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FROM THE EDITOR…

Dear Scientists and Academicians,

We are here, our valued readers, with the academic journal Contemporary Issues of Communication (ConICom), whose fourth issue was published in March 2024 within the Faculty of Communication of Atatürk University. We are proud to bring you "communication" focused studies from a multidisciplinary perspective in the field of social sciences. Because of what we do, it has a very high contribution to the field.

In the fourth issue of our journal, Hatice Nur Yıldız, with her article titled "Evaluation of Postgraduate Thesis Studies on the Use of Artificial Intelligence in the Field of Communication", has put forward a review of the theses dealing with communication technologies and especially the subject of artificial intelligence, which is very busy on the agenda. In her article titled "A Review of Master's Theses Made in Turkey on Job Satisfaction", Fatma Eren analyzed in detail the master's theses on job satisfaction, including the university they were published in, advisor-student, subject headings and the way they approached the subject. In his article titled " "12 Angry Men" Movie Analysis through Persuasion Communication", Berkay Umut Çakır focused on the movie titled "12 Angry Men" through Aristotle's theory of "Artistic Evidence" and examines the communication and processes of persuasion in the life of a defendant who is tried for murder in a court environment and analyzed the jury members' approach to the decision that determined the film using the content analysis method under the headings of the film script, plot, characters and shooting. In his article titled "A Study of Disinformation on Social Media During Disasters: The Case of the Dam Burst", Mahmut Enes Ağca analyzed the news about the Kahramanmaraş-centered earthquake that took place on February 6, 2023. In his article titled "Public Relations Practices in Local Governments: The Case of Beşiktaş Municipality", Umut Erdoğan discussed the public relations practices of local governments through the example of Beşiktaş Municipality.

I would like to thank our esteemed article writers, valuable referees and working team who contributed to our journal.

I present our journal to the attention of our esteemed readers.

Prof. Dr. Derya ÖCAL

Editor

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Evaluation of Postgraduate Thesis Studies on the Use of Artificial Intelligence in the Field of Communication

Hatice Nur Yıldız[1]

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Article Info	*Abstract*
Keywords: *Artificial intelligence* *Communication* *Document review* *Digitalization* *Thesis*	*Artificial intelligence, which is used in different ways in different fields, is also used in the field of communication. As a result, artificial intelligence is a subject researched in academic studies. Within the scope of this study, in which the document review method was applied, 21 theses published in the National Thesis Center of the Council of Higher Education in 2020-2023 were examined. Additionally, content analysis technique was used in data analysis. In this study, the type of theses, the year they were published, their subjects, the methods used and the language in which they were written were analyzed. In the study where the theses on the use of artificial intelligence in the field of communication were examined, it was concluded that the studies were generally completed at a master's degree and their use in the cinema and TV series industry was examined. The fact that there are 21 master's and doctoral theses in total shows that studies on artificial intelligence in the field of communication are lacking in the literature. In particular, it seems that studies on the relationship between journalism and artificial intelligence are minimal.*

Introduction

Today, artificial intelligence is one of the most important technological developments. It is an undeniable fact that artificial intelligence is a revolutionary development. Artificial intelligence, which is used in every field from health to military, from industry to agriculture, is also widely used in the field of communication. Artificial intelligence is used both as a tool for establishing communication and

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is seen as the party with whom communication is established. In addition to this feature, artificial intelligence is used in many areas such as automatic writing of news texts, accurate analysis of the target audience for advertising campaigns, writing movie scripts, and the use of robot cameramen.

When the literature is examined, artificial intelligence, which has been researched with different methods in the fields of science, health sciences and social sciences, has also become one of the remarkable topics in public relations, advertising, journalism, cinema and communication sciences.

It is important for future studies to analyze in which areas of communication artificial intelligence is most researched and how it is researched. It explains the importance of the study as it helps identify the studies on the role of artificial intelligence in the field of communication and the deficiencies in the literature on this subject. In this context, theses containing the word artificial intelligence in the thesis titles and written in the departments of Public Relations, Journalism, Advertising, Communication Sciences and Advertising were examined.

Artificial Intelligence

Artificial intelligence, defined as the science and engineering of making intelligent computer programs by John McCullach in 1955, is used by different disciplines for different purposes with the development of technology (Arslan, 2020: 76). Artificial intelligence is an information technology that simulates human behavior and exhibits behaviors such as learning and decision-making (Pamuklu and Fındıkçı, 2023: 178). There are features that make artificial intelligence different from human intelligence (Yardımcıoğlu and Şıtak, 2020: 344):

Artificial intelligence is permanent: People may forget the subjects or events they have learned and experienced over time, unless they experience similar ones. However, any data written to the memory on the computer will always remain in the memory unless it is deleted consciously.

