

CURRENT APPROACHES TO SOCIAL SCIENCES

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Dr. Hasan ÇİFTÇİ

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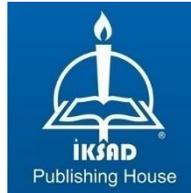
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PREFACE

Along with Twenty-First Century knowledge and growing experience in the context of technology, which is the transformation of science into practice, humanity has entered the new world order in great curiosity and hope in today's rapidly changing and developing world. Many disasters in the past (earthquakes, absence, unemployment) are a sign of what humanity may experience in the future. When the calendar showed the end of 2019, the Covid-19 outbreak, which was seen all over the world, affected the whole world in 2020. Despite the many experiences that humanity experienced in the past and the latest technology, this disease cannot be prevented even today. The epidemic that has ravaged the entire world has once again demonstrated the importance of scientific knowledge and the need to share it. Although some believe that the epidemic only enters the field of Health, Society is affected as much as possible by many economic, political and psychological factors in this process. In addition, the socio-economic effects caused by the epidemic are also of interest to the Social Sciences.

Social Sciences are a branch of science that studies people, people's relations with each other, the environment, and the relationship between man and nature. Due to the disciplines it contains, Social Sciences is the name given to the science that examines the meaning of everything that is about human; from human behavior to social movements, from demographic characteristics to economics, from politics to philosophy, from art to nature, from psychology to

behavioral sciences. Social Sciences make it necessary to collaborate with the branches of science it covers in terms of the fields it examines.

The social science book is a meeting platform for both academics and researchers working or working in the same fields. The social sciences and humanities are interdisciplinary in accordance with their nature. Therefore, Social Sciences cover almost all scientific fields. In this book, many academics working in different fields have come together and created a scientific awareness. By serving science, they not only made more researchers aware of these studies, but also encouraged and provided ideas for new researchers to work on similar issues in the future. There is no doubt that new ideas will bring new developments along.

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.

Dr. Hasan ÇİFTÇİ

CHAPTER 1
JUSTICE AND RELATED THEORIES IN SERVICE
ENCOUNTERS

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INTRODUCTION

There are differences such as heterogeneity, inseparability of production and consumption, and intangibility that distinguish the marketing of services from the marketing of physical products (Zeithaml et.al., 2012; Koc, 2017). These distinctive features of the services shape consumers' perceptions, decisions and satisfaction. For example; unlike tangible products, the fact that the services are intangibility affects the risk perception and expectations of consumers.

Besides, the human factor comes to the fore in services. Therefore, one of the elements of the service marketing mix is people. This nature of services may require different theories to be taken into account both in understanding customers better and in delivering successful service offers. Employees' communication with each other, employees' relations with customers and customers' interactions with each other are important in service encounters -especially service failures and recovery-. Therefore, theories developed on the interaction of individuals have wide implementation area in service marketing. In this study, definitions and considerations related to equity theory, social change theory and justice theory are given.

1. THE THEORY OF EQUITY

The theory of equity has revealed that individuals compare rewards given to them with the ones given to others, trying to determine to what extent the rewards seen fit to them are equal to the ones given to others who has shown a similar success. The theory of equity and the

concept of equality are often mistaken for each other, but these two are different. As for the concept of equality, all customers want to receive the same value regardless of their contributions; and as for the theory of equity, what is important is the perceptual gap on the part of customers between what is given to one and what is given to others (Lacey and Sneath, 2006; Bateman Snell, 2007). Injustice (inequality) occurs when one compares the rate of what is given to and taken from her with that of what is given to and taken from others (Adams, 1965; Greenberg, 1989; Greenberg and Baron, 2000). Being paid less than what one deserves is among the factors causing indignation; and being paid more than what one deserves is a factor giving rise to a feeling of guilt (Colquitt et al., 2001; Spector, 2008).

The comparisons between what is given and what is taken are made either directly or indirectly. In the former, with people with whom one is in face-to-face communication; and in the latter, with third parties with whom one is engaged in a mutual occupation (but not in a direct communication). Here is an example for the sort of latter comparison: One goes to a restaurant, but the waiter does not deal with one of the customers, instead dealing with other tables. In response, after a long wait, the customer leaves the place in anger. The customer's friend tells her that she waited at the restaurant only for five minutes. Bagozzi (1986) refers to the theory of equity while accounting for her leaving the restaurant in a rage despite this really brief time. In this case, the comparison is made, through the agency of the waiter, with other customers with whom one is in indirect communication.

According to the customer, the way she is treated is not the same, even though what she gives is the same as the ones given by other customers. A comparison with other customers in terms of what is given and taken points to a striking inequality. In this context, the fact of leaving the restaurant in anger is considered as a result of this inequality (Bagozzi, 1986).

On the other hand, the perception concerning the rate between what is given and taken and the sense of justice in this perception plays an important role also for the motivation of employees. For this comparison, individuals refer to their knowledge, experience, talents, labour, intelligence and their successes achieved thanks to all these elements as the inputs and values they present to their organizations. The rewards they receive from organizations are increases in pay and status, bonuses and similar fringe benefits, administrative power and resources. To determine reward justice, individuals compare these two elements and the rates between them (Adams, 1965; Homans, 1974; Walster et al., 1978; Cowherd and Levine, 1992).

It is observed that, in the case of any inequality, reward justice is disturbed, coupled with an ensuing state of imbalance (Adams 1965; Homans, 1974; Walster et al., 1978; Cowherd and Levine, 1992). Three factors can be of use for people in trying to decrease the stress wrought upon them by the inequality to which they have been subjected. First, individuals can change their perceptions regarding the reference groups. Second, they can change their normal output for taking/giving (for example, they can decrease their efforts related to

work or opt for finding new ways towards growth and development by asking for a wage increase. Lastly, they can easily quit their post. In other words, they can either transfer to another department or simply leave the job (Cowherd and Levine, 1992).

In relevant literature, the concept of justice is considered synonymous with the concept of equality and particularly with distributional justice, which is one of the sorts of justice (Oliver and Swan, 1989). However, the only focal point of the perception of justice is not a comparison of what is taken and given and of their outputs. Organizational rules, the way these rules are implemented (procedural justice) and the interactions between individuals (communicational/ interactional justice) are also at play in the center of the perception of justice (Barling and Michelle, 1993).

2. THE THEORY OF SOCIAL CHANGE

The theory of social change is based on the assumption that a person's behavior is formed either to obtain a reward or to avoid a punishment (Homans, 1958). Accordingly, the aim of human behavior gravitates toward maximizing economic gains or rewards (Poloma, 2007).

On the other hand, it is claimed that even though the theory of social change anticipates voluntary behaviour that individuals expect or are motivated to gain, expected social rewards bring people closer (Blau, 1964; James, 2005). People can distinguish their expectations in the form of general and specific ones. One can speak of social change in situations where there is no mutual dependence in interpersonal

relations. In social change, individuals can give economic and socio-emotional feedbacks to each other. While economic feedbacks are usually financial, socio-emotional feedbacks indicate social needs (Cropanzano and Mitchell, 2005).

As a result, the distribution of both economic-financial and socio-economic feedbacks needs to be just. If directors can achieve fairness in the distribution of outputs, they can thus provide positive feedbacks for themselves as well as for their organizations. The theory of social justice argues that, just as in the case of services and communications of service providers with customers, it would be a significant finding if directors administer social and emotional change in a fair way, thereby also giving a positive direction to customers' behavior and emotions.

3. THE THEORY OF JUSTICE

Based on Adams' theory of equity, the theory of justice was put forward after 1980s with the influence of the theory of modern organization (Moorman, 1991; Koys and Cotiss, 1991; Citera and Rentsch, 1993). According to this theory, if individuals think that a person responsible for an injustice behaves unrighteously despite having an alternative to behaving differently, they perceive an injustice and thus feel a sense of indignation (Folger et al., 2005). The unjust treatment customers feel when their expectations are not met or encounter a service failure is usually accounted for with the theory of justice (Barakat et al., 2014). This theory states that an individual may

tend to act on the motive of obtaining an equilibrium point in both cases (taken/given, results/output). If a comparison of (perceived) results/outputs and (either given financial or non-financial) inputs indicate an advantage for the individual, she can feel guilt, regret, indebtedness, etc. But if the difference is to the individual's detriment, it may lead her to develop feelings like indignation or frustration (Adams, 1965; Homans, 1974; Bagozzi, 1986; Tax and Brown, 2000; Folger et al., 2005; Ha and Jang, 2009; Lin et al., 2011; Choi and Choi, 2014; Koc, 2017). According to this theory, when individuals perceive an unfair situation, they hold other people responsible for the situation threatening their material and psychological being. As such, if there is no one to be held accountable, there is no social injustice (Cropanzano et al., 2001; Colquitt et al., 2005).

During service purchases and service recovery, customers make explicit their feelings of anger, frustration, joy or even pleasure. Therefore, researches now tend to focus on emotions (McCull-Kennedy and Sparks, 2003). With the overlapping of justice and emotions, the sense of justice stirs such feelings. In cases where the sense of justice is low, negative behaviors and attitudes arise, whereas in cases where there is perception of justice is high, feelings are positively affected (Weiss et al., 1999; Jasso, 2006). Significant correlations are between justice and a positive mood. It has been identified that happiness and behaviors led by a feeling of guilt resulting from justice contribute to positive business outcomes (Weiss et al., 1999). There are observations regarding significant correlations

between a sense of justice and happiness, and between increased satisfaction and decreased anger (Schweitzer and Gibson, 2007).

Emotions are the way customers resort to when dealing with an unfairness. The level of perceived justice, experienced feelings and exhibited behaviors are in line with the emotions and impressions emerging during the recovery stage after the service failure (Chebat and Slusarczyk, 2005; Rio Lanza et al., 2009). People say that they experience various feelings such as anger, grudge, embarrassment and guilt after being subjected to an unfairness (Harlos and Pinder, 2000). When the problem in question is a serious one, customers may still be upset or angry despite service recovery. Besides, they generally tend to convey negative comments from mouth to mouth (Lovelock and Wirtz, 2011).

On the other hand, organizational justice can be defined as the process of evaluating managerial decisions concerning variables such as the distribution of tasks among the employees, sticking to working hours, being granted an authority, wage level, reward distribution, a work and interaction environment which is socially and economically fair; as the way decisions are taken within the organization and how these decisions are conveyed to and received by employees (Kaneshiro, 2008). In other words, employees develop certain behavioral patterns through their perception as to whether their wage is fair or not, whether their managers behave fairly toward them or not, and whether rewards are distributed justly or not, etc. Employees' perception of an unfairness within an organization leads to negative behaviors

(Greenberg, 1990; Beugre, 1998). In this context, it paves the way for a series of important organizational such as the sense of organizational justice, job satisfaction, job performance, leadership, organizational commitment, organizational citizenship behavior and ceases of employment (Trevino, 1992; Cox, 2009).

According to literature, six rules having a direct effect on perceptions of justice within an organization (Leventhal, 1980).

- Consistency: Congruity between the decisions to be taken regarding distributions
- Not being biased: Being open-minded towards employees regarding distributions
- Correctness: Factuality of information
- Revisability: Employees' right to object to some decisions or to have them revised.
- Representation: Election of representatives from among the employees concerning decisions that will affect them, thereby asking for their opinion.
- Being ethical: The maxim that the decisions to be taken, especially concerning distribution and execution, must be in line with the ethical values of employees.

Recovery actions carried by an organization in order to rectify an injustice led by a service failure are classified into three dimensions: 1) Distributional justice 2) Procedural Justice 3) Communicational/ Interactional Justice (Alexander and Ruderman, 1987; Bies and

Shapiro, 1987; Clemmer and Schneider, 1996; Tax, Brown, & Chandrashekar, 1998; Hoffman and Bateson, 2006; Lavelle et al., 2007; Al-Zu'bi, 2010).

Table 1. Summary of the three dimensions of equity

Perceived Dimension of Justice	Description
Distributional Justice	Perceived equity regarding outputs (repayment, discount, giving a gift)
Procedural Justice	The dimension of equity perceived while employees rectify the service failure (corporate rules and procedures)
Communicational/Interactional Justice	Regarding the empathy and attitude exhibited towards the customer (apology)

Source: Mattila, A.S (2001). The effectiveness of service recovery in a multi-industry setting, *Journal of Services Marketing*, Vol.15, No.7, pp.583-596)

3. 1. Distributional Justice

The departure point of most of the studies on distributional justice is Adams' theory of equity, which is a social theory of justice taken up in the organizational field (Homans 1953,1961; Rawls, 1958,1971; Adams,1965; Blau, 1964; Walster et al., 1973; Cohen, 1987). It is a concept about the interpersonal sharing of every kind of gains such as tasks, goods, services, opportunities, punishments/rewards, roles, statuses, wages, promotions (Gardner et al., 2004). What is important in this theory referring to the proportional distribution of each unit

contributing to production is that there must be an appropriate contract between the service provider and the service procurer (for instance, equal situation or members and needs). Whether social or not, justice is centred on people, tasks, goods, responsibilities, obligations, punishments, prerogatives, roles and positions. And in all comparative elements, distributive justice takes the centre stage (Frankena, 1962; Cohen, 1987).

Distributive justice is based on certain values, and there are three rules underlying these values. First of these is fairness. Accordingly, people must obtain outputs in line with the contributions they have to the situation in which they are located. The second rule is equality. According to this rule, people working in the same place must have equal opportunity in receiving certain rewards or shares from the distribution of outputs, and this equality of opportunity must not be abolished due to any consideration. For instance, if, within the same unit, ten people working at similar positions are willing to participate in a vocational development training, which could include only two people, the selection must be carried out under conditions in which everyone can have equal opportunities as far as possible. And needs, which is the last rule of distributive justice, indicate that the primary distributive criterion is human needs. Hence, distributing gains, products, rewards or opportunities to those in need will be enough to ensure fair distribution (Schminke et al., 2000; Muchinsky, 2011).

As for the settlement of customer complaints, there must be a fair distribution in forms of recovery, reimbursement, reparation, discounts for prospective purchases, store discounts or instalments (Kelly et al., 1993). The customer's problem must be solved, her money is paid back and what kind of a method is adopted in solving the problem (Deutsch, 1975; Smith et al., 1999). Some faults can be corrected in the way the customer demands, but some others cannot be done so. For example, when a customer makes a booking and goes to a hotel, she can find out that there is no booking record. This is often a reversible error, as the problem can be largely settled by reserving another room for the customer. In some cases, though, it may not be possible to rectify the situation after the service failure. For instance, if at a hairdresser a customer's hair is cut way more than she first demands or if a doctor pulls the wrong tooth or takes the wrong kidney, these would all be irreversible errors (Koç, 2017).

