

Sustainability as a communication policy created by the economic system

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ABSTRACT

Today's world, in which we need the effort to make it livable both in terms of material resources and spiritual satisfaction, has many other borders and layers, despite physical ones. One of these layers is understanding sustainability. In this study, the relationship between sustainability and communication has been examined. Sustainability and communication are broad topics. For this reason, the study has the characteristics of a literature review and a general evaluation. In this study, questions were asked about how these two main topics can be related since it is possible to examine sustainability in the context of communication, education, various fields of media, and even cinema. The question of how sustainability can be evaluated in parallel with brand and communication strategies is the base of the critical view on the subject. The sustainability studies of institutions and organizations, which are the cause of the main complaints about sustainability, have been the points that obscure the issue and lead to various inquiries. As a result, it is emphasized that sustainability has supra-disciplinary importance. According to the results of the study, sustainability is an issue that can be guided by communication processes and strategies and requires both individual efforts of consumers as well as public professionalism and cooperation.

1. Introduction

In many movies about the future, we see an "unsustained" world depiction. Individuals who cannot meet their basic needs are unhappy, lonely, and have no belief or security and a system of economic, cultural, and social failure surrounds the dark atmosphere of the movies. When we return to the present day and from the fictional world to the real world, we observe that an intense effort is made in academia and in different sectors to define and achieve sustainability. We can assume that these efforts are well-intentioned as sustainability is based on the achievement of each person's sustainable state of well-being. However, this paper is not designed entirely from this point of view, as sustainability is not an independent and disconnected concept. Is sustainability a principle or a compulsory communication policy created by the economic system? Can we implement the strategies and messages contained in this communication policy, or are these policies sustainable? These questions will be the basic questions that this study will leave in the minds of the readers.

Sustainability has become a popular concept that has recently been emphasized and discussed in academic activities. It is also possible to evaluate the concept as a field of study or interest that can bring together many disciplines in a wide range, from environmental, climate, and nutrition problems to energy problems, from education to refugee and migration issues. Before mentioning the relationship between the concept of sustainability and communication, it is necessary to reveal the dynamics of the emergence of the concept.

Ulrick Beck introduced the concept of *risk society* in 1986 and focused on the possible environmental and climate crises that humanity will experience with industrialization and modernization and emphasized that people live with many risks today. According to Beck, with modernization, people started to encounter problems that they had not encountered before. The ecological and climatic risks that

Beck but put forward that threaten our present and future have increased the importance of the concept of sustainability, especially in recent years.

In this context, the concept of risk society put forward by Beck emphasizing that humanity puts itself in danger also recalls the need for people to produce sustainable solutions. Accordingly, it is possible to ask the following basic questions: To whom does sustainability serve? What is the core of sustainability? In addition to all these, what is the place and importance of communication and media in the subject of sustainability, which is the subject of this article?

2. Literature review

Although it is one of the popular topics of the last century, it was possible to see the roots of the concept in the 18th century. Malthus (1798) touched upon the basic facts discussed within the term of sustainability in his study and focused on the link between rapid population growth and social problems (Barkemeyer et al., 2018). At the end of the 20th century, sustainability was discussed intensively. The main reason for this is that economic growth is interrupted, and awareness about ecological problems is formed (Wolff, 2020). It is possible to take sustainability studies in the academic field even further. In some studies, conducted in the 1960s, discussions on sustainability were started (Wolff, 2020; Roosa, 2008). The Green Revolution is one of the spectacular subject in the literature, which has been recognized as a good example of sustainability to save people's futures. The Green Revolution was a movement initiated by Norman Borlaug, especially between 1940 and 1970. It covers the studies aimed at improving agricultural activities such as irrigation and seeding, and accordingly, increasing the productivity of agricultural lands with hybrid seeds and artificial fertilizers and millions of people have been spared from hunger

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and paved the way for long-term agricultural productivity (Borlaug, 2002).

The Green Revolution, which started to sprout in Mexico in the 1940s, was based on innovations in agricultural practices in the first place. The fact that it is possible to produce more food thanks to the innovations introduced has been seen as an important solution worldwide for the risks of famine, which started to be talked about after the 1960s. In this way, it has become possible to get rid of hunger in countries such as Mexico and India. Considered the creator of the Revolution, Dr. Borlaug was awarded the Nobel Prize in 1970.

