
A SEMIOTIC ANALYSIS ON PUBLIC SPOT ADVERTISEMENTS
PREPARED FOR PREVENTION OF DISCRIMINATION IN
EMPLOYMENT PROCESS

İSTİHDAMDA YAŞANAN AYRIMCILIKLARIN ÖNLENMESİNE
YÖNELİK HAZIRLANAN KAMU SPOTU REKLAMLARI ÜZERİNE
GÖSTERGEBİLİMSEL İNCELEME

ИНДИКАЦИОННЫЙ ОБЗОР ОБЪЯВЛЕНИЙ ПРЕДУПРЕЖДАЮЩИЕ
ПО ПОВОДУ ДИСКРИМИНАЦИИ В ОБЛАСТИ ТРУДОУСТРОЙСТВА

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ABSTRACT

Employment discrimination is a form of discrimination realised by employers with a focus on race, gender, religion, national origin, physical or mental disability and age. Employment discrimination can reduce the productivity of employees, cause them to have negative perceptions of the organization, negatively affect corporate loyalty and even cause work accidents that may cause serious injuries or even deaths in the workplace. In order to prevent such discrimination to a certain extent public spot advertisements are prepared by official and non-official institutions to prevent discrimination in the workplaces and it is aimed to raise public awareness on employment discrimination. In this study, it was tried to put forward what messages were given and how to form awareness in public spot advertisements prepared in the international field against employment discrimination. In the spots offered by 3 different institutions from Northern European countries, Finland and Denmark, to show the discrimination to the public, attention has been paid to ensure that there are basic points of discrimination such as race, religion, disabled and gender, all of which are the basic general types of discrimination. For this purpose, public spot advertisements of three different institutions determined by using purposive sampling method were examined in light of Swiss Linguist Ferdinand de Saussure's Indicators Model and French Anthropologist Claude Lévi-Strauss's Binary Contrast Model. In the findings of the study, it was revealed that the sense of sadness was formed for the employees who were discriminated in the workplaces and it was aimed to form sensitivity in the society for the employees with the feeling of sadness.

Keywords: *Discrimination, Workplace Discrimination, Employment, Campaign, Public Spots*

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ÖZ

İstihdamdaki ayrımcılık, işverenlerin ırk, cinsiyet, din, ulusal köken, fiziksel veya zihinsel engellilik ve yaş odaklı gerçekleştirdikleri bir ayrımcılık şeklidir. İstihdam yaşanan ayrımcılıklar çalışanların iş verimini düşürebilmekte, kuruma karşı olumsuz algılara sahip olmalarına yol açabilmekte, kurumsal bağlılığı olumsuz yönde etkileyebilmekte ve hatta iş yerinde ciddi yaralanma veya ölümlere sebep olabilecek iş kazalarının yaşanmasına neden olabilmektedir. Bu aşamada iş yerlerinde ayrımcılığın önlenmesine yönelik resmi ve resmi olmayan kurumlar tarafından kamu spotu reklamları hazırlanarak, kamuoyunda istihdamdaki ayrımcılıklara karşı farkındalık oluşturulması amaçlanmaktadır. Çalışmada istihdamdaki ayrımcılıklara karşı uluslararası alanda hazırlanan kamu spotu reklamlarında hangi mesajların verildiği ve farkındalığın nasıl oluşturulmaya çalışıldığı ortaya konulmaya çalışılmıştır. Bu amaçla çalışma kapsamında amaçlı örneklem metodu kullanılarak Kuzey Avrupa ülkelerinden Finlandiya ve Danimarka'dan belirlenen üç farklı kurumun genel ve temel ayrımcılık türleri olarak din, ırk, cinsiyet ve engelli olma noktasında hazırlanan kamu spotu reklamı, Fransız antropolog Claude Lévi-Strauss'un İkili Karşıtlıklar Modeli ve İsviçreli dilbilimci Ferdinand de Saussure'ün Göstergeler Modeli ışığında incelenmiştir. Çalışmada elde edilen bulgularda, iş yerlerinde ayrımcılığa uğrayan çalışanlara yönelik hüznün duygusu oluşturulduğu ve oluşturulan hüznün duygusuyla birlikte çalışanlara yönelik toplum genelinde duyarlılık oluşturulmasının amaçlandığı ortaya çıkarılmıştır.

Anahtar Kelimeler: *Ayrımcılık, İşyeri Ayrımcılığı, İstihdam, Kampanya, Kamu Spotları*