During a process of service recovery or indemnification, an instant reply or apology may not suffice for customer's satisfaction. That is, indemnification followed by a weak recovery process (giving a late reply without any apology) leads to customer's dissatisfaction. Therefore, for a good process of service recovery, indemnification constitutes a weak service recovery (Wirtz and Mattila, 2004).

On the other hand, indemnification (either by apologizing for a delayed service recovery or by immediately compensating for the service without apologizing), or combined use of both of these forms, brings about an increased and effective satisfaction for the customer.

Satisfaction in service recovery plays a powerful mediating role between the means of service recovery (indemnification, speed of recovery and apology) and behavioural intentions (the intention to re-purchase and negative oral communication) (Wirtz and Mattila, 2004). Relevant researches have revealed that distributional and procedural justice increase positive emotions, decrease negative ones, while perceived distributional justice has a positive effect on emotional health (Fox, et al., 2001; Howard and Cordes, 2010). According to the findings of another research, distributional justice affects internal motivation, internal motivation enables some feelings to be suppressed, thus decreasing emotional contradictions and opening the door to natural and profound behavior (Cosette and Hess, 2009). Many pieces of research on distributional justice have shown that a fair process has an affects on customer satisfaction and loyalty, perceived service quality and the intention to re-purchase (Mowen and Grove, 1983; Oliver and Swan, 1989; Blodgett, et al., 1997; Zoghbi-Marique de Lara et al., 2013).

3.2. Procedural Justice

It is not only obtained gains and results of distribution that are in play in individuals' perception of justice. The questions of who takes what, to what extent and how this is decided also come into play. While processing their perception of justice, individuals take into consideration both such results and the process of obtaining them. Procedural justice corresponds to the perception of justice regarding how decisions are taken, how the conflict arising due to service failure

is settled, whether the customer is kept waiting or not, how quickly the service failure is resolved and how the results are obtained (Greenberg, 1987, 1988; Lind and Tyler, 1988; Folger & Konovsky, 1989; Maxham and Netemeyer, 2002; Koç, 2017).

The difference between distributional justice and procedural justice is that the former is related to results and the latter with the method adopted within the organization (Beugre and Baron, 2001; Lambert, 2003). Distributional justice focuses on the justice concerning the distribution of resources among employees, while procedural justice concentrates on the justice with regard to individuals' opportunity to participate in decision-making processes and the procedures used in these decisions about distribution (Moon and Kamdar, 2008). To put it specifically, procedural justice can be related to reservations, service recovery and a hotel's policies.

Factors such as sufficient briefing of employees in processes determining distribution within the organization, employees' opportunity to express their emotions and opinions, amenable evaluations regarding the statements made by those having decisions on the distribution process and positive opinions on the attitudes taken by decision-makers towards employees all play a decisive role in procedural justice, which is defined as fair operation (Muchinsky, 2011). When organization results are negative, procedural justice will likely tend to affect people's reactions. In other words, fair procedures make it easier to accept layoffs, pay-cuts, smoking prohibitions and

other undesired organizational outcomes (Brockner and Wiesenfeld, 1993).

Procedural justice is underpinned by the theory of personal interest and the theory of group value. The theory of personal interest is the basis of theories that attempt to explain the effects of procedural justice. According to this theory, during their interactions with other people, individuals try to maximize their gains. In terms of procedural justice, it emphasizes the individual's control over the process to achieve the desired outcome (Thibaut and Walker, 1978). Under this model, individuals take into consideration their interests by giving up short term gains, thinking that fair procedures will provide them with greater gains in the long run. In this case, as those individuals with a high perception of procedural justice worry less concerning long term gains, they give up on short term outcomes, thus wending their way towards long term gains (Brocker and Siegel, 1996).

As for the group value theory, the fact that a particular procedure is perceived as fair cannot be accounted for only by referring to personal interests. As the individuals within the groups are largely influenced by the identity of the group, of which they are either a member or to which they feel themselves belong, they set aside their interests and strive to exhibit behaviour to be in favor of all group members (Colquitt et al., 2005). Based on the assumption that group membership is a strong aspect of the social law, this theory puts forward that individuals give importance to procedures that would increase the solidarity of the group of which they are a part. When

presented with the chance to express their own opinion, this situation helps customers to control the outcomes. Upon expressing their opinions, customers come to believe that they are a valuable member of a group and that their opinions are valued (Lind et al., 1990; Sparks and Mc-Coll-Kennedy, 2001). Within the scope of the theory of personal interest, the higher the individuals' perception of procedural justice, the less the importance of economic gains. As for the theory of group value, the less the individuals' perception of procedural justice, the higher the importance of economic gains (Brocker and Siegel, 1996). In this case, it can be argued that a low perception of procedural justice directs individuals to economic gains and that a high perception of social and psychological gains.

Procedural justice is composed of five elements: process control, decision control, accessibility, timing/speed and flexibility (Tax, et al., 1998). For procedures to be considered as fair, they must be based on consistently factual information and ethical standards representing all involved parties (Laventhal et al., 1980). Training and authorisation of employees is of particular importance concerning procedural justice. A speedy settlement of service failure and not keeping the customer waiting are closely related to procedural justice (Koç, 2017). As such, it is considered that recovery speed and impartiality, two significant elements of the process of service recovery, affect the process of perceived justice.

In general, the speed of recovery is an opportunity given when the customer is requested to express her feelings about a particular situation. Impartiality, on the other hand, is the attempt taken by the organization in following a series of procedures while rectifying a situation that has happened to a customer. In case of an unfair situation, being allowed to express her feelings is a significant factor influencing the level of a customer's satisfaction. Speeding up the process of service recovery in the face of an unfair situation perceived by the customer will increase her satisfaction. On the contrary, a slow recovery process will cause her to control her emotions, to develop a perception of victimhood, thus bringing about a low level of satisfaction (Goodwin and Ros, 1990). Another important stage of the process of service recovery is the impartiality in the decision-making process (Tyler, 1994). While following up relevant procedures (rules), customers pay attention to what extent these procedures are implemented reasonably and whether all customers are treated equally (Goodwin and Ross, 1990; Sparks and McColl-Kennedy, 2001).

As a result, the importance of followed procedures is associated with a perception of a high-quality service. On the other hand, the perception of the consistency exhibited towards the customer is influential in their evaluations about justice (Goodwin and Ross, 1990; Sparks and McColl-Kennedy, 2001).

3.3. Communicational/Interactional Justice

Communicational/interactional justice is based on aspects that express the truth and quality of interpersonal behaviors, such as kindness, honesty and respect during the communication process between the source and recipient of justice (Beugre, 2002; Hubbell and Chory-Assad, 2005). The way the customer is treated during the process of service recovery, whether she is shown respect and courtesy, whether employees communicate/interact willingly by showing empathy are important factors in enabling communicational justice (Wirtz and Mattila, 2004; Choi and Choi, 2014). Distributational justice, procedural justice and communicational/interactional justice all work together to create a sense of justice. As such, the interactional effect between procedural justice and distributational justice is a substantial finding for establishing organizational justice (Brockner and Wisenfeld, 1996).

There are four important rules in the establishment of communicational/interactional justice: truthfulness (during communication, one needs to be open, honest and sincere in implementing decision-making processes; moreover, one needs to avoid all kinds of deception); explanation (one needs to be able to make adequate explanations regarding the outcomes of decision-making processes); respect (one needs to treat individuals in a candid and regardful way, avoiding to exhibit rude behaviours towards them); appropriateness (one needs to avoid using biased expressions or asking inappropriate questions (Bies, 1985; Colquitt et al., 2005).

Many pieces of research on management have found out that respectful behaviours exhibited by managers towards employees lead them to be very willing to accept a decision as fair (Tyler, 1994; Sparks and Kennedy, 2001). Employees' perceptions of organizational justice not only affect the ultimate decisions regarding distribution and the overall decision-making process, but also orient perceptions and attitudes adopted in human relations at the working environment. Communicational/interactional justice is thus important concerning compensating service failure during the business encounter between the employee and the customer (Sparks and Kennedy, 2001).

According to the theory of affective events, the employee will develop positive attitudes towards works if she experiences positive emotions like happiness. Especially in the service sector, customers' behaviour influences the emotions of employees who are in constant interaction with them (Grandey et al., 2002). To put it differently, the employee who is glad for the kind and respectful attitudes shown by the customer will be able to feel and exhibit the kind of candid, genial and kind behaviors (i.e., the profound behavior) expected by their organization (Ashforth, Humphrey, 1993).

Communicational/interactional justice is closer to procedural justice, since it is related to the communicational/interactional aspect of the service encounter as opposed to the formal policies or procedures of the organization. For example, the customer may be apologized for the service failure. Again, in a case of recovery, customers may have a satisfaction/dissatisfaction related to a product change after a material

loss. Particularly in the hotel sector, communication/interaction efforts shown by the service provider to compensate the service failure in a fair way affects customer satisfaction (Sparks and Bradley, 1997; Tax, Brown and Chandrashekar, 1998). Communicational/interactional justice is composed of five elements: explanation, honesty, kindness, effort and empathy (Tax et al., 1998).

Especially in the hotel sector, a conception aiming at listening to and resolving customers' complaints increases the level of distributional, procedural and communicational/interactional justice (Tax, Brown and Chandrashekar, 1998; McCollough, M.A., 2000). It has been observed that there are meaningful relations between communicational/interactional justice and positive emotions (Judge et al., 2006; George and Zhou, 2007). In case of a recovery process following a service failure, if a service provider appreciates a customer's concerns and the customer knows that she is appreciated, there will be a higher likelihood of her being satisfied (Ulrich, 1984). On the other hand, in cases of service failures, if the service personnel exhibits an explanatory attitude at an advanced level coupled with a high level of empathy, it would be ensured that the customer is much more satisfied (Hocutt et al., 1997). For instance, let's take into consideration two different forms of recovery whereby the customer reaches the same financial outcome: If the service provider is perceived as apologetic, empathetic and ready to respond in the former, and as rude and indifferent in the latter, post-recovery customer satisfaction will likely be higher in the former, even though

the same concrete outcomes are reached in both cases (McColough, 2000).

The overall effect of distributional justice and communicational/interactional justice on post-recovery customer satisfaction is greater than their independent effects. Otherwise, in situations where there is a mismatch between communicational/interactional justice and distributional justice, they tend to have adverse effects on each other. For example, if customers perceive the service recovery to be of high communication/ interactional content and of low distributional justice, the apologies presented by the service provider may be deemed insincere/fake/ superficial. On the contrary, in a case of high distributional justice and low communicational/interactional justice, customers may again perceive service providers as untruthful (McCollough, 2000; George and Zhou, 2007).

Distributional justice, procedural justice and communicational/interactional justice are not independent structures. They are all different types of justice of a higher structure. When there is no real fair outcome, the situation will be considered as faulty, no matter how good the procedures and interactions are. In other words, a fair distributional justice does not mean a categorical emergence of positive perceptions concerning communicational/interactional justice. Even if the interaction may not be fair, resource distribution may be fair. Therefore, service businesses aiming at reaching high customer

satisfaction must be perceived as presenting both distributional and communicational/interactional justice (Greenberg, 1990).

CONCLUSION

No matter how much businesses try to be careful in providing a perfect service to increase customers' level of satisfaction and loyalty, they cannot avoid making mistakes. Even if it is not possible for them to make no mistakes, it is quite possible to recover failures and improve services. In the case of aim improvements that can meet customers' expectations, the satisfaction, which decreases as a result of the failure, will increase, along with loyalty. Enhancing satisfaction and loyalty, such service improvements have also involved the need to know how customers perceive service recoveries. Customers' emotions and sense of justice are of great importance in these evaluations.

Emotions are important in that they transform into behavior. In the context of service failure and recovery, negative emotional management comes to the fore. The main objective of tourism and hospitality enterprises is to decrease the intensity of negative emotions arising due to service failures and to create a high level of justice perception. Emotions are the way customers resort to while trying to cope with the injustices to which they are subjected. The level of perceived justice, the emotions and behaviors exhibited by customers are in line with their feelings at the time of service recovery. Due to problems caused by service failure or recovery, customers often

engage in various disputes with service providers. On the other hand, service providers can also be exposed to unfair behavior by their customers, a situation which has been found to cause anger in employees and lead them to spend more emotional labour.

With regard to successful service recoveries, the ability of tourism and hospitality enterprises to orient their emotional intelligence and labour management towards employees/customers and thus to obtain positive results by creating a high level of justice perception both among employees and customers are increasingly gaining importance. Hence, future work should focus on the moods of both customers and employees at the encounter between service providers and customers. Understanding these emotional situations will improve the justice perceptions of customers and employees.

Sectional Questions

- Define the conceptions of equity and justice.
- Give information about the Theory of Equity.
- Explain the theory of justice.
- Explain the justice perception in a service mistake and its compensation.
- Explain the results of the customer's negative justice perception when the service mistake is compensated.
- Explain the results of the customer's positive justice perception when the service mistake is compensated.

- How do positive and negative perceptions of justice affect the personnel? Explain.
- What is distributive justice? Explain the customer's perceptions and results.
- What is procedural justice? Explain the customer's perception and results.
- What is communicational / transactional justice? Explain the customer's perceptions.
- Explain the communicational transaction among the distributive, procedural, and communicational types of justice.

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CHAPTER 2
POETICS OF EXISTENCE

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INTRODUCTION

This paper will try to *give* a promise. It is not because that it had been already loaded with a burden of a promise that is *taken* [Of course, already from the beginning, any promise becomes impossible to be given or taken. For insofar as “giving promise” and “taking promise” is taken from Jacques Derrida’s French, the translation cannot give a relevant meaning (Derrida, 1992; 1995). Derrida often uses *donner la parole* and *prendre parole*. *Parole*, which means both word and promise, can be taken, when for example one engages to speak in front of the public — as it was the case for the first version of this paper —. But the word as *parole* can also be given if one tries to address to the public in order to put forth a thesis — then it becomes a promise, but only inasmuch as the addressee and interlocutor cannot be held responsible of a full transaction of meaning and inasmuch as the orator cannot be taken as fully accountable of his words]. Instead, it already presupposes a lack and loss that makes itself clear from the moment on any relation of exchange, namely that of give and take, evokes it. This loss is so less that any effort of any promise may seem to retake effortlessly, even by a loose relation to its object, what it supposes as a loss. Then what would be the object of a promise, like that which is intended to be given here, that does not strive to take, but gives what is proposed in it as a position of the proposition itself, namely as promise? What would be the position of a proposition that exposes itself as the impossibility of giving a promise or taking a vow if it is an act of creation and production, namely *poiēsis* — in its

double sense of poetry and production? Not an effortless act of compensating the loss, but a powerless act of production, not a promise that is required via a moral necessity, but an act of recalling and evoking the possibility of demonstrating the *position of being*. We will *convoke* not the void, but the position itself. But first, we will try to avoid the *provocations* on behalf of the void — for the sake of being.