Artificial intelligence can be shared: Since artificial intelligence is created on a computer, it can be easily transferred to all other computers by copying. But human intelligence cannot be completely transferred to another person.

Artificial intelligence can be achieved more easily: Increasing the intelligence level of any computer will of course be easier than increasing the intelligence level of an individual.

Artificial intelligence is consistent: While artificial intelligence gives the same reactions in every situation, this situation may change in humans.

Artificial intelligence is recorded: When an event is encountered, the reaction produced by artificial intelligence is recorded directly.

Pirim (2006) explains human expertise and artificial expertise as follows.

Table 6. Differences Between Human Expertise and Artificial Expertise

Human Expertise	**Artificial Expertise**
Can be impressed easily	Permanent
Difficult to transfer	Easy to transfer
Can generate new ideas	Cannot generate new ideas
Has social sense	Has technical sense
Difficult to document	Easy to document
Hard to predict	Consistent

Source: Pirim, 2006: 86.

Artificial intelligence has three purposes: science, education and engineering. The scientific purpose of artificial intelligence; it includes presenting computer models of intelligence by researching its working reports, learning and creation strategies, and practical solution seeking methods. Educational purpose; It aims to provide people with the ability to learn, understand and solve problems, and to ensure that knowledge is remembered through various simulation software. The engineering purpose of artificial intelligence includes information such as producing intelligent programs and robots that think and make decisions like humans, and making human life easier with these produced artificial intelligence products (Aydın, 2017).

Artificial intelligence (AI) is poised to change interactions between machines and humans in remarkable ways (Paschen et all, 2021). Artificial intelligence can be classified as follows according to its functions (Rezk, 2023):

Weak artificial intelligence: Weak AI, also called narrow AI because it is limited to a specific or small area, has the potential to benefit humans by automating time-consuming tasks and evaluating data in ways that humans often cannot. Weak AI systems include:

a) Video games such as the chess
b) Google search suggestion
c) Email spam filters
d) Suggested purchases' ads
e) Digital personal assistants like Apple's Siri and Amazon's Alexa

Strong artificial intelligence: Systems with strong artificial intelligence that can perform tasks considered human-like tend to be more complex and difficult systems. A machine that is equal to human intelligence is called strong artificial intelligence. Strong AI systems include:

a) Robots
b) Self-driving cars
c) Hospital operating rooms

Super artificial intelligence: Super AI, which can outperform humans in every way, requires making rational decisions and even doing things like enhancing one's art and developing strong emotional bonds.

Artificial intelligence is used efficiently, easily and reliably by saving labor and time in many fields, from medicine to economy, business world, consumer decision processes, detection of potential criminal elements and defense systems (Karabulut, 2021: 1522). It is possible to list the artificial intelligence applications used in different fields today as follows (Cevher and Aydın, 2020):

In 1999, the first robot dogs named Aibo, which interacted with their environment and could respond to more than 100 voice commands, were produced. In 2000, ASIMO, the first humanoid robot that could walk, climb stairs, and change direction in case of possible collisions, was developed. Robots went to Mars in 2004. In 2005, in a race where autonomous vehicles could participate, five teams completed the route with drivers without a vehicle. Watson, developed by IBM in 2010, managed to beat the most experienced contestants in the quiz show Jeopardy, broadcast on the American television channel. In 2011, a humanoid robot called iCub, which can communicate with people and express their emotions, was developed.

Artificial intelligence also has a very important place in communication. Nowadays, artificial intelligence exhibits great communication skills as it enables information exchange and human-machine relationship. In addition to communicating with individuals, artificial intelligence also helps them in their communication processes. For example, thanks to translation software, many different languages can be translated into their native languages or sign language communication can be achieved with language symbols developed for the hearing impaired. Therefore, in addition to artificial intelligence's ability to communicate, it helps overcome communication barriers between people by making communication easier, faster and more effective (Koçyiğit and Darı, 2023: 432).

Nowadays, people chat with digital assistants. Apple's Siri, Amazon's Alexa, and Google's translation application are the first applications that come to people's minds in the field of communication today. Here, artificial intelligence is not the communication tool, but the person being contacted (Başfırıncı and Koç, 2023: 126).

The following concepts are important to explain the dynamics that emerge as a result of the interaction between artificial intelligence and human communication (Koçyiğit and Darı, 2023: 432):

Principles of Communication: Communication is a process of information transfer and effective communication is based on mutual understanding. Therefore, when communicating, artificial intelligence systems must convey information accurately and understandably.