Boschele (2020) presents a work that can carry forward the studies on communication and sustainability in Turkey by defining the concept with a broad as well as a critical perspective on the subject in her article "Sustainability, Consumption, and Media" and defines sustainability as one of the remedies for the ecological crisis and the key to a sustainable future. The author states that sustainability cannot be understood without examining the consumption society and the social role of consumption.

Green Movement and Green Operation are political formations that emerged especially in the 1980s and focused on environmental problems and have a democratic, participatory structure that emerged in the 1970s due to the development of states and the intensification of production activities. The centralization of the concept of sustainability is related to a report put forward by the Brundtland Commission called "Our Common Future" published in 1987 (Aydoğan Boschele, 2020; Bendor, 2018). *Our Common Future* is also referred to as the Brundtland Report, through Oxford University Press. The main purpose of this study was to provide international solidarity for sustainable development. It was ensured that the problems related to the environment and development around the world were dealt with as a single problem in an integrated manner. The Commission focused on three main tasks in the report: to develop innovative approaches to review and tackle environmental and development problems, to strengthen international cooperation, and to strengthen the linkage of structures such as governments, organizations, and institutes (WCED, 1987).

Today, the Brundtland Commission's work at that time is of great importance in the approach to the concept of sustainability. According to the definition of the commission, sustainability is meeting the development needs of the present without hindering the ability of future generations to meet their needs (Barkemeyer et al., 2017; WCED, 1987). In the following period, the concept of sustainability with its 21 different dimensions was discussed and defined at the United Nations World Conference on Environment and Development held in Rio de Janeiro such as neo-liberal policies, rapidly increasing consumption, and environmental destruction lead people toward an unlivable world (Kuşay, 2019). From this point of view, sustainability, which is being heard more frequently, especially after the 1980s, has become the policy of many institutions.

Shahzalal and Hassan (2019) state that communication tools should be accepted, and effective communication techniques should be used to ensure a meaningful and continuous change in attitudes and behaviors in society. With effective communication tools, people can access information simultaneously and exchange views and information as producers and practitioners. In this study, community radio (CR) is examined, which is a small-scale, local, community-run radio genre with a decisive actor who informs, guides, and motivates listeners on various topics. The study states that CR is a pioneering tool for localizing sustainability goals since communicative sustainability focuses on locality and encourages people to share the results of their ideas. The functions of CRs overlap with the sustainability communication perspective. In this context, it would be appropriate to include the purpose of the existence of CRs (<https://amarceurope.eu/the-community-radio-charter-for-europe>):

The functions of CRs overlap with the sustainability communication perspective. In this context, it would be appropriate to include the purposes of CRs (<https://amarceurope.eu>):

- Promoting the right to communicate, assisting the free flow of information and opinions, encouraging creative expression, and contributing to the democratic process and pluralistic society,
- Providing access to training, production, and distribution facilities; encouraging local creative talent and promotes local traditions; and preparing programs for the benefit, entertainment, education, and development of its listeners,
- Including representatives of geographically recognizable local communities or communities of common interest,
- Editorially independent from government, commercial and religious institutions, and political parties in determining program policies, (not a purpose, but a characteristic)
- Providing access to minority and marginalized groups and protect cultural and linguistic diversity,
- Based on information received from various sources, trying to keep its audiences informed honestly and provides the right to reply to any person or organization exposed to serious misrepresentation,
- Established as non-profit organizations that ensure their independence by being financed from various sources, (not a purpose, but a characteristic)
- Recognizing and respecting the contributions of volunteers, recognizes the right of wage workers to join trade unions, and providing satisfactory working conditions for both, (not a purpose, but more of a "code of conduct" or a "good practice")
- Conducting management, programming, and employment practices that are against discrimination and that are open and accountable to all supporters, staff, and volunteers,
- Promoting exchange between community broadcasters who use communication to foster greater understanding to support peace, tolerance, democracy, and development.