АННОТАЦИЯ

Дискриминацией во время трудоустройства, называется отличие людей со стороны работодателей по признаку расы, пола, религии, национального происхождения, физических или умственных недостатков и возраста. Дискриминация, в время приёма на работу, может снизить эффективность трудоспособности сотрудников, вызвать у них негативное восприятие организации и негативно повлиять на корпоративную лояльность. Может вызвать, даже, несчастные случаи на рабочем месте, которые могут привести к серьезным травмам или смерти. На этом этапе официальные и неофициальные учреждения готовят рекламные объявления о государственных услугах для предотвращения дискриминации на рабочих местах. Он направлен на повышение осведомленности общественности о дискриминации в сфере занятости. В нижеследующем исследовании была предпринята попытка выявить суть информации размещенных в публичных рекламных роликах, подготовленных на международной арене против дискриминации в сфере занятости и цель повышения осведомленности. Для этого, в рамках исследования, с помощью метода целенаправленного отбора из стран Финляндии и Дании на примере трёх разных организации с учётом религиозного, национального, полового фактора и признаков инвалидности, была проанализирована публичная реклама в свете модели бинарных контрастов французского антрополога Клода Леви-Стросса и модели индикаторов швейцарского лингвиста Фердинанда де Соссюра. Согласно результатам исследования, сотрудники, подвергшихся дискриминации, чувствовали себя неполноценными. В виду этого, было установлено, что целью предупреждающих объявлении являлось повышение осведомленности общества.

Ключевые слова: дискриминация, дискриминация на рабочем месте, занятость, кампания, реклама государственных услуг.

Introduction

Discrimination in employment is one of the most important problems that adversely affect institutions and employees. Employee discrimination can vary from country to country, from culture to culture, and even from institution to institution. Discrimination against employees by employers or other employees within the organization may lead to employees' withdrawal from the organization and reduce work efficiency. In this process, the employee may be affected negatively in terms of psychological, physical and social aspects while the institution may suffer from economic losses.

The high level of complaints of discrimination in the employment process of the employees and the inability of the complaints in the desired direction to the employees led to the enforcement of legal sanctions to prevent discrimination in employment in national and international areas. In spite of all legal sanctions, it is seen that there is no significant decrease in employment discrimination figures (EEOC, 2017). In this process, both public and informal institutions are preparing campaigns to reveal the negative effects of discrimination in employment. The public spot advertisements prepared within the scope of these campaigns also aim to raise public awareness on discrimination in employment. The more the public spot advertisements broadcast on mass media, the more they establish the link between source and target by performing the communication function. In this way, employers and employees are encouraged to take action to prevent discrimination in employment.

In international academic studies, there are many studies dealing with discrimination in employment. With these studies; Leonard (1986), Discrimination of employment against individuals of AIDS; Strauss (1991), the law and economy of racial discrimination in employment; Donohue III and Siegelman (1991), the changing nature of employment discrimination cases; Ravaud et al. (1992), discrimination against persons with disabilities seeking employment; Bendick Jr et al. (1994), to measure employment discrimination through controlled experiments; Finkelstein et al. (1995), age discrimination in the context of employment; Mays et al. (1996), racial discrimination and job stress in the context of employment; Sanchez and Brock (1996), The consequences of perceived discrimination among Spanish workers; Lawler and Bae (1998), discrimination of open employment of multinational companies; Roehling (1999), psychological and legal aspects of employment based discrimination; Greene et al. (1999), Damages in employment discrimination cases; Reskin (2000), causes of employment discrimination; Davison and Burke (2000), gender discrimination in the context of employment; Duncan and Loretto (2004), discrimination based on gender and age in employment; Stuart (2006), mental illness and discrimination in employment; Goldman et al. (2006), the results of employment discrimination in institutions; Krieger and Fiske (2006), behavioral realism, implicit biases and different treatment in employment discrimination law; Pager and Shepherd (2008), racial discrimination in

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employment;Nielsen et.al.. (2010), post-civil rights employment case in the US; Snyder et.al. (2010), perception of discrimination and justice among disabled employees; Webster (2011), Discrimination of employment in China;Posthuma et.al. (2011), the law on employment discrimination for international employers; Cavico and Mujtaba (2011), Muslims and employment discrimination in the United States; Shenoy (2013),Employment discrimination law in India; de Paor (2013)US and EU perspectives on genetic discrimination in employment;Kovacevic (2014), protection of persons with disabilities from employment discrimination; Dietz (2015), employment discrimination for migrants;Boeri et.al.. (2015), migration, housing discrimination and employment; King and Mrkonich (2016), risk of employment discrimination; Kosny et.al. (2017), migrants' experiences of racism and discrimination in the Australian workplace; Golabek-Goldman (2017), the fight against employment discrimination against the homeless are examined.

When the national studies are examined, it is seen that there are studies examining the issue of discrimination in employment. Within these studies; Baybora (2006), Discrimination against disabled people in business life; Dedeoğlu (2009), Türeli and Dolmacı (2014), discrimination in women employment; Parlaktuna (2010), occupational discrimination based on gender; Özkan and Özkan (2010), women's employment and wage discrimination; Baybora (2010), age discrimination in business life; Demir (2011), discrimination in business life in the tourism sector; Demirel (2011), the reasons and consequences of discrimination applied to employees in business life; Yeşiltaş et.al. (2012), political discrimination in business life; Doğan (2012), discrimination of pregnant workers in business life; Zorlu and Çalım (2012), HIV / AIDS focused discrimination in the workplace; Zeytinoğlu (2012)discrimination in the context of disabled workers and age; Alparslan et.al. (2015), gender discrimination in the workplace; Uğuz and Topbaş (2016), women's employment and wage discrimination in tourism; Karatepe and Arıbaş (2017), gender discrimination against female managers in business life are examined.