Differences Between Artificial Intelligence and Human Communication: While human communication relies on factors such as empathy, emotional understanding, and social norms, artificial intelligence systems act accurately and logically. Being aware of these differences is important for effective communication.

The Role of Artificial Intelligence in Communication: Artificial intelligence systems can play a role in communication. For example, natural language processing systems can interact with humans naturally and be used in areas such as customer service or therapy applications.

Interaction Between Human Communication and Artificial Intelligence: Artificial intelligence systems that can communicate with humans can be used as a tool in human communication. For example, many people interact with artificial intelligence systems through their personal assistants.

Communication Quality: Effective communication quality is measured by accurate information transfer and understandability. When artificial intelligence systems take part in communication, information must be transferred accurately and understandably.

The uses of artificial intelligence in communication fields are as follows:

Artificial Intelligence in Public Relations: Thanks to artificial intelligence, news texts can be written automatically, machines can communicate with people with chatbots, people's emotional states can be analyzed and it becomes possible to determine which content is more interesting. In the field of public relations, artificial intelligence is used in issues such as text production process, media monitoring and competitor analysis (Yıldız, 2021: 127).

Artificial Intelligence in Advertising: Artificial intelligence shows advertisers which media channel is the best to reach the target audience and attract their attention. Artificial intelligence-supported software can create advertising content partially or holistically as needed. This includes not only written but also visual and audio content (Şahin Başfırıncı and Koç, 2023: 127).

Artificial Intelligence in Journalism: Artificial intelligence technologies can assist journalists in the agenda-setting process in several ways. For example, through data analysis, AI can determine which topics attract more attention by analyzing data such as news read counts, share counts, comment counts, and other metrics. Through social media analysis, artificial intelligence can determine which topics are talked about most by tracking posts and trends on social media. This tells journalists which topics attract more public attention (Özsalih, 2023: 534).

Artificial Intelligence in Cinema: Artificial intelligence technologies have started to be used in the scenario stage of cinema. The artificial intelligence-based software "Benjamin", developed by Ross Godwin, who conducts artificial intelligence research at New York University, wrote a science fiction short film script called Sunspring (Oscar Sharp, 2016). Artificial intelligence technologies are also used in the production phase of cinema (Zengin, 2020: 161).

When the literature is examined, it is seen that there are studies evaluating artificial intelligence and academic studies related to artificial intelligence. Kavut (2022) examined studies on artificial intelligence between 2019 and 2021 using the content analysis method in her study. Yılmaz et al (2021) evaluated the theses examining cyber security and artificial intelligence together between 2018 and 2020. Alkan and Sevli (2023) examined the master's theses on "artificial intelligence" in the Department of Computer Engineering between 2017-2021. Yıldız (2021), he examined the theses written in the field of communication until 2020 in his study. For this reason, it is important to increase the number of academic studies in the field of communication, where artificial intelligence is widely used.

Research Methodology

The aim of the study is to examine theses about artificial intelligence in the field of communication. This study is important for future studies as it provides a source for determining whether the subject of artificial intelligence, which is also used in the field of communication, is a research topic in theses and which methods are used when examining artificial intelligence.

Depending on the purpose of the study, in this study, the document review method was used. Document review, which is frequently preferred in qualitative research, includes the examination and analysis of written materials containing information about the subjects targeted to be researched. Research is conducted through document review without the need for interviews and observations. (Karataş, 2015: 72). Additionally, content analysis technique was used in data analysis. Content analysis is a method used to make valid analyzes from text (Weber, 1990: 5).

For the purpose of the study, 21 theses examining the use of artificial intelligence in the field of communication, published from the National Thesis Center of the Council of Higher Education between 2020 and 2023, were examined.

When the articles in which theses are the subject of analysis are examined, it is seen that classifications are generally made under the following headings (Yıldız, 2021:611):

a) Type of Theses
b) Years of Theses
c) Method of Theses
d) Subject of Theses
e) Language of Theses
f) Department of theses

The following questions were determined in the context of the above-mentioned items:

a) What is the type of theses?
b) When were theses written?
c) What methods were used in communication sciences theses written in the field of artificial intelligence?
d) What topic do theses research?
e) What is the writing language of theses?
f) In which sciences/departments are studies carried out in the field of artificial intelligence?

Findings

In this section, the type of theses examined in the research, the year they were published, methods, their subjects and languages are included. The theses examined in the research are according to the type of study; They were examined in two groups: master's thesis and doctoral thesis, and the results are presented in Table 2.