1. POSITION OF THE POETRY

Martin Heidegger was a *provocateur* in the sense that its *vocation* was of hearing the *vocus* of being. *Heidegger's ear* (if we recall Derrida's article with the same title (Derrida, 1994)), is not solely hearing the voice of being. To Heidegger's ears, it is the being that hears itself in the *locus* of the ear, in the ear, hearing what is here in the ear — as presence. The ear is the *locus* of being as *vocus*. And what is any *locus* if it is not a pure existence? And according to Heidegger, existence can be thought of as the position of being. This position was also “Kant's thesis”, more clearly, *Kant's Thesis about Being*, which is also the title of Heidegger's article (Heidegger, 1998). Yet, is Heidegger's thesis on Kant's thesis about being the same with the *thesis of being*?

Heidegger, by directing us towards Kant's thesis, claims that the thesis of being is its position and adds, by quoting Kant, that the “existence is the absolute position of a thing” (Heidegger, 1998, 344). Accordingly, being adds nothing to the real content of a thing. For,

being, as a copula, as the copula that the word “is” is, is not a real predicate. Heidegger warns us that this means for Kant that being as copula does not tell us anything about the phenomenal content of a thing, which is to be yielded throughout the categorical configurations of judgments. Heidegger shows also how for Kant the copula of being, without any predicate, like it is in the statement “God is”, equals existence: God exists.

In these terms, the intention of Heidegger appears not as a denial of Kantian synthetic a priori judgments, but as an exposition in any kind of judgment of the pre-synthetic, and even the pre-noumenal thesis of being — to the degree that to affirm that the existence is the position of being seems tantamount to assert that the thesis of being is the position of existence. However, even though the non-real predication, namely the position of a thing, presupposes the existence of being, this pre-synthetic and *thetic* position would not expose itself in its being pre-noumenal if we do not take into account the role of the transcendental.

It is noticeable that in *Kant's Thesis about Being*, Heidegger underlines the distinction between transcendental and real predicates. In regard to this distinction, modes of being such as being-real, being-possible and being-necessary fall under the category of real predicates whereas the predicate of being pertains to that of transcendental (Heidegger, 1998, 353). One may ask whether transcendental signifies pre-noumenal or not. According to Heidegger, the transcendental power of imagination is so. For, the transcendental power of

imagination, which is quite different from the imagination as part of our sense-intuition, is pre-intuitive, but also pre-noumenal: “The transcendental power of imagination does not imagine like pure intuition, but instead makes it possible for pure intuition to be what it can ‘really’ be. But just as the transcendental power of imagination itself is far from being merely something imaginary because as a root it forms, likewise it is not something that could be thought of as a ‘basic power’ in the soul.” (Heidegger, 1997, 98). What is important in this statement may seem to concern the transcendence of imagination. Yet, the accent is upon power (*Kraft*). This power gives imagination the priority of being productive, which differs from reproductive synthesis subject to empirical laws. Kant already stressed this point in the second edition of *Critique of Pure Reason* (Kant, 1998, 257).

This productive power, which is also transcendental, can say something about poetry. The poetry, insofar as it is *poiēsis*, has a potentiality and even a possibility to say by creating — with imagination. In Kant, the poetry is achieved through verbal genius concerning the language, which expresses what cannot be expressed in logical concepts, and that only insofar as imagination helps to achieve that (Kant, 2000, 193). But how would it be that the imagination expresses such genius? Kant does not give us any insight into the saying that poetry accomplishes. Yet Heidegger says what poetry says to us. Heidegger’s *Dichtung*, in this sense, is not a formal indexation of intuitive senses in what the poetry dictates. If it is *Dichtung*, it is

also *deixis* — both stemming from the root of **.deik*, i.e. to show. It says by showing; it indicates (Heidegger, 1971, 65). It does not only show the thing. Thus the thing, as *Ding*, becomes and comes to be itself as thing — “the thinging of things [*das Dingen der Dinge*]” (Heidegger, 2001, 197). It, *id*, as *Ding*, says and shows in *Dichtung*. In order a poetry to be a *Dichtung*, and an act of *poiēsis*, namely producing, it should, in its Heideggerian sense, indicate. If it will indicate, what it indicates should be different than the thing as *res*. Therefore poetry does not indicate to the *reality*, but it itself becomes the thing which indicates to that which indicates to reality. In the productive saying of things, poetry as *Dichtung* and *poiēsis* can produce a showing that indicates not to the reality, but to the existence of that which indicates to reality.

Like the position of being in which the transcendental predicate of existence makes possible the usage of real predicate as it is in the example of “God is = God exists”, the indication of *Dichtung*, which makes the poetry indicate not to the reality but to the existence of thing of poetry as the *Ding* of *Dichtung*, makes this thing indicate to reality only insofar as this thing indicates itself.

Then it is not impossible to see in the transcendental power of imagination the possibility “to produce a pre-intuitive and a pre-noumenal” indication of the existence. Likewise, the position of being as existence that can already be encountered in every synthesis as a presynthetic thesis can make itself something more than an affirmation of the existence that provokes the void voice of being. In

order to yield what belongs already to being, i.e. the voice as void, the affirmation of the existence as the position of being would be a vain effort if we do not propose, by means of an indicating exposition, the existence both as indicator and indicated.

Such a proposition may take the form of a *pro-mise*. But more than everything, how can such a thing be *pro-posed*? It seems like it can even be opposed in a first glance. Yet, there is more to show.

2. POSITION OF SIGNS

What can this showing of *Dichtung* that will demonstrate such a proposition be, and why so? It appears like there is something uncanny [*unheimlich*] or even monstrous in it (Heidegger, 1996, 70-1). If *Dichtung* indicates, it indicates in signs. Signs as sounds, signs as words, signs as exclamations, signs as signifier and signified. What if a sign turns out to be both signifier and signified at the same time? Is not a monster (which is derived from Latin *monstrum*, sign) something that *demonstrates* (*démontrer* and *montrer* in French) its monstrosity in itself and by itself (n., n.d., Monster)? The monster is monstrous and it signifies its being monster by itself. But one says also that the monster is also a sign of monstrosity. Then we will have something like a signature, as Giorgio Agamben puts it in *The Signature of All Things*: “Signatures, which according to the theory of signs should appear as signifiers, always already slide into the position of the signified, so that *signum* and *signatum* exchange

roles and seem to enter into a zone of undecidability.” (Agamben, 2009, 37).

The monstrousness of *Dichtung* does not emanate only from its being a signature. Only on the condition that this signature is the one who signifies to the reality by signifying to itself that it becomes the signature that it already is. For Heidegger it indicates, as in Sophocles’ *Antigone*, to the uncanny sign that man is (Heidegger, 1996, 61). Man as the one who measures up things, is the uncanny monster that demonstrates the poetry as a signature. A signature in a poem, in this respect, does not tell us that the poem belongs to a poet that signs under a poem. Instead, we can even constate that the signature belongs to the poem. This signature is nothing other than the existence.

In the Heideggerian definition of *Dichtung*, man appears as a sign for the poetry. Man’s existence turns into a sign [*die Zeige*] in the form of poetry (Heidegger, 1971, 123). Yet it shows, like in the sagas, myths, and legends a sign for the Gods and semi-gods. What Heidegger showed us is the existence of man that turns into a sign in the poetry. Yet, if something like a poetical affirmation of existence in the indication of poetry can be thought, then man, this time not as a poet but the poem, should be the poetry itself showing the existence of *poiēsis*, just like the existence of man is indicated in it as its signature. And the signature will appertain not to the poet but to the poem — as because man poetically dwells [*Dichterich wohnet der Mensch*] in language (Heidegger, 2001, 209-27).

But what can poetry *produce* if *poiēsis* means producing? We know for example that in Kant's philosophy, the poetry can not only exemplify the free use of imagination, it also exemplifies what the Sublime can produce as a feeling. In *Critique of the Power of Judgment*, Kant makes a distinction between the judging of the beautiful and the judging of the Sublime. Whilst in the former, it is the relation between the faculty of imagination and understanding that determines the judgment, in the latter, it is the relation between the faculty of imagination and reason so much so that they “produce [*hervorbringen*] subjective purposiveness through their conflict: Namely a feeling that we have pure self sufficient reason, or a faculty for estimating magnitude, whose preeminence cannot be made intuitable through anything except the inadequacy of the faculty which is itself unbounded in the presentation of magnitudes (of sensible objects)” (Kant, 2000, 142).

Here, what is at stake about reason is only a feeling. The reason is not the object of an indication; it has not a signification as a faculty, so to speak as a power. Yet, the Sublime permits imagination to convoke, even to evoke its law: “Our imagination, even in its greatest effort with regard to the comprehension of a given object in a whole of intuition (hence for the presentation of the idea of reason) that is demanded of it, demonstrates its limits and inadequacy, but at the same time its vocation [*Bestimmung*] for adequately realizing that idea as a law” (Kant, 2000, 140-41). This vocation that Kant calls *Bestimmung* recalls also what Heidegger reminds us as the

fundamental voice of being. With this determinant voice, *vocus/Stimme*, something other than reason and intuitive imagination is indicated and even demonstrated. This statement of Kant's about the definition of the Sublime indicates to what is demonstrated by the Sublime: "That is Sublime which even to be able to think of demonstrates a faculty of the mind that surpasses every measure of the senses" (134).

This faculty which surpasses every measure of the senses seems to us to be nothing other than the transcendental power of imagination. After all, asserting that the true sublimity must be sought only in the mind of the one who judges, Kant asks: "Who would want to call sublime shapeless mountain masses towering above one another in wild disorder with their pyramids of ice, or the dark and raging sea, etc.?", and adds that "the mind feels itself elevated in its own judging if, in the consideration of such things, without regard to their form, abandoning itself to the imagination and to a reason which, although it is associated with it entirely without any determinate end, merely extends it, it nevertheless finds the entire power of the imagination inadequate to its ideas" (Kant, 2000, 139-40). So it is not surprising that the entire power of imagination is inadequate to its ideas; for if the transcendental power of imagination produces, but adds nothing to the real content of things, its aim seems not to construct adequacy between the idea and its object in the concept, but to elevate the mind to its own judging. This elevation, as a vocation of existence, can be

poetic if what is called and indicated as existence in the poetry is figured out as the sublime signature.

CONCLUSION: PROMISE OF THE POEM

Then, what can the judgment, so to say, *deixis* and the sign of any poetry that indicates the sublimity as existence be? Is it a promise like we intended to give at the beginning of this paper? Should the poetry contend itself with the intention of a promise? It seems that promise, if it is considered only through its dependence on the sheer word, will confine itself to the realization and actualization of the word. And that will give way to nothing other than an economical usage of the word through the actualization of language as oath. Agamben expressed that overtly in his *The Sacrement of Language: Archeology of the Oath*:

Philosophy is, in this sense, constitutively critical of the oath: that is, it puts in question the sacramental link that connects the human to language, without for all that simply speaking at random, falling into the vanity of speech. In a moment in which all the European languages seem condemned to swear in vain and in which politics can only assume the form of an oikonomia, that is of a governance of void speech over naked life, it is still from philosophy that there can come, in the sober consciousness of the extreme situation which the living being that has speech has reached in its history, the indication of a line of resistance and transformation. (Agamben, 2011, 72)

But if in poetry there is not an economical link that makes things adequate to words, if the aim and end of the poem cannot be such as it is in the case of sacramental oath, then does this mean also that there is no place for any promise that can try to posit the existence as does the imagination in its inadequacy? If one thinks the act of giving promise as a speech act where the language defers itself qua the realization of its utmost possibility, namely its possibility to differ itself, then, the *end of the poem* would be close to what Agamben indicated in *The End of the Poem*:

And the poem is like the katechon in Paul's Second Epistle to the Thessalonians (2:7-8): something that slows and delays the advent of the Messiah, that is, of him who, fulfilling the time of poetry and uniting its two eons, would destroy the poetic machine by hurling it into silence. (Agamben, 1999, 115)

It is this *delay* that defers the end of the poetry, which finds its example in the messianic deferral of the end of the times. There, or then, the poetry becomes a possibility to indicate to the existence as a promise which cannot be taken but be given, only insofar as any promise, like any poem, differs not its word, but the language itself — as much as anyone defers not what is promised, but its existence in the act of promise. As to this paper, one would like to hope that it would not realize its promise, *i.e.* to end and to become its own end.

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CHAPTER 3

ENVIRONMENTAL THEME IN POLITICAL ADVERTISEMENTS: ANALYSIS SEMIOTIC OF ADVERTISING FILMS “EVERY CITY IS BEAUTIFUL WITH ITS OWN VOICE”

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INTRODUCTION

Human existence depends on the protection of the environment in which he lives. Nature and natural resources must be protected for the survival of the people. It is imperative to give a clean environment message to the society. Politicians need to take care of the environment. Media is used to increase environmental awareness. Politicians can emphasize the environment in the communication work. It can give messages to protect the environment. It is possible to draw attention to the environmental issue, especially during election periods.

Political parties give importance to political communication and political advertising activities in order to influence voters during election periods. Parties carry out different campaigns for political elections. They occur their campaign themes on various topics to attract and persuade the voters. Political parties determine a different campaign theme each period during election periods. It carries out election studies on this campaign theme. There is no previous election campaign for the environment. The Justice and Development Party has carried out a concrete study for the first time on the environment. It created a different campaign theme from other local election campaigns. In a world where environmental problems are increasing day by day, the environmental-themed advertising campaign carried out by the Justice and Development Party is an important issue.

When the literature on the subject was examined, it was seen that the studies conducted were generally related to the theme in political advertising and political advertising (Valentino et al 2004; Bacha & Kaid, 2008; Kuswoyo et al, 2013; Vodinalı & Çötök, 2015; Glavaš , 2017; Dunaway vd., 2018; Spenkuch & Toniatti , 2018; Fowler vd., 2019). There is not a study investigating the environmental themes of political parties in campaigns in the literature.

The theme in political advertising covers the general subject of messages to be conveyed by parties to voters. In the study, "Every City Beautiful with Its Own Voice" political commercials of the Justice and Development Party were analyzed. While doing this analysis, the method of scientific analysis of Ferdinand De Saussure's was used. The aim of the study is to reveal how the environment is handled in political advertisements as the theme of advertising. It is effective that "Every City Is Beautiful With Its Own Voice" commercial film is determined as a sample, and environmental themes are at the forefront in the advertisement.

The following questions were sought to answer with the analysis made in this study:

- What is the main theme of the Justice and Development Party's political commercial?
- What is the relationship of the prominent indicators in the political advertisement film of the Justice and Development Party with the environment?

