

# The Use of Media by Turkey's Generation Z as a Source for Political Information

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## Abstract

*In the historical process, each generation has interpreted and organized the social life and the values of the society according to their own philosophy and style of life. Therefore, the influence of the Z generation, which constitutes the most crowded age group of the world population, has become more evident in politics as in every field. It has become more difficult to influence and direct the Z generation voters, who use technology much better than previous generations. One of the most important roles of the media in political communication is to inform the public about political issues and events. The public reaches the information they need to make informed political decisions through mass media. The findings of the research, which is the subject of this study, revealed how and to what extent the Z generation is affected by the media in the process of obtaining information on political issues in Turkey, and thus how the political parties will reach the Z generation through the media. In light of the research findings, it has also been revealed how political communication should evolve to reach the Z generation voters, which will have a decisive effect on the election results in the 21st century.*

**Keywords:** Generations, Generation Z, Media, Political Communication, Politics.

## Öz

*Tarihsel süreçte her kuşak, toplumsal yaşamı, toplumun değerlerini, kendi yaşam felsefesine ve biçimine göre yorumlamıştır ve düzenlemiştir. Dolayısıyla, dünya nüfusunun en kalabalık yaş grubunu oluşturan Z kuşağının etkisi her alanda olduğu gibi siyasette de daha da belirginleşmiştir. Teknolojiyi önceki kuşaklardan çok daha iyi kullanan Z kuşağı seçmenini etkilemek ve yönlendirmek daha da zorlaşmıştır. Siyasal iletişimde medyanın en önemli rollerinden biri de siyasal konu ve olaylar hakkında kamuoyunu bilgilendirmektir. Halk, bilinçli siyasi kararlar verebilmesi için ihtiyaç duyduğu bilgiye kitle iletişim araçları sayesinde ulaşır. Bu çalışmaya konu olan araştırmanın bulguları, Türkiye'de Z kuşağının siyasi konularda bilgi edinme sürecinde medyadan nasıl ve ne ölçüde etkilendiğini, dolayısıyla siyasi partilerin Z kuşağına medya aracılığıyla nasıl ulaşacağını ortaya koymuştur. Araştırma bulguları ışığında özellikle 21. yüzyılda seçim sonuçlarında belirleyici etkiye sahip olacak Z kuşağı seçmene ulaşmak adına siyasal iletişimin nasıl evrilmesi gerektiği de ortaya konmuştur.*

**Anahtar Kelimeler:** Kuşaklar, Z Kuşağı, Medya, Siyasal İletişim, Politika.

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## Introduction

The transfer of political culture to the next generation of citizens in a particular society is broadly called political socialization. As a result of political socialization, individuals gain knowledge about the political system and how it works. They internalize the political value system and ideology of the society and begin to understand its symbols and rituals. In other words, political socialization refers to a process in which individuals acquire knowledge, views, values and behaviors that lead to the shaping of their political identities (Papaoikonomou, 2017). Thus, individuals who are informed about the role of active and passive members of the government can participate in political and civic life (Owen, 2008). To define it in a few words, political socialization is the process by which an individual learns to be a citizen, that is, to be a participant in the political system (Albo & Friedman, 2011).

## Mass Media

One of the dominant elements of the political socialization process is the media. The media play a key role in informing citizens politically. An individual gets information about political developments at the rate of the news he consumes (Boydston, 2013). The media, which includes and announces political issues, plays an active role in shaping public opinion by influencing the public's view of these issues and politicians. The attitude and approach that the media will adopt in the news it will give or in its comments on the events and issues it covers will inevitably affect the thoughts of many people (Fields, 2006). In general communication theory, the term media refers to any natural or technical means of communication that allows a message to be transmitted (Ada, 2021). Mass communication is communication that takes place at the mass level with the whole society. At the social level, it is a communicative phenomenon that takes place on a macro scale (Güngör, 2018). Today, when we talk about the media in general, we mean the mass media (Ada, 2021).

Mass media can be classified under three headings. The group of communication tools such as radio, television, newspaper and magazine is traditional mass media. Customized niche media is the group that includes media that aims to reach small or specific demographic audiences, such as television channels with a specific theme, exhibitions, and fairs. The third group is new media communication tools (Başal, 2018).