Table 2. Type of Theses

Type	f	%
Master	13	61,9
Doctorate	8	38,1

As a result of the evaluation of the type of study according to Table 2, it was concluded that the use of artificial intelligence in the field of communication was mostly studied at the master's level. It has been concluded that there are fewer studies on the relevant topic in doctoral thesis studies.

Table 3. Years of Theses

Time	f	%
2020	3	14,2
2021	9	42,85
2022	5	23,80
2023	4	19,04

When Table 3 is examined, 3 studies were conducted in 2020, 9 in 2021, 5 in 2022 and 4 in 2023. When Table 2 is examined, it is seen that studies on artificial intelligence increased in 2021 but decreased over time.

Table 4. Method of Theses

Method	f	%
Quantitative	1	7,1
Qualitative	19	92,8
Mixed	1	7,1

When Table 4 is examined, it is seen that Qualitative Research methods are more preferred and especially the content analysis method comes to the fore.

Table 5. Subject of Theses

Subject	f	%
The place of artificial intelligence in public relations practices	5	23,8
Use of artificial intelligence in journalism	2	9,5
Artificial intelligence impact in digital environments	4	19,04
Use and expression of artificial intelligence in the cinema and TV series industry	6	28,5
Use of artificial intelligence in advertisements	4	19,04

When Table 5 is examined, it can be seen that research has been conducted on the use of artificial intelligence, especially in the cinema and TV series industry. The field of journalism is the discipline in which artificial intelligence is least researched.

Table 6. Language of Theses

Language	f	%
English	7	33,3
Turkish	14	66,7

When Table 6 is examined, it is seen that the language of postgraduate studies is mostly Turkish. This situation is interpreted as being due to the fact that the native language of the audience the theses reach is generally Turkish.

Table 7. Departments of Theses

Departments	f	%
Advertising	4	19,4
Public Relations	5	23,8
Journalism	2	9,5
Communication Sciences	4	19,4
Radio, Television and Cinema	6	28,5

When Table 7 is examined, it can be seen that research has been conducted on the use of artificial intelligence, especially in department of Radio, Television and Cinema.

Discussion and Conclusion

In the study where the theses on the use of artificial intelligence in the field of communication were examined, it was concluded that the studies were generally completed at a master's degree and their use in the cinema and TV series industry was examined. It was determined that in studies where qualitative research method was used frequently, content analysis was especially used. This may be due to the examination of the use of artificial intelligence in movies and TV series. The fact that there are 21 master's and doctoral theses in total shows that studies on artificial intelligence in the field of communication are lacking in the literature. In particular, it seems that studies on the relationship between journalism and artificial intelligence are minimal.

Considering the study conducted by Yıldız in 2021, it is seen that studies on artificial intelligence in the field of communication have increased, but this number is not sufficient. For this reason, it is important to increase the number of academic studies in the field of communication, where artificial intelligence is widely used.

Based on the findings from the research, the following recommendations were developed:

a) The number of doctoral thesis studies can be increased.
b) Studies can be conducted using different methods other than qualitative research method.
c) Studies can be conducted on the use of artificial intelligence in the field of journalism.
d)

Peer-review: Externally peer-reviewed.

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A Review of Master's Theses Made in Turkey on Job Satisfaction

Fatma Eren[1]

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Abstract

For the continuation of human life, basic needs such as 'food, clothing, shelter, etc.' He/She survived by working under harsh conditions and dominating nature. Working, developing techniques, and acquiring a profession have been a part of humanity's life for centuries. While business life has become much more standardized after the Industrial Revolution, production relations have also been transformed all over the world. In this context, various disciplines have tried to analyze people's work lives and the job satisfaction they obtain as a result of their work. In this context, it is important to review the studies dealing with the concept and dimensions of job satisfaction in order to reveal the transformation experienced in the historical process. Job satisfaction can be a very dynamically changing process. Another issue that should not be ignored when it comes to job satisfaction is that one person's satisfaction with a feature of their job may be boring for another person. In this case, organizational managers learning about the job satisfaction of their employees and developing strategies accordingly may be beneficial for the continuity of the organization. As a result, the value given to job satisfaction is worth researching in terms of contributing to the development and happiness of human resources in the free market. In the study, it was aimed to reveal the general situation of theses on job satisfaction and to give ideas to researchers who are considering writing a thesis by examining the master's theses written in the field of job satisfaction in Turkey. Since the scope of the research reached all of these theses mentioned, all of the theses were examined according to the qualitative research method by using the complete counting method. Data were collected through document review; descriptive analysis technique was used. According to the results of the research, theses were mainly written within the scope of Graduate Education Institutes; the highest number of consultant titles is 'associate professor'; most theses in the field of job satisfaction are written at state universities; The written language is predominantly Turkish and the quantitative research method is the most used method; it was found that the mixed method was least preferred.

