matter of debate (Tekvar, 2012: 97). The use of online public relations contributes to the field in many respects. However, online public relations are criticized in some situations that may arise in practice.

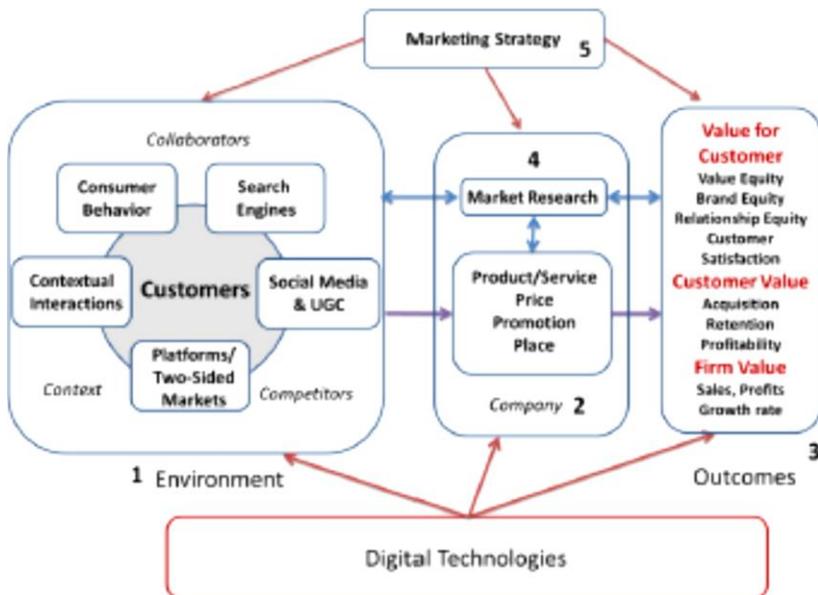
DIGITAL MARKETING

The use of digital media by consumers requires digital marketing for companies to reach their target markets. Digital marketing is the application that promotes products and services using digital distribution channels. Digital marketing is also called e-marketing. It includes digital or online advertising that gives marketing messages to customers. Reaching consumers through digital media is a promising and developing area (Okazaki et al, 2007; Smith, 2011: 489). “The term “digital marketing” has evolved over time from a specific term describing the marketing of products and services using digital channels – to an umbrella term describing the process of using digital technologies to acquire customers and build customer preferences,

promote brands, retain customers and increase sales” (Kannan and Li, 2017: 23).

Social networking sites like Facebook and Twitter started a new era in business communication (Levy and Birkner, 2011; Royle and Laing, 2014: 65). The widespread adoption of digital marketing techniques, including social media, has contributed significantly to providers' personalization of marketing. Thus, it is increasingly communicating with individual consumers and users, receiving one-to-one feedback and offering bespoke solutions for the customer (Brady et al, 2008; Simmons, 2008; Royle and Laing, 2014:65).

Figure 2. The framework for research in digital marketing



Source: (Kannan and Li, 2017: 24).

In digital marketing, businesses benefit from the opportunities offered by digital platforms. Businesses reach much larger audiences at lower costs thanks to digital channels. Thus, businesses introduce the products and services they offer, offer after-sales service opportunities and provide access to the institution where consumers can easily communicate their thoughts (Ryan, 2016:1660). Continuity and follow-up are very important in digital marketing activities. In the digital environment, businesses should constantly update their information and take into account their customers' demands and requests. While these demands and requests are taken into consideration, businesses can also establish interactive relationships with their customers and better explain their own businesses to their customers. Digital marketing activities provide many benefits to businesses. The most important of them are: they can reach large audiences, they can promote and sell their products or services, they can perform customer analysis quickly and easily, and most importantly, they can do these at low costs (Alan et al., 2018: 501). Digital marketing is becoming more and more common with the benefits it provides.

ONLINE PUBLIC RELATIONS IN DIJITAL MARKETING

The term marketing public relations (MPR) emerged in the 1980s. Marketing public relations is the use of public relations techniques to achieve marketing objectives from general practice. It is a "all-inclusive" term that integrates concepts and tools. public relations, marketing, advertising and research (Harris, 1997). Marketing public relations play an important role in the launching of a new product and

repositioning a mature product. For example: it can show interest in a product category, affect certain target groups, advocate a product that has public problems and create a corporate image (Kotler, 2003). It is possible to list the functions of marketing public relations as Media Representation, Crisis Communication, Content Development, Stakeholder Relations and Social Media Management (Demeke, 2019: 17-18). Marketing of public relations is a narrower aspect of traditional public relations. It involves the organization's interaction with consumers and other interest groups in the marketing process. Briefly, it is the marketing use of rights relations (Shimp, 1993: 28). These are public relations practices aimed at increasing the sales of the product in general.

Internet, social networks and inter-active technologies empower companies to be more active in creating and developing products and brands. Successful marketers must reorganize their techniques to build a positive relationship with consumers (Smith, 2011). One of these techniques is public relations. Strategic public relations practices, which are also included in integrated marketing communications, are tried to be transferred to the marketing field. Innovations in communication technologies have made it possible to use both marketing and public relations in digital environments.

Digital marketing basically consists of 4 steps, which are listed as follows: Acquire, Convert, Optimize and Retain & Grow. Acquire are the activities that are carried out in order to attract the attention of the

customer to the environment where the sale is realized. Online public relations are included in this. Retain & Grow is to satisfy the customers and to work for them to be permanent customers (Altındal, 2013: 1087). It is also possible to evaluate online public relations in this. With online public relations, managers have found the image of their institution or a situation that benefits their brand, or new ways of communicating an organization's community goals (Koçyiğit, 2017: 26-27). There is a business-oriented approach in traditional marketing. In the new marketing approach, there is a customer-oriented approach (Bayuk, 2005: 30) In digital marketing, online public relations applications are needed to achieve customer-oriented understanding.

USE OF ONLINE PUBLIC RELATIONS IN DIGITAL MARKETING

All tools available online can be considered as digital public relations tools. Digital public relations tools are increasing day by day. In digital marketing, online public relations applications are carried out through these digital tools. In this study, the use of online public relations in digital marketing has been discussed through corporate websites, social media platforms, corporate blogs, e-mail and online newsletters. Because in digital marketing, it can be said that most of the online public relations applications are done through these tools.

Corporate Websites: In order for all other tools to run properly, businesses need a professional-looking corporate website (Tezsezen, 2017). An institution's website is basically the first communication bridge between the institution and customers or users who have to contact the institution in some way (Mert, 2018: 728).

It is possible to list the basic expectations of online consumers from businesses' websites as follows (Brown, 2002: 9; Johnston and Clark, 2008: 319; Erdal, 2012: 15; Marangoz et al, 2012: 62-63):

- **Accuracy:** The information provided about the product and all the information on the website is correct.
- **Reliability:** It means the corporate identity of the site and the protection of the privacy of users' personal information.
- **Interaction:** It refers to the ability of users to give opinions to other users about your product / service and brand, to share visual or written, and to provide continuous feedback to the business.
- **Responsiveness:** It is the speed of meeting the customer demand and the loading speed.
- **Usability:** It means that the website has a generally consistent approach.
- **Efficiency:** It expresses the customer satisfaction regarding the time, speed and result of the service required to perform activities such as searching, finding, ordering etc. on the website.
- **Experience:** Attractive design means customer satisfaction.
- **Actuality:** It means the constant renewal of the website and the immediate response to comments.

Social Media Platforms: The use of digital marketing and social media has many implications for the suppliers and retailers of the business. Businesses generally promote social media applications, raise awareness of their products or brands, increase their sales through social media, increase their reputation of their businesses, exchange information with their customers, include their customers in product development processes, share information between businesses, exchange ideas, uses it to provide workforce and influence the potential workforce (Alan et al. ,2012: 501). The pages created by the institutions on social media and their sharing on these pages ensure the communication process between the institution and the target audience. The mutuality of this communication and the fact that the user is active in this communication environment has provided great facilities for the public relations (Tanyıldızı and Demirkıran, 2018:163).

The most important of the online public relations applications used in digital marketing is social media. Social media is a general term, and social networking is part of these general elements. Social networking sites such as Facebook, Twitter, LinkedIn, MySpace and others are virtual environments where users create personal profiles and share information (Scott, 2012: 17). In public relations, most academics consider the changes that social media brings to the daily practice and roles of the public relations specialist as alternative or complementary communication tools. . The literature is full of certain strategies and practices (Damásio et al, 2012: 13). “Establishing, monitoring or growing an organization’s online presence is another function of public relations. Specific tasks may include creating or updating Facebook

pages, tweeting information and keeping an eye on what others are saying in cyberspace about an organization” (Demeke, 2019: 18).

The most used networks in social media today are: Facebook, Twitter, Youtube, Blogger, Instagram, Google Plus, Wordpress, LinkedIn, Badoo, MySpace, Flickr, Tumblr, Vimeo, DailyMotion, Pinterest. While some of these networks are for video and image sharing, some of them use text sharing. Public relations activities on social media provide businesses with time, money and quick feedback. For this reason, it is more demanded than traditional public relations (Mert, 2018: 729).

Corporate Blogs: Today, the world's leading institutions open blogs and communicate with their stakeholders via blogs, apart from their own websites. Such blogs are called corporate blogs (Alikılıç & Onat, 2007). On corporate blog pages, companies have the opportunity to communicate symmetrically with their customers. Thus, in public relations, the mutual communication, expectations and demands of the target audience are met. The public can be informed with the blogs. Blogs have four different usage relationships for marketing and public relations. These (Scott, 2012: 21-22):

- It is possible to learn what people say about your company and products. Blogs are an important activity to determine the reputation of organizations. Blogs contain market information that can be used to analyze trends based on free, instant and undesired comments from the public.

- It is possible to get to know bloggers by commenting on blogs, but as a marketer, it is necessary to avoid making comments that appear to be sales pitches for your organization.
- Successful online marketers listen to blogger's comments and integrate them into their strategies. Many invite bloggers to events showing new products or services, so they'll blog about their readers. Company representatives are required to provide targeted and useful information from bloggers.
- Corporate blogs should be written in a series of guidelines. Institution employees should be encouraged to write in blogs. These blogs should be made as a strict series and should not be presented as a personal opinion of the author, rather than the organization.

With the blogs used strategically in digital marketing, a positive perception can be created for the institution in the target audience's mind. In addition, businesses can learn the thoughts of the target audience about themselves and take into account those who write on blogs on topics such as products, services and brands.

E-mail: E-mail is one of the most effective ways to reach the customer directly and do one-to-one marketing over the internet. Personal product and service offers, e-newsletter submissions, responses to customers' complaints and suggestions can be provided through e-mail messages. When marketing via e-mail, it is important to ensure that people who are sent as many messages as possible can

see these messages (Altındal, 2013: 1090). The study of Duke in 2002; the use of e-mail in public relations has been seen as an integral part of public relations. It has been revealed that public relations practitioners use e-mail as a basic tool to strategically engage with target audiences (Tanyıldızı and Karetepe, 2011: 523).

Online Newsletters: Public relations, which contribute to businesses as an indirect promotion component, and media reflections are seen as an important factor in promoting and announcing the product or brand. It is known that creating news especially in the media contributes to stronger presence in the market and increase sales (Peltekoğlu and Askeroğlu, 2019:1046).

Online newsletters are the traditional press releases implemented on the internet or social media. The target audiences of traditional news bulletins are generally media, journalists and journalists. The target audience of online newsletters is all users. Therefore, it is possible to reach a wide target audience with newsletters in the field of online public relations (Mert, 2018: 730). Therefore, it is possible to contribute to the marketing activities in the digital environment with the news bulletins created within the scope of online public relations. News about the institution in the media are often more reliable than advertising.

CONSLUCIONS

The change and transformation in technology has also affected the limits and tools of public relations. Public relations, one of the components of integrated marketing communication, started to be implemented in the form of online public relations in digital marketing.

Public relations in marketing communication play an important role especially in reaching the target audience of brands. The presence of brands that are critical for digital marketing strategy in the digital environment is shaped by online public relations studies. The image and reputation studies of brands in the digital environment, social responsibility activities, awareness of customers and members of the media are carried out through online public relations studies.

Although digital public relations and online public relations are different from each other, they are actually works that complement each other. In online public relations, mostly social media, websites, corporate blogs are focused on. It includes online public relations studies.

In this study, a literature review was conducted on the use of online public relations in digital marketing with the literature review. As a result of this research, it is thought that the studies on the subject are generally directed to the tools used and the consumer dimension is left behind.

Today, if the institutions in the public and private sectors want to survive in the long term, they should focus on public relations activities in digital media. In both corporate public relations and marketing public relations, there should be strategic studies that support each other of online public relations studies. Because today, institutions provide direct communication with their target audiences through digital media. In digital marketing, online public relations should be used to contribute to guests such as brand management, brand image, media relations, and customer satisfaction. Successful online marketing public relations activities will also positively affect the sales of products and brands.

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CHAPTER 3

THE USE OF POSTERS IN HEALTH COMMUNICATION: SEMIOTIC ANALYSIS OF THE POSTERS IN THE COVID 19 EPIDEMIC IN TURKEY

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INTRODUCTION

Posters are often the easiest and most cost-effective way to deliver the message to large audiences. It is an example of small media, a large print or notification that is often used for advertisements or decoration. Posters play a big role in shaping the public and spreading propaganda. Poster use has many purposes. Some of them are patterns of influencing attitudes, marketing a product, or changing behavior. In health communication, posters are often used to change behavior (Gobind and Ukpere, 2014: 740; Nunyenge, 2013).

Posters have had a very important place in reaching and informing the masses until today. The posters can be used for various areas. Posters made for publicity, social or other purposes may constitute some of these areas. One of these areas is social poster designs. It can often include themes on health, community, or culture. Such designs are generally designed to raise awareness and raise awareness.

In the literature survey, articles on health communication posters in Malaysia and articles on the use of posters in creating awareness of HIV virus were reached (Saleh et al, 2013; Gobind and Ukpere, 2014). In addition, a study has been reached on the use of posters to raise awareness against bad habits in Turkey (Tanyıldızı and Acar, 2017). In this study, the use of posters to raise public awareness in the Covid 19 epidemic in Turkey was investigated.

At the end of December 2019, a new coronavirus appeared in Wuhan, China. The new coronavirus spread rapidly and ultimately. The Chinese epidemic followed a pandemic with an increasing number of cases worldwide, but as the outbreak grew, person-to-person transmission became the primary means of spread. COVID-19 infection spreads using large droplets produced during coughing and sneezing in symptomatic cases, but it can also occur from asymptomatic individuals before starting their symptoms (Rothe et al., 2020; Özdemir, 2020:2). Countries are carrying out various studies to prevent the spread of this disease worldwide. One of the most important of these studies is health communication. The communication tools and methods try to inform the public about Covid 19. Many studies are carried out in this context. One of these is the use of posters to inform the public and raise awareness. In this study, which was published posters Ministry of Health in Turkey it was examined. Semiotic analysis method was used. The messages sent in the posters were tried to be explained.

THEORETICAL FRAMEWORK

Posters help raise awareness. Posters, designed to transmit walls and a message. They need to be attractive, eye-catching and informative. Posters used for various purposes. They can be used by advertisers to promote an event or movie. Can also be used by them non-profit organizations to create social awareness (Nishtar et al., 2004; Gobind and Ukpere, 2014:741)

The poster is a written communication tool that is generally visible to people and to receive the message and be affected. Posters are usually illustrated. The most important feature of the posters is to attract the attention of everyone who is interested and irrelevant. For this reason, a poster contains visuals such as photographs and pictures rather than writing. The visual elements in the poster should be related to the subject, and the visual element should support each other (Tutar et al., 2005: 151).

When messages have to be sent to the community with plain expression, one of the tools used is a posters. Expression with pictures is at the forefront in posters. (Kazancı, 1999: 268). A graphic design problem is always about communication. Designer; In addition to the methods of application, it has to know and consider the nature of visual perception, the role of visual illusion and the relationships between verbal and visual communication (Becer, 2011: 34).

The posters have been a communication tool in public health services since World War I. Especially Europe, America and used Soviet posters to guide communities. Thus, poster propaganda emerged. Today, posters are widely used in many areas, especially in health education. Especially in health services, posters are the tools of health behavior change to reach health awareness (Saleh et al, 2013: 539). Posters were used in the world war to give information to protect soldiers from some diseases. Also during the war, in 1917, when the war broke out, Europe took the steps of its governments to keep their

people healthy with their health campaigns. The use of posters developed from the French Belle Epoque poster craze in the 1890s. It spread to Europe with strong messages as an attractive art and a health tool (Saleh et al, 2013:541).

Health communication is applied to inform and influence individual and social information, attitudes and practices related to health and health services. Health communication represents the interface between communication and health. For this reason, it is increasingly accepted as an essential element to improve both personal and public health. Health communication can contribute to all aspects of disease prevention and health promotion. The most important application of health communication has been in the fields of health promotion and disease prevention (Thomas, 2006: 1-2).

Health communication exists to influence the knowledge, attitudes and behaviors of target audiences about health. In order to create health information, specialists send persuasive messages over mass communication (Kreps et al., 1998: 1). Health communication includes many roles such as increasing knowledge and awareness on a health-related issue, informing about the causes and solutions of the problem, affecting perceptions, beliefs, attitudes, showing the benefits of behavior change, refuting myths and misunderstandings (Thomas, 2006: 3). Health communication campaigns have made important contributions to the advancement of public health globally and are often considered critical components of broad intervention efforts, such as cancer and tobacco control (Rice and Atkin, 2012:

Zhao, 2020). In addition, health communication can be used to inform the society about an emerging disease, to remove stress and clarify the issue.

METHOD

The purpose of this study is to explain how the posters used in the Covid 19 epidemic convey the messages in Turkey. Republic of Turkey Ministry of Health posters were selected as examples. The hypothesis of the study is that “in the Covid 19 epidemic, the posters were successful in conveying messages to the public”.

In the study, published on the website of Turkey's Ministry of Health posters were selected. The messages given in the posters are explained by using semiotic analysis method. Semiotics has been applied to many fields such as film, theater, architecture, communication and interesting results have been achieved. According to some semiotics, everything can be resolved with this method. The main feature of semiotics; is to take linguistics as a model and apply linguistic concepts not only to language but to other indicators (Berger, 1982: 13-14). The indicator is at the center of the major interest area of semiotics. The indicator is set up with a pointer and a display (Barthes, 1993:40).

Semiotics is the study of signs and symbols and their use of interpretation. Usually, semiotic analysis studies the roles of signs and the part they play on a social and cultural scale. According to Barthes, there are two levels of meaning. It is made up of a plane of narration or signifier. The connotation refers to the content plane or what is shown (Aladağ, 2019: 138). Whatever the indicator is in the posters, it can be thought that there is a side meaning underlying it.

For semiotics, every sign has a meaning. Therefore, each sign has a concrete response in a person's mind (Bembibre, 2010). In semiotics, sign is an element full of meanings. In contrast to the Covid-19 pandemic, which has been rapidly increasing its influence in the world since the last days of 2019, various institutions have produced various health-themed posters to raise the awareness of the masses about the pandemic. The Ministry of Health has created a poster to announce the things to be done in order to raise awareness about the pandemic and to communicate with the masses. In this study, posters designed for Covid-19 pandemics were analyzed by semiotic analysis method. Semiotics includes the evaluation of symbols, their design or the development of understanding the signs. In the study, it has been tried to reveal how successful the messages given in the COVID 19 epidemic the posters of the Ministry of Health.

FINDINGS

In the study, four posters related to the COVID 19 epidemic were examined with the semiotic analysis. The posters on the website of the Ministry of Health were selected. The visuals of the posters examined are given below. Later, the indicators are expressed in tables. The indicators are tried to be explained by the semiotic method.



Poster 1: The Covid-19 Epidemic Poster 1. (<https://covid19bilgi.saglik.gov.tr/tr/afis>)

The semiotic analysis of Poster 1 is given below.

Table 1: Semiotic analysis of Poster 1

Indicator (Sing)	Signifier	Signified
Object	Water	Life, The source of life
Object	Clock	Time, Continuity
Color	Red	Death, Warning
Color	Green	Health, Cleaning

Poster1 was the start to raise awareness for the Covid 19 pandemic. The poster has been a very simple and understandable design. In the background of the poster, blue tones are used on a white background. In the upper part of the poster, a title was written in capital letters explaining the purpose of the poster. White and light blue color with the meaning of cleanliness, purity, life and life were used in the title. Color, which is one of the basic principles of the design, is used in this poster in accordance with the meaning it feels psychologically. Likewise, the use of this type of color is included in the image next to the title. Blue and white colors continued to be used here as well. Since the dark color is used in the background of the upper part, the

letters or images on it are used in light tones and the emphasis is increased. This kind of emphasis was made in the logo of the Ministry of Health used in the upper left part. Highlighting, which is one of the important elements of the poster design, is made constantly. In the middle of the poster, an expression was displayed in accordance with the hierarchy order, which is one of the poster design elements.

Information about the pandemic proceeds in a sequence and order. A meaning lies under all the visuals in the middle of the poster. All the indicators in these images point to the continuity of life. He explained that only in this way would he be protected from the disease and be hygienic. However, color uses have been used in harmony with the psychological meanings that he wants to give. For example; green color has always been used in water, hand antiseptic, healthy individual and watch visuals. This color expresses health and cleanliness. It was frequently used in the poster. The existence of these indicators is the existence of life. Similarly, the red color used in the visuals has meanings such as warning, death and attention in accordance with its psychological meaning. To explain the indicators used in the poster as showing and showing, the clock image used indicates the time. The visual of water points to life and life. Because water has always been the source of vitality and living.

**Ateşiniz varsa veya öksürüyorsanız
seyahatinizi erteleyiniz.**

**SEYAHAT
EDERKEN
SAĞLIĞINIZI
KORUYUN**



**Son 14 gün içinde Çin başta olmak üzere
koronavirüs enfeksiyonu görülen ülkeden
geldiyse;**



**Ateşiniz varsa, öksürüyorsanız ve nefes
almada zorluk çekiyorsanız maske takarak
sağlık kurumuna başvurunuz ve hekiminize
son seyahatiniz hakkında bilgi veriniz**

Poster 2: The Covid-19 Epidemic Poster 2

<https://covid19bilgi.saglik.gov.tr/tr/afis>

The semiotic analysis of Poster 2 is given below.

Table 2: Semiotic analysis of Poster 2

Indicator (Sing)	Signifier	Signified
Object	Doctor	Hope, feeling safe
Typography	Title text is dimmed	Extinction, disappearance, death
Color	Blue	Soothing, reassuring

When viewing Poster 2, you can see various means of transportation in the circle and a doctor image at the bottom. The doctor's indication is reflected as the equivalent of finding the treatment, as shown here in the doctor. Thus, it gives confidence to the viewer. Because doctors are the first to apply for treatment. The world image and the means of transportation that we see in the circle tried to explain that this pandemic is effective on the whole world. It is also remarkable to use blue color in all images in the circle. The psychological effect of the light and closed shades of blue in the introduction is exactly shown in this poster. The use of blue in light tones or use with white is its calming and peaceful aspect.

Another noteworthy situation is the typography used in the poster. The fact that the typographic characters in the poster head are erased, emphasizes that the health condition may deteriorate. This situation

may be associated with a person who cannot breathe or may also draw attention to the death of the lungs. But the most important thing he draws is undoubtedly one. Because faint typography symbolizes extinction or disappearance. However, the use of white and yellow colors in typography is a positive sign. Because white color represents purity, cleanliness and innocence, yellow is the symbol of sincerity, health and optimism. These colors reinforce peace, hope and optimism that are desired to be given to the poster.



Poster 3: The Covid-19 Epidemic Poster 3

<https://covid19bilgi.saglik.gov.tr/tr/afis>

The semiotic analysis of Poster 3 is given below.

Table 3: Semiotic analysis of Poster 3

Indicator (Sing)	Signifier	Signified
Object	Star	Importance, attention
Color	Red	Take attention
Object	Image of hand hygiene	To be free from pollution, to be clean
Color	Gray	Death, lifelessness
Color	Blue	Life
Object	Gloves and Apron	Protection

It is the star sign that comes to the forefront in the Poster 3 organized for health personnel. A star is a sign that is often used when explaining something important or trying to draw attention to something. This sign can be used in side meanings such as asking attention, focusing or being important. However, the fact that the red star is on a white background emphasizes the concepts of importance and attention more clearly.

In the middle of the poster, there is an image that emphasizes hand hygiene. In this visual, the use of the indicator in red means warning and draws attention to the pollution. For this reason, hand washing process is designed in red.

The typography of the poster is indicated in dark and clear colors on a white background and balanced in terms of color matching. Elements in the design are evenly distributed and concentrated in the middle. The use of gray tone in the background evokes death and lifelessness. The use of blue color in gloves and apron images used in the middle of the poster has drawn attention to the metaphor of life.



ELLERİMİZİ YIKAYALIM SAĞLIĞIMIZI KORUYALIM



T.C. SAĞLIK BAKANLIĞI

Yeni Koronavirüs solunum yolu enfeksiyonu yapan bir virüstür.

En çok karşılaşılan belirtiler ateş, öksürük ve solunum sıkıntısıdır.

Korunmak için kalabalıktan olabildiğince uzak durulmalıdır.

Eller en az 20 saniye süreyle su ve normal sabunla yıkanmalıdır.

Ellerimizi ıslatıp sabunu ellerimizin bütün yüzeylerine dağıtalım.

Auçlarımızın içini ve dışını iyice ovalayalım.

Ellerimizi bol su ile durulayalım.

Mustuğu, ellerimizi kuruladığımız kağıt havlu ile kapatalım.

ELLERİMİZİ DOĞRU YIKAYALIM

Poster 4: The Covid-19 Epidemic Poster 4

<https://covid19bilgi.saglik.gov.tr/tr/afis>

The semiotic analysis of Poster 4 is given below.

Table 4: Semiotic analysis of Poster 4

Indicator (Sing)	Signifier	Signified
Object	Covid-19 virus	Death, disease
Object	a person who coughs, who has a fever	Disease
Object	Crowd and Single person	Getting away from the crowd, being one
Object	Soap	Cleaning, health
Object	Hand washing	Cleaning, hygiene
Object	Paper Towel	Cleaning, hygiene
Color	Green/ purple/ yellow shades	Life, Health/ Seriousness Sincerity-health
Typography	Bold font	Clarity, legibility.

In the Poster 4, the header is clearly and clearly placed at the top. The background is white. The articles are legible and clear. There are many different colors and indicators on the right, left and bottom of the header. Many of these indicators have straight and side meanings in themselves. There is a system that progresses in a hierarchical order. However, intensive use of visuals and colors created confusion. This harms the integrity of the design. Due to the use of different colors, a particular emphasis in the study is inconspicuous.

However, the indicators used in the design have various meanings in themselves. There are eight different images. In the first image, the Covid 19 virus is shown in red on a yellow background. In the second image, the symptoms of the disease are placed on the purple

background. The poster emphasizes that it is necessary to be serious with the color of purple, and if there is no attention, there will be negative aspects of the disease. Attention has been drawn to the virus. In the third image, moving away from the crowd is given over the green ground. In the fourth image, a thesis message was given with the water and tap indicator. In the fifth image, the hand washing method is explained. Using the green background in the visual, where the hands are washed with soap, can be understood with cleanliness, health and life. The sixth and seventh visuals are the continuation of the fifth visual. In the eighth image, attention was paid to the fact that it was installed with a towel after washing. For this purpose, orange background is used. There are eight different visuals in the poster, which are given in different colors. It has been tried to draw attention with different and opposite colors.

CONCLUSION

The use of posters in health communication plays an important role in raising awareness in diseases and other health-related issues. In this research, Turkey's Ministry of Health posters produced during the COVIDIEN-19 were analyzed from a semiotic perspective. As a result of this analysis, the following results were achieved:

- Color is used as the most important indicator across the posters. It has been tried to give marks over colors.
- These posters, in which typography is used intensely, are also visually rich. In the posters examined, typography is generally

used in relation to colors. Attention has been paid to ensure successful color matching with posters.

- In most of the posters, the visuals are described in plain language. Thus, it was tried to prevent confusion in the communication environment. The message to be given to the target audience has been given directly.
- The role of the posters published by the Ministry of Health in transferring messages is important in the Covid 19 epidemic. The messages are successfully sent to the target audience on the posters.

If a general evaluation is made, it has been determined that the posters, one of the most important communication tools used to raise awareness in the society, have been used successfully by the Ministry of Health. Poster design is clear, simple and straightforward. This will contribute to the ease of receiving the message given by the target audience by the posters.

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[19_VIRUSTEN_KORUNMAK_ELIMIZDE_AFIS_50X70.jpg](https://covid19bilgi.saglik.gov.tr/depo/afisler/Halk/COVID-19_VIRUSTEN_KORUNMAK_ELIMIZDE_AFIS_50X70.jpg)

<https://covid19bilgi.saglik.gov.tr/depo/afisler/seyahat1.jpg>

CHAPTER 4

DIE BEZIEHUNG ZWISCHEN EXPRESSION, SUPEREGO UND SOZIALEN MEDIEN

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ANMELDUNG

Am Anfang gab es nur das primitive Selbst. Die Menschen taten ständig, was ihr primitives Selbst wollte. Probleme, Probleme und Trauer prägten jedoch ihren Charakter. Dann begannen sie, ihre Weisheit und ihren Willen einzusetzen (Wenz, 2012: 290). Mit dem Verstand und Willen begannen sich die Menschen zu entwickeln.

Der Kolonialismus, der in einer wichtigen Periode der Geschichte die Souveränität begründet hat, lebt weiter, indem er verschiedene Werkzeuge und Methoden einsetzt (Jansen, 2012: 12). Seit der ersten Person wird toleriert, dass Menschen, die alle Arten der Befriedigung ihrer Identität ausprobiert haben, die Befriedigung des Rechts der anderen auf dem Gebiet der Rechte in Anspruch nehmen und alle Arten auf diese Weise toleriert werden (Graser et al., 2013: 79). Das Verlangen endete nie mit Menschen, die ständig neue Werkzeuge und Methoden entwickelten, um sich auf neue und ehrgeizigere Weise zu ernähren (Duchrow et al., 2006: 363). Fast alles, vom Malen mit farbenfrohen Böden über Höhlenwände bis hin zum Teilen arroganter Fotos in einer digitalen Umgebung, wurde für die Zufriedenheit des Ausweises entwickelt.

Während das Ego den endlosen Wünschen des Idins im Wege steht, wurden die Über-Ich-Wünsche und der Ehrgeiz, der sich aus den Wünschen ergibt, an die Bedingungen angepasst, legitimiert und sogar durch glamouröse Masken zu schweren Ungerechtigkeiten gemacht (Winkler, 2013: 113). Manchmal haben auch die Inhaftierten, die ihre Ziele durch Zusammenarbeit mit der Macht erreicht haben und

manchmal unschuldige Partner gefunden haben, zur Erosion der sozialen Struktur beigetragen (Anderssen-Reuster et al., 2013: 211). Die Ausbeutung hat sich zu einem großen Sektor entwickelt, in dem die Einnahmen in einem breiten Spektrum von unterirdischen Reichtümern berechnet werden, einschließlich der Energie und Gedanken der Menschen.

Wenn es kein Über-Ich gäbe, wäre es sehr wahrscheinlich, dass die Welt in den Händen des Menschen zu einem Schlachtfeld wird und dass es zu jedem Zeitpunkt und zu jedem Zeitpunkt ein Ort ist, der von Ungerechtigkeiten umgeben ist. Während die endlosen Wünsche und Ambitionen der menschlichen Sprache mit einem gewissen Über-Ich in Einklang gebracht werden, gibt es viele Einzelpersonen und Organisationen, die darauf abzielen, durch die Provokation der Identität Profit zu erzielen (Maragkos, 2013: 13). Ignorante Leute verfolgen oft die Redewendung, die leicht ausgenutzt werden kann. Zivilisierte Menschen profitieren mehr vom Über-Ich und verhalten sich konsequenter und verhindern Ausbeutung.

Zahlreiche Werkzeuge und Techniken wurden entwickelt, um die menschliche Identität zu befriedigen und zum Ausbeutungssektor beizutragen, von Riesenschiffen über Ketten bis hin zu Unterkünften, in denen Sklaven eingesetzt werden, und Instrumenten zur Folter von Sklaven, die auf Plantagen arbeiten (Zeba, 2011: 165). Weil der Weg der Inhaftierung und die Art und Weise, Menschen durch Ungerechtigkeit zu befriedigen, auf negative Reaktionen stoßen, nannten listige Kolonisten Ausbeutung mit attraktiven und höflichen

Namen wie geografische Entdeckungen, Kolonialismus, Wiedergeburt, industrielle Revolution und Globalisierung (Mikula, 2002: 273). Obwohl das Bestreben nach Souveränität und materiellen Wünschen im Laufe der Zeit als persönliche Wünsche fortbestanden, wurden sie zu staatlichen Politiken, und Staaten entwickelten Strategien der Ausbeutung.

Die Ausbeutung erfolgte einerseits durch Besetzung und Massaker, indem die Schwächen der Menschen ausgenutzt wurden, ihre Verwaltungen und Kulturen beschlagnahmt wurden und auf diese Weise Geld aus ihren materiellen und geistigen Ressourcen verdient wurde (Prümper et al., 2017: 201). Die Kolonisten, die das Land und die unterirdischen Ressourcen durch Besetzung und Massaker ausbeuteten, nutzten die Schwächen und Wünsche der Menschen mit kulturellen Produkten und Unterhaltung aus. In der Ausbeutungspolitik wird die menschliche Psychologie detailliert berechnet und die Rückhaltewirkung des Über-Ichs berücksichtigt (Haubner, 2017: 299). Strategen haben Ausbeutungsstrategien unter Berücksichtigung jeder menschlichen Situation entwickelt.

Strategen haben Ausbeutungsstrategien unter Berücksichtigung jeder menschlichen Situation entwickelt. Sorgfältig entworfen, haben Menschen, die die Attraktivität attraktiver Produkte auf dem Markt nicht aushalten können, die Produkte erschöpft, indem sie die Möglichkeiten erzwungen haben, sicher ihren Bauch gesättigt. Um ihre Seelen zu ernähren, haben sie von der Technologie der Populärkultur profitiert und Methoden gewählt, die sie begeistern können (Erpenbeck

und Sauter, 2019: 286). Menschen, die spirituelle Befriedigung bieten wollen, haben oft versucht, mit den auffälligsten Werkzeugen und den erstaunlichsten Techniken in der Gesellschaft zu existieren, und fühlten sich auch glücklich, indem sie den ausgleichenden Effekt des Über-Ichs überwunden haben (Hecken und Kleiner, 2019: 241). Neue Medien, das großartigste Produkt der digitalen Technologie, haben die attraktivsten Werkzeuge für zufriedene und glückliche Menschen hervorgebracht und Menschen an sich gebunden (Rowson, 2019: 73). Im 21. Jahrhundert nutzen weltweit rund 3 Milliarden Menschen neue Medien.

Die neuen Medien haben die Menschen mit ihrer interaktiven Struktur angezogen und dominiert, die Kommunikation, das Teilen von Nachrichten, das Kommentieren, Selbstlust und viele andere Möglichkeiten umfasst (Peschel und Irion, 2016: 97). Das Über-Ich, das ein Gleichgewicht zwischen dem Verlangen und dem Erwerb schafft, hat dazu geführt, dass Menschen durch die Vorherrschaft der neuen Medien gefangen sind, und die Menschen haben ihre Türen geöffnet, um geistige Befriedigung und vorübergehendes Glück auszunutzen (Adolf, 2015: 36). Ausnutzungsstrategen haben überzeugende Produkte entwickelt, die den Menschen unter Berücksichtigung ihres spirituellen Hungers virtuelles Glück und falsche Befriedigung verschaffen. Soziale Medien bieten Menschen einerseits virtuelle Zufriedenheit und andererseits Profit für Ausbeutungsstrategen (Ki und Kim, 2019). Der Charme der sozialen Medien umfasst die ganze Welt mit den Strategien der Kolonisten.

CHARAKTER DER SOZIALEN MEDIEN

Die Moderne hat Länder geschaffen, die von globalem Denken und Globalismus abhängig sind, einer Art Kolonialismus (Guedes und Faria, 2007: 33). Die Menschen sind im modernen Zeitalter mit dem Konsum zufrieden, aber die Länder leiden unter den globalen Bedingungen. Dies hindert die Menschen nicht daran, Spaß zu haben und zu konsumieren. Die Menschen haben einen reichen Ort gefunden, an dem sie sich über soziale Medien freuen und mit ihnen zufrieden sein können (Sano, 2014: 509). Social Media ist ein riesiges Feld des Teilens und Übertragens.

Die Technologie hat viele verschiedene Möglichkeiten für Menschen entwickelt und ihr Leben erleichtert (Fredette et al., 2012: 114). Soziale Medien ermöglichen ein schnelles Teilen und Zugreifen und können mit interessanten Inhalten, Kampagnen, Aktivierungen und Werbung Tausende von Benutzern in wenigen Minuten erreichen. Social Media ist ein Lebensumfeld und das wichtigste Merkmal ist die Interaktion (Hudson et al., 2015: 36). Jeder kann ein Benutzer in sozialen Medien sein und alles kann in sozialen Medien geteilt werden.

Social Media wird überwiegend für kommerzielle Zwecke genutzt. Social Media bewirbt Produkte und Marken für ein breites Publikum und viele Menschen sind an den Märkten für Social Media interessiert. Darüber hinaus können soziale Medien in Familienbeziehungen mitbestimmen (Gjylbegaj und Abdi 2019: 389). Jeder in den sozialen Medien ist so nah wie Familienmitglieder und möchte mit jemandem kommunizieren. Private Sharing ist die effektivste Funktion von Social

Media. Social Media bietet Menschen ein familiäres Umfeld (Rajeev und Jobilal, 2015: 15). Die Leute untersuchen sich normalerweise nicht gegenseitig. In gewisser Weise sind soziale Medien zufriedenstellende Medien. Menschen möchten an sozialen Medien teilnehmen und möchten spirituelle Zufriedenheit durch soziale Medien erfahren (Shipps & Phillips, 2013: 47). Daher wenden sich die Menschen an soziale Medien.

Die heutigen Umstände zwingen jeden dazu, einen Computer und ein Mobiltelefon zu haben, und jeder neigt dazu, mit Technologie Geschäfte zu machen. Technologie zieht Menschen mit attraktiven Merkmalen an und der Inhalt von Kommunikationstools zieht Menschen an. Aus diesem Grund sind soziale Medien sehr beliebt (Xiao, 2014: 61). Aufgrund der Bedingungen der Globalisierung brauchen die Menschen in der Moderne mehr Spaß und Entspannung, und jeder plant, etwas über sich selbst zu teilen. Soziale Medien werden in der Regel für visuelle Zwecke verwendet und das visuelle Teilen erfolgt. In der Neuzeit müssen die Menschen sehen und zeigen. Weil das Bild viel sagt (Vinyals et al., 2016: 3160). In der modernen Welt sind die Menschen unter die Oberhoheit der globalen Ausbeutung geraten, obwohl sie nicht sehr glücklich sind und besser aussehen wollen als sie. Der einfachste Weg ist Social Media (Miller et al., 2016: 181). Die Moderne provoziert Wettbewerb und Rassismus und die Menschen suchen nach einem geeigneten Ort, um sich zu beweisen. Social Media ist der bequemste Ort, um dies zu beweisen.

Tägliche Bilder und andere visuelle Komponenten sind die zutreffendsten Beweise in den sozialen Medien (Schrecl und Keirn, 2013: 74). Social Media ist zu einer Arena geworden, in der Menschen versuchen, sich zu beweisen. Soziale Medien sind gleichzeitige Kommunikationsmittel, mit denen Menschen kommunizieren, die Welt beobachten, das Leben anderer kennenlernen und alles teilen können. Millionen von Menschen nehmen auch über soziale Medien auf der ganzen Welt an den Medien teil, und jeder teilt private oder politische oder aktuelle Botschaften über soziale Medien (Chan et al., 2013: 167). Die Menschen sind sich über soziale Medien bewusst, können sich gegenseitig helfen und einige Probleme lösen oder einige Probleme in sozialen Medien diskutieren. Social Media bietet viele verschiedene Möglichkeiten für Menschen und Menschen können ihre Geschichten teilen und glücklich sein (Han, 2014: 129). Social Media bringt Menschen aus verschiedenen Ländern zusammen und lernt sich kennen.

Social-Media-Nutzer nutzen Social Media jeden Tag, was zur Sucht führt. Social-Media-Nutzer fühlen sich zu Social Media gezwungen (Brahbam, 2015: 2). Social Media ist einfach und macht Spaß und Social Media ist genug für die Bedürfnisse der Menschen in der modernen Zeit. Kolonialstrategen haben ein komplexes und anstrengendes Design der Moderne geschaffen und soziale Medien als weltweiten Markt geschaffen. Social Media ist das effektivste Werbemittel, und die Medien können leicht eine Meinung verbreiten. Wahlperioden sind die beliebtesten Perioden der sozialen Medien. Die

Möglichkeit, Fakten und Ideen unter Bürgern mit ähnlichen Ideen auszutauschen, darauf zuzugreifen und zu verknüpfen (oder auch nicht), hat dazu geführt, dass Plattformen wie Twitter und Facebook als Referenz für den Großhandel übernommen wurden (Hall et al., 2018: 23). Social Media ist so mächtig, dass Vorurteile zerstört werden und die Welt von Anfang bis Ende verändern können.

ÜBER-ICH UND SOCIAL MEDIA-FÜßE DER AUSBEUTUNG

Kinder müssen sich beweisen, wenn sie anfangen zu wachsen und ihre Persönlichkeit zu formen. Sie benutzen alle Arten von Werkzeugen in der Nähe, um sich zu beweisen. Hochtechnologie ist den in der Neuzeit geborenen Kindern am nächsten. In gewisser Weise ist Hochtechnologie die unterhaltsame Pflegekraft moderner Kinder (Villegas, 2013: 12). Social Media, insbesondere das attraktivste Produkt der Hochtechnologie, wird von Kindern am häufigsten verwendet.

Über-Ich ist nach Freud die Entwicklung eines Teils des Ichs in Bezug auf Sozialisation und Werte und wird rationaler als das Ich (David, 2014: 108). Das Über-Ich, das eine moderatere Struktur hat als die Idee, die den tiefsten Teil des menschlichen Daseins ausmacht und eine Beziehung zum Körper hat, die auf dem Prinzip des Vergnügens und nicht auf der realen Welt beruht, zeigt eine kontrollierte und ausgeglichene Struktur als fortgeschrittenes Selbst (Rauthmann, 2017: 96). Das Über-Ich wird von vielen verschiedenen Faktoren beeinflusst.

Das Über-Ich entwickelt sich und formt sich mit Kultur und Bildung. Insbesondere der familiäre Einfluss spielt eine wichtige Rolle bei der Entwicklung des Über-Ichs (Dieckmann, 2018). Von dem Moment an hat die Familie einen Kreis um sich. Wenn Menschen wachsen, erweitert sich ihre Umgebung, Freunde und Nachbarn werden hinzugefügt. Jedes Element um es herum, Haus, Garten, Straße, Dinge, Gebäude, Situationen beeinflussen die Persönlichkeit (Teufer und Schwarzenberger, 2017: 7). Jeder Effekt in der Umwelt, von Spielzeug bis zu Geschichten, beeinflusst die Persönlichkeit und die Entwicklung des Über-Ichs.