The concept of new media refers to digital and online technologies such as social media and mobile devices that have emerged with the intensive use of the internet all over the world. The internet has also prepared an environment for the differentiation of mass media in the virtual environment. With the advantage of being independent of space and time provided by the Internet, the new opportunities it provides to the media ensure the spread of new media all over the world. Internet media is a general name given to the types of media broadcasting over the internet. With the development of the internet, internet journalism emerged in the middle of the 20th century. In the beginning, it consisted of presenting printed newspapers to the public one-on-one via the internet, but then it came to a different position with the emergence of news portals (Aziz, 2016).

Social media are internet-based applications that are built on the ideological and technological foundations of Web 2.0 and where the user can create and sometimes change the content (Kaplan, & Haenlein 2010). The dizzying speed of the internet has caused the concept of media to evolve into different definitions today. Different denominations such as digital media, new media, social media have begun to define a new communication and media environment created by digital technologies, based on the computer and the internet (Zelan, 2014).

## Relationship Between Media, Society, and Political Communication

Media is the general name given to all audio, visual, or both visual and auditory tools that convey all kinds of information to individuals and communities for three basic purposes such as

entertainment, information, and education (Başal, 2018). The issues that the public is interested in, focused on and talked about always emerge with the influence of the media. In other words, the media is the power that determines the agenda of society. As Bernard Cecil Cohen argues in his book "Press and Foreign Policy" (Cohen, 2015), the media is very successful in telling its audience what to think about.

Political developments that we live and face in every aspect of our daily life and forms of communication that aim to inform society on this issue are considered as political communication (Kılıçaslan, 2008). The factors that determine the success and impact of political communication are the belief in the source, the persuasive power of the source, knowing the characteristics of the audience, the content of the message and its correct transmission (Aziz, 2007). Political communication is a system that consists of various elements such as political actors, audiences, organizations that research the tendencies of the audience, organizations that determine and spread the content of political communication, organizations that ensure this spread, organizations that regulate and control the political communication process (Grishin, 2015).

Media affects society at different stages. The first of these is awareness. Then the second stage, the information acquisition stage, begins. In the third stage, there is attitude development. The fourth stage is the stage where attitudes change (Göker & Doğan, 2011). Media organizations influence voters with the news and articles they publish and can manipulate their decisions directly or indirectly (Şimşek, 2009). Therefore, the media should act impartially and fairly while informing the public and should give all parties and politicians the freedom to express their views equally and freely (Norris & Merloe, 2002).

In the election process, the media gives general information about the candidates to society. Even though there are those like Stuart Hall who oppose the assumption that the recipient audience is passive and argue that the messages sent go through some filters determined by the people contacted (Hall et al., 1980), voters form their own subjective opinions on the light of the information

and news presented to them in the media. The media can sometimes deliberately show a candidate or party as stronger and luckier than others in the elections. For example, if the results of opinion polls show that a candidate or party has a better chance than others, the public tends to accept this assessment (Chandrappa, 2014). Especially during the election period, the media can also make a special effort to prevent the public from thinking and questioning. For example, sometimes the media does not give particularly accurate information. In other words, the political behaviour of society can be organised and shaped as the media wants it to be (Kılıçaslan, 2008). But the manipulative effect of the media can sometimes disturb society and cause reactions. Society may also compare its knowledge and values with the viewpoint imposed by the media. This attention and sensitivity are associated with trust in the media (Maigret, 2014).

### Generations

The concept of generation goes back to the Latin origins of the word fathering. Etymologically, it is derived from the Greek word genesis (Corsten, 1999). Although the concept of generation, especially the Z generation, has been the subject of many scientific studies in recent years, the question of the generation phenomenon is much older. In his work, Mannheim defined the concept of generation as a group of people of a certain age who experienced important historical events at a certain time (Mannheim, 1952). When we say generation, we mean those who were born on the same dates or periods, and the masses who shared common economic and social events in their own time (Çelik & Gürcüoğlu, 2016). The developments that people experience and witness when they grow up have a direct impact on the way they perceive the social world. The segments of society who lived in different periods of history have differentiated from their parents in terms of culture and values they have adopted as a result of the social influences they have experienced. This thesis is also effective in shaping the generation phenomenon (Alwin & McCammon, 2003).

In recent years, as a result of technological developments that have taken place at a dizzying speed, generations can differ even in a very short time. Although some dictionaries define the generation as 25-30 years, which is when babies grow up to become adults and have children of their own (Cambridge Dictionary), even 20 years is sometimes considered a long time when describing two different generations. Therefore, we can say that today's generations differ sociologically rather than biologically (McCrinkle & Wolfinger, 2009). Therefore, while naming generations, it is necessary to consider the mentality, psychology, ideas, and experiences of the people of that generation (Zemke et al., 2013).