- Is appropriate the environmental theme used in the political advertisements of the Justice and Development Party the characteristics of the regions?

1. THEORETICAL FRAMEWORK

During election periods, political parties use political advertisements to persuade voters. In this respect, the theme of political advertisements and political advertisements has an important place in political communication studies. Political advertisements are effective in conveying the promises of parties and candidates to the voters. Themes in political advertisements aim to mobilize voters in favor of the party.

Advertising has grown from a tool used exclusively by presidential candidates to an essential element of campaign communication at all levels of government. Consequently, the proportion of campaign-related expenditures by candidates and interest groups dedicated to this form of political communication has risen dramatically (West, 1997; Valentino et al, 2004). Political advertising is advertising whose central focus is the marketing of ideas, attitudes, and concerns about public issues, including political concepts and political candidates. The essential task of political advertising is to gain the confidence of the people for their acceptance of ideas and, in the case of political campaign advertising, to influence their vote. Political advertising differs from commercial advertising in that the product is either a person or a set of values rather than goods and services. In addition,

the advertising objectives must be met within a specific time frame. Political advertising carries a clear moral implication, because the results have potentially far-reaching effects on the population at large (Glavaš, 2017: 7).

Political advertising refers to the processes in which are candidates, parties, individuals and groups promote themselves and their perspectives through mass communication channels (Bacha & Kaid, 2008:558). Political advertising is made by the candidate or party by purchasing space and time in the media. It is a political communication activity related to the preparation and publication of messages developed in order to create the attitudes and behaviors of the voters in favor of the candidate or party (Uztuğ, 2004:15). Political advertising is carried out to ensure that a political candidate, organization or opinion gains efficiency in society. Political advertising generally works with commercial advertising methods (Karahana, 1995:57).

Scholars and political practitioners are keenly interested in the effects of political advertising. Research on the subject, in part, reflects both normative concerns about democratic processes and pragmatic considerations about what it takes to win campaigns (Dunaway et al. 2018:6).

The aims of political advertisements are given below (Uztuģ, 2003:8):

- Increasing or supporting the number of votes
- Increasing the awareness of the political candidate or party
- Developing the identity of the political candidate or party
- Influencing voter attitudes informing or educate

According to their content of political ads used in election campaigns, it can be divided into two as subject / image content and negative / positive content political advertisements (Kaid, 2004:160). Topic advertisements are related to issues that make up the political agenda or issues that concern society. Advertisements emphasize the attitude and attitude of the political party (Kaid, 1999: 426). Topic advertisements contain political suggestions and projects submitted by the candidate (Uztuģ, 2004:320). Image advertisements are the sum of perceived characteristics of the candidate related to their personal characteristics, character, profession and etc. (Garramone, 1986: 236).

Political advertisements can be divided into positive and negative ads according to their content (Uztuģ, 1999:89). Negative advertisements aim to create suspicion about the opponent by questioning the competence and power of the rival political party or leader. Positive advertisements are advertisements that optimistically present the actions, promises and programs of the political party or leader. The theme in political advertising is the basic idea that an advertising campaign wants to emphasize. It is the main idea of the campaign. The campaign theme covers the general subject of messages that

parties will convey to voters during the election process. The theme of the campaign is different in every country and every election. The main purpose of determining the campaign theme is to convey the right message to the right voter (Devran, 2004: 85). Political election campaigns cover a process in which are themes, messages, tools, techniques and methods and other elements must be managed in a holistic consistency. (Avci, 2015:179).

The advantages of creating a campaign theme are given below: (Bradshaw, 1998, akt. Devran, 2004:85-86):

- Candidates explain that they should be chosen. It allows voters to decide which candidate to choose.
- Candidates clearly state the difference between themselves and their competitors.
- The thematic campaign is effective in conveying messages to different voter groups. The message to be conveyed by the candidate is constantly included in the campaign theme.

The purpose of the elections affects the campaign theme. The topics, that candidate will focus and emphasize in general and local elections, are different from each other. The campaign theme in the general elections consists of national and international issues. The city-related issues in the local election campaign theme come to the fore (Devran, 2004:93). The problems of the city and solutions, promises and projects take place in the local election campaign theme may attract the attention of the voters.

2. METHOD

The indicative analysis method was used in the study. Semiotics is a branch of science that explains and examines the relationship between some codes, meanings, and our thoughts and behaviors with indicators (Erişti, 2018:59). The indicator is any form, object, phenomenon, etc. that represents something outside of itself and therefore can replace what it represents. It is defined as. Words, symbols, signs, etc. accepted as an indicator (Rıfat, 2009:11).

The signifier is the image of the indicator that we perceive. They are marks on the paper. It is sound in the air. Shown is the mental concept to which the signifier refers. This mental concept is common to all members of the same culture who share the same language (Fiske, 2017: 127). Saussure argues that every word is an indicator and consists of "signifier" and "signified". Indicator: the showing / shown category is very important (Parsa,1999:18-19). According to Saussure, signifier and signified are the constituents of the sign (Barthes,2018: 44).

The main purpose of the study is to analyze the local election campaign theme using Ferdinand De Saussure's semiotic analysis method. The advertisement in question has been analyzed in the context of the signifier-signified relationship. The reason for using the semiotic method in the analysis of the commercial film is that it allows us to find the real meanings of the images that lie outside of their plain meanings. The commercial "Every city is beautiful with its

own voice" was divided into sections. The signifier-signified relationship and the elements in the advertisement tried to be explained.

3. FINDINGS

"Every city is beautiful with its own voice" advertisement was shot separately for each region. Five different advertisements were watched and analyzed. Findings obtained were given below.

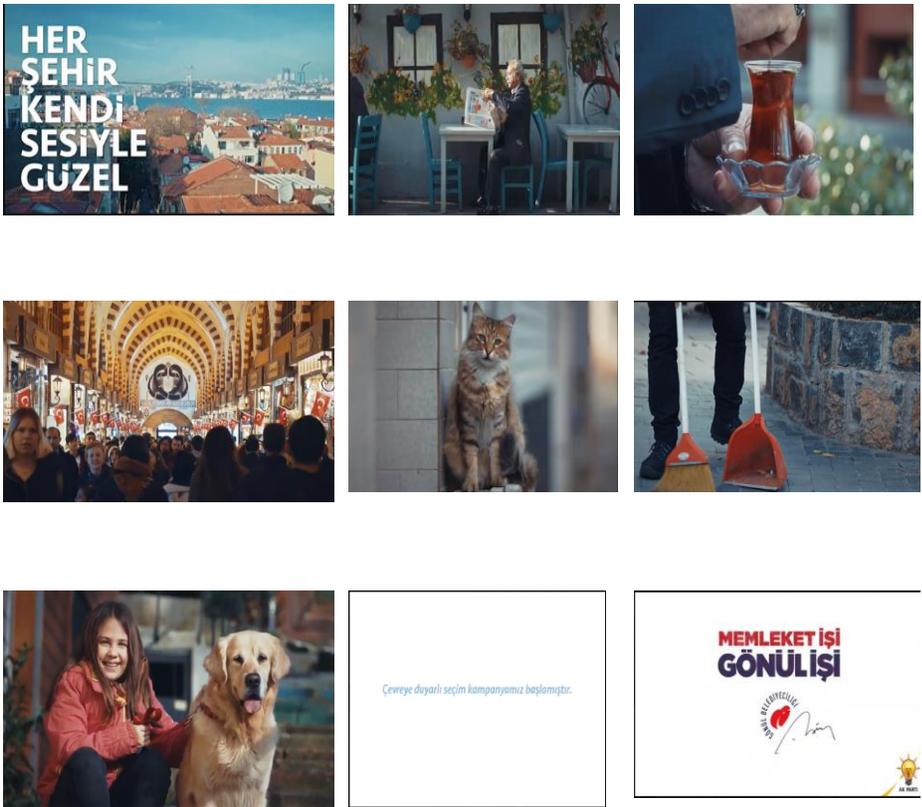


Photo 1. Advertisement film 1 for Istanbul

Signifier: This film consists of a view of a certain place from Istanbul, a middle-aged gentleman reading a newspaper, a grand bazaar, a cat, cleaning the grounds, and a girl who loves her dog.

Signified: It is emphasized that the whispering sounds of seagulls and people in Istanbul will not be replaced by vehicles and visuals that cause noise pollution in the city during the local election process. An elderly gentleman who the clean dress in a decent and calm environment, with the voice of the pages he turned to read his newspaper and the sound of his voice while mixing his tea, refers to people's desire for silence, peace and tranquility for years to come. It is emphasized that this campaign for the environment will not be limited to this election period and will continue in the future. The voices of people walking and talking are heard in the grand bazaar, which is a historical and touristic place. He explains that the places where people spend time are important for the Justice and Development Party. In addition, it is explained that the unique sounds and calmness of these spaces should continue during election periods. There are cats and cat voices in the commercial film, and the sounds made while cleaning the environment. It shows the importance given by the Justice and Development Party to animals and the environment. In the local selection process, the message that animals and the environment will not be harmed is intended to be conveyed to the target audience. There is an image of a happy girl sitting with her dog in a sunny day amidst the sounds of birds and seagulls. He points out that the Justice and Development Party values children and strives for

them to grow up in a happy and peaceful environment. There is the visual “Our environmentally sensitive election campaign has started”. This image gives the message that the environment theme will be at the forefront in the local election campaign.

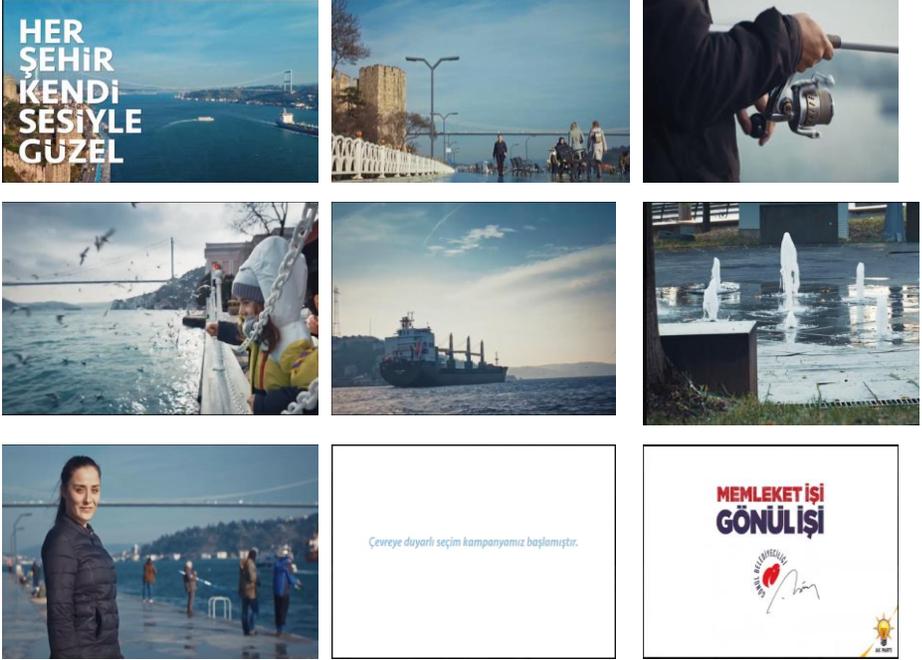


Photo 2. Advertisement film 2 for Istanbul

Signifier: Anadolu hisarı view, beach, ferry, fishing rod, child, crow.

Signified: The message has been given to be sensitive to historical places, beaches, people spending time on the beach and children. During the local election campaign process, it is emphasized that instead of the sound of the election vehicle, the sound of water, ferry, seagull, crow, foot and the fishing reel winding will be. It is emphasized that people walking on the beach and trying to fish, the

beaches and the sea should be kept clean. There is visual water flowing from the fountains. With this visual, it is aimed to draw attention to clear and clean water. The woman who takes a walk on the beach and breathes in the fresh air, smiling happily at the screen was given the image that the environment she is in makes her happy.



Photo 3. Advertisement film for Black sea

Signifier: Boat, flag, fishing, tea, fiddle and lullaby.

Signified: The message is given that a campaign will be conducted without harming the environment during the local election process. There are images of birds chirping with joy, the sound of fiddle, mother's sleeping her baby peacefully, and people doing things calmly and quietly. It is stated that the Justice and Development Party will conduct its campaign without breaking this silence during the local election process and will be sensitive to the environment during the campaign process. It is explained that the color of the green and tea brew of the Black Sea will not be allowed to deteriorate. It is emphasized that they will try to hear the sound of the fiddle and the wave, which are indispensable for the people of the Black Sea, in the city. So, there will be no noise pollution. Environmental awareness is necessary for the mother to put her baby to sleep in a safe and calm environment by singing lullabies in the future. The fact that the birds in the commercial feed each other show that biodiversity must be preserved in unity and solidarity. There is a Turkish flag waving with the Black Sea wind. The importance of fishing in the Black Sea has been emphasized. The message was given that the continuation of fishing depends on the protection of nature and the sea.



Photo 4. Advertisement film for Southeastern Anatolia

Signifier: There are students, coffee, a girl studying, zurna, rosary, copper work, a middle-aged woman praying and a mosque minaret.

Signified: The city starts the day in peace, the sounds of the students on the way to the school, the sound of the coffee roasted in the embers, the sound of the shopkeepers opening their shutters, the sound of the zurna, the sound of the rosary, the sound of the copper worker while working, the prayer sound of the woman praying and the sound of the birds flying around the minaret are seen on the screen.

These images indicate that the Justice and Development Party will be sensitive to environmental and noise pollution while conducting its local election campaign. With the Mardin Grand Mosque in the commercial, the message was given that it will be preserved in the historical buildings in the surrounding. The unique values and sounds of each city are brought to the fore.