In this respect, the study also includes studies stating that messages coming from sources that are significant and trusted by the user are accepted and that the needs and benefits of users (viewers, listeners, readers, etc.) are also determinative in this acceptance process (Happer & Philo, 2013). Ballestar et al. (2020), on the other hand, transferred the statements about sustainability to a semantic map in their work. Researchers compiled these statements from Twitter. One of the hypotheses of the study is that the concept is mostly used in social media with a positive meaning. In this context, users generate dialogue, seek information, and spread them on social networks, magnifying the impact of the message. As a result of the research, in which the word cloud, one of the most used words related to sustainability in social media, was created, it was revealed that the term sustainability is associated with environmental sustainability. In their study, Ilieva and McPhearson (2018) emphasize that there is a huge amount of valuable big data on social networks such as Twitter and Flickr for scientists who study human behavior in cities. Sustainability studies to be conducted with these data may offer opportunities such as improving human-environment relations, increasing the importance of public health, and contributing to social equality. Ibrahim et al. (2021) blended the issues of the pandemic, sustainability, media, and employee engagement in their research, including current themes. Calcagni et al. (2021) examined the issue in terms of the benefits of cultural ecosystems (CES). The equivalent of CES is Cultural Ecosystem Services. Human life depends on the environment to meet basic needs such as food, clean air, and water. People also take advantage of their environment to satisfy a wide variety of desires. However, human activities that utilize ecological resources to sustain life and maintain certain lifestyles have degraded the environmental resources on which they depend.

The concept of ecosystem services (ES), the benefits that people derive from the environment, first emerged in the 1970s to highlight a critical gap in policy and decision-making, an almost complete underappreciation of societal dependence on natural ecosystems (Hirons et al., 2016). Pinpointing exactly what counts as CES is not easy, at least as there is little consensus on what it means culturally. However, the purpose of distinguishing a culturally determined service category is to emphasize that it is the non-consumptive ecosystem outputs from ecosystems that are important to humans, mostly intangible outputs that affect people's physical and mental states.

The support and regulation of cultural ecosystem services (CES) have been neglected by researchers and policymakers. While valuing CES poses several conceptual and methodological challenges, the topic is of great interest and importance because of the links between decision-making, cultural values, valuation methods, and the individual and the collective that affect ecosystems and human well-being.

3. Transformation of sustainability into a commodity

The concept of sustainability and technology are so intertwined that sometimes when referring to sustainability, technology is directly referred to. The definition of the Oxford Dictionary provides a good perspective; according to the dictionary, sustainability is the continuous use of natural resources and energy in a way that does not harm nature ("[Sustainability](#)", 2021).

Although the concept of development has a positive meaning, rapid and unmeasured development is linked to consumption. From the 1970s to the present, establishing a balance between development and protecting the environment and ensuring sustainability is a vital goal for most the states. As a result, sustainability has become a global priority (Caradonna, 2014).

In addition to its many dimensions, sustainability points to a cycle between sustainable development and the requirements for environmental protection (Aydoğan Boschele, 2020). In other words, the concept includes taking the steps to protect our future in a way that does not hinder global progress. Although pointing to continuous improvement, there are many different opinions on it. Latouche (2004) discussed the relationship between development and sustainability in his article and defined sustainable development as an oxymoron. According to him, sustainable development has problems. For example, sustainable consumption will have more troubling and destructive consequences at some point. For this reason, sustainable development is positioned in contrast to the concept of modernization by many researchers and is directly related to limiting the return to traditional social structures and excessive consumption (Yanitsky, 2000).

Another point that needs to be emphasized is the relationship between technology and sustainability. Technological tools, which are developing and renewing day by day, allow more rapid production and consumption and cause more intensive use of energy. With this approach, sustainability is seen as one of the reasons for unlimited consumption. Martin Heidegger (1977) evaluates technology both as a danger due to its destructive effect and as an opportunity due to its potential to save energy in his work titled *The Question Concerning Technology* (Bendor, 2018). Accordingly, Bendor (2020) establishes a direct link between sustainability and technology.

One of the important conditions for ensuring sustainability is education. Societies must undergo certain training to protect the climate, nature, and our future. Education is one of the most powerful tools for changing the world and making it a better place. It is the enabler of economic growth, preservation of cultures, and collective orientations (Johnstone et al., 1998).

Many researchers have touched on the relationship between sustainability and education (Jain et al., 2013; Foster, 2002; Felgendreher, 2018; Aleksejeva, 2016). It is possible to read this in Althusser's (1971) and Antonio Gramsci's (1997) works. The basic approach is to harmonize children or young people with the system by receiving through education. The approaches that deal with the relationship between sustainability and education above tend to ignore this perspective in general. The Rio Summit, which was held in 1992 and considered an important event in the inclusion of sustainability in higher education, also focused on the changes that sustainability education can bring. The approach, initiated by the initiatives of the United Nations and aiming at sustainable development, was considered important for all parts of society, together with education and related awareness (Jain et al., 2013). In this respect, the approach of Huckle and Sterling (1996) is of great importance for sustainability as well as a better society and future. According to them, sustainability education helps societies gain a critical view of technologies, economic productions, cultural systems, and their reproduction. Today the human species use the world separately from other species and is superior to other living things. Although resources are considered free and unlimited, we can solve many of our problems with the help of technology. A large part of the information given to students mentions this fact (Cortese, 1999). Human-oriented solutions and approaches cause us to destroy nature, the climate, and the environment we live in. At this point, education is of great importance for sustainability. Especially in the United States, many universities have taken steps in this direction. For example, The Georgia Institute of Technology has identified three core missions of teaching, researching, and applying sustainable technology. Likewise, Tufts University added environmental literacy course to its curriculum for the first time in the USA (Cortese, 1998). In this direction, the university established an institute and provided environmental literacy education to students from all disciplines. This approach is of great importance because it is crucial to abandon the anthropocentric view that nature was created for human use and emphasis the fact that environmental or ecological literacy and critical literacy education constitute the most basic approaches for sustainable resources and a good future. The balance between human interest and nature interest should be planned very well, and nature must continue its existence with all its functions as well as the continuation of human activities. Otherwise, all sustainability approaches may be designed on the turning of economic or political wheels and may cause the current conditions to be planned to ensure the continuity of only a group of people. Like the examples above, many numerous universities in our country offer courses on sustainability. In 2019 Robert College established the Robert College Environmental Movement ([Sustainability](#), 2021) to gather environmental activities under one roof and ensure stability. In addition, institutions such as the Turkish Quality Association provide sustainability training from many different approaches. Sustainability can be addressed in a broad sense, both in promotional and educational videos of non-governmental organizations, as well as in films and serials, and the education of individuals in schools can be made sustainable too. At this point, the constant emphasis on ecological problems and the human future in various media platforms will both support education in schools and, on the contrary, may reveal the necessity for more education. It is possible to take advantage of the possibilities of technology and the internet to a large extent. Communication tools, which continue to develop in parallel with technology, have been considered within the scope of sustainability studies in recent years. Advertising, television broadcasting, cinema, media literacy, digital media literacy, public relations, and media mediated education have recently begun to be discussed under the concept of sustainability.

Görland and Kannengießer (2021) gathered the subject of sustainability in communication and media studies under four basic areas. These studies are primarily related to the inclusion of the concept of sustainability in media content. These contents are mainly related to ecological and climate issues defining questions about what the media can do and how to achieve sustainability. Similarly, there is a focus on climate and ecological problems in this study area. Another field of study is on how the content produced in the media is perceived, and the last field of study covers the studies on how different actors use the media to ensure sustainability (Görland & Kannengießer, 2021).

Especially in recent years, environmental initiatives compatible with nature in the context of sustainability can benefit from social media positively. Organizations have important advantages thanks to social media in terms of making themselves heard, raising awareness, gathering supporters, and spreading the work done. Social media platforms offer brands and entrepreneurs many opportunities, such as growth, the opportunity to respond quickly and effectively to customers, the ease of collecting feedback from customers, the possibility of the slightest event going viral with low budgets, and learning the opinions of customers on environmental investments (Williams et al., 2014). Thus, brands can meet the expectations of their customers and reach their contributions by addressing environmental problems and offering a sustainable life.