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Introduction

Nowadays, it has become inevitable for businesses to make their internal organizational elements efficient at the highest level in order to maintain their existence in the globalizing competitive environment. It is of great importance that businesses make efforts in this regard with all their organizational structures to offer diversity in terms of products and services and to create a recognized and trustworthy image for the consumer. For this reason, in the globalizing world market, ensuring that business elements such as production, marketing and service are at the appropriate level has become a necessity rather than an option for businesses.

Organizations and businesses are in competition with companies that provide products or services produced in a distant corner of the world in the global world environment. For this reason, in the competitive environment where the winner can survive, it has become mandatory for businesses to understand and implement the elements within the organization in the best way for their continuity. One of the most important elements that organizations have is people. In a mechanism that makes people so valuable for organizations, the fact that human-specific material and moral value judgments are met in the best way by business owners is an indicator of sustainability due to the nature of the business. This concept is necessary for businesses to achieve the desired goals and to ensure sustainability in organizational development and personnel productivity (Siegel and Lane, 1974: 6).

For human beings who broke away from feudal life with the Industrial Revolution and switched to mechanized and fabricated production. Job satisfaction is among the main problems that arise. A person who engages in mass production under intense stress within production relations must experience job satisfaction in order to reproduce himself and be motivated for his work. In this context, for years various disciplines have underlined the necessity of job satisfaction to ensure maximization in production. With this study, it was aimed to conduct a study on the studies on job satisfaction at the academic level, and the subject was examined in detail through master's theses conducted in our country.

Job Satisfaction: Definition, Characteristics and Affecting Factors

Job satisfaction ranks first among the attitudes that have an important place in working life. It is important for management because it significantly affects organizational behavior and organizational performance. Managers reveal the problems and successes within the organization by affecting the job satisfaction and therefore the behavior of employees. Job satisfaction generally expresses the happiness an employee feels from his job (Eğinli, 2009: 36). He defines job satisfaction as "the positive feelings that make people happy in their jobs" (Locke 1976: 1299). Job satisfaction is all the positive or negative feelings an individual has towards his job. Attitudes formed by the individual's feelings and thoughts and changing with the belief system, norms and values can form the basis of behavior. The behavior developed regarding an event is the average of the attitudes formed regarding that event. For this reason, in order for attitudes to be formed, different and multidimensional information must be processed in a way that reflects a common tendency (Kayaoğlu, Gökdağ and Kırel, 2011: 70-71).

Today, there are many different definitions of job satisfaction. Job satisfaction, as an important research topic in working life, is a result that individuals obtain by evaluating all dimensions related to their jobs. According to this result, the nature of the job, wage, co-workers, physical conditions of the workplace and the factors that the individual expects from his job are evaluated, and the level of satisfaction created by the employee from an emotional perspective is defined as job satisfaction (Çetin and Basım, 2011: 84). Job satisfaction is the result of an adaptation that an individual develops towards his job. This harmony occurs by meeting the individual's expectations and needs from his job and is determined by his level of satisfaction with his job (İşcan and Sayın, 2010: 198). In this sense, job satisfaction can be defined as the sum of employees' wages, the culture and physical conditions of the workplace they work in, the management style, the rewards the employee obtains by working, their social status and their positive and negative opinions about their colleagues (Dikici, 2005: 49).

Another definition of job satisfaction is a general emotional state that individuals acquire by analyzing all features related to their jobs (Robbins and Judge, 2012: 27). Job satisfaction, which has an impact on the success of organizations, is the attitude an individual develops towards his job. If the individual's attitude towards his job is positive, job satisfaction is high. Otherwise, it can be said that the job satisfaction level is low (Özkalp and Kırel, 2016: 113). As can be understood from the definitions, job satisfaction is generally explained by the phenomenon of satisfaction. In job satisfaction, job satisfaction is determined by connecting employees to a single attitude with a general evaluation of the workplace culture they are affected by while working, the characteristics of the job and the state of the working environment, as well as the material and moral gains they obtain from their jobs. In this sense, job satisfaction can occur between a negative perception of satisfaction and a positive perception of satisfaction (Çağlar, 2005: 155). In other words, job satisfaction is the positive attitudes and behaviors that employees show to contribute to the development of their profession (Shawer, 2010: 598).