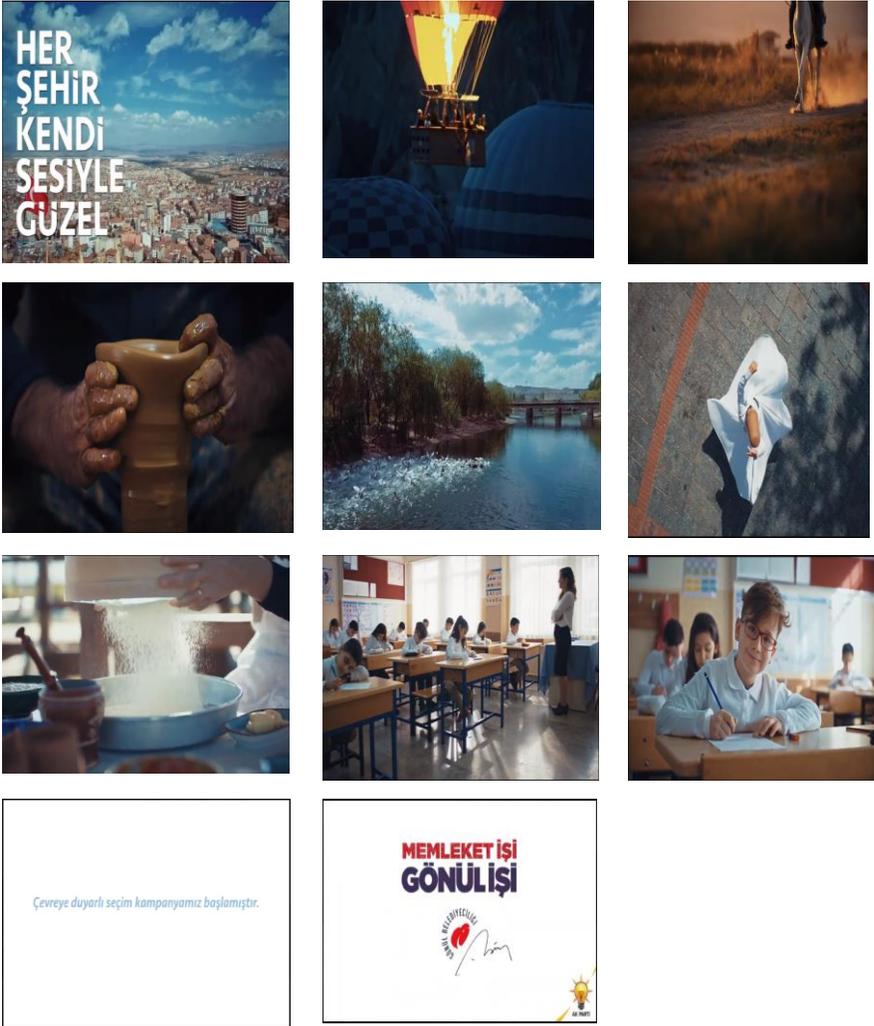


Photo 5. Advertisement film for Central Anatolia

Signifier: There are balloons, horses, pottery, whirling dervishes, students.

Signified: The values unique to the Central Anatolia region are included. Pottery, whirling dervish performances, balloons and other visuals of the city and the sounds of these images were included in

this region. It is referred to that people need peace with the whirling dervish show, contrary to the noise pollution that occurred during the election period. In this film, it is stated that students should not have noise in and around the school during the election period. The children doing their lessons calmly and smiling show that they are at peace. It is emphasized that the Justice and Development Party is sensitive to the environment in order to leave a better world to children.

CONCLUSIONS

Environmental problems have increased all over the world after 1980. Protecting and sustaining people's existence depends on a healthy environment. The nature and natural resources should also be protected to protect the environment. To do this, it is necessary to create environmental awareness in the society. The media are used to create environmental awareness. One of the most important tasks in this regard belongs to the politicians. The work done in the political arena also needs to be emphasized on the environment. One of these works is political advertisements. Political parties form their campaigns occurs on a certain theme during election periods. Every City Is Beautiful with Its Own Voice" commercial of the Justice and Development Party in the local elections of March 31, 2019 is a political advertising activity in which the environmental theme was used. " Every City is Beautiful with Its Own Voice" prepared by the Justice and Development Party, which conducts an environmentally focused campaign during the local election process, provides integrity with the campaign theme. The main theme of commercial films

analyzed with the semiotic analysis method was environmental awareness. This result was confirmed the research questions. Environmental themes that stand out in the commercial film are not to disturb the voter during the selection process, to prevent noise and noise pollution in schools and settlements, and to not harm nature and animals in order to leave a more livable environment for children. The commercial includes frames from certain places and regions of the country. These squares are supported by sounds that reflect the characteristics of the region. "Every City is Beautiful with Its Own Voice" advertisement was appealed to voters living in different regions. It emphasized the unique features of the region.

It is desirable to include studies on election districts in local election campaign themes. During the selection process, campaign themes for protecting the environment and not harming the environment should be prepared and implemented. Environmentally damaging plastics and materials should not be preferred during election periods. Parties can help protect the environment by using digital media more heavily in the election process. Environmental problems are increasing. However, there is not much sensitivity to this issue in political studies. It can recommend to carry out studies on the impact on society of commercial films made for the environment in political advertisements.

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CHAPTER 4

**NEWS COVERAGE OF INCIDENTS OF
VIOLENCE AGAINST WOMEN IN KYRGYZSTAN
PRESS**

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INTRODUCTION

Violence to the big extent is the form of behavior related to aggression. In this context, violence involves actions of destroying, destructive nature, avoidance of action, or inaction directed against the object or a person. In this context, all kinds of physical actions are included within the definitions of violence, non-physical verbal behaviors fall under this definition too. In addition to these actions, avoiding actions such as silence, unresponsiveness, withdrawal, etc. or inactivity are considered as an indicator of violence (Mutlu, 1997: 55). Violence in this context includes forms of judging or ignoring the person in addition to physical actions (Michaud, 1991: 124).

Due to the increasing interest in the study of violence, the publication of many new journals such as the Journal of Family Violence, Violence and Victims allowed different views to be raised on the issue (Moses, 1996: 23). In this context, due to its relevance to many social elements, each branch defines the concept under consideration in different ways. For example, Bourdieu, the famous French sociologist, introduced the concept of symbolic violence and described such type of violence as suppressing individuals and violating his human rights. This type of violence includes actions limiting the expression of thoughts and behaviors of individuals (Bourdieu, 2014: 10-12). The phenomenon of violence, in sociology considered as instinctive action, is seen as a behavior that changes only slightly during the process of socialization or action caused only by environmental factors. In general, psychiatrists prefer to bring to the forefront the relationship of

individuals who commit violent acts with their community and parents (Moses, 1996: 23).

According to Campell and Muncer in social-psychological studies, while violence is associated with social structure, they think that the way of coping with violence will be achieved by economic wealth (Campell and Muncer, 1990: 411-412). In such studies, violence is considered as instinctive action but it is seen as behaviors caused by environmental factors. The importance of socio-cultural and economic factors in the formation of violence is highly emphasized (Koçöz, 2011: 247).

Yves Michaud (1986), who worked on the concept of violence in the science of philosophy, defines violence as the relationship of the parties, direct or indirect interference of one party by actions that could bring harm to the physical integrity, moral, ethical, spiritual values or cultural wealth of the other party (Özerkmen, 2012:5). According to social learning theories, these behaviors are taught by parents through modeling violent behavior to their children (İbiloğlu, 2012: 209). According to behavioral theories, anger and aggression are defined as any type of behavior that hurts or may hurt. This theory focuses on the type, severity, and repetition of aggressive behavior (Güleç et al., 2012: 116).

The interest of scientists in the notion of violence in the field of communication arose, especially in the 1960s. In the studies related to violence can be distinguished from the works of Gerbner et al.

Gerbner et al. refer to the tradition of cultivating a violent menacing worldview that in their television work they called resonance (Chiricos, Eschholz, & Gertz, 1997: 345). Ramonet, who worked on television journalism, stated that TV news programs consist of an arena-based on blood and violence and expressed criticism on today's understanding of journalism (Ramonet, 2000: 121).

Today, there are many studies on the Kyrgyz press and violence. However, in these studies, no comprehensive study on violence against women has been found and therefore it has not been published in the literature. The study, therefore, aims to fill a gap in the field of literature. The main reason for choosing Kyrgyzstan as a research universe is that it is the former Soviet country. The main difference between the Soviet press and today's Kyrgyz press is the profit-making and rating factor. This fundamental difference has added a special importance to the study.

1. VIOLENCE AGAINST WOMEN AND TYPES OF VIOLENCE

Violence against women is the most general means of attempting fear and intimidation by applying physical force to women. The concept includes all kinds of behaviors that harm women due to their gender (Aktaş, 2006: 33). In ancient times, there was a social structure in which the more fertile and productive features of women came to the fore. With the development of the means of production, a male-

dominated society has emerged and the social structure has changed (Elitaş & Keskin, 2016: 568)

The first legal and medical studies on violence against women since human history date back to the 1800s. In this context, the first law that criminalized violence against women was made in Maryland in 1883 (Dişsiz & Hotun, 2008: 52).

However, studies of violence against women have gained momentum in the world since the 1990s. For example, the United Nations issued a declaration under the title of Elimination of Violence Against Women in 1993, and the definition of violence against women was included in Article 1 of the declaration. Accordingly, violence against women is defined as gender-based threats to women, physical, sexual and psychological intimidation in public or private life. In the second article of the declaration, it is stated that violence is not limited to this definition and it includes in this concept all traditional and conventional practices that harm women (Arin, 1996: 305).

In 1994, the 4th World Women's Conference Action Platform and the Beijing Declaration listed the acts of violence against women in general terms. These actions are:

- Physical, sexual and psychological violence and other customs and practices within the family, including beatings.
- Rape, harassment, molestation, sexual coercion, physical and psychological violence in the community, in workplaces, educational institutions, or anywhere else.

- Violence committed or ignored by the state, wherever it may be.
- Violations of women's human rights in cases of armed conflict, murder, systematic rape, sexual slavery, coercion to pregnancy
- Forced sterilization of women includes acts of forced abortion (ICPD 1994 cited. Dişsiz & Hotun, 2008: 52).

Physical violence, the first of these forms of violence, is a set of harsh and painful acts directed against the physical integrity of people. The subject of the matter is that there is an act of restricting the individual's life, health, physical integrity, or individual freedom. (Ünsal, 1996: 31). These actions include pushing, slapping, kicking, and preserving from basic needs (water, food, sleep), wounding, killing (Eken, 1998: 408).

Another type of violence against women is sexual violence. According to writers such as Susan Griffin and Andrea Dworlcin, the phenomenon of sexual violence is an expression of male sexuality and a form of domination over women. Rape is one of the manifestations of patriarchal violence rather than sexual desire (Connell, 1998: 86). Generally speaking, sexual violence is a type of violence that occurs through sexual motivation. The most common form of this type of violence manifests itself in the form of non-consensual sexual intercourse in marriage or extra-marital partnerships (Vatandaş, 2003:25). Rape, coercing women into sexual intercourse, verbal or physical sexual harassment, etc. are some examples of sexual violence against women. Physical violence, the first of these forms of violence, is a set of harsh and painful acts directed against the physical integrity

of people. The subject of the matter is that there is an act of restricting the individual's life, health, physical integrity, or individual freedom (Ünsal, 1996: 31). These actions include pushing, slapping, kicking, and preserving from basic needs (water, food, sleep), wounding, killing (Eken, 1998: 408).

One of the types of violence against women is psychological violence. Psychological violence is the one that harms women psychologically and adversely affects women's psychology. In this context, behaviors such as humiliation, disdain, freedom restriction, distancing from social life, keeping it under control, threatening, harming self-confidence, comparing with others, and ignoring are some of the features of psychological violence. Another form of violence against women is verbal violence. Verbal violence, in general terms, is a verbal humiliation of women and making statements that damage her self-esteem and self-respect. These actions include insulting, a humiliation in society, abasement, and so on.

Economic violence is the last type of violence against women. This type of violence generally covers the actions of putting pressure on women through economic resources and money (Gürkan & Coşar, 2009: 125). Actions such as taking women's money and defrauding etc. are examples of economic violence against women.

2. MEDIA AND VIOLENCE

Michaud is one of the researchers who provide extensive literature information on media and violence. According to Michaud, many of the researchers who have emphasized the reasons for violence in the media have agreed that the media's violence demonstration practices stem from economic factors. The reason for the media's use of violent images is due to rating and circulation concerns. In this context, Michaud stated that the media needs exciting events and phenomena to expand the audience and therefore the media frequently uses violent media texts (Michaud, 1991: 52). The media's rating and circulation anxiety brought about changes in the standards of journalism, and violent demonstrations such as murder, wounding, rape, fighting, etc. became indispensable images of journalism (Stuber & Bredley, 1998).

The most important feature of today's successful news is the transferring of excitement, entertainment, and intense emotions to the audience/readers. Feelings of excitement and entertainment in the media meet the audience with representations of violence. In this respect, violence is the center of news texts (Esslin, 2001: 75). Ramonet, who works on television journalism, stated that TV news programs consist of an arena-based on blood and violence and expressed criticism on today's understanding of journalism (Ramonet, 2000: 121).

Another issue that researchers have been focusing on is the socio-psychological effects of media representations of violence. These kinds of studies are based on the assumption that violent demonstrations of media have direct effects on the behavior of the audience.

In the studies conducted, the researchers concluded that intense media activities give rise to some problems in society. For example, Postman and Gerbner found that the viewers who were exposed to violence messages in the media lost their sensitivity to violence (Arik, 2012: 15). McQuail and Windahl on the other hand, in their studies on television programs, came to a conclusion parallel to this conclusion, the view that violence in television will cause the viewers to respond to violence naturally (McQuail & Windahl, 1993: 91). The natural involvement of violence within the audience leads to the perception of violence as a role model by children, and thus social destruction becomes a major phenomenon (Aronson, 1995: 265).

Gerbner, one of the philosophers working on the relationality of media and violence, made a long-term study called Violence Profile, and as a result of his studies, a threatening world view containing the violence was proposed (Chiricos, Eschholz & Gertz, 1997: 345). Gerbner's theorized the approach called The Mean World Syndrome that people perceive real-life as dangerous because of the violence caused by media content (Arik, 2012: 15).

There are over 1000 scientific articles linking media and violence to aggressive behavior. These articles emphasize two important points about media, violence, and aggression. The first of these is the media, which enables the audience to identify the criminal and the other one that enables the audience to imitate the violent behavior. G Comstack has been conducting various researches on the impact of violence on TV for 30 years and reviewed many studies. As a result of the research, Comstack has found out that children who watch violence in the media acquire anti-social behavior (Palabıyıkoglu, 1997: 124).

3. METHOD

Violence against women was examined through the Kyrgyz press. The main reason for the study of Kyrgyzstan is that it is the Old Soviet country. Due to the censorship mechanism in the Soviet period, there is great pressure in the press. The press is also a non-profit organization. For this reason, there was little coverage of violent news. With the dissolution of the Soviet Union, Kyrgyzstan has passed into the liberal system. Therefore, all institutions are designed within the framework of liberal rules. The press in Kyrgyzstan has turned into a profit-making institution. The press featured more interesting and read the news to make more profit. The issue of violence against women is one of the interesting topics. In this respect, it is aimed to provide literature information about women and violence in the new Kyrgyz press.

In this study, the news of violence against women in the Kyrgyz press was determined as the scope of analysis. In this context, the news of violence against women published in the newspapers of Vecherniy Bishkek, Delo Nomer, and Kyrgyz Tyysu, which have the highest circulation rate in the Kyrgyz press, were analyzed. Content analysis was used in the study. Content analysis, in general terms, is the analysis method that aims to describe the frequency percentage of message and information, to group them according to certain categories, and describe the relationality between these groups (Bilgin, 2014: 11, 18,19).

The universe of the research is the newspapers regularly published in Kyrgyzstan. The sample is Vecherniy Bishkek newspapers, Delo Nomer, Kyrgyz Tyysu. The reason for choosing these three newspapers is that their circulation is the most common.

In the study, which uses content analysis method, frequency analysis, which is used to determine the percentage and proportional frequencies of the message, categorical analysis in which the message is divided into units and grouping into categories according to certain criteria and relational techniques to determine the relevance of the two categories are applied.

The coding phase was carried out as follows: according to the victim's harm. For example, if the victim was physically damaged in the category of physical violence, sexual violence if it was damaged, and economic violence if it was damaged economically.

The statistical program SPSS was used to determine the proportional and percentage frequencies. Each violence news was coded within the framework of the research questions, and the encodings were analyzed by three researchers within the scope of the news. One of the coders is the author of the article, and the other two are people who teach in journalism at the faculty of communication. In the study, the coders were both based on news that they had ideas. For this reason, the analyzes were analyzed over 712 news items, where the coders agreed. News that coders have not agreed on has not been analyzed.

Within the scope of the research, to describe the way of coverage of news on violence against women searched for basic answers to the following questions.

RQ1 What is the position of news about violence against women?

RQ2 What are the details of violence in the news of violence against women?

RQ3 What is the position of the perpetrator and victim in the news of violence against women?

RQ4 What is the relationship between the perpetrator and the perpetrator in the news of violence against women?

3.1. Results and Discussion

The research has been examined in four subjects, namely, the position of the newspapers about violence against women, the details of the news about violence against women, the place of the victim in the news about violence against women, and the relationship between the perpetrator and the victim of violence.

Newspaper Coverage of News of Violence Against Women

In this section, to determine the positioning of the news about violence against women, the information on the rates of newspaper violence against women, the use of photographs, the number of lines, and the gender of the newspapers reporting the violence against women are presented.

Ratios of Violence Against Women According to Newspapers

Table 1. News of Violence in Newspapers Published in 2018

newspapers	violence	percent
vecherniy bishkek	505	% 70,9269
delo nomer	138	% 19,3829
Kyrgyz tyysu	69	% 9,6902
total	712	% 100

The number of news published by the newspapers on violence in 2018 is shown in Table 1. According to this, the newspaper Vecherniy

Bishkek published 505 news on violence, Delo Nomer published 138 news and the newspaper Kyrgyz Tyysu published 69 news. The newspaper Vecherniy Bishkek reported violence issues the most (70.9269%), while the newspaper Kyrgyz Tyysu reported the least (9.6902%).

Table 2. News of Violence Against Women Published by Newspapers in 2018

newspapers	violence	percent
vecherniy bishkek	49	% 63,6363
delo nomer	16	% 20,7792
Kyrgyz tyysu	12	% 15,5845
total	77	% 100

News of violence against women published by newspapers throughout 2018 is presented in Table 2. In this context, there is a similarity between the violence news published by the newspapers and the violence against women they published. As can be seen from the table, the newspaper with the highest level of violence against women was Vecherniy Bishkek and the least was Kyrgyz Tyysu.

Table 3. Distribution of News on Violence Against Women by Months

Months	Frequency	Percent	Valid Percent	Cumulative Percent
january	10	13.0	13.0	13.0
february	7	9.1	9.1	22.1
march	6	7.8	7.8	29.9
april	10	13.0	13.0	42.9
may	5	6.5	6.5	49.4
june	3	3.9	3.9	53.2
july	12	15.6	15.6	68.8
august	8	10.4	10.4	79.2
september	4	5.2	5.2	84.4
october	7	9.1	9.1	93.5
november	1	1.3	1.3	94.8
december	4	5.2	5.2	100.0
total	77	100.0	100.0	

In the table above, the rate of newspaper coverage of violence against women by months is given. When the news of violence against women in the Kyrgyz press is examined; it was observed that such news was mostly used in July (15.6%), and that it was at least in November (1.3%).

Forms of Photography Usage in News of Violence Against Women

Table 4. The Use of Photographs in News of Violence Against Women

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	40	51.9	51.9	51.9
	Yes	37	48.1	48.1	100.0
	Total	77			
			100	100	

The use of photographs in the news of violence against women is indicated in the table above. Since the photographs used per news were taken as the basis, photographs were not used in 40 news (51.9%) and 37 news included photographs (48.1%). Who is included in the news photos is presented in the table below. However, the use of photographs in journalists' news may also be restricted for legal reasons.

Table 5. Type of Photographs in News of Violence Against Women

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	internet	18	48.6	48.6	48.6
	perpetrators	3	8.1	8.1	56.8
	victims	13	35.1	35.1	91.9
	perpetrators and victims	3	8.1	8.1	100.0
	total	37	100.0	100.0	

Table 5 shows the photographs used in the news of violence against women. According to this: 48.6% of the news photos are internet-

based, 8.1% are the photographs of perpetrators, 35.1% photographs of victims and 8.1% are the photographs of perpetrators and victims. In the news of violence against women, newspapers mostly used internet-based photographs or photographs of victims.

The area dedicated to news of violence against women

Table 6. Number of Lines in News of Violence Against Women

			Valid	Cumulative
	Frequency	Percent	Percent	Percent
	1-50	59	76.6	76.6
	51-100	6	7.8	84.4
Valid	101-150	3	3.9	88.3
	151-200	5	6.5	94.8
	+200	4	5.2	100.0
	Total	77	100.0	100.0

When the coverage of violence against women is examined, it is seen that the news is generally in the range of 1-50 lines (76.6%). While 51-100 line spacing constitutes 7.8% of the news, 101-150 line spacing is 3.9%, 151-200 line spacing is 6.5%, and 200 and above line spacing is 5.2%. In this context, the low number of lines of news about violence against women can be considered as an indicator of not going into details.

Gender of Journalists Writing Violence Against Women

Table 7. Gender of Journalists Writing News of Violence Against Women

		Frequency	Percent	Valid Percent	Cumulative Percent
	no information	19	24.7	24.7	24.7
Valid	women	30	39.0	39.0	63.6
	man	26	33.8	33.8	97.4
	women and man	2	2.6	2.6	100.0
	total	77	100.0	100.0	100.0

Table 7 presents the gender of journalists who wrote about violence against women. While the journalists who wrote the most about violence against women were women with a rate of 39.0%, there were 33.8% men, 24.7% of the news that do not have the name of the reporter, and 2.6% of the news that men and women co-wrote.

Details of Violence

In this section, the details of the violence such as the spatial position of the act of violence, the place of the act of violence, the cause of the act of violence, the type of violence, and the consequences of violence are presented.

Spatial Location of Violence

Table 8. The Areas in Which Violence Takes Place

		Frequency	Percent	Valid Percent	Cumulative Percent
	province	54	70,1	70,1	70,1
	sub-province	10	13,0	13,0	83,1
Valid	village	9	11,7	11,7	94,8
	no information	4	5,2	5,2	100,0
	total	77	100,0	100,0	100,0

In the narration of the events, it is seen that the spatial position of the act of violence is also included. As stated in the table above, it is seen that the most common place for violence against women is a province (70.1%). Regarding the ratio of the places where violence against women took place, the sub-province is 13%, the village is 11.7% and the unspecified location is 5.2%. This may create a perception by the readers that large settlements are less secure.

Place of Acts of Violence

Table 9. Place of Acts of Violence Against Women

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	victim's house	28	36,4	36,4	36,4
	relative's house	1	1,3	1,3	37,7
	on the street	26	33,8	33,8	71,4
	not indicated	12	15,6	15,6	87,0
	at work	7	9,1	9,1	96,1
	at the hotel	3	3,9	3,9	100,0
	total	77	100,0	100,0	

Information on the location of the violence is given in Table 9. 36.4% of the acts of violence took place at the victim's house, 33.8% victim's house, 15.6% not indicated, 9.1% at work, 3.9% at the hotel, 1.3% in the relative's house. It is seen that acts of violence most take place in the victim's house and on the street. This may give readers the thought that they are unsafe even in their home in a spatial context.

Causes of Violence Acts

Table 10. Causes of Violence Acts Against Women

			Valid	Cumulative
	Frequency	Percent	Percent	Percent
	leaving	2	2.6	2.6
	home			
	economic	20	26.0	28.6
	problems			
Valid	alcohol and			
	substance	6	7.8	36.4
	use			
	jealousy	5	6.5	42.9
	dispute	13	16.9	59.7
	reason			
	unspecified	22	28.6	88.3
	sexual	9	11.7	100.0
	total	77	100.0	100.0

In the news of violence against women, some information is given about the causes of violence. According to this, the acts of violence against women occurred due to the following reasons: 2.6% leaving home, 26% economic problems, 7.8% alcohol and substance use, 6.5% jealousy, 16.9% dispute, 28.6% reason unspecified, 11.7% sexual violence. While generally the causes of violence are not stated,

it is seen that the most frequent causes of violence arise from economic reasons. This situation is in line with the information presented in the literature section of the research. There is a judgment in the literature that the cause of violent acts is largely related to the economy.

Type of Violence

Table 11. Types of Violence Against Women

			Valid	Cumulative
	Frequency	Percent	Percent	Percent
	physical	45	58,4	58,4
	sexual	19	24,7	83,1
Valid	economic	13	16,9	100,0
	total	77	100,0	

When examining the types of acts of violence, it is seen that women are the most subjected physical violence (58.4%), sexual violence is 24.7% and economic violence is 16.9%. None of the newspapers covered the psychological violence, which is a form of violence. In this context, journalists mostly included physical violence in their news because these events have more readers than other violence events.

Types of violence acts and tools used

Tablo12. Types of Violence Against Women and The Tools Used

	Frequency	Percent	Valid Percent	Cumulative Percent
the use of physical force	25	32,5	32,5	32,5
firearms	1	1,3	1,3	33,8
cutting tools	20	26,0	26,0	59,7
burning chemicals	1	1,3	1,3	61,0
the retention	3	3,9	3,9	64,9
hitting by vehicle	6	7,8	7,8	72,7
not specified	11	14,3	14,3	87,0
choking	4	5,2	5,2	92,2
fraud / stealing	6	7,8	7,8	100,0
total	77	100,0	100,0	

In the news of violence, there are details about how the violence took place. Considering these details, the use of physical force 32.5%, the use of firearms 1.3%, the use of cutting tools 26%, the use of burning chemicals 1.3%, the retention 3.9%, the hitting by vehicle 7.8%, 14.3% not specified, choking 5.2%, fraud / stealing 7.8%. Based on

these data, it can be seen that violence against women occurs the most by using physical force while burning chemical substance is the least.

Consequences of Violence

Table 13. Consequences of Violence Against Women

			Valid	Cumulative
	Frequency	Percent	Percent	Percent
	assault	10	13,0	13,0
	injuries	7	9,1	22,1
Valid	death	37	48,1	70,1
	no information	6	7,8	77,9
	economic harm	8	10,4	88,3
	sexual harm	9	11,7	100,0
	total	77	100,0	100,0

The consequences of the violence in the news are presented in Table 13. As can be seen from the table, the majority of acts of violence resulted in death. The other consequences of violence are 13% assault, 11.7% sexual harm, 10.4% economic harm, and 9.1% injury. In 6 pieces of news, the consequences of violence were not reported to the reader (7.8%). When the results of violence are analyzed, it is seen that death events are given more place. The reason for this, as Ramonet stated, is that the news of death and injury caused people to excitement and to be read more (Ramonet, 2000:121).

Violence, perpetrator and victim relationship

In this section, it was attempted to determine the relations between violence, perpetrator, and victim as well as the relationality between the perpetrator and victim in the newspapers' news of violence against women.

Information about perpetrator provided to readers

In this section, the ways of informing the readers about gender, age, and the number of people who perpetrated violence against women were examined.

Table 14. Gender Ratio of People Who Perpetrated Violence Against Women

			Valid	Cumulative
	Frequency	Percent	Percent	Percent
	undetected			
	13	16.9	16.9	16.9
	gender			
Valid	women	8	10.4	27.3
	man	56	72.7	100.0
	total	77	100.0	100.0

As can be seen in the table above, the majority of those who committed violence against women are men (72.4%), while the percentage of violence committed by women is 10.4%, the rate of violence committed by not determined and undetected gender is 16.9%.

Table15. Age Distribution of People Who Perpetrated Violence Against Women

		Frequency	Percent	Valid Percent	Cumulative Percent
	no information	45	58.4	58.4	58.4
	18-23	10	13.0	13.0	71.4
Valid	24-29	4	5.2	5.2	76.6
	30-35	8	10.4	10.4	87.0
	36-41	3	3.9	3.9	90.9
	42-47	2	2.6	2.6	93.5
	48-53	2	2.6	2.6	96.1
	+54	3	3.9	3.9	100.0
	total	77	100.0	100.0	

Although there is no information about the age of the perpetrator in most of the news of violence against women (58.4%), 13% in the 18-23 age group, 5.2% in the 24-29 age group, 10.4% in the 30-35 age group, 3.9% in the 36-41 age group, 2.6% in the 42-47 age group, 2.6% in the 48-53 age group, and 3.9% in the age group of 54 and over. Based on this information, perpetrators are between 18-23 and 30-35 years old.

Table16. Quantity of People Perpetrated Violence

			Valid	Cumulative
	Frequency	Percent	Percent	Percent
Valid	one person	44	57.1	57.1
	more than one person	19	24.7	81.8
	the unknown	14	18.2	100.0
	total	77	100.0	100.0

The news of violence against women also contains information about the number of perpetrators. According to this, the ratio of perpetrators of violence against women has been identified: one person is 57.1%, more than one person is 24.7%, the unknown status of the perpetrators of violence is 18.2%. In this case, it can be concluded that one person perpetrates the majority of the violence against women.

Information Provided to Readers about Victims

In this section, the information about the age range and marital status of women who have been subjected to violence has been examined.