Elements such as economic balances, experiences gained as a result of social events, and value judgments that dominate historical processes are decisive and effective criteria in the way social groups called generations perceive the world (Pitt et al., 2009). According to Auguste Comte, who offered a different perspective with his research on the concept of generation between 1830 and 1840, generations differentiate and evolve in history. Each generation transfers its savings to the next generation, and this ensures the emergence of social progress (Comte, 1974).

### **The Silent Generation, Baby Boomers, Generations X and Y**

The generation also called the silent generation or traditionalists includes those born before 1946. Their silence is a result of the psychological pressures and depressive effects of the first world war. The silent generation, which attached great importance to the concept of family, showed a respectful attitude toward authority, and gave great importance to social security, especially to the assurances in the field of health (Sprague, 2008).

Chronologically, the silent generation was followed by the Baby Boomers, who were born between 1946 and 1965. After the Second World War, with the end of the economic chaos and people looking to the future with hope again, the baby birth rates in western countries exploded and the generation took its name from this

development. Factors such as widespread educational opportunities, increased government subsidies, and technological innovations have made the Baby Boomer generation a successful generation with high living standards (Gaidhani et al., 2019). Unlike the silent generation, the Baby Boomer generation, which rejects authority, attaches importance to individualism and personal pleasures. It is a generation that invented the credit card, that does not care much about saving money for retirement and does not hesitate to use bank loans (Sandeen, 2008).

After the Baby Boomer Generation, the world met the X Generation, born between 1966-1980. With the influence of industrialization, the X generation shared a period in which national welfare, media, and communication developed, consumption increased and social changes took place faster, especially in western countries (Katz, 2017). American and British researchers Charles Hamblett and Jane Deverson played an important role in naming this generation X, based on young people's views on concepts such as racism, gay rights, and hippie culture in the light of their research on adolescents of that period (Levickaite, 2010), and North American writer Douglas Coupland popularized the term (Possamai, 2016). The members of Generation X, whose self-confidence and passion for independence were higher than their predecessors, nevertheless preferred to be loyal to their work, learning from the experiences of their parents who had experienced financial difficulties (Shragay & Tziner, 2011).

Generation Y generally includes those born between 1981-1995. Among the dominant characteristics of the Y generation, also known as Millennials or digital natives, values such as feeling special and important, being hopeful for the future, loyalty to the family, and conservatism come to the fore (Bayramoğlu, 2018). Generation Y, who grew up with digital technologies and the internet, adapted very quickly to this new order and played a role in the realization of a transformation in business life and social relations (Islam et al., 2011). 60% of Generation Y are the children of working parents. At the same time, their parents, who do not want to bring too many

children into the world, have made a special effort to raise the Y generation youth in prosperity, protect them constantly, and guide them (Weston, 2006).

### **And Generation Z**

Although its beginning is stated with different dates in different studies, Generation Z, which is considered to be born between 1995 and 2015, has also been defined by names such as iGeneration, Gen Tech, Gen Wii, Net Gen, and Digital Natives in different studies (Prawitasari, 2018). The members of the Z generation were born directly into the digital age, the internet age. Especially for the Z Generation because of living together with social media, 'hashtag generation' is also referred to (Semiller & Grace, 2016). In this respect, they differ from previous generations. Individuality, freedom, and technological speed are very important for the Z generation, who use technology at the most advanced level (Goessling, 2017). Generation Z, who have no experience of living without the internet, have always grown up in an environment where they can access information as powerfully and easily as possible (Menendez et al., 2020).

The members of Generation Z, which is a generation with a highly materialistic orientation, come to the forefront as a group with high creative power, loving differences, goal-oriented thinking, and giving importance to flexibility (Çetin & Karalar, 2016). They want to reach important points in their careers as soon as possible. The members of Generation Z, who know the importance of globalization and are interested in learning foreign languages, dare to do their jobs easily in different countries (Dolot, 2018).

Generation Z differs from previous generations with its pragmatic and realistic personality. They are more entrepreneurial and more social than previous generations. They adapt quickly to new technologies and are willing to improve themselves (Seymen, 2017). Generation Z is focused on quickness rather than accuracy, as it develops in an age where speed is prominent. It focuses on quickness rather than accuracy (Nicholas, 2019). An innovative and confident generation, Generation Z is well-educated, liberal-

minded, and open to emerging social trends (Milotay, 2020).

### **The Share of Generation Z in the World and Turkey's Population**

The results of the last general census carried out in the USA showed that with a population of 80 million, Generation Z left behind Generation Y and constituted the most populous segment of American society (Thach, 2019). According to Bloomberg, as of 2020, Generation Z members are the largest generation, accounting for 32 percent of the world's population (Spitznagel, 2020). According to population data in 2019, approximately 12.6 million (18.8%) of the 66.8 million people in the UK belong to Generation Z (Milotay, 2020). According to 2017 statistics, Generation Z constitutes approximately 17.6 percent of Canada's total population (Patel, 2018).

If we look at the share of the Z generation in Turkey's population, according to the address-based population registration system data of 2019, the population of the Z generation is 20.6 million people in Turkey, where approximately 85 million people live. According to a study, Generation Z comprised 23% of the population of Istanbul, the most populous city in Turkey, 5 years ago, but today this rate has approached 30% (Orun, 2020). It is predicted that the number of Generation Z members expected to vote in the elections to be held in 2023 in Turkey will reach 7 million (Özdemir, 2020). This means that in the elections expected to be held in 2023, Generation Z voters, who are expected to reach 12% of the total electorate, will have large voting power and political sanction (Zeyrek, 2020).

### **The Method of the Research and the Selection of the Sample**

This research, the findings of which are the subject of this article, was carried out in January 2020 to determine the influence of the media on the process of obtaining information on political issues by the members of the Z generation in Turkey. The research consisted of two stages, theoretical and practical. In the first stage, the literature on the



subject was scanned, the results of the studies in this field or similar features were examined, and as a result, a detailed framework on the subject was presented. In the second stage, data collection was carried out in the light of this theoretical framework.

This research is a quantitative research. Online survey technique was used as data collection tool. The survey consists of 20 questions, including demographic questions. The questionnaire form consists of two parts. In the first part, there are questions about the demographic characteristics of the participants. In the second part, questions about the perception of politics of the Z generation and how they use the media while being informed about political issues are included. In the study, which lasted two and a half months, 360 participants, all of them from generation Z, answered questions to determine the influence of the media on their political views. Participation in the evaluation was on a voluntary basis. Since it will not be possible to reach all members of the Z generation living in Turkey, the data was collected from a specific sample from the population using a survey technique. Convenience sampling, one of the non-random sampling methods, was preferred as the data collection method.

In order to reflect the findings of the study in which the simple random sampling technique was applied, interviews were conducted with the members of the Z generation living in different geographical regions. The research was carried out with 360 Z generation members studying at universities in 7 provinces of Turkey (İzmir, Kars, Şanlıurfa, Giresun, Antalya, Aydın, Samsun) reflecting different demographic characteristics. As of the date of the research, according to the official figures of YÖK (YÖK, 2022), a total of 363,000 university students are studying in these seven provinces that make up the sample. Therefore, the sample constitutes one thousandth of the population on average. The proportions of the data collected from the provinces were determined according to the number of students in the province. It is estimated that the sample obtained by the representative sampling method used in the research accurately represents the universe it belongs to. The findings of the research

were evaluated and interpreted in the light of the results and ratios obtained throughout the survey.

The distribution of the Z Generation members participating in the research according to their gender was 58% female and 42%, male. Only the members of the Z generation who obtained voter status were included in the sample. Since in Turkey, by law, voters must be at least 18 years old (Supreme Election Council, 2022), young people born in 1997, 1998, 1999, and 2000 who participated in the elections were interviewed during the research process. In Turkey, the last national general election was held on Sunday, 31 March 2019. (Supreme Election Council, 2022) While determining the age limit of the participants, care was taken to ensure that they voted in the 2019 elections. Thus, those born in 2000 have established the age limit. As a result of this criterion, the distribution of respondents according to their year of birth was as follows: "41% born in 2000, 29% born in 1999, 14% born in 1998, and 16% born in 1997."

## Findings

### Participation in Elections

Participation in elections shows the belief of the society in the political institution and the system. If the voters in a country are careful to vote, democracy is alive in that country, on the contrary, if the rate of voters is low, this indicates a decrease in the belief of the people in democracy (Solijonov, 2016). In the research, first of all, the relationship of the Z generation with the ballot box and therefore with the election was questioned. 89% of the young people of the Z generation who participated in the research stated that they voted in the elections, and 11% stated that they did not. In the local elections of 31 March 2019 in Turkey, the overall vote rate was 84.6% (Supreme Election Council, 2022). This finding shows that the voting rate and sensitivity of Generation Z in political elections in Turkey are higher than the national average.

The findings of the study revealed that the interest of Generation Z in Turkey towards elections is partially reflected in their relationships with their friends. In another question of the

research, Generation Z members were asked whether they talked about political issues in their conversations with their friends. 64% of the respondents to this question stated that they talk occasionally, while 22% stated that they talk frequently. The rate of those who said they never talk remained at 14%. This shows that, 86% of Generation Z members in Turkey also talk about political issues; that is, they are not indifferent to political events.

### **Media and Generation Z.**

So, how do the Z generation in Turkey, who tend to talk about politics and therefore follow political developments, meet their need to be aware of political developments? 83% of the respondents to this question emphasized that what they read and learn from the media is effective. 12% said that their families' suggestions and guidance were effective. 4% of the respondents underlined that the prevailing general opinion on social media is effective in the formation of their political views. 1% said they were impressed by the opinions of their friends. This finding shows that the Z generation is not much affected by the suggestions of those around them or even their families. In addition, the influence of what they read and see in the media is the most important determinant in the generation of Z's knowledge and opinions on political issues.

### **The Ineffectiveness of Traditional Media**

Of course, although the members of Generation Z in Turkey state that they have information on political issues through the media, it is important to reveal their media perception at this point. Media is a very comprehensive concept. Which mass media does Generation Z prefer? The findings of the research revealed how appropriate the definition of "Internet generation" for Generation Z is. When asked which media they prefer to be informed about politics, 47% of the respondents answered "Social media sites". "Internet media" comes second with 29%. In other words, 76% of Generation Z is politically informed through internet-based media.

This finding shows how effective internet news sites and social media are in shaping the political views of Generation Z in Turkey. However, the same finding also showed that Generation Z has abandoned traditional media. For example, the rate of those who say that they follow the political developments on television is 18%, the rate of those who state that they are informed through newspapers is 2%, and the rate of those who state that they follow politics of the country through magazines is only 1%. It is a remarkable finding that even though "radio" is among the answer options for this question in the research, not a single participant answered "radio". This finding shows that the influence of traditional print media in determining the political wings of Generation Z in Turkey is extremely low. While answering the same question, the fact that the rate of those who say they learn about political developments while chatting with their friends is 3% reveals that conversations with friends are more effective than newspapers in forming the political views of Generation Z in Turkey.

### **Generation Z and The Television**

According to the research findings, while the effect of printed media such as newspapers and magazines in the formation of the political opinions of Generation Z in Turkey has decreased, it is also seen that television is not very effective in this context. The rate of those who state that they follow political developments on television is 18%. 30% of Generation Z members, who were asked whether they watched the political discussion programs broadcast on television, said "yes, I do". The rate of those who say that they do not miss it is 6%. However, 31% stated that they did not watch and 8% stated that they never watched it. The rate of those who say "I watch sometimes" is 25%.

### **Political Ads and Generation Z**

In addition to the finding in the research that traditional media has lost its influence on the Z generation in Turkey, it is revealed that the advertisements given to the mass media during the election periods are also not effective. 22% of the

members of the Z generation who answered the research questions stated that they were not affected by the political advertisements they saw in the mass media. 62% of them stated that they were "absolutely not affected".

The rate of those who say that political advertisements in mass media are effective in their preferences is 9%. The rate of those who say they are "definitely affected" is 3%, and the rate of those who say they are partially affected is 4%. This result shows that the advertisements given by the political parties to the mass media, especially within the scope of the election campaigns, do not have any effect on the formation of the political opinions of 84% of the Z generation.

### **Influential Factors In The Political Decisions Of Generation Z**

Generation Z members who participated in the survey were asked which factors were determinants of their political preferences. The programs and projects of the parties are at the forefront with 65%. The rate of those who voted according to the leader is 19%. The rate of those who state that they decide according to the candidates nominated by the parties is 10%. 6% of the respondents stated that they are undecided. This result revealed that the "leader-focused" advertising campaign would not be effective on Generation Z voters in Turkey.

Another important finding of the research, especially in the field of political communication, is that 73% of the young people who answered the questions tended to share a post that caught their attention on their social media accounts. In other words, Generation Z is not only the one who receives the news but also the one who spreads it. This makes the communication of political parties with Generation Z even more important. As this result shows, positive or negative news can reach thousands of people at once.

### **Discussion**

The findings of this study, which questioned the influence of the media on the political decisions of the Z generation in Turkey, show that the media

preferences of Turkish youth in this age group are similar to their peers living in different countries. For example, according to Vision Critical's research, Generation Z in Canada watches 10% less television than their predecessors, the Millennials. In the same research, when asked whether they would prefer television or online channels such as Netflix if they had to make a choice, none of the Canadian members of Generation Z stated that they would prefer television (Critical, 2016).

The approach of Generation Z to print media in Indonesia is not different from that of Generation Z in Turkey. According to a study conducted in Indonesia, the rate of members of Generation Z who read print newspapers dropped to 1.7% (Susanti & Albab, 2020). According to the results of YPulse's research on young people's consumption habits, the rate of social media in the information process of Generation Z was determined as 50% (YPulse, 2020). Especially for American Generation Z members, social media is the primary source of political news. In America, too, Gen Z is more influenced by social media than any other generation, but they're probably more skilled at using it. For example, while misinformation spreads easily on the Internet, young people are much less likely to believe false information than older people (Simonson, 2021). A study by XYZ University in the United States shows that Generation Z prefers social media in communication, as in the research that is the subject of this paper. Gen Z loves to connect with people from all over the world through social media. 34% of Gen Z connect online with friends in other states and 13% with friends in other countries (Sladek & Grabinger, 2016). This shows that internet-based media is the general preference of Generation Z not only in Turkey but also in other countries. The findings of the studies reveal that the relationship of the Z generation with the media is parallel in different countries and cultures.

### **Conclusion**

Today, the media is one of the leading factors in informing society, shaping its views, and forming public opinion. The media, which has the power to



manipulate the voters as well as inform them, has a decisive influence on the election results and thus on the success of political parties.

Generation Z, which constitutes the most crowded part of the world's population, shapes social life according to its values. Although the values of the members of Generation Z living in different countries differ due to cultural differences, research has revealed that they have common interests such as social media, the internet, and technological developments.

Especially in the last ten years, the Z generation have been revising the media-society relationship according to their lifestyle and habits. Especially with smartphones becoming a part of life, Generation Z has chosen to perform all kinds of interactions in this way, which has led to the development and growth of digital communication and new media. The media has also turned to digital platforms as a necessity of the age, and as a result, the power of mass media such as newspapers, magazines, and radio, known as traditional media, to form public opinion, especially for the Z generation, has decreased considerably.

The rate of Generation Z in Turkey's population is increasing day by day. And as Generation Z breaks the age limit and gains voter status, its power becomes even more evident. From one election to the next, new voters are added to the existing voters, and almost all of these newly added voters come from Generation Z. Therefore, all political parties in Turkey are trying to reach them to be successful in the elections and to prepare projects that can meet their expectations and thus get their votes.

For effective communication, the correct selection of the channel to which the message will be transmitted is as important as the message sent. As Rumi emphasized in his motto "No matter how much you talk, what you say is only what the listener can understand", if people choose the wrong channels in communication, their messages will remain in the air. This situation has become more evident in political communication, especially in recent years. Political parties that want to reach the voters and convey their message

correctly should choose the right channel to reach their target audience.

As in other countries, a political party that aspires to the votes of Generation Z, which has a large voting potential in Turkey, must first analyze the Z generation well and use the media they prefer. Generation Z in Turkey is interested in politics and is enthusiastic about participation in elections. However, this generation, which is almost dependent on digital technologies, follows political developments through internet-based mass media and social media. Therefore, as before, parties trying to convey a message to Generation Z through traditional media will have chosen the wrong channel and only blink in the dark. On the other hand, generation Z, who is keen on questioning and analyzing, is not affected by political advertisements in the mass media, according to research findings. In other words, campaign advertisements that cover newspaper pages and television screens with huge budgets do not have a decisive effect on the political views of Generation Z in Turkey.

In Turkey, Generation Z is relatively less affected by the classical electoral manipulation techniques of political parties. They can be more effective than the main opposition party when they spread news they find wrong. Therefore, an honesty-based attitude should always be preferred in the interaction of political parties with Generation Z.

Another choice that is as important as the channel of communication is the target audience. It will be more effective to reach different target audiences through different channels, especially in political communication. In light of this fact, politicians who can improve their digital communication skills will be at an advantage when communicating with Generation Z voters. Therefore, employing social media managers who speak the same language as Generation Z in the propaganda units of political parties will also provide positive results in political communication.

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