In defining job satisfaction as a reaction and response, the characteristics resulting from the interaction of the job and the individual doing the job may come to the fore. In business life, as much as an individual has desired and desired situations, undesirable situations may also occur. The response of people who have expectations about their job in accordance with the rate of meeting these expectations will result in job satisfaction reaching a certain level (Kantar, 2010: 19). Job satisfaction may vary depending on the jobs individuals have, and it may also differ between individuals working in the same job position in the same workplace. For this reason, employee job satisfaction has a dynamic structure and job satisfaction is determined by subjective evaluation for each individual (Silah, 2005: 115).

The basic features of job satisfaction can be listed under the following headings:

a) Job satisfaction is the emotional response to situations that occur at work. Therefore, it cannot be seen with the naked eye, but it can be noticed.
b) Job satisfaction is often understood by the ratio of how much of the hoped-for expectations are realized.
c) Job satisfaction represents different attitudes about the job. While an individual has a positive attitude towards one part of his job, he may have a negative attitude towards another part. For this reason, general job satisfaction should be determined by evaluating different dimensions of job satisfaction.
d) Job satisfaction is dynamic, can be achieved quickly and can be turned into job dissatisfaction in the same amount of time.

It gains importance within the framework of job satisfaction, productivity, business ethics, workforce and social status concepts. However, it would be appropriate to remember that job satisfaction varies from employee to employee. It is possible that the values of employees may differ from each other in the same workplace, under the same conditions. Having employees in the workplace have positive feelings towards their work can benefit the business, the individual and the customer in various ways. It is possible that individuals working in a positive work environment will do their best every day. This situation can create a positive atmosphere in the business and its organizational culture. For this reason, it is important for employers or businesses to keep the satisfaction of the person who is the subject of the job at the highest level in terms of job satisfaction. Job satisfaction can be considered important from an individual perspective in three aspects: (i) Job satisfaction is highly related to life satisfaction. (ii) The employee's life philosophy also affects job satisfaction. Job satisfaction is also related to individual career management.

When we look at the literature in general, the factors affecting job satisfaction are grouped under two headings: Individual and institutional factors. According to Kanter, factors affecting job satisfaction are shown in Table 1. When the table is examined, it is observed that the share of the individual's personal and internal elements has an important place among the factors affecting job satisfaction. Because, as a result of the individual's needs for personal and inner peace being met by the employer, many changes such as productivity in the workplace to which the individual is affiliated and the creation of a positive climate within the organization can be observed. As a result of these variations, the individual's life satisfaction or quality may be at a high level. This situation may provide the basis for many benefits to the employer, such as profitability.

Table 1. Factors Affecting Job Satisfaction

Personal Elements Affecting Job Satisfaction	External Elements Affecting Job Satisfaction	Internal Elements Affecting Job Satisfaction
• Gender • Time working in the same job • Education Age • Character • Ability • Intelligence	• Features of the job • Working Conditions • Gains • Appreciation • Interaction with Upper Management • Opportunity for Advancement • Relations with Colleagues	• Needs • Values • Expectations

Source: Kanter, 2010.

Job satisfaction has varied over the past periods in parallel with the transformations in production processes and relations, managerial processes, and the expectations of employees. The century we are in reveals the results of the technological age on life practices. As life practices transform, they also transform business relationships directly and/or indirectly. Expectations in business life and production processes are changing and transforming as much. In this context, job satisfaction standards and strategies gain different dimensions. Each period brings with it its own business lifestyle, patterns and job satisfaction.

Research

Purpose, Importance, Scope and Limitations of the Research

The purpose of this study is to present the master's theses about job satisfaction in Turkey in a general framework, to offer ideas to researchers who are considering writing a thesis, and to examine the contributions to the field. This study provides an overview of master's theses on job satisfaction in the academic field in Turkey. It is assumed that it can be an important guide for researchers who want to work in this field. The scope of the research consists of master's theses written in Turkey and available at the National Thesis Center in 2023. 50 theses in the thesis center were examined.

Population and Sample of the Research

The population of the research consists of master's theses written in the field of job satisfaction. Since it was possible to examine all of the theses included in the research, the full counting method was used. The complete census method is the examination of all units subject to the research, which is essential for any research. The group to be examined is called the main mass, and the smallest part that makes up the main mass is called the unit. The main thing in research is to examine all units. Including the entire population in the research, that is, collecting information about everyone in the group, is called complete census. Population censuses are the most typical example of complete census. In order to reach the master's theses that make up the sample, the keywords 'job satisfaction' and 'job satisfaction' were written separately in the search word(s) field in the 'advanced scanning' section of the National Thesis Center of the Council of Higher Education and searched. Among the three options available in the search type field, the expression 'only within' is selected. In the thesis type section, only the 'graduate' box is checked. As a result of all these steps, a total of 50 master's theses in the field of job satisfaction were reached. The master's theses examined are listed in Table 2.

