

University Students' Metaphorical Perception about the Concept of Communication

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Extended Summary

Purpose

The main aim of this research is determine university students' metaphorical perception about the concept of communication.

Method

The study group of the research in which the qualitative research is used is composed of 340 students attending Siirt University in the department of Economics and Administrative Sciences, Faculty of Arts and Sciences, Faculty of Education, Department of Theology, Veterinary, Medicine, Physical Education and Sports, Siirt School of Health, School of Foreign Languages, Interpreting and Engineering Department.

In this research "phenomenology" is used as one of the qualitative research methods. Phenomenology focuses on the phenomena that people are aware of them in the surrounding environment but they do not have a deep understanding of them. There are many problems, experiences and perceptions in the environment that people live in. People's memories do not record all of these stimuli in the environment they live. Phenomenology is an effective method in determining people's level of awareness.

Research data have been collected through forms in which open-ended questions are included. Research data have been collected from the students who have participated in this research in the department of Economics and Administrative Sciences, Faculty of Arts and Sciences, Faculty of Education, Department of Theology, Veterinary, Medicine, Physical Education and Sports, Siirt School of Health, School of Foreign Languages, Interpreting and Engineering Department. An open-ended form was prepared to determine the perceptions of the students who participated in the research on the concept of "communication". They are asked to complete the sentence of "Communication is like... because...". Two ways are applied to carry out the research reliably and to increase its validity. These are allowing 15 minutes each student participating in the study and giving a similar metaphor example to each student in the study group.

Content analysis is done on the data obtained at the end of the study. The main aim in content analysis is to reach concepts and relationships that can explain the collected data. Data collected for this purpose are need to be conceptualized firstly, and then organized in a logical way according to the emerging concepts and accordingly to identify the themes describing the data.

During the analysis and interpretation of the data, there are two different stages that the study group has developed.

- A. Coding and Sorting
- B. Compiling example metaphor
- C. Developing categories
- D. Ensuring validity and reliability
- E. Transferring data to computer environment

In order to determine whether metaphors given under the twenty conceptual categories reached in the research represent a particular conceptual category expert opinion is consulted. Experts are given two lists and the first list contains 133 metaphors arranged in alphabetical order and the second list contains names and characteristics of twenty different conceptual categories. The experts have matched example metaphor list in the

first list with twenty conceptual categories in the second list using these two lists. Then, the matches made by the expert have been compared with the researchers' own categories. In the comparisons, the number of consensus and difference of opinions were determined and the reliability of the research is calculated using Miles ve Huberman's (1994: 64) formula "Reliability=(Consensus):(Consensus+ difference of opinions)x100". In qualitative studies, when the harmony between expert and researcher ratings is 0.93 and above reliability at the desired level is ensured. (Saban, 2009).

Conclusion and Discussion

The results obtained in the study, the participants' metaphors for the concept of communication respectively and the most belong to categories of "Basic need", "Information source", "Nature events", "Communication" "Length", "Being infinite". The categories represented least are "Place to be reached", "To be in harmony", "Geography", "Vehicles" and "Bad". Perceptions about the concept of communication skills of university students are given below.

According to university students in the "basic need" category, it is seen that participants state that communication is a necessity to meet daily needs and the greatest condition for the continuity of life. The reason why communication is chosen as the basic necessity of our lives is communication is the most important tool in conveying emotion, thought, news, and information among people.

- When examining the metaphor statements that constitute the "information source" category, participants state that information source for the concept of communication is means of communication and all information is available in these means and that it requires to have the ability to use communication tools to reach knowledge. Why communication is chosen as the "source of information" is that sources of communication are needed to communicate.
- In the "Length" category, it is seen that participants state that communication is everywhere and connected to everything and the communication may also be incomplete when the connection is broken.
- In the "infinite" category, it is seen that participants state that the concept of communication has depth and it is literary.
- Metaphors examples used least in the study; in the category represented by the least metaphor, metaphor produced by 1 student is "in harmony" category. It is seen that communication is stated as spiritual.
- Metaphor produced by 3 students is seen to be stated as communication causes addiction and dissuasion in the "bad" category.
- In general, according to the results obtained in the research, while Siirt University education faculty students produce metaphors about communication as "Basic need" and "Infinite", students of theology faculty do it as "Length" and "Basic need". Science and literature faculty students produce metaphors about communication as "Bad" and "Geography". Health Academy students produce metaphors about communication as "The place to be reached" and "Nature events".