The media undertakes a task to announce and raise awareness rather than ensure sustainability. De Witt (2011) tried to determine the position of the media in the relationship between the media and sustainability by considering the functions of the media and emphasizing the concept of sustainable communication. According to De Witt, new media tools vastly expand people's lives and communication networks. People now have a medium where they can talk about ecological problems, exchange ideas and, most importantly, act, regardless of country borders. These opportunities pave the way for people to stay in communication about an ecological problem in a sustainable way without boundaries.

This contributes positively to people's motivation and awareness. In recent years, environmental communication specialists have carried out studies on raising awareness about environmental problems, providing information, establishing dialogue, and participating in activist movements, especially by using new media tools (Bendor, 2020). In particular, the expanded public space opportunities offered by social networks provide the chance to discuss and exchange ideas on issues such as the environment, migration, climate, and energy. These advantages allow discussions in terms of sustainability and the development of collective intelligence, which is a concept used by Pierre Levy in the context of digital media. According to Levy, not everyone can know everything, but thanks to digital networks, people can gain different skills and strengths by combining their expertise and knowledge. These networks bring people together and bring them different power and influence potential (Jenkins, 2016).

Bendor (2020) states that public spaces provided through social networks increase collectivity and indirectly motivation and nourish solidarity movements for permanent solutions. When digital media is considered in the context of sustainability, content producers, by using digital texts, visuals, and sounds, can place the concept of sustainability in the center of life by making it more vivid and dynamic and, most importantly, permanent in memories (Bendor, 2018). These opportunities, which have emerged in connection with technology, enable environmental groups to take an attitude against environmental problems and make their voices heard with the help of the media. In other words, people who are aware of the risk of developing various sensitivities and struggling for a more livable world.

However, examining the media in the context of its relationship with sustainability involves a very optimistic one-sidedness. A critical perspective can be put forward in the approach to the relationship between sustainability and media.

Today, many companies announce their sustainability campaigns using mass media and conduct public relations studies on how sensitive they are to environmental crises. However, these studies also constitute a good example of Latouche's definition of the oxymoron mentioned above. Today, the sustainability policies created by many companies aim to attract more attention. In other words, it is an implicit way of finding more consumers. At this point, the use of mass media is of vital importance for companies. Aydoğan Boschele (2020) also addresses this problem in her article. Companies that carry out public relations and advertising activities that give importance to ecological disorder or problems and struggle with it, reach new consumers with their advertising policies. In short, the aim is to touch new customers under the name of solutions to ecological problems. It is possible to consider this situation as the transformation of sustainability into a commodity. In this context, the media becomes an effective tool for acquiring new consumers. At that point, one of the approaches to be considered is to find an answer to the question of why companies prefer media for sustainability campaigns planned for social and ecological problems (Lodhia, 2018).

In the next section, it will be possible to see different approaches more clearly by referring to examples of communication strategies in the context of the relationship between sustainability and mass media.

4. Communication as an image-building tool for various industries

We can describe sustainability with various titles and various communication actions within the communication discipline. The most common of these is the structuring of sustainability communication of brands and the creation of sustainable communication strategies (UNEP, 2005). For instance, Futerra, which describes itself as a change agency, puts changing the world at the center of its goals. In their reports on sustainability communication, which are cited from many different sources, the basic emotion is to imagine a better world. To achieve these goals, well-known communication process principles come into play (Kayaalp & Toprak, 2017) which are:

- Determine target audience,
- Link the topic to other topics,
- The message must be personal and practical.

There are many campaigns in which we can exemplify these three items. Such as Good Heating Week in France, which promotes energy-saving products. Some other cases can be seen in Austria, where a responsible consumerism campaign targeting the home decor industry was prepared, or in New Zealand, increasing sales of ethical products and offering environmental health checks on a household basis was planned. A good example is the Eco-Media Forum in Poland, which enabled people to learn through activities, with events such as the Great Clean campaign, seminars, films, music (using tools made from recycled materials), fashion shows, and trade fairs (Kayaalp & Toprak, 2017). For sustainability communication finding a basis to help determine its place, relate to other discourses, and specify these goals is crucial (Akbayır, 2019). In this process, psychology is the first of the disciplines that help the concept, which has encountered many disciplines. The success and longevity of sustainability campaigns lie in an organization. We can see sustainability as defined, targeted, and included in practices within corporate communication strategies. Sustainability can be added to communication plans in many ways at this point which can be briefly shown in the following table:

Table 1: Sustainability activities in corporate communication

Communication Activity	Target group
Communication strategy and message development	Internal and external
Stakeholder engagement	External
Competitor analysis	External
Campaign management	External
Quantification and consideration	Internal and external
Complete strategic marketing campaigns	External
thought leadership	Internal and external
Generating green and ethical messages in advertising and branding applications	External
Doing market research	External
Special campaigns for new media	External
media planning	External
Ensuring employee engagement	Internal
Printed, live, and online customized learning materials	Internal and external
Innovative and engaging communication tools	Internal and external

Although the majority of society has a positive attitude towards sustainability ideas, most of these citizens and consumers exhibit limited structural behavior aimed at environmental sustainability (Moser & Dilling, 2007, cited in Langley & Broek, 2010). At the *Internet Policies and Policy Conference* held in Oxford in 2010, David Langley and Tijs van den Broek explained the barriers that prevent people from displaying their positive intentions for sustainability through behavior and touched on the role of social media in removing these barriers. According to them, there are two reasons for the inconsistency between people's attitudes and behaviors about sustainability. The first is the understanding of 'fatalism', in other words, the lack of belief in sustainability. The second is being 'busy' explained, as the majority who have a positive disposition about sustainability do not give themselves the time and energy to turn it into action (Langley & Broek, 2010). So, what is the role of social media, which we can describe as the most up-to-date form of communication channels, in removing these two obstacles?

Social media has the power to reach and influence large masses at the same time. The realization of these features and the increase in the number of users day by day has led to the use of social media by brands, political parties, or non-governmental organizations to gather members or customers. As an ideal, sustainability is one of the intellectual movements that can be disseminated through social media. In 2010, Greenpeace published a video on YouTube to draw attention to the palm oil used by Nestle during the production of KitKat. This video is presented in the form of a fake KitKat ad: A man, tired at work, takes a break and opens a KitKat package, indifferently picking up a piece of orangutan and biting it: people at work watch him with frightened eyes as blood pours from his mouth. Drawing attention to deforestation for the use of palm oil, this video demonstrated the power of social networks, and within a month, Nestlé agreed to use only environmentally friendly palm oil.

Besides this, participation in an online sustainability initiative can also be encouraged if current participants share their experiences with people in their social networks. In other words, it plays an important role in raising the awareness of other users and closing the gap between their sustainability intentions and behaviors by showing their knowledge of sustainability. Seeing behaviors and projects on sustainability by non-participant users encourages them and facilitates the conversion of intention into behavior. Another result of the study shows that initiatives that expect less behavior change have the most participants, and initiatives that expect the biggest behavior change attract the least number of participants. The less effort required of the behavior; the more people acquire that behavior. At this point, individual posts showing sustainable behaviors on social media play an important role in coding that behavior as easy or difficult in the human mind. For example, Hale Aucun Aydin, known as "turkisiminimalizm" on Instagram, started a movement called "*Kahve Termosta*" in 2019 to reduce the consumption of plastic and cardboard cups. Within the scope of this movement, sharing various content, it enabled both users to support this movement, and some companies started to offer discounts to customers who come with thermos from cafes such as Starbucks, Craft Kadıköy, and John's Coffee. The movement has become widespread as many users who drink their coffee with a thermos include it in their daily shares. In other words, social media is of great importance for users to acquire a behavior, join a new organization or support a movement.

5. The cultural cache associated with green products

When Philip Kotler's definition of "product" is examined, we can say that consumers look at everything as a product based on a rational or psychological reason. According to Kotler, a Sony CD player, a Ford Taurus, a trip to Costa Rica, a cafe mocha at Starbucks, your family doctor's recommendations; are all products. The concept of the product has a very wide content; it can be not only tangible things but also objects, services, events, people, places, organizations, ideas, or a combination of these can be products (Kotler & Armstrong, 1996). A product is handled at three main levels (Tek, 1999). The core product, tangible product, extended product. The essence product, as one Revlon executive said, "We make cosmetics in the factory, we sell hope in the market." which means the tangible product is the material structure and appearance in which the core products are clad. The extended product is the sum of the additional benefits and services offered by the tangible product (Ertike, 2019). The intensity of the efforts of manufacturers to transform all kinds of tangible and intangible assets into salable products is striking. Today, consumption is encouraged, presented as attractive, and various opportunities are offered to the target audience —credit cards, installments, discounts, promotions, etc. In this period, which Marx called the "age of decay" and in which even abstract concepts such as love, affection, goodness, and friendship have become commodities, many commercials offer viewing pleasure to the viewers and, repeatedly, with the cinematic techniques used in the production of commercials. In other words, the nature of advertising is to try to position the audience as

a consumer. However, advertisements do not only offer the product they show, but they also establish a connection with the target audience on different issues by including cultural, political, economic, or technological phenomena. One of these topics is sustainability, which is meeting our own needs without compromising the ability of future generations to meet their own needs (Oxford: Oxford University Press, 1987).

So, while the nature of advertising convinces the audience to consume, how sustainability is positioned in advertising? Although the inclusion of sustainability in various media tools such as television, cinema, and social media at first glance seems to aim to raise people's awareness on this issue, Craig (2019) claims that advertising is the opposite of sustainability and explains this contrast as follows: Advertising promotes consumption and economic growth, but environmental sustainability is based on challenging the basic need for less consumption and the principles of the consumer society. In this sense, advertising is the opposite of sustainability (Craig, 2019).

Advertisements on sustainable products appear as "green advertisements" in the literature. While positioning citizens as consumers, green advertising raises issues of public interest and, at the same time, places special cultural value on the policies of sustainable or ethical forms of consumption (Craig, 2019). These ads, which seem to have an innocent purpose offer their viewers a lifestyle that they can only have by purchasing these products. Consumption of green products can also be a strategy of discrimination and a way of easing the guilt that privileged consumers feel about their consumption action while marginalizing less privileged consumers at the same time; thus, the cultural cache associated with green products is certainly a value recognized and abused by advertisers (Craig, 2019).

6. Conclusion

Sustainability can be defined as a state of well-being which has a very broad meaning but is also a good explanation because sustainability is not just about the material resources that society has. As U. Beck (1986) stated, sustainability, which is proposed as a solution to escape from many vital problems introduced by modernization, has been conceptualized since the 18th century. Different communication tools and techniques are used to implement the concept. Namely, the discipline of communication can play a role in sustainability in different ways. Mass media plays a role in delivering sustainability-themed messages to large masses and can support the design and sharing so that these messages can be effective. In addition to communication tools, communication strategies, along with sustainability, appear in many different sectors. So, the relationship between sustainability and communication can be associated with using tools and developing strategies.

When research on the subject is reviewed, it is seen that environmental sustainability is more prominent in the eyes of the public. As human life is fundamentally dependent on food, air, water, and the environment, healthily and adequately supplied sources have physical and mental effects on society. From this point, the situation of a person who is dependent on ecological resources but established a system to destroy them corresponds to a great dilemma. In this case, the first romantic answer that comes to mind in response to the question of what can be done is education, but does the education system provide students with the ability to question, ask, learn, and criticize, that is necessary to design a sustainable world? Or does it raise individuals who think and act uniformly, do not question the system they live in, and sacrifice their originality and freedom to adapt to it, functioning like an ideological device (Althusser, 1971; 7;

Gramsci, 1997)? Is it possible for the education system to raise individuals who know their place in nature and respect different species and the right to life?

Besides, the media can also be questioned from a similar dual perspective: do the media instill awareness of sustainability, or do it simply serve as a confessional and image-building tool for various industries?

This study made some clear definitions and presented various keywords, thus trying to guide those who are interested in the subject. In addition, by asking some questions and emphasizing various dilemmas, we tried to show how sustainability can be read in different ways within the framework of the communication discipline.

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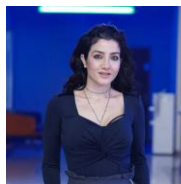
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