Table 2. Examined Master's Theses

Autor-Consultant	University	Name of the Thesis
Eyüp KAĞNICI Assoc. Prof. Dr. İlkay ALTINDAĞ	Necmettin Erbakan University	Investigation of the relationship between job satisfaction and Covid-19 control perception: The example of bank employees
Gülden KONUKMAN Prof. Dr. Funda BÜYÜKYILMAZ	İstanbul University-Cerrahpaşa	Examining the Relationship Between Job Satisfaction and Stress Levels of Emergency Department Nurses
Şerafettin BAŞER Assist. Prof. Dr. Firdevs Feyza İNCE	Ankara Hacı Bayram Veli University	Examination of organizational commitment and job satisfaction of employees in institutionalized tourism enterprises that adopt innovation management: The example of Bolu province
Şükran ARSLAN GÖZTÜRK Assist. Prof. Dr. Ömer Emre ARSLAN	Alâeddin Keykubat University	Examining the relationship between work-family life conflict and job satisfaction: A research on employees in the health tourism sector
Mehmet Faruk LADİKLİ Assoc. Prof. Dr. Hüseyin ARSLAN	İstanbul Ticaret University	Examining employees' use of social media at work within the scope of job satisfaction
Hekim KARADAĞ Assist. Prof. Dr. Yunus YÜCEL	İstanbul Topkapı University	Examining the effect of anxiety experienced by nurses on job satisfaction after the Covid-19 pandemic process
Naz ATLI Assist. Prof. Dr. Özlem Ayşe MESTÇİOĞLU	Biruni University	Examining psychological resilience in mental health workers in terms of job satisfaction and perceived emotional abuse
Halil NAS Assist. Prof. Dr. Azime KARAKOÇ KUMSAR	Bahçeşehir University	Examining the job satisfaction and burnout levels of operating room nurses
Shabnam YUSIBLI Assoc. Prof. Dr. Cafer Şafak EYEL	Bahçeşehir University	Examining the effect of organizational communication on job performance and job satisfaction among employees in tourism enterprises
Gözde KAÇAR Assist. Prof. Dr. Sakine FIRINCIK	Karabük University	Examining the relationship between professional competence and job satisfaction levels of nurses working in intensive care units
Emine KOÇAK Prof. Dr. İbrahim Sani MERT	Antalya Bilim University	The effect of occupational burnout on job satisfaction: An application for five-star hotel businesses in Antalya
Handan EGE Assist. Prof. Dr. Yusuf BADAVAN	Hacettepe University	Instructional leadership behaviors of primary school principals and job satisfaction of teachers
Meral ÖZBAY YILDIRIM Prof. Dr. Ali ÖZER	İnönü University	Examination of the relationship between job satisfaction, burnout and anxiety levels and affecting factors of personnel working in 112 emergency health services in Malatya.
Hatun YILMAZ Assist. Prof. Dr. İbrahim DADANDI	Yozgat Bozok University	Examining the relationship between teachers' perception of organizational cynicism and job satisfaction
Seda SEYMEN Prof. Dr. Özlem DİKEN	Anadolu University	Comparison of special education teachers in terms of psychological well-being, job satisfaction and quality of school life
Zeynep KAPLAN	İstanbul Medipol University	Determining the job satisfaction of speech and language therapists working in Turkey and