In academic studies on discrimination in employment, it is seen that the studies are generally based on law, types of discrimination are discussed and the effect of discrimination on employees is tried to be revealed. On the other hand, when the public spot advertisements prepared against discrimination in the literature on employment discrimination were examined, no studies were found. In this study, it is tried to explain which messages are given in public spot advertisements about discrimination in employment, how discrimination is presented and how the effect of discrimination on employees is conveyed to the masses. In this process, "What is the role of public spot advertisements in preventing discrimination in employment?" to answer the question. All public spot advertisements concerning employment discrimination constitute the universe of the study.

In the light of the findings to be obtained in the study, it is aimed to reveal which types of discrimination are tried to be reflected in the workplaces in the public spot ads. However, in the study, public spot advertisements which give universal message about discrimination in employment, which can be examined by semiotic analysis method and addressing discrimination in general are determined as the sample of the study. The findings obtained in this study will be a base for future potential in Turkey, official and unofficial discrimination in employment preparation by entities subject to public spot ads are planned.

1. An Overview Of Discrimination In Employment

Discrimination in employment, generally, is defined as the type of employment that begins from employers to the recruitment process of other employees or employees to their termination of employment in terms of gender, race, age, religion, political view, and etc. Despite all efforts, employment discrimination continues (Shih, vd., 2013: 145). In employment discrimination, it is possible for individuals with equal qualifications in an institution to be treated differently by the employer. In this process, employees may receive less salary, use less permit, be forced to work overtime and be exposed to constant warnings from other colleagues. On the other hand, employees may be discriminated against by their colleagues verbally, physically and psychologically.

Discrimination to which employees are exposed may vary according to the characteristics of their regions. For example, the US Equal Employment Opportunity Commission (EEOC) reported that there were more than 1 million complaints of discrimination in employment in the United States between 2010 and 2017. In the statistics prepared by EEOC, the most frequently claimed types of discrimination in employment are as follows; disability or health discrimination (%21), gender discrimination (19%), retaliation discrimination (17%), age discrimination (16%), racial discrimination (15%). On the other hand, in 82% of the complaints, it was reported that the employee could not attain what he wanted (EEOC, 2017). In other words, employees stated that despite their complaints, discrimination problems could not be solved completely. This result can have a significant effect on the reluctance of employees to report discrimination within the organization.

Disability-based discrimination, which is one of the types of discrimination experienced in employment, may arise with the idea that employers cannot work efficiently with disabilities. Similarly, the perception that older workers may be more ineffective than younger workers in the workplace may create obstacles for the employment of older workers in the business lines that require physical force and movement. Gender discrimination can also occur as a result of the stereotypes that only men can work in some sectors, such as the construction and industrial sectors. Stereotypes can play an important role, especially in discrimination (Mong ve Roscigno, 2010: 1).

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Racial and religious discrimination in the workplace can be fed by prejudices against individuals who are not of their own race and who do not have their own religious beliefs. In particular, the fact that hate speech has been built against the people of certain races or religions in the public and in recent times can lead to further deepening of discrimination in the workplace. Individuals may also be discriminated against during their job application due to their ethnic identity (Kaas ve Manger, 2012: 1). (Dietz vd. 2015: 1318). One of the types of employment discrimination is immigrant-focused discrimination. Negative prejudices against immigrants can lead to discrimination in the employment process.

Discrimination in the workplace can cause workers to be adversely affected in many different ways. Among these, the decrease in the willingness of the employees to work in the institution constitutes an important dimension. At this stage, employees prejudice the institution, employer and other employees due to discrimination they face in the workplace and do not see themselves as part of the organization. Discrimination has an impact on organizational commitment (Ensher vd., 2001: 53). At this stage, employees' loyalty to the organization is weakened. The employee can move away from doing his job with pleasure and consider the work he / she works as a necessity only for financial gain. When the employee does not receive promotions and rewards that are equivalent to his / her achievements within the organization, he / she may also have a negative perception against the organization. Failure to allocate necessary powers and equipment to the employee at the level of competence may also prevent the employee from achieving the desired work efficiency.

Another negative aspect of discrimination on employees is those of psychological origin. Employees are under intense stress due to discrimination they face in the workplace, and this intense stress can cause profound damage to their mental health over time. Employees who are discriminated against can move more shyly than other employees, have difficulty in making decisions, and may be in paranoia against many things around them. The employee isolates himself from the organization and, as far as possible, avoids any involvement with the organization. Self-confidence of employees may suffer loss (Stuart, 2006: 522). On the other hand, the stress of the employees in the workplace can lead to a decrease in their attention to work and the occurrence of work accidents. In occupational accidents due to discrimination, employees can be seriously injured and sometimes they may die.

Discrimination that employees are exposed to in the workplace can have negative consequences not only for employees but also for institutions. At this stage, the weakening of the corporate loyalty of the employees prevents the long term employment of the employees. Thus, with the frequent circulation of employees within the organization, the need for adaptation of new employees continuously may arise. This process may cause institutions to continuously provide in-house training to new employees. Lack of long-term employment of employees results in the inability of employees to specialize within the

organization. In addition, employees do not adequately adopt corporate culture and corporate identity. Decreasing the work efficiency of the employees may prevent the company from reaching the targeted production level, sufficient sales and completing the works on time. Discrimination can have a negative impact on employee health (Darity Jr, 2003: 226). The deterioration in employee health may indirectly affect the organization in a negative way. On the other hand, occupational accidents caused by discrimination can affect not only the employees but also the institution negatively. As a result of occupational accidents, the institution may suffer significant financial losses, while at the same time it may lose the expert workforce as a result of accidents.

2. Campaigns To Prevent Discrimination In Employment

Significant efforts are being carried out by national and international authorities to prevent discrimination in the employment process. In particular, the laws that emphasize the legal rights of employees are put into force. In this process, laws such as equal wage payment and insurance obligation are prevented in order to prevent the discrimination that employees are exposed to more economically. Against this, the legal process, race, religion, gender, etc. It can be quite insufficient in terms of discrimination. The main reason for this is the difficulties experienced by employees in proving such discrimination. For example, an individual may have a role in the ethnic identity of the employee under the rejection of the job application by the employer (Widner and Chicoine, 2011: 806). However, it is quite difficult for the employer to make such discrimination before the application process and the employee can reject the applicants' application.

In addition to legal sanctions, campaigns are organized by both official and non-governmental organizations (Sivil Topluk Kuruluşları STK in Turkish) to end employment discrimination. Within the framework of the campaigns, messages are given in many different ways regarding discrimination in employment and it is aimed to draw attention of the masses against the discrimination experienced in employment. Extreme right groups can be effective in the emergence of discrimination in the workplace (Cavico ve Mujtaba, 2011: 279). The campaigns of NGOs aim to reduce and eliminate the impact of these discrimination. One of the most fundamental problems in preventing discrimination within the organization is the unwillingness of employees who are exposed to discrimination to share their discrimination with the authorities. Employees who are discriminated against by their colleagues during this process may be afraid that they may be completely excluded by their colleagues or may be further exacerbated if they complain to their employers or managers. On the other hand, employees who are directly discriminated against by employers may also refrain from reporting their complaints to the official authorities or trade unions. As a matter of fact, employees may fear that they will lose their jobs if they complain about the employer about discrimination. In addition, employees are in stress during the discrimination process (Channar,

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et.al, 2011: 177). The fact that employees remain silent against this situation may cause discrimination to become permanent. Campaigns are being prepared by NGOs to encourage the authorities to report any discrimination to employees. Campaigns emphasize the importance of employee complaints in ending discrimination at the workplace.

In recent years, it has been seen that a number of campaigns on discrimination in employment have been prepared. Among these, the most effective campaigns aimed at preventing discrimination in employment by official institutions were prepared by the French Ministry of Social Affairs and Social Security (Ministre des Affaires Sociales et de L'Emploi) in 2016. Within the scope of the campaign, the Ministry tried to raise public awareness on the racial discrimination experienced by employees in the employment process (Breitbart, 2016). Another campaign was the campaign "I am an immigrant" prepared by the Joint Council on Welfare of Immigrants in 2015 (the Joint Council for the Welfare of Immigrants, JCWI) The campaign aimed to raise awareness of the discrimination experienced by migrants in employment through the message that immigrants adapt to the society they live in and provide important services (JCWI, 2015).

3. Methodology

Public spot advertisements identified within the scope of the study were analyzed using semiotic analysis method which is one of the qualitative research methods. In this study, analyzes were made on the Dual Contrast Model of French anthropologist Claude Lévi-Strauss and the Indicative Model of the Swiss linguist Ferdinand de Saussure. Semiotics is a branch of science that has gained importance since the first half of the 20th century and emerged as an important research method in the social sciences. Semiology examines indicators created by people to express an object or a situation (Guiraud, 2016: 17). The indicator, on the other hand, is the expression of a concept by a society with another concept. Especially in the process of representing abstract concepts with concrete concepts, indicators are used. Early studies in semiotics were conducted by Swiss linguist Ferdinand de Saussure (1857-1913) and US linguist Charles Sanders Peirce (1839-1914) synchronically.

In this process, Saussure played an important role in gaining the importance of semiotic analysis with the Indicators Model. Saussure revealed that language has a second meaning, except for the meaning adopted by all. (Saussure, 2014: 81). According to Saussure's Indicators Model, indicators are formed on two basis: signifier and signified. The signifier refers to the unchanging, universal meaning of a sign accepted by all. What is shown is the second dimension of the indicator. Contrary to the signifier, the meaning has a characteristic that is subjective and can vary from culture to culture. (Rifat, 2013: 107). Therefore, it cannot be said that the sign has a single meaning in the indicated dimension. For example, white pigeon refers to a bird in terms of

showing. On the other hand, for example, white pigeon may represent the concepts of freedom and peace in terms of the shown.

Philosophers after Saussure and Peirce played an important role in the development of semiotics. One of them was the French anthropologist Claude Lévi-Strauss (1908-2009). Lévi-Strauss was renowned for his work on natives in Brazil in the 1930s and developed the Binary Contrasts Model, which is one of the basic models of semiotics. Since the goods are produced by human hand, they can differ from culture to culture (Lévi-Strauss, 2012: 22). Similarly, concepts can be varied within cultures. Concepts and stereotypes are acquired in culture (Lévi-Strauss, 2018: 40). According to Lévi-Strauss, it is possible for a concept to be good or bad by embodying the concepts in culture through positive or negative abstract concepts. He states that a culture can make concretizations over positive concepts for itself and negative concepts for other people. In this respect, it conveys that culture can construct and negate negative perceptions for those who are not like it. At this stage Lévi-Strauss states that the so-called yab wild ve and primitive grup groups are not actually wild or primitive. They are considered wild because they have not changed (Lévi-Strauss, 2017: 42). On the other hand, they state that they are perceived in this way because of negative constructions built in the culture. (Lévi-Strauss, 2016: 27). As a result, according to Lévi-Strauss, society makes its own differences(Lévi-Strauss, 2014: 40).

Within the scope of the study, semiotic method is used to explain the visual and written codes revealed in public spot ads. As a matter of fact, by using semiotic analysis method it is tried to explain the clear and hidden meanings in the cluster of indicators lined up in public spots. In this way, with the semiotics method, it is aimed to reveal the messages of discrimination that are desired to be given to the masses in a more comprehensive and explanatory way.

In the study, only the semiotic approaches of Lévi-Strauss and Saussure are used as semiotic analysis method. The reason why Lévi-Strauss's bilateral contrasts are used in the study is to reveal which abstract concepts are reflected by the individuals exposed to discrimination in the workplace. On the other hand, the main reason why Saussure's concepts showing and showing are used in the study is to explain the hidden messages that are desired to be given in public spots and to express how the issue of discrimination is handled in public spots advertisements.

In the study, firstly, in the light of the signs model and illustrated concepts of Saussure, explicit and confidential messages that are desired to be presented in public advertisement ads; afterwards, it is tried to explain the abstract concepts of the people who are exposed to discrimination in the light of Lévi-Strauss's Binary Oppositions Model. In the study, only the indicators that highlight discrimination are discussed in the analyzes.

4. Investigation Of Public Spot Advertisements Prepared Against Discrimination In Employment On The Dual Contrast Model

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In this part of the study, public spot advertisements of the Finnish Confederation of Industrialists, the Danish Ministry of Gender Equality and TAFEP were subjected to semiotic analysis.

The Confederation of Finnish Industrialists, the Danish Ministry of Gender Equality and TAFEP prepare and provide audiovisual materials to the public in order to prevent, minimize or raise awareness for some subsets such as to prevent, reduce or raise awareness of socially problematic events and phenomena such as cigarettes harmful to health or domestic violence, socially problematic events. In this study, the types of discrimination in general were preferred and they were subjected to semiotic analysis.

In the selection of cases, attention was paid to the basic workplace discrimination points. For example, public spots dealing with worldwide phenomenon such as gender, religion and race discrimination were selected and included in the study. As a matter of fact, public spots about discrimination in terms of gender, religion, race, pregnancy, age and disability were identified and analyzed by semiotic analysis method.

All public spots in the study are English, which is a universal language, and English subtitles have been used in some which do not have dialogue or subtitles. The examples selected from 3 different institutions from Northern European countries listed on the same geography show the discrimination that can be experienced in general and in every country in the world. For example, gender discrimination against women can be seen from the eastern tradition to the western tradition, even among women. For this reason, public spots were selected in which the general discrimination points were handled. The public spot exemplified from Denmark addresses discrimination in general and shows the intimidation actions applied to the employees and the victimization that the employee experiences as a result. On the other hand, within the scope of the study, it was decided to analyze three public spot ads as a sample due to reasons such as being up-to-date, addressing different discrimination issues instead of a single discrimination and publicizing the public spot ads.

4. 1. Public Spot Advertising of the Finnish Confederation of Industrialists

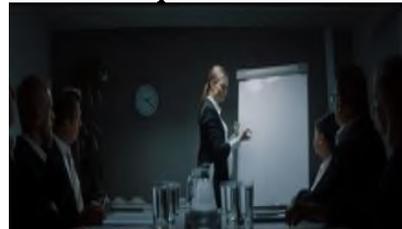
The Finnish Confederation of Industrialists (Elinkeinoelämän Keskusliitto, EK) is the largest employer association in Finland. It was established in early 2005 with the merger of two employers' associations. Since EK's member companies hold a large share of Finland's gross domestic product and Finland's exports, the EK has significant negotiation power in the country (EISYRJ, 2019). The Public spot advertisement prepared by EK lasts in 1 minute and consists of six different sequences (EK, 2019). In the first sequence of the spot, a bus driver is the subject. The driver wants to start by blowing the alcohol meter in his hand. In the meantime, Finnish *väärä uskonto* (false religion) appears on the alcohol meter (Sequence 1. 1.). The second sequence of the spot includes a pregnant employee presenting at a meeting. The female

employee wants to write on the blackboard during the presentation, but the pen in her hand does not write. Therefore, it is reported that the female employee cannot make her presentation (Sequence 1.2.). In the third sequence, the subject of a black doctor who wants to put the x-ray in his hand on the illuminated screen is discussed. When the black doctor puts the x-ray in his hand in the lighted area, the screen flashes continuously and the doctor cannot do his job (Sequence 1. 3.). In the fourth sequence, a disabled young girl is placed at the head of the piano. When the young girl wants to play the piano, it is shown that the keys of the piano play on their own. Therefore, the young girl cannot play the desired track on the piano (Sequence 1.4). In the fifth sequence, a female employee working in the industrial site is included. When the female employee wants to start with the welding machine in her hand, it is reflected that the fire at the end of the welding machine does not touch the target area. For this reason, the female employee cannot do the job in hand (Sequence 1.5). In the sixth and last sequence, it is seen that the kitchen workers are the subject. While mixing the soup in front of the employee who is older than the others in the kitchen, the soup is transferred to the air suddenly. Therefore, it is not possible to complete the work of the employee in the kitchen. At the end of the sequence, "Discriminating work" and "Do not allow prejudice between work and worker" appear on the screen.

Sequence 1. 1.



Sequence 1. 2.



Sequence 1. 3.



Sequence 1. 4.



Sequence 1.5.

Sequence 1.6.

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When it is analyzed from the point of view, it is seen that six different discrimination issues in employment are handled at the spot. In the first spot, the inscription of "false religion" on the alcohol meter in the hands of the bus driver indicates that the person is discriminated against because of his religious beliefs in the workplace. However, the spot does not show that the person is discriminated against directly by his / her employer and friends, but instead the text on the alcohol measuring device emphasizes discrimination in the point of showing. In the second spot, the discrimination of the female employees in the workplace is brought to the forefront as the pregnant employee does not write the pen. In the third spot, a message about racial based discrimination in the workplace is given by the failure of the illuminated panel, which will allow a black doctor to see the x-ray in his hand. In the fourth spot, it is seen that a disabled woman stands in front of the piano and the keys on the piano work on their own and emphasizes the discrimination experienced by disabled employees in their workplaces. In the fifth sequence, it is revealed that the female worker's emphasis is on women's discrimination in the workplace due to the failure of the welding machine. The sixth and final sequence emphasizes age-based discrimination in the workplace due to the sudden venting of the soup in front of the kitchen worker.

In the six sequences in the spot, a fictional perception is created that the discrimination that employees are exposed to is directly realized by the work. Thus, by using a humorous language in the spotlight, it is emphasized that discrimination against the employees in the dimension shown cannot be done by the job itself and that humanity is the basis of discrimination. Indeed, discrimination is seen to be supporting the message given in the sequences through written codes in the spot and it is reported that employers are the ones who cause discrimination in the workplace.

Table 1. *Investigation of Public Spot Advertising of Finnish Confederation of Industrialists on Indicators Model*

Sign	Signifier	Signified
Writing	"False religion" written on the alcohol meter	Religious discrimination in the workplace
Act	Pregnant employee does not write with the pen in her hand	Discrimination against pregnant workers in the

		workplace
Act	Distortion of the illuminator in front of the black employee	Racial discrimination in the workplace
Act	Self-study of the piano in front of the disabled employee	Discrimination against persons with disabilities in the workplace
Act	Female employee's welding machine does not work	Discrimination against female employees in the workplace
Act	Soup in front of old employee blowing up	Discrimination against older employees in the workplace

Based on the Binary Contrasts Model it is seen that the dual contrasts in the spotlight focus on the employees who are discriminated against and the owners and employees who cause discrimination. The message is given that the employees are willing and endeavoring to continue their business successfully, whereas they are blocked by the owner and employees. In other words, the perception that workflow in the workplace is prevented by the workplace owner and employees causing discrimination is not created by the employees who are exposed to discrimination. Employees who have been discriminated against in this process are positive abstract concepts of support and motivation; It is seen that the owners and employees who cause discrimination are embodied through the abstract concepts of prevention and stress.

Table2. *Investigation of the Public Spot Advertising of the Finnish Confederation of Industrialists on the Binary Contrasts Model*

Concrete Concepts	
Discriminated Employee	Discriminating Workplace Owners and Employees
Abstract Concepts	
Supporting	Obstruction
Motivation	Stress

4. 2. Public Spot Advertisement of the Danish Ministry of Gender Equality

The public spot advertisement of the Danish Ministry of Gender Equality (Ligestillingsministeriet) lasts about 1 minute and consists of four

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different sequences (LM, 2019). The spot is located in the cafeteria where the employees are. A male employee comes to one of the tables and wants to sit in the empty chair. On the other hand, one of the employees sitting at the table puts her bag on the empty chair and prevents the male employee from sitting in the empty chair (Sequence 2. 1). The male employee, who was discriminated against by the female employee, suddenly had a punch on his face (Sequence 2. 2.). The male employee sits at another empty table with the pain of his fist stroke. In the meantime, other employees point to the male employee by hand sign (Sequence 2. 3.). When a male employee realizes that he / she feels discrimination, he / she is subjected to a fist again. This time, the male employee falls from the table to the ground under the influence of the fist that comes to his face and spills the cup in his hand (Sequence 2. 4.). After the worker falls, he re-assembles and sits down. At the end of the spot, "Discrimination wounds" appears.

Sequence 2. 1.



Sequence 2. 2.



Sequence 2. 3.



Sequence 2. 4.



When analyzed from the point of view, it is seen that the spotlight reflects the effect of discrimination on the employees in the workplace. The fact that the employee in the spotlight wants to sit at the colleague's desk during this process and the fact that the friend puts his bag on the empty chair and prevents his friend from sitting reflects the discrimination in the workplace. The punch marks on the face of the employee's discrimination are conveyed as a representation of the negative impact of discrimination on the employees. Discriminated employee punched by an invisible hand leads to the construction

of a fictional perception at the spot. On the other hand, with the fist sign, it is tried to be conveyed that the employees are under the negative impact of more discrimination than the ones seen. In this way, it is aimed to raise awareness among the masses towards discrimination in the workplace. Similarly, it is emphasized that the negative effects may be more severe if the employee is exposed to discrimination by hand signaling by his / her friends and then the worker gets to the ground with the second punch he receives and the discrimination becomes permanent in the workplace. It is seen in the spot that a general workplace discrimination is created without focusing on age, gender, race, religion, and so on. It is intended to give the message that it is against any discrimination in the workplace within the context of the spot. At the same time, in the spot, no information was given that the person exposed to discrimination was subjected to a specific discrimination such as racial, religious and age, thus creating a general message about workplace discrimination.

Table 3. Investigation of TAFEP Public Spot Advertisement on Indicators Model

Sign	Signifier	Signified
People	Punched employee	Employee exposed to discrimination in the workplace
Act	Employee receiving punch	Negative impact of discrimination in the workplace

Considering the Binary Contrasts Model, it is seen that in the spotlight, binary contrasts are created through employees who are exposed to discrimination in the workplace and those that cause discrimination. In the spot, it is revealed that the employees who cause discrimination are accused of the negative impact of the person exposed to discrimination in the workplace. It is reported that other employees are harmed by employees who cause discrimination within the organization. Thus, the perception that discrimination in the workplace has more profound effects than that seen and that it much more hurts when a person punched is physically damaged due to discrimination. At this stage, employees exposed to discrimination are positive abstract concepts such as prejudice, acceptance and defense; and the employees who cause discrimination are embodied in the spot through negative concepts such as prejudice, exclusion and attack.

Table 4. Investigation of TAFEP's Public Spot Advertisement on the Binary Contrasts Model

Concrete Concepts	
Discriminated Employee	Employees who discriminate

Abstract Clutches	
Without prejudice	Prejudice
acceptance	Exclusion
Defense	Attack

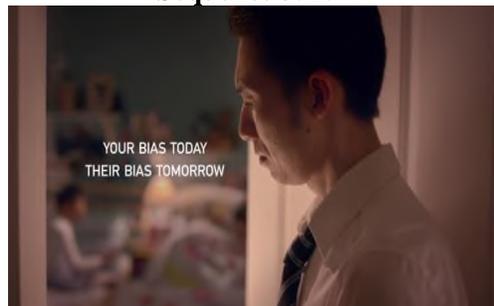
4. 3. TAFEP Public Spot Advertisement

TAFEP (Tripartite Alliance for Fair & Progressive Employment Practices) is an organization that aims to help employers create workplaces where they respect, value and capture their full potential for the success of the organization. At this stage, employers can apply to TAFEP for tools, resources and assistance to implement fair and progressive practices in their workplaces. In addition, employees or individuals who encounter discrimination or harassment in the workplace can get help and advice from TAFEP. (TAFEP, 2019a).Public spot advertisement prepared by TAFEP lasts 45 seconds and consists of two different sequences. (TAFEP, 2019b).In the first sequence of the spot, it is seen that the discussions of the two little brothers in the bedroom are the subject. When he grows up, he tells his sister that he will take over his father's business and become a boss. The sister states that she wants to take over her father's business and become a boss. He says that his sister is a girl, that she will one day marry, become pregnant and take care of her children. The sister then reports that her older brother is older than her and that he will age before her. She says that her brother cannot do the job properly when he gets older. Finally, the older brother says that his sister is clumsy and states that an accident may happen in the future and she may have to use a wheelchair. He states that if this happens, his father will dismiss him for believing that his sister cannot work efficiently. In the second sequence of the spot, it is reported that the father listens to the children's speeches. It is reflected that the father took a thoughtful attitude while listening to the speeches. The spot ends with "Today's prejudices, their prejudices for tomorrow" and "End discrimination in the workplace, now promise a fair workplace."

Sequence 3. 1.



Sequence 3. 2.



When examined in terms of signified, in the spot, if the discrimination in the workplace is not prevented, it will also affect the future generations negatively. In this process, it is aimed to emphasize the types of discrimination in the workplace through the two siblings discussing in the bedroom. In the spot, it is seen that gender discrimination against women in the workplace and discrimination against pregnant women are mentioned with the promises that his sister will marry, get pregnant and take care of her children in the future. Age-based discrimination in the workplace is mentioned with the words that the sister is older than him and therefore she will age earlier than her own brother. Age-based discrimination in the workplace is mentioned with the words that the brother is older than her and therefore he will get older before her. As a matter of fact, the sister claims that older employees do not work efficiently in the workplace. Finally, it was seen that discrimination was mentioned in the workplace when the older brother told his sister that he was clumsy and stated that he would have to use a wheelchair in the future, which denotes the discrimination against persons with disabilities in the workplace.

When the second sequence of the spot is examined in terms of signifier, it is tried to emphasize the employers who cause discrimination in the workplace by the father listening to his children in a sad and thoughtful way. The father's being thoughtful and sad creates the perception of that he is sad for the discrimination that he is responsible for in the workplace. On the other hand, if he does not end the discrimination in the workplace, it is emphasized that future generations may cause similar discrimination. In the spot, it is stated that children adopt the behaviors of adults and therefore discriminatory behaviors of employers can be adopted by children. In this way, it is aimed to raise awareness about the negative consequences of long-term discrimination in the workplace.

Table 5. *Investigating the Public Spot Advertising of the Danish Ministry of Gender Equality on the Indicators Model*

Sign	Signifier	Signified
People	Children	Next generation feared to discriminate in the workplace
Idea	The idea that women cannot be bosses in the workplace	Discrimination against female employees in the workplace
Idea	The idea that employees cannot work efficiently when they get older	Discrimination against older employees in the workplace
Idea	The idea that disabled employees cannot work efficiently	Discrimination against persons with disabilities in the workplace
People	Father	Boss discriminating employees in the workplace

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Considering the Binary Contrasts Model, it is seen that the binary contrasts are realized through the employees who are exposed to discrimination and the owner of the workplace causing discrimination. At this stage, in the spot, unlike the other spots examined within the scope of the study, the discrimination in the workplace is based on the discussion of two young children in a bedroom. Employees, children who are discriminated against in the spot; the owner of the workplace causing discrimination is transferred through the father of the children. What is perceived as a simple child discussion in the spotlight is to convey what kinds of negative perceptions discrimination can build on people. Employees who are discriminated against in this process are positive abstract concepts of acceptance and ownership; the owner of the workplace causing discrimination is concretized through the concepts of othering and exclusion. In the spotlight, the message of the discrimination of the employees towards stereotypes can be given through the discussion of children.

Table 6. *Investigation of Danish Public Equality Spotlight on the Binary Contrasts Model of the Ministry of Gender Equality*

Concrete Concepts	
Children	Father
Employees who are discriminated	Workplace Owner who discriminates
Abstract Concepts	
acceptance	othering
appropriation	exclusion

CONCLUSION

In the study, it was found out that the public spot advertisements were aimed at effectively presenting the discrimination occurring in direct employment to the masses. In this process, in order to raise awareness among the masses, it was found that discrimination in the workplace prevented the workers in public spot advertisements, presented the work as a fist indicator and raised the issue of children's discussion. On the other hand, public spot advertisements generally focus on gender, race, religion, pregnancy, disability and age discrimination. The aim is to create a perception that the discrimination causes greater negative results on the employees than it may seem.

With the sense of sadness built in the spots, it is aimed that the masses will be more sensitive to the discrimination in the employment process and at the same time take action to prevent discrimination in the workplaces. In the spot, it was seen that bilateral oppositions were realized between the employees who were exposed to discrimination and the owners and employees who caused

discrimination. Binary opposites were faced in the public spot advertisements between employees exposed to discrimination and the owners and employees of the workplace causing discrimination. At this stage, it has been tried to prove that the employees who are exposed to discrimination in the working place were prevented from doing their work efficiently. Hence, it was found that the accusatory language is used for employers and employees who cause discrimination in the spots.

In order to put an end to the discrimination faced by the employees, the negative impacts caused by employers and employees by discriminating in the written codes in the spots were tried to be addressed. On the other hand, it was observed that there was no statistical information regarding the discrimination in employment by countries. The creation of messages on the spot through static data can play an important role in informing the masses about the scope of discrimination in employment and raising awareness on the impact.

In the future, within the scope of the findings obtained by official or non-official institutions on preparation of a draft basic about possible public spotlight ads in Turkey a basic outline can be created. This process in Turkey in the public spotlight ads to be prepared in specific statistical data should be available in Turkey in the light of issues of workplace discrimination. On the other hand, it can be said that the negative effects of discrimination in public spot advertisements in different ways as in the spots examined in the study may be effective in increasing the persuasion power of the spots on the masses.

Public spot ads examined in the study belong to different countries and cultures. Nevertheless, it is revealed that similar discrimination messages are given in public service ads.

Within the scope of this work, how the messages were given and how the ones who were discriminated were shown in public spot ads prepared to prevent discrimination in employment. The study is important in terms of explaining the role of public spot advertisements in preventing discrimination in employment. However, the findings of the study do not reveal the impact of public spot advertisements on the masses in preventing discrimination in employment. In this respect, it is thought that the future studies will focus on the field of discrimination in employment and public spot advertisements will focus on field studies that measure the impact on the masses.

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