Table17. Age Distribution of Victims

		Frequency	Percent	Valid Percent	Cumulative Percent
	no information	51	66.2	66.2	66.2
	18-23	7	9.1	9.1	75.3
	24-29	5	6.5	6.5	81.8
Valid	30-35	4	5.2	5.2	87.0
	36-41	3	3.9	3.9	90.9
	42-47	2	2.6	2.6	93.5
	48-53	2	2.6	2.6	96.1
	+54	3	3.9	3.9	100.0
	total	77	100.0	100.0	

In most of the news of violence against women, it is seen that no information was given about the age of the victim (66.2%). Also, when the age of the women who are subjected to violence is examined, it is seen that the average age of the women who are exposed to violence is between 18-23 years (9.1%). Respectively, in the 24-29 age group is 6.5%, 30-35 age group 5.2%, 36-41 age group 3.9%, 42-47 age group 2.6%, 48-53 age group 3.6 %, in the age group of 54 and over 3.9%.

Table 18. Marital Status of Victim

				Valid	Cumulative
		Frequency	Percent	Percent	Percent
	no information	60	77.9	77.9	77.9
Valid	married	12	15.6	15.6	93.5
	singles	5	6.5	6.5	100.0
	total	77	100.0	100.0	

In 77.9% of the news of violence against women, no information was given about the marital status of women who were subjected to violence. Based on the information provided by the newspaper in the news of violence against women, the rate of those who are married and exposed to violence is 15.6% and that of singles is 6.5%.

Table 19. Victim's Criminal Complaint Status

				Valid	Cumulative
		Frequency	Percent	Percent	Percent
	no	37	48.1	48.1	48.1
	judicial authorities	3	3.9	3.9	51.9
Valid	security forces	34	44.2	44.2	96.1
	no information	3	3.9	3.9	100.0
	total	77	100.0	100.0	

The news texts were also examined on whether women filed a criminal complaint about the violence they had experienced. According to this, 48.1% of the women who have been subjected to violence did not make any criminal complaint, 3.9% made a criminal complaint to the judicial authorities, 44.2% to the security forces, the rate of those who are reported to file a criminal complaint, not indicating the name of the authority is 3.9%. It is seen that women make a complaint the most to the security forces.

The relationship of Perpetrator, Victim and Violence

In this section, in order to reveal the relationship between perpetrator, victim, and violence in cases of violence against women; the data presented by the newspapers to the readers about the proximity of the perpetrator to the victim, data on the type of violence and criminal complaint, type of violence and perpetrator's proximity to the victim, type of violence and perpetrator's age, the consequence of violence and proximity of perpetrator to the victim were examined.

Table 20. The Proximity of Perpetrator to The Victim

			Valid	Cumulative
	Frequency	Percent	Percent	Percent
	no information	1	1.3	1.3
	husband	4	5.2	6.5
	lover	5	6.5	13.0
Valid	brother	1	1.3	14.3
	unknown person	53	68.8	83.1
	ex husband	1	1.3	84.4
	ex lover	3	3.9	88.3
	neighbor	2	2.6	90.9
	friend	4	5.2	96.1
	mother	2	2.6	98.7
	relative	1	1.3	100.0
	total	77	100.0	100.0

Based on the news of violence against women, the majority of people who perpetrate violence against women are carried out by unrecognized person or persons (68.8%). Respectively the rate of the violent acts committed by lover 6.5%, spouse or friend 5.2%. In the majority of the news, it is seen that it includes information about the proximity of the perpetrators of violence to victims. Violent acts by

unrecognized people can lead readers to bad world syndrome. For this reason, readers may tend to be more sensitive and suspicious in human relationships.

Table 21. Data on The Type of Violence and Criminal Complaint

<i>type of violence</i>	criminal complaint				Toplam
	No information	judicial authorities	Security Forces	No information	
physical violence	30 66.7%	1 2.2%	12 26.7%	2 4.4%	45 100.0%
sexual violence	5 26.3%	2 10.5%	12 63.2%	0 .0%	19 100.0%
economic violence	2 15.4%	0 .0%	10 76.9%	1 7.7%	13 100.0%

In the table above, some data regarding the type of violence and criminal complaint were obtained. Accordingly, the majority of women who were subjected to physical violence (66.7%) did not make any criminal complaints. The majority of the victims of sexual violence (63.2%) and economic violence (76.9%) filed a criminal complaint to the security forces. Based on these data, women make

fewer complaints when they are exposed to physical violence, while they make a criminal complaint to the security forces when subjected to economic and sexual violence.

Table 22. Data On The Type of Violence and Proximity of The Perpetrator To The Victim

	no	husb	lover	brode	unkno	ex	ex	neig	friend	mothe	relati	total
	infor	end		r	wn	husba	lover	hbor		r	ve	
	matio				person	nd						
	n											
physic												
al	1	3	2	0	28	1	3	1	3	2	1	45
violence	2.2%	6.7%	4.4%	.0%	62.2%	2.2%	6.7%	2.2%	6.7%	4.4%	2.2%	100.0%
sexual												
violence	0	1	2	1	13	0	0	1	1	0	0	19
ce	.0%	5.3%	10.5%	5.3%	68.4%	.0%	.0%	5.3%	5.3%	.0%	.0%	100.0%
econo	0	0	1	0	12	0	0	0	0	0	0	13
mic												
violence	.0%	.0%	7.7%	.0%	92.3%	.0%	.0%	.0%	.0%	.0%	.0%	100.0%
ce												

In the table above, a relational data was searched for the type of violence and the perpetrator's proximity to the victim. According to this, it was found that physical violence was mostly used by people who did not know the victim (62.2%), and then women were exposed to violence by spouse, ex-lover and friend (6.7%). According to the

data on sexual violence, the victims did not know the perpetrator of sexual violence (68.4%), the sexual violence by victims' lover is (10.5%). When the economic violence is examined, it is found that the majority of the victims did not know the perpetrator (92.3%), and then this type of violence is committed by the lover of the victim (7.7%). In general, in all three types of violence, victims often do not know their perpetrators. On the other hand, can be said that the victims were exposed to violence mostly by their lovers.

Table 23. Data on Type of Violence And Age of Perpetrator
Age of Perpetrator

<i>Type of Violence</i>	<i>No information</i>	<i>18-23</i>	<i>24-29</i>	<i>30-35</i>	<i>36-41</i>	<i>42-47</i>	<i>48-53</i>	<i>+54</i>	<i>Total</i>
physical violence / %	26 57.8%	4 8.9%	2 4.4%	6 13.3%	2 4.4%	2 4.4%	1 2.2%	2 4.4%	45 100.0%
sexual violence %	12 63.2%	3 15.8%	1 5.3%	2 10.5%	0 .0%	0 .0%	1 5.3%	0 .0%	19 100.0%
economic violence %	7 58.4%	3 13.0%	1 5.2%	0 10.4%	1 3.9%	0 2.6%	0 2.6%	1 3.9%	13 100.0%

Most reports of violence against women did not provide information about the age of the perpetrators. (physical violence 57.8%, sexual violence 63.2%, economic violence 58.4%). According to the information given, the age group who committed physical violence the most is 30-35 years (13.3%), the age group of those who committed

sexual violence the most is 18-23 (15.8%), and the age group of those who committed economic violence the most is 18-23 (13%).

Table 24. *Data On The Consequences of Violence and Proximity of The Perpetrator To The Victim*

	no informati on	husban d	loverbrothe r	unkno wn person	ex husban d	ex love r	neighb r	frien d	moth er	relativ e	total	
Assault %	0	1	0	0	9	0	0	0	0	0	0	10
	,0%	10,0%	,0%	,0%	90,0%	,0%	,0%	,0%	,0%	,0%	,0%	100,0%
Injuries %	0	1	0	0	4	0	0	0	1	0	1	7
	,0%	14,3%	,0%	,0%	57,1%	,0%	,0%	,0%	14,3%	,0%	14,3%	100,0%
death%	1	2	2	1	21	1	3	1	3	2	0	37
	2,7%	5,4%	5,4%	2,7%	56,8%	2,7%	8,1%	2,7%	8,1%	5,4%	,0%	100,0%
No informati on %	0	0	1	0	5	0	0	0	0	0	0	6
	,0%	,0%	16,7%	,0%	83,3%	,0%	,0%	,0%	,0%	,0%	,0%	100,0%
economic harm %	0	0	0	0	8	0	0	0	0	0	0	8
	,0%	,0%	,0%	,0%	100,0%	,0%	,0%	,0%	,0%	,0%	,0%	100,0%
sexual harm %	0	0	2	0	6	0	0	1	0	0	0	9
	,0%	,0%	22,2%	,0%	66,7%	,0%	,0%	11,1%	,0%	,0%	,0%	100,0%

Table 24 presents some data on the consequences of violence and the perpetrator's proximity to the victim. Based on this information, the majority of those who have committed an assault as a result of violence do not recognize victims (90.0%). However, there is data on assault committed by husbands of women (10.0%). In the case of injuries, mostly victims do not know the perpetrators (57.1%). However, the cases of injuries caused by spouses, friends and relatives (14.3%) can

be identified as well. In the case of violence against women resulting in death, the perpetrators are mostly are not familiar with the victims (56.8%), while the rate of violence by former lovers and friends is 8.1%. It was seen respectively that sexual violence was committed mostly by unknown persons (66.7%), by lovers (22.2%) and neighbors (11.1%).

CONCLUSION

The concept of violence is defined in the most general sense as the use of pressure and force by one person to another. Violence against women is gender-based behaviors that cause physical, psychological and economic harm. This type of violence, which is women-oriented and gender-based, manifests itself in public and private spheres, and sometimes appears in the press.

The study focused on the ways in which the press presents violence against women within the framework of news about violence against women in the Kyrgyz press.

Within this scope, the newspapers with the highest circulation Delo Nomer, Kyrgyz Tuusu and Vecherniy Bishkek were selected as the sample among the newspapers published in Kyrgyzstan. In this context, content analysis was conducted on news of violence against women for a period of twelve months, from 1 January 2018 to 31 December 2018. In the study, frequency analysis, which is used to determine the percentage and proportional frequencies of the message, categorical analysis in which the message is divided into units and

grouped into categories according to specific criteria and relational techniques to determine the relevance of the two categories are applied.

The statistical program SPSS was used to determine the proportional and percentaged frequencies. Each violence news was coded within the framework of the research questions, and the encodings were analyzed by three researchers within the context of agreed news.

In general, it was found that the total number of news on violence published in 2018 was 712, while the rate of violence against women was around 10.67% (77). In addition to the news of violence, it is determined that the representation of news of violence against women is very low and the Kyrgyz press reports publicize this issue the less.

Photographs of newspaper news of violence against women were also included. No photographs were used in most of the news (51.9%). When the used news photos were examined, 48.6% of them published internet-based photographs and references were not given. It was also found that the newspapers included photographs of victims more than the perpetrators. Within the scope of the study, the area of news of violence against women covered by newspapers was questioned. In general, news on violence against women in newspapers is between 1-50 lines (76.6%). This leads to the conclusion that violence against women occupies a minimum amount of space and therefore less detail is provided. It was discovered that the news about violence against

women is mostly written by women (39.0%), but it is seen that male writers make a significant amount (33.8%).

In this study, the violence in the news texts is examined. In the narration of the events, it is seen that the spatial position of the act of violence is also included. While the place most violent acts take place in provinces, the violence occurs mostly in the victim's own home and on the street. While newspapers often do not give the cause of violence, economic problems are often cited as the cause of violence. However, it should be noted that economic violence, which is one of the types of violence, is shown at a minimum level in newspapers compared to other types of violence. According to the newspaper reports, women face physical and sexual violence the most. Actions are generally implemented in the form of the use of physical force. It is seen that the majority of the acts of violence resulted in death. This situation leads to the conclusion that the news that resulted in death is more frequently reported in the new of violence against women.

Some information about the criminal-victim relationship is also provided in the news. According to the news texts, while the majority of the people who perpetrate violence against women are men, people in the age group of 18 and 23 act more violently and the acts of violence are usually carried out by one person. In this study, some relational data were obtained between age groups and types of violence. For example, it is found that the age group that most resort to physical violence is in the 30-35 age range, and the age group of those who resort to sexual and economic violence is 18-23.

Most of the newspapers did not provide information about the age and marital status of women who have been subjected to violence. However, in the light of the information given, it was concluded that the average age of the women who were exposed to violence the most were in the 18-23 age group and the majority were married. Victims did not file any criminal complaints against violence, and the majority of the victims complain to the security forces. However, it is seen that this data changes according to the type of violence. In other words, those who have been subjected to physical violence prefer not to file a criminal complaint, whereas those who have been subjected to sexual and economic violence have made more complaints.

When the relationship between the violence consequences and the perpetrator is examined, in cases that resulted in death, assault, injury and sexual harm the victims were not familiar with the perpetrators. According to the victims' acquaintances, the incidents that resulted in death were carried out by the victim's ex-lovers and friends, while in cases of injuries violent acts were carried out by spouses, friends and relatives, and sexual harm performed by the lovers and neighbors.

When a general evaluation is made, it is seen that the news of violence against women in the Kyrgyz press remains below the other news of violence. A large proportion of reported violence against women has resulted in death or injury. This supports Michaud's approach, which, due to the economic concerns of printing, includes exciting events and phenomena to expand the readership. The newspapers mostly included incidents occurred in the provinces, presented to the reader the victim's

house or street as a place of violence, and the victim was not familiar with the perpetrator. As Gerbner points out, it is thought that readers may refer to mean world syndrome. The fact that the photos of the criminals are neglected and the emphasis on the photos of the victim can lead readers to internalize the mean world syndrome. However, the socio-psychological effects of violence news will open the way to another research.

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CHAPTER 5

**THE CONVENIENCE OF
NEURO-DEVELOPMENTAL CHILD TESTS IN
DEVELOPMENTAL EVALUATION**

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INTRODUCTION

Development is considered as a qualitative and quantitative change process in every respect for each individual from infancy. The information obtained about these changes and the evaluation results determine the expectations about the children's skills, the needs and deficiencies of them and their families, and how to take them into account (Skovgaard et al. 2004; Bee & Boyd, 2009; Trawick-Swith, 2013). At this stage, the importance and function of developmental evaluation come to the forefront.

Development is affected by hereditary and environmental factors, as well as by the time factor. While biological factors are regarded in terms of two main elements as heredity and hormones, environmental factors include a structure that includes many elements from prenatal period to postnatal period. After birth, all living and non-living things in the environment where the baby lives can affect its development positively or negatively. Numerous variables and stimuli such as communication with the environment, family structure, socio-cultural conditions, economic status, nutrition, social culture, peers are in the environmental impact area of the baby after birth (Skovgaard et al. 2004; Aslan, 2017; Cherry, 2018; Kurnaz-Adıbatmaz & Özyürek, 2019). Therefore, it is favorable to consider various factors together when performing an evaluation.

The developmental areas are examined by researchers through grouping them as cognitive development, motor development, language development and social-emotional development (Anlar &

Yalaz, 1996; Mcclelland et al. 2000; Hwang et al. 2015; Kahraman et al. 2016). However, developmental tests evaluate these distinctions in more detail, including many development areas. These areas are; mental / cognitive, physical, language, psycho-motor, emotional, social, moral, personality-character, perception, sense, sexual, spiritual, self-care development areas.