Assoc. Prof. Dr. Ramazan Sertan ÖZDEMİR		comparing different working environments in terms of job satisfaction
Beste DEMİRCAN VURAL Assist. Prof. Dr. Emine AKTAŞ	İstanbul University - Cerrahpaşa	The relationship between fatigue and job stress levels and job satisfaction in nurses working in shifts
Rüstem KUŞÇU Assoc. Prof. Dr. Rabia SOHBET	Gaziantep University	The effect of health workers' occupational safety awareness on job satisfaction
Umut Baran OCAKDAN Assist. Prof. Dr. Nurdan ORAL KARA	Burdur Mehmet Akif Ersoy University	Examining physicians' fear of violence, job satisfaction and intention to quit
Mustafa Caner KAMA Assoc. Prof. Dr. Asiye Şengül AVŞAR	Recep Tayyip Erdoğan University	Examining the organizational cynicism and job satisfaction levels of teachers working in secondary education institutions
Özgür AÇIKMEŞE Assist. Prof. Dr. Kemal KURAK	Çanakkale Onsekiz Mart University	Determination of job satisfaction and burnout levels of physical education teachers (Tekirdağ province example)
Tuba YILDIZOĞLU DAL Assoc. Prof. Dr. Ali Şahin ÖRNEK	Çanakkale Onsekiz Mart University	The role of extrinsic motivation and emotional contagion in the relationship between workplace spirituality and job satisfaction: A research on healthcare sector employees
Tolga TOSUN Assoc. Prof. Dr. Hasan Hüseyin UZUNBACAK	Süleyman Demirel University	The impact of work-family enrichment and quality of work life on job satisfaction
Özge TÜMER Prof. Dr. Şebnem SEÇER	Dokuz Eylül University	The relationship between altruism and job satisfaction: An examination in the private sector
Meryem GÜRPINAR Assoc. Prof. Dr. Ömür ÇOBAN- Assist. Prof. Dr. Mehmet Tufan YALÇIN	Karamanoğlu Mehmet Bey University	The mediating role of social capital in the relationship between instructional leadership and job satisfaction
Pınar SÜMER Assist. Prof. Dr. Nuran KARAAĞAOĞLU	Maltepe University	The effect of internal marketing approach in airline companies on the job satisfaction and organizational commitment of cabin crew: A research on airline companies operating in Turkey
Hatice ŞAHAN Assoc. Prof. Dr. Şeyda DÜLGERLER	Ege University	The effect of thanatophobia on nurses' job satisfaction and caregiving role
Ahmet ŞAHİN Assoc. Prof. Dr. Serdar SUCAN	Erciyes University	Examining the relationship between perceived stress, job satisfaction and psychological resilience levels of different branch teachers during the Coronavirus (Covid-19) pandemic period
Yunus Emre AKIN Assoc. Prof. Dr. Muammer ERGÜN	Kastamonu University	Teachers' organizational commitment, job satisfaction and servant leadership
Aykut YILDIRIM Assoc. Prof. Dr. Egemen ERMİŞ	On Dokuz Mayıs University	Evaluation of the relationship between organizational cynicism and job satisfaction of sports educators working in private and state institutions
Samet ULAŞ Assist. Prof. Dr. Hasan ALPAGO	Nişantaşı University	Evaluation of the relationship between teamwork attitude and job satisfaction of healthcare personnel working in 112 emergency healthcare services in Turkey
Selçuk OSANMAZ Assist. Prof. Dr. Ali GURBETOĞLU	İstanbul Sabahattin Zaim University	The relationship between the servant leadership behaviors of school principals and the job satisfaction perceptions of classroom teachers

Fatih ÇAĞLAR Assoc. Prof. Dr. Ezgi AĞADAYI	Sivas Cumhuriyet University	Examining the effect of fear of coronavirus on job satisfaction of medical secretaries working in public hospitals: Sivas Numune Hospital example
Eyüp KAĞNICI Assoc. Prof. Dr. İlkay ALTINDAĞ	Necmettin Erbakan University	Investigation of the relationship between job satisfaction and Covid-19 control perception: The example of bank employees
Bedriye Şeker TARHAN Assist. Prof. Dr. Arzu TİMUÇİN	Harran University	The effect of nurses' quality of work life on job satisfaction: Şanlıurfa example
Selin ÖNCÜ Prof. Dr. Margörıt Rıta KRESPI ÜLGEN	İstanbul Aydın University	Examining the psychological resilience, job satisfaction and professional burnout levels of teachers working in private and public schools: The example of Tekirdağ province
Shoeebullah SHIJA Prof. Dr. Muhammed TURHAN	Fırat University	Examining the relationships between student-teacher relations, classroom disciplinary climate and job satisfaction
Şükrü YÜKSEL Assist. Prof. Dr. Emre NALÇACIGİL	Kapadokya University	Examining the union membership of healthcare workers within the framework of job satisfaction and organizational commitment: The example of Uludağ University Faculty of Medicine
Özlem Pervin ÖTER Prof. Dr. Ferit İZCİ	Van Yüzüncü Yıl University	The effect of management style and organizational environment on the job satisfaction of public employees: The example of Van Yüzüncü Yıl University
Eslem DEDE Assoc. Prof. Dr. Zeynep AYDIN SÜNBÜL	Kocaeli University	The relationship between cognitive flexibility, work-related flow experience and organizational commitment and job satisfaction in school counselors
Özgür AÇIKMEŞE Assoc. Prof. Dr. Erol DOĞAN	Ondokuz Mayıs University	Investigation of the relationship between motivation and job satisfaction levels of physical education teachers
Tamer ÇINKI Prof. Dr. Turgut KARAKÖSE	Kütahya Dumlupