

THE ABSTRACTS

MEDIA VISIBILITY ANALYSIS OF POLITICAL PARTIES IN THE MUNICIPAL ELECTIONS OF MARCH 30, 2014

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Political advertising is one of the leading methods of political communication. Utilization of advertising methods and turning the election campaigns into advertisements of 'goods and services' make the concepts of propaganda and advertising to get closer and result in the emergence of 'political advertising' as a concept. Political advertisements that are produced by purchasing place and time in the media, seriously affect political elections. Apart from building an image, persuading and shaping attitudes, political advertisings are instruments which reflect how political parties see the political problems and more importantly how they want to show them.

This study is an analysis of political campaigns and the fact that political advertising is located in this process, political party's leaders and candidates for mayor, before 2014 local elections period between 01-30 March 2014, observation of the intensive use as press ads and visibility of television commercials in the media.

Keywords: Political Communication, Political Advertising, Political Campaign, Elections, Parties.

A RECEPTION ANALYSIS AIMED AT DETERMINING THE EFFECTS OF AK PARTY'S ADVERTS DURING THE MARCH 30 2014 MUNICIPAL ELECTIONS ON AUDIENCES IN THE CONTEXT OF ENCODING-DECODING

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The purpose of this study is to reveal through the reception analysis method what kind of effects the political adverts belonging to the Justice and Development Party (AK Party) broadcasted on televisions during the process of March 30 2014 local elections had on audiences, and their memorability. The stance the viewing mass exhibited in the face of media texts was investigated using Stuart Hall's "Encoding-Decoding" method. Saying that the receiving mass displayed three different forms of reading, Hall defined these reading forms as dominant reading, the negotiated reading and the oppositional reading. In this study, 132 commercial films belonging to AK Party were analyzed by conducting in-depth

interviews with 15 people from different ages, genders, classes and educational levels. The responses that the participants gave were analyzed according to the reading methods identified by Hall.

Keywords: AK Party, Political Advert, Reception Analysis, Encoding-Decoding, Audience.

**POPULARIZATION OF POLITICS, POLITICIZATION OF MUSIC:
A STUDY ON MUNICIPAL ELECTION SONGS 30 MARCH 2014**

ONUR ÖNÜR MEN – FARUK TEMEL

With the increase of mass media, political propaganda techniques are also diversified, and content production that is fit to the media has gained importance. In this context, the songs used in election campaigns are located in these promotional techniques. In this study, the local elections held on March 30, 2014 political parties and candidates, the selection of songs, what kind of messages they convey to voters were examined. It is seen in the result of an examination in terms of form and content that the songs in question stress the characteristics, the national, religious and cultural values of the candidates through simple and catchy words.

Keywords: March 30, 2014 Municipal Elections, Music, Political Campaigns.