Kinder der Moderne wurden in eine Hochtechnologie hineingeboren. Die neue Generation traf vor Märchen und historischen Helden auf Hochtechnologie. Fast jedes Kind hat jetzt einen Computer, ein Tablet und ein Mobiltelefon (Bretones und Scheel, 2011: 10). Die Technologie der Moderne bietet den Menschen viele Möglichkeiten von der Kommunikation bis zur Unterhaltung. Kinder und Jugendliche interessieren sich mehr für die unterhaltsame Seite der Technologie (Eine Bestandsaufnahme, 2018: 87). Die Attraktivität der Technologie betrifft Kinder und Jugendliche. Der Einsatz von Technologie schafft ein unbegründetes Selbstvertrauen in sie (Beck, 2020). Kinder denken die ganze Welt so, wie sie auf Technologiebildschirmen erscheint.

Soziale Medien ist wie ein Rettungsschwimmer in den angespannten und hektischen Rhythmus der Moderne eingetreten. Menschen kommunizieren über soziale Medien, folgen der Welt und verbringen Zeit. In gewisser Weise ist Soziale Medien der unterhaltsamste

Ablenker der Moderne (Zablowsky, 2017: 37). In der heutigen Zeit verbringen die Menschen die meiste Zeit in sozialen Medien und sind davon betroffen. Social Media prägt natürlich das Über-Ich (Fikisz, 2016: 61). Über-Ich ist eine Struktur, die von Geburt an von allen möglichen Effekten beeinflusst und geprägt wird.

Es gibt viele Faktoren, die das Über-Ich in der Neuzeit beeinflussen. Der wichtigste dieser Faktoren ist die Technologie. Das effektivste Element der Technologie sind soziale Medien, und soziale Medien führen das Leben der Menschen. Nach einigen Meinungen führen soziale Medien Menschen zur Unmoral. Es gibt jedoch auch Beispiele für soziale Medien, die Menschen zum Mitgefühl und zur Nutzung ihres Gewissens führen (Neyer, 2014: 237). Alle Arten des Teilens werden zu einer Vielzahl von Themen in sozialen Medien durchgeführt. Zahlreiches Teilen erzeugt beim Menschen sehr unterschiedliche Eindrücke und hinterlässt viele verschiedene Effekte.

In der heutigen Zeit führen soziale Medien Menschen und beeinflussen ihre Entscheidungen. In gewisser Weise funktionieren soziale Medien als der Wille der Menschen (ARD-Forschungsdienst, 2019: 255). Die Bereitschaft der sozialen Medien bedeutet, dass sie auch ihr Über-Ich verwalten. In diesem Fall ist die menschliche Kontrollmacht jetzt mit den sozialen Medien verbunden. Soziale Medien wird zu einer Macht, die Menschen kontrolliert (Bornhaupt, 2019: 81). Wenn Social Media kontinuierlich genutzt wird, dominiert es die Person und regiert das Selbst.

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CHAPTER 5

THE ATTITUDE TOWARDS ADVERTISING AS A PERCEIVED VALUE: A STUDY ON INSTAGRAM ADVERTISEMENTS

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INTRODUCTION

Advertising value is defined as a cognitive evaluation of advertisements (Ducoffe, 1995). In a series of studies carried out to determine the consumers' perceived value and attitudes towards advertising (1995, 1996), Ducoffe revealed that the antecedents such as the entertainment, informativeness, and irritation (Zang and Wang, 2005; Logan et al., 2012: 168) were associated with the advertising experience of the consumer rather than the traditional advertising effectiveness criteria such as message recall, brand attitudes, and purchasing. Furthermore, in their model, Logan et al. (2012: 168) showed that the advertising value was the antecedent of the attitude towards advertising. Ducoffe (1995) considers the value of advertising as the communication products of businesses and a subjective evaluation of the relative worth or utility of advertising for the consumers (Arora and Agarwal, 2019: 57).

Zeithaml (1988) discussed the perceived value through the relationship between the perceived value and the perceived price and quality. She developed a model proposition consisting of the intrinsic attributes (e.g. quality) and extrinsic cues (e.g. generalized quality indicators for price, brand, brand products, and categories). She asserted that the consumers were more dependent on extrinsic features than the intrinsic ones in case they exerted more effort in evaluating the intrinsic cues, when it was difficult to assess the quality, and when they first purchased a product (Chen, 2012: 1655).

The perceived value of the advertisements helps create positive opinions about their different features. The advertising value model has been one of the most effective and common theories to understand and identify the consumers' attitudes and perceptions towards advertising (Arora and Agarwal, 2019: 57). The general attitude towards advertising (Ag) and attitudes toward an (Aad) were examined as a multi-dimensional construct (Bauer and Greyser, 1968; Pollay and Mittal, 1993; Ramaprasad and Thurwanger, 1998; Yang, 2000; Ming et al., 2013). The attitude towards advertising was considered a popular antecedent to measure the effectiveness of advertising (Brown and Stayman, 1992). Ducoffe examined the relationship between the value of advertising and the attitude towards advertising through the use of television and internet and found a strong relationship between them. He found that there was a strong relationship between the entertainment and the advertising value, and between the advertising value and the attitude towards advertising (Logan et al., 2012: 170). In their study on cyberspace advertising, Brackett and Carr (2001) asserted that the attributes such as informativeness, entertainment, irritation, and credibility had a significant effect on the advertising value and there was a relationship between this effect and the attitude towards advertising. Information content is accepted as an important determinant of the effectiveness in advertising (Saxena and Khanna, 2016: 18). The studies on social networking sites (SNS), (Logan et al., 2012; Saxena and Khanna, 2013; Dao et al., 2014; Dar et al., 2014; Haida and Rahim, 2015; Martínez- Navarro and Brigne, 2017; Taylor et al., 2011) revealed that the values of entertainment and information

had a significant positive effect on the consumers' perception of the advertisement value (Deraz, 2018: 21). However, within the context of the perceived value of advertisement on SNS, it is more important to be entertaining than informative. On the other hand, in terms of the perceived value of advertisement on TV, the information is more important than the entertainment. Even though the social networking sites meet the consumers' need for information exchange, the entertaining advertisements are considered more valuable. In contrast to this finding, Taylor et al. (2011) found that the informativeness was more appreciated than the entertainment in explaining the advertising value (Logan et al., 2012: 175).

When the studies above were considered, the purpose of this study was to examine how the dimensions of advertisement such as informativeness, entertainment, irritation, interaction, and credibility differed in explaining the attitude towards the advertising (in terms of advertising value). These variables were discussed below in more detail within the context of explaining the attitude towards advertising in terms of advertising value.

ATTITUDE TOWARDS ADVERTISING

Fishbein and Ajzen (1975) defined the attitude towards advertising as the “learned predisposition of humans”. On the other hand, Kotler and Armstrong (2008) defined the attitude as “the individual's evaluation of something.” Within the context of advertising, the attitudes were defined as “a learned predisposition to respond in the consistently favorable or unfavorable manner to the advertising in general.” In

general, how people evaluate the message of the advertisement depends on their attitude towards advertising. It was found that advertising positively affected the consumers' attitudes through producing value (Arora and Agarwal, 2019: 60).

ENTERTAINMENT

Entertainment is “the degree of pleasure and involvement in the interaction with the advertising as perceived by the consumer” (Deraz, 2018: 47). Advertisers believe that the entertainment value increases the effectiveness of the advertisement message and creates a positive attitude towards the brand. It was found that the social network advertising provided an entertainment value for the target audience and the entertainment had four times more effect on the consumers' attitude towards advertisements (Saxena and Khanna, 2016: 19).

The entertainment value of a social networking site is an important factor to use that site. The entertainment leads users to consume, create, or contribute to the content related with a brand online. The attitudes towards the entertaining, exciting, and flashy advertisements have a positive effect on the attitude towards the brand and the desire to return to the web site (Hassan et al., 2013: 321). In the attitude surveys involving the statements about pleasure, most of the participants accepted that they liked to watch the advertisements they were exposed to. It was found that the entertaining and enjoyable contents based on humor (Ducoffe, 1995; Haghirian et al., 2005) easily attracted the consumers (Lee and Nguyen, 2014: 91).

The pleasure and affinity in the computer-based media interaction lead to the simultaneous subjective perception of mood and positive effect on the consumer (Xu, 2006-2007: 11). In the Web 2.0-based digital social media environment, the entertainment value meets the need to release emotions by means of allowing the users to exchange different types of informative video clips, music and many other experiences with their connections on social media. Advertising in the digital environment has the ability to meet the hedonic needs of the consumers by providing a pleasant entertainment for them (Arora and Agarwal, 2019: 59). According to McQuail (1994), an advertisement entertains the target audience when it meets their needs of escape, aesthetic pleasure or emotional relaxation (Saxena and Khanna, 2016: 18). The hypothesis H1 was developed based on the studies reviewed.

H1. There is a significant differentiation between the attitude towards advertising and Instagram ads are entertaining.

INFORMATIVENESS

Informativeness is the condition of providing useful or interesting information (Ducoffe, 1996); and on the other hand, in terms of advertising, informativeness is to create an efficient market environment that will balance the consumers' needs and the producers' offers and to give information to the consumers about the alternative products (Arora and Agarwal, 2019: 57). Providing information about the source and product increases the advertisers' search and visit traffic (Lee and Nguyen, 2014: 91). Ducoffe (1996) and Schlosser et al. (1999) confirmed that there was a positive relationship between the

consumers' attitudes towards Internet advertising and the informativeness (Arora and Agarwal, 2019: 59). Thanks to the social network advertising, when a person shares information with her/his online friends and followers, the viral electronic word of mouth (eWOM) takes place, which is cost-effective for businesses (Saxena and Khanna, 2016: 18). Since the Internet advertising provides simultaneous and asynchronous information; unlike the traditional advertising, it makes it possible to reach more information at any time and place. The hypothesis H2 was developed based on the studies reviewed.

H2. There is a significant differentiation between the attitude towards advertising and Instagram ads are informative.

ADVERTISING CREDIBILITY

Advertising credibility refers to the trustworthiness of advertising and the consumers' expectation for the fair and real advertising (Logan et al., 2012:166). Mckenzie and Lutz define the credibility as the "consumers' perception of the truthfulness and believability of advertising in general" (Xu, 2006-2007: 11). Chu and Kim (2011) and Mangold and Faulds (2009) have reported that since the comments on social media are public, the content in social media ads is considered reliable and credible. All in all, the social media ads are generally considered a reliable source of product information (Arora and Agarwal, 2019: 59). The hypothesis H3 was developed based on the studies reviewed.

H3. There is a significant differentiation between the attitude towards advertising and Instagram ads are credible.

INTERACTION

Interaction is important for businesses in identifying the factors affecting the consumers' attitudes, trust, and behavioral intentions in the socially mediated marketing environment such as advertisements and brand pages. Irshad and Shakil (2019: 3) asserted that the insufficient knowledge about the motivations of consumers in terms of social media marketing stemmed from the lack of understanding about the effectiveness of social media marketing strategies. Personalizing the content dimensions can help improve the attitude towards the social networking sites (Hassan et al., 2013: 320).

It has been observed that creating and maintaining a network of friends for the social interaction lie at the focus of using SNS. With the interactive contents through texts, images, videos, and links; SNSs urge the users to introduce new products to the consumers and to develop strategies for sharing posts about the products (Deraz, 2018: 49-50). The hypothesis H4 was developed based on the studies reviewed.

H4. There is a significant differentiation between the attitude towards advertising and the audience/consumer interaction.

IRRITATION

Irritation means a state of feeling impatient or slightly angry (Ducoffe, 1996). The reason for the irritation caused by watching advertisement for any reason may be personal or social. The personal reason can be

the distraction caused by the advertisement when being focused on a particular task on any website. The words coming to mind when the audience is irritated by an advertisement can be as follows: horrible, stupid, absurd, disturbing, and fake. An advertisement may sound rewarding for some viewers, but irritating for others and may be ignored. The increase in the irritating contents may cause a general decrease in the advertising effectiveness (Saxena and Khanna, 2016: 19).

Another reason causing irritation in consumers is the perception that the viral advertisements cause a privacy compromise and that the consumers are prevented from getting the intended meaning. This negatively affects the advertising value (Deraz, 2018: 48). On the other hand, in some studies on social networking sites (Logan et al., 2012; Dar et al., 2014; Haida and Rahim, 2015), it was found that the advertisements were not irritating (Deraz, 2018:21). Furthermore, the interaction of internet advertising is considered less irritating than the general advertising attitude since it makes it possible for the consumers to adapt the advertisement to meet their individual needs (Lee and Nguyen, 2014: 92).

There are several studies (Altuna and Konuk, 2009; Okazaki, 2004; Rau et al., 2013; Tsang et al., 2004; Ducofee and Curlo, 2000; Ünal, Erciş, and Keser, 2011; Wong, 2010) reporting that the irritation and intrusiveness have a negative effect on the consumer attitudes (Arora and Agarwal, 2019: 59). Shareef et al. (2017) found that the advertising message caused the irritating emotions not via the reference groups that

could be associated with the advertisement, but via the reference groups or marketers that caused a desire on SNSs, which negatively affected the advertisement value (Deraz, 2018: 21-22). The hypothesis H5 was developed based on the studies reviewed.

H5. There is a significant differentiation between the attitude towards advertising and Instagram ads are irritating.

METHOD

This study was carried out with the participation of freshmen studying at the Departments of History and Letters, Faculty of Letters and the Department of Journalism, Faculty of Communication in Gümüşhane University in the Spring semester of 2019-2020 academic year. The study was designed according to the quantitative research method and the data about the participants were analyzed using the descriptive statistics. Furthermore, the analysis techniques based on the relational approaches were used to identify the relationship between the attitudes towards advertising and the variables. The operational definitions of the variables used in this study are as follows:

Attitude towards advertising: It is defined as a predisposition to respond in the favorable or unfavorable manner to a particular advertisement stimulus. The question statements used in this study to measure the attitude towards advertising were prepared with reference to the study titled “Factors Influencing Consumers' Attitudes Toward Social Media Marketing” carried out by Ahmad and Khan and published in MIS Review (2017). In their study, they found the Cronbach’s Alpha

coefficient of the three statements of *attitude towards advertising* to be 0.67. In this study, a pretest was administered to a group of 50 people and the Cronbach's Alpha coefficient for this dimension was found to be 0.85 and it was found to be 0.87 for the posttest.

The entertainment in advertising refers to offering a pleasant entertainment to meet the consumer's hedonic needs in digital environment/traditional channels (Arora and Agarwal, 2019: 59). In this study, the question statements about the entertainment in advertising were prepared with reference to the study titled "Customer Engagement Behavior in Social Media Advertising: Antecedents and Consequences" carried out by Chiang et al. (2017) and published in Journal of Contemporary Management Research. In their study, they found the Cronbach's Alpha coefficient of the three statements of *entertainment* to be 0.87. In this study, a pretest was administered to a group of 50 people and the Cronbach's Alpha coefficient for this dimension was found to be 0.74 and it was found to be 0.76 for the posttest.

The informativeness in advertising is defined as the integrity and applicability of the information offered, and the attitude towards advertising develops positively as the information provided to the customer in advertisement gets richer (Chiang et al., 2017: 198). In this study, the question statements about the informativeness in advertising were prepared with reference to the study titled "Customer Engagement Behavior in Social Media Advertising: Antecedents and Consequences" carried out by Chiang et al. (2017) and published in

Journal of Contemporary Management Research. In their study, they found the Cronbach's Alpha coefficient of the three statements of *informativeness* to be 0.84. In this study, a pretest was administered to a group of 50 people and the Cronbach's Alpha coefficient for this dimension was found to be 0.42 and it was found to be 0.61 for the posttest.

The credibility in advertising refers to that the content and source of the advertising is accepted as credible by the consumers (Chiang et al.,2017: 198). In this study, the question statements about the credibility in advertising were prepared with reference to the study titled "Customer Engagement Behavior in Social Media Advertising: Antecedents and Consequences" carried out by Chiang et al. (2017) and published in Journal of Contemporary Management Research. In their study, they found the Cronbach's Alpha coefficient of the three statements of *credibility* to be 0.91. In this study, a pretest was administered to a group of 50 people and the Cronbach's Alpha coefficient for this dimension was found to be 0.86 and it was found to be 0.88 for the posttest.

Interaction: It refers to a connection relationship in which the individual sympathetically approaches to the experiences or thoughts shared by other individuals. In this study, the question statements about the *interaction* in advertising were prepared with reference to the study titled "Customer Engagement Behavior in Social Media Advertising: Antecedents and Consequences" carried out by Chiang et al. (2017) and published in Journal of Contemporary Management Research. In their

study, they found the Cronbach's Alpha coefficient of the three statements of *interaction* to be 0.91. In this study, a pretest was administered to a group of 50 people and the Cronbach's Alpha coefficient for this dimension was found to be 0.77 and it was found to be 0.76 for the posttest.

Irritation: Annoying, offending and manipulating advertisements are perceived as irritating and undesirable by the consumers (Gaber et al., 2019:6). In this study, the question statements about the *irritation* in advertising were prepared with reference to the study titled "Consumer Attitudes Towards Instagram Advertisements in Egypt: The Role of the Perceived Advertising Value and Personalization" carried out by Gaber et al. (2019) and published in journal of Cogent Business & Management. In their study, they found the loading values for the three statements of *irritation* to be 0.69, 0.71, and 0.79. In this study, a pretest was administered to a group of 50 people and the Cronbach's Alpha coefficient for this dimension was found to be 0.62 and it was found to be 0.71 for the posttest.

In the study, the question statements were measured through the 5-point Likert type scale ranging between Strongly Disagree – Strongly Agree. Having a small number of statements concerning the variables in the study question form is acceptable if the Cronbach's Alpha coefficients are equal or higher than .60 (Durmuş et al., 2018: 89). The statements in the question form are in English language and were translated into Turkish by two experts with a good command of the language.

FINDINGS

This study was carried out with the participation of 140 freshmen studying at the Departments of History, Letters, and Journalism, in Gümüşhane University, in the Spring semester of 2019-2020 academic year. The total number of students studying in these departments is 295. The reason behind the fact that the researcher included all of the freshmen students into the population is originated from the possibility of the same study being repeated in later periods. Within this population, a total of 140 students were reached who were selected through convenience sampling method, which is one of the non-random sampling methods. In order to satisfy the face validity about whether the comprehensibility levels of the statements in the question form are the same for the participants and in order to test the reliability, the researcher conducted a pre-test with a group of 50 students. Pre-test and post-test reliability scores for these dimensions are mentioned in the operational definitions above.

The descriptive data concerning the 140 students who volunteered to participate in the study are as follows: By gender, 63 of the participants were female (45%) and 77 were male (55%). Concerning their age distributions, 45 students (32%) were in the 17-19 age group, 86 (61%) were in the 20-22 age group, and 9 (6%) were in the 23-25 age group. The distribution of the students based on their faculty is as follows: 133 students (95%) were studying in the Faculty of Letters (Department of History and Letters) and 7 were (5%) studying in the Faculty of Communication (Department of Journalism). Concerning the daily

Instagram usage frequency of students: 13 (9%) students were using under 30 minutes, 32 (23%) were using between 31 minutes-1 hours, 63 (45%) were using 2-3 hours, and 32 (23%) people were using over 4 and over hours.

The hierarchical regression analysis was utilized in order to explain the relationship between attitude towards advertising and the entertainment, informativeness, credibility, interaction and irritation dimensions of advertising. 'In hierarchical regression analysis, to determine the model that best describes the dependent variable, each argument is included in the regression equality one by one in a particular (Suher and İspir, 2010: 6 as cited in Keith 2005) order (Erbaş, 2016: 109).

Prior to the regression analysis, whether there was a multicollinearity problem among the independent variables was analyzed through testing whether the Variance Inflation Factor (VIF) values were below 10, ultimately concluding that there was no multicollinearity problem among the independent (between a minimum of 1.0 and a maximum of 1,6) variables (Allison, 1999).

The stages of the hierarchical regression analysis in Table 1 are as follows: At the first stage of the hierarchical regression (Model 1), the analysis was conducted with the gender variable which was converted to a dummy variable, determining the beta coefficients and significance coefficient of this variable as $\beta=.27$, $p>14$. This value points that gender is not a determinant in predicting attitude towards advertising. In the second stage (Model 2), it was analyzed whether the entertainment

independent variable demonstrates a significant difference in explaining the attitude towards advertising. While $\beta=.06$, $p>.70$ values for gender as the control variable are not significant in explaining the attitude towards advertising, the entertainment variable $\beta= .50$, $p< .00$ is significant in explaining the attitude towards advertising. The variables in Model 2 explain 21% (R^2) of the attitude towards advertising. The third stage (Model 3) was conducted by including the independent variables of entertainment and informativeness to the gender control variable. Concerning the gender variable, the values of $\beta= .10$, $P> .51$ were found. This value indicates that the gender variable is not determinant in the attitude towards advertising, and the values for the entertainment variable were determined as $\beta=.36$, $p<.00$ while the values for the informativeness dimension were $\beta= .38$, $p< .00$. Both variables are significant in explaining the attitude towards advertising. The variables in Model 3 explain 29% (R^2) of the attitude towards advertising.

Table 1. Hierarchical Regression Analysis Demonstrates the Effect of Explanatory Variables and Control Variables on the Attitude Towards Advertising

Hierarchical Regression Analysis Demonstrates the Effect of Explanatory Variables and Control Variables on the Attitude Towards Advertising (N=140)						
	Model 1	Model 2	Model 3	Model 4	Model 5	Model 6
Control Variable						
Gender (Dummy Variante)	,14	,70	,51	,75	,92	,96
Independent Variables						
Entertainment		,00*	,00*	,00*	,00*	,27
Informativeness			,00*	,06	,13	,14
Credibility				,00*	,00*	,00*
Interaction					.09	,46
Irritation						,00*
F	2,12	18,7	18,7	21,7	18,1	29,7
R ²	,01	,21	,29	,39	,40	,57
VIF	1,0	1,0-1,0	1,0-1,2	1,0-1,4	1,1-1,5	1,1-1,6

*p (Sig) value is significant at the 0,05 (% 95) level

In hierarchical regression, the entertainment, informativeness, and credibility independent variables were added to the gender control variable of the Model 4. Gender values were determined as $\beta = .04$, $P > .75$. These values point that gender does not make sense in explaining the attitude towards advertising. The dimensions of entertainment $\beta = .33$, $p < .00$ and credibility $\beta = .45$, $p < .00$ in the model are significant in explaining the attitude towards the advertising, while the

informativeness variable $\beta = .19$, $P > .06$ is not significant in explaining the attitude. The variables in Model 4 explain 39% (R^2) of the attitude towards advertising. In the next stage, in Model 5, the analysis was conducted by adding entertainment, informativeness, credibility and interaction dimensions to the gender variable. Since gender values were found as $\beta = .01$, $p > .92$, this variable is not significant in explaining the attitude towards advertising. While the informativeness $\beta = .15$, $p > .13$ and interaction $\beta = .15$, $p > .09$ values in the model were not significant in explaining the attitude, the entertainment $\beta = .29$, $p < .00$ and credibility $\beta = .41$, $p < .00$ variables were significant in explaining the attitude towards advertising. The variables in Model 5 explain 40% (R^2) of the attitude towards advertising. In the final stage, Model 6 was analyzed by adding the dimensions of entertainment, informativeness, credibility, interaction and irritation to the gender variable. Since the gender values were found as $\beta = .00$, $p > .96$, this variable is not significant in explaining the attitude towards advertising. While the values of the entertainment $\beta = .08$, $p > .27$, informativeness $\beta = .13$, $p > .14$ and interaction $\beta = .05$, $p > .46$ variables in the model are not significant in explaining the attitude towards advertising, the credibility $\beta = .25$, $p < .00$ and irritation $\beta = .57$, $p < .00$ variables were significant in explaining the attitude towards advertising. The variables in the Model 6 explain 57% (R^2) of the attitude towards advertising.

As a result of the analysis, the H1, H2 and H4 hypotheses, which were established to determine the effect of variables on the attitude towards advertising, were rejected. Furthermore, the hypotheses that advertising

is credible (H3) and irritating (H5) were accepted in explaining the attitude towards advertising.

CONCLUSION

In this study, which was conducted to explain the extent of the relationships between the attitude towards advertising in terms of advertising value with entertainment, informativeness, credibility, interaction and irritation dimensions, the results are as follows: in previous studies particularly conducted on social network advertising, the precursors of entertainment and informativeness, either separately (Alwitt and Prabhaker, 1992) or together (Ducoffe, 1995), are significant in explaining the attitude towards advertising, while both of these variables are not determinant in the attitude towards the Instagram advertisements in this study. Another important finding is about the interaction dimension.

The motivations of consumers/audiences are defined as psychological needs, demands, desires, and driving forces in consumers' decision-making processes (Irshad and Shakil, 2019: 3). It is desirable for brands if consumers empathize with advertisements and share them with the environment in which they interact in social media. In the study, the interaction dimension demonstrated no significant difference in explaining the attitude towards advertising. This is important since it indicates that consumers are not willing to share their needs, expectations, motivations, and empathy for Instagram advertisements.

In the current study, the finding that consumers developed confidence in Instagram ads is similar to those of previous studies on social media advertisements conducted by Chiang et al., (2017), Wolin et al., (2002), and Ünal et al., (2011). In this study, it is remarkable that the youth sample developed confidence in Instagram advertisements. The tendency to find brand-related claims (concerning content and resource reliability) accurate and credible in Instagram advertisements suggests that advertisers will be effective in increasing advertisement revenue through this medium in future periods.

Another finding of the study is that the irritation variable is a precursor for the attitude towards Instagram advertisements. In numerous previous studies (Edwards et al., 2002; Baek and Morimoto, 2012; Ducoffe, 1996; Aaker and Bruzzone, 1985), advertisements were rated as irritating for different reasons. For instance, because online behavior is highly targeted, ads aimed at SNS can offend the user (Saxena and Khanna, 2016: 19). It is recommended that the advertisers should consider this situation, evaluate the causes and find solutions.

In the study, the value of advertising is treated as an assessment of positive and negative attitudes towards advertising. In the data obtained from the study, the credibility and irritation dimensions, which are determinants of the attitude towards advertising, are also considered to be explainers of the value of advertising.

The limitations of this study are that the sample group of the study was limited, the determinants of the attitude towards advertising were evaluated over five dimensions, only the overall attitude towards

Instagram ads was measured, and the findings were based only on quantitative data. It is considered significant that the data obtained from the study provide future field researchers with the opportunity to compare with their own studies.

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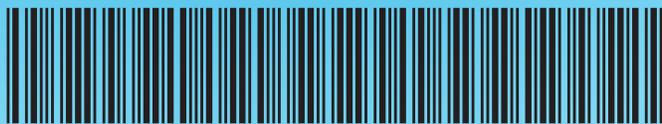
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