1. THE SIGNIFICANCE OF DEVELOPMENTAL EVALUATION

Developmental evaluation is a practice that includes the holistic features of development evaluation, monitoring and support, and methods of preventing, reducing, treating or directing them correctly and effectively when problems are noticed. Consequently, early diagnosis and early intervention are profoundly critical in development evaluation. Following to the realization of the significance of evaluating, monitoring and supporting development, the disciplines training health and education professionals (preschool education, child development, child health and diseases, child and adolescent mental health and diseases, psychology, physical medicine and rehabilitation, physiotherapy, guidance psychological counseling, speech-language therapy, audiology, special education, etc.), Child Recognition and Assessment, theoretical and clinical trainings have started to be integrated into the curriculum in undergraduate education programs (Baykan et al. 2002; Bertan et al. 2009; Tunceli & Zembat, 2017; Kurnaz-Adibatmaz & Özyürek, 2019).

The main purpose of early and long-term developmental evaluation and monitoring is expressed as to determine the delays that may be seen in the future as early as possible, to provide the necessary treatment and support education, to administer treatment processes and planning and family guidance in this regard, to identify the developmental difference of the baby or child in the early period and to detect the appropriate needs in the process taking the necessary precautions and increasing the quality of life of the child and family. In the holistic development evaluation process, the cooperation of the family is definitely required (Terracciano, 2011; Kaviani et al. 2014).

Development evaluation and monitoring is a process that requires a multifaceted set of liabilities. Experts undertaking the task of evaluating, monitoring and supporting the development of children, who are the future of societies, must have a scientific knowledge infrastructure specific to the field, be able to reflect this knowledge in practice, and have competence in the skills in order to fulfill this responsibility both scientifically and socially. Otherwise, an improper development evaluation may lead the baby or the child to some negative consequences that are irreversible and tough to compensate (Boelen, 1994; Karaaslan, 2016).

The roles defined by Boelen (1994) within the framework of the five competencies for the experts who aim to evaluate, monitor and support children's development (Cited in: Karaaslan, 2016). *Service provider* who establishes a relationship based on trust throughout the

monitoring process by taking a holistic approach to the child and their family as a member of the society,

- *Decision maker* who chooses the ethical, scientific evidence-based, culturally appropriate and up to date of the evaluation, support tool or approach to be utilized while providing the service,
- *Communicator* who empowers families to accept the developmental difficulties of their children and support their development,
- *Community leader* who invokes policy makers and systems for child benefit
- *Manager* who can work in harmony with individuals and organizations from inside and outside the healthcare system to meet the needs of children and families.

Evaluation is performed in two distinct ways as formative and level determining evaluation. In formative assessment, developmental information about children is collected, compiled and utilized to support their development. The level determining evaluation includes a summary of the progress made by the individual after an experience. In the most general sense, evaluation covers the process of judgment and decision based on evaluation data and results (Stein, 2013; Bredekamp, 2015).

The development process does not occur at the same pace and rate in all children universally. There are numerous studies in the literature that indicate the significance of determining the children with

developmental retardation and special needs, especially in the first 36 months of their lives (Ertem, 2005; Radecki, et al. 2011; Demirci & Kartal, 2012; Weitzman, 2013). On this account, early intervention and early diagnosis approaches have become quite paramount in studies conducted in recent years.

Developmental delay or retardation is addressed in a number of studies as a marked delay in gross and fine motor, language and speech, cognitive, social development or gaining daily life skills. Children with developmental delay have difficulties in demonstrating the skills expected from their chronological age. The delays may appear as temporary or permanent delays, and the insufficiencies that occur as a result of delays can be included in various classifications as light, medium, heavy. Potential causes of developmental delays are remarked as genetic, environmental and both genetic and environmental factors (Glascoe, 2000; Halfon et al. 2004; Kaymaz-Küçük & Bayhan, 2018). Regardless of the reason, it is certainly vital to determine the developmental delays of children from the earliest age in order to minimize or prevent problems that may arise later.

2. PRINCIPLES TO BE CONSIDERED IN THE EVALUATION OF DEVELOPMENT

In the utilization of developmental tests and other methods that evaluate development, there are some essential principles that should be noted while evaluating the child. Being conscious about these principles will have a beneficial effect on increasing the validity and reliability of the tests and will also ensure the tests reach their goals.

These principles are (Shepard et al. 1998; Snow & Van-Hemel, 2008; Snow & Van-Hemel, 2008; Glascoe, 2000):

- The assessment should be aimed at a specific goal.
- It should be ensured that the necessary arrangements for the development of the child and individual situations have a certain standard.
- A measurement tool appropriate for the purpose of the evaluation should be utilized.
- Evaluations should be well planned.
- Parents must be included in the evaluation process.
- The age of the child should be taken into account in the evaluation process.
- Attention should be paid to legal and ethical compliance.
- The best interests of the child should be considered in evaluations.
- Continuity of evaluations should be assured.
- Assessment tools should be convenient for culture and language.
- In the process of evaluating children, appropriate conditions should be provided in order to perform an accurate assessment.
- Information about the child should be obtained from multiple sources.

3. EVALUATION METHODS IN EARLY CHILDHOOD EDUCATION

Types of assessment differ according to various sources. Assessment types, which are regarded as formative and level determinant in some sources, are discussed under the name of informal and formal evaluations in another resource.

Assessment refers to the educator's making educational decisions during the day and collecting and interpreting information to adapt the teaching. Formal evaluation is a type of evaluation that utilizes specially created tools with a pre-determined process. Standard development tests are also under the title of formal evaluation.

As a result of the studies conducted to determine the assessment methods to be applied in the early childhood period, there are four important organizations around the world that carry out studies and direct the field, they are:

- Division for Early Childhood (DEC),
- National Association for the Education of Young Children (NAEYC),
- National Education Goals Panel (NEGP),
- Head Start National Reporting System (NRS)

These organizations suggested that development evaluation should be examined under two main headings. These are 'Multi Method' and 'Authentic Method' (Bond, 1995; Pike & Salend, 1995).

Multi Method

Multiple methods consist of interview, observation, portfolio, standard tests, checklists, rating scales, anecdote recording and the use of potential determination tools. It is stated that multiple evaluations made in early childhood provide an opportunity for in-depth evaluation (DEC, 2007; Halfon et al. 2004).

Authentic Method

Authentic evaluation is the evaluation of the child in situations that occur in the natural life of the child during observation, plays and activities. Owing to this child-oriented and interactive method, it is achievable to obtain information about the interaction of the child's natural environment and skills.

By using the authentic assessment method in addition to using the measurement tools in the evaluation of the child's performance, more in-depth information about the child's development, skills and needs can be attained (Bond, 1995; Pike & Salend, 1995; Snow & Van-Hemel, 2008; DEC, 2007; Weitzman, 2013).

4. DEVELOPMENTAL TESTS

Without rejecting the claim that intelligence is an incommensurable quality, it is possible to make realistic evaluations with small margin of error in determining the children who may have problems in the developmental stages in infancy and early childhood with the tests in which the syllabuses are observed by recognizing the universal skill criteria in the developmental stages.

Developmental tests are administered to monitor development in children, to identify developmental delays, to shed light on early diagnosis and medical assistance, and to routinely evaluate development. Developmental tests are frequently administered particularly in pre-school years when development is the fastest. Early diagnosis ensures that measures are taken for possible problems and early intervention is forged to environmental and structural problems the child may encounter.

Standard development tests; these are the tests in which all the children of the world who do the same action under the same conditions are evaluated under the same conditions. The actions in the tests were created universally by calculating the development levels of all children with normal development according to the calendar age. The validity and reliability of standard development tests must be confirmed, and they must be standardized. It is divided into two as 'criterion dependent tests' and 'norm dependent tests' as scoring type (McAfee & Leong, 2012; Blake & Wise, 2014).

Developmental screening tests are administered to evaluate and monitor the main developmental areas such as mental / cognitive, physical, language, psycho-motor, emotional, social, spiritual, perception, sexual, sensory, morality, personality-character, self-care. Validated and reliable universal tests mainly aim to evaluate children's skills such as perception, intelligence / ability, selective attention, brain-sense relationship, logical reasoning, arithmetic, articulation, memory, and spatial perception.

- Learning Difficulty
- Dyslexia (Memory and language difficulties)
- Discalculi (Math and arithmetic difficulties)
- Disgraphly (Difficulty in writing)
- Autism spectrum disorders (Autism, Atypical autism, Asperger)
- Mental Retardation
- Intelligence level (Perceptual and reasoning skills)
- Superior intelligence / ability
- Memory ability
- Speech and language development disorders
- Articulation skill
- Readiness for primary school
- Be ready for toilet training
- Selective attention skills and hyperactivity
- Personal-social development
- Personality and character analysis
- Visual-spatial perception skill
- Learning concepts
- Professional disposition
- Hand-eye coordination test
- Artistic skill traits
- Logical reasoning and reasoning power
- Memory ability
- Arithmetic speed

Such suspicious situations in terms of developmental differences can be predicted and evaluated with a very low margin of error through highly reliable tests, and early intervention opportunities are provided with medical units as a result of developmental diagnosis.

Developmental tests; tests measuring intelligence and cognitive abilities according to their content (For example, Cattell 2A Intelligence Test), tests measuring language development (For example, Peabody Picture Vocabulary Test), special ability tests (For example, Frostig Developmental Visual Perception Test), psychomotor measurement tests (For example, Gessell Developmental Figures Test) psychometric tests (For example, Metropolitan School Readiness Test), special disability determination tests (For example, M-Chat Autism Test) tests measuring attention, memory skills (Burdon Attention Test), conceptual development tests (For example, Boehm-3 Basic Concepts Test) are ranked among various groups (Pike & Salend, 1995; Snow & Van-Hemel, 2008).

CONCLUSION

There are numerous studies indicating that developmental screening tests are utilized in evaluating the social / emotional, motor and language development of children. Today, development tests are conducted to evaluate mental / cognitive, spiritual, moral, personality-character, perception, sensory, sexual, physical, self-care development areas outside of these main development areas.

The developmental status of children in the preschool period is detected, observed and monitored at certain intervals. Acknowledged results are obtained by documenting the information, sharing it with families, cooperating with experts and providing supportive programs to solve their problems (Lidz, 2003; Billington, 2006; Thambirajah, 2011; Santrock, 2013; Manna, 2014; Blake & Wise, 2014). This critical finding draws attention to the significance of development tests in revealing the necessity of conducting development evaluations in a holistic manner.

Developmental screening tests play a crucial role in determining which children have disabilities, developmental retardation, or learning difficulties or whether they have a risk (Shepard et al. 1998; Hills, Byrne, 2010; Bredekamp, 2015; Keenan et al. 2016).

Developmental tests can be administered to children of all ages after birth. However, the child must be over the age of 6 in order to be able to apply intelligence tests. Nevertheless, the evaluation of the baby's intelligence development in the period 0-2 years after birth can be evaluated as a result of the cautious evaluation of some key skills such as head holding, laughing, walking, speaking, and sequencing.

In order to evaluate babies who are suspected to have developmental problems in the early period and to plan their treatment processes, developmental tests are conducted by pediatricians working in the medical field, especially in the periphery (Annette, & Knoches-Lex, 1993; Cin & Ertem, 1997). It is aimed to provide the necessary treatment and rehabilitation support to children with problems in

medical issues related to growth and development with the test evaluations performed during long-term monitoring. Specialists working with neonatology can administer development tests in cooperation with other disciplines as a multidisciplinary.

A disabled child is a constant challenge for the family and society and poses a situation that requires intense responsibility. Thus, babies at risk of developmental sequel should be diagnosed early and monitored regularly. Developmental screening tests are particularly utilized in the medical field as these babies are diagnosed early, monitored well and regularly, and are directed to rehabilitation programs when necessary (Glascoe, 1995; Blackman, 1999). This reveals that the development evaluation and diagnostic tests are not only advisable for education but also in the field of health they play a significant role.

In addition, it is ensured that several factors affecting child development are detected through developmental screening tests. For instance, it was revealed in many studies that the socioeconomic level of the family was effective in infant development, and premature children with a low socioeconomic level scored lower on total IQ, verbal and academic performance tests than premature children with a high socioeconomic level. In addition, there are publications remarking that premature babies with affected neuromotor development can recover up to the age of 5 with the effect of favorable environmental conditions (Vohr, Oh, 1983; Vohr et al. 1992; Annette & Knoches-Lex, 1993). From this point of view, it is acknowledged that development tests have the function of revealing

the factors affecting development as well as determining the development.

Since the human brain is still a mysterious organ, it is not possible to measure accurately the phenomena of intelligence, brain functions and ability. However, the developmental tests mentioned above highly assist in evaluating these skills realistically. Despite of the fact that developmental tests are not the only source of detection, a standard assessment without these tests is highly challenging. A baby with developmental retardation can sometimes be regarded as normal by the parents or physicians, unless tests are administered to the child or the child is in early period.

In this context, the following suggestions can be proposed to ensure that developmental tests are convenient for evaluating child development:

- The person conducting the developmental tests should be professional and expert. The specialist who will evaluate child development should be an expert on child development, preschool education, guidance and psychological counseling, child psychiatry, child health and diseases, child health and development, special education, psychology.
- In the administration of the tests, it is essential to administer the test appropriate to the calendar age of the child.
- The person administering the child tests should pay particular attention to the physical environment characteristics (temperature, humidity, sound, lack of stimulus, etc.).

- It should be procured that the general arousal state of the child to whom child tests will be administered is at an appropriate level.
- The results of developmental tests should be evaluated holistically by experts along with other observation techniques.
- During the development tests, the child should not be guided, helped or given clues.
- The data obtained from the tests should be interpreted cautiously and the child and parents should be directed to the appropriate support units.
- As a result of the developmental test, if the child's status of being behind in one or more developmental areas according to her age is determined, the child should be screened in detail and the results should be provided by including different measurement tools.
- While performing evaluations, professional ethics and children's rights should be prioritized.
- Developmental diagnostic and evaluation tests should be included in the curriculum as routine screening at the end of the term.

In developmental disorders, a better condition can be achieved especially with early diagnosis and treatment. Additionally, it is recommended that children with a healthy development should have a development test between the ages of 12-24 months, between the ages of 3-5 and between the ages of 6-7, once between 0-6 months.

As a result; it is crystal clear that early childhood development evaluation is critical, these evaluations must be performed by experts and professionals, and the validity and reliability criteria of the measurement tools, as well as the adaptation / standardization of universal features, cultures, language and age should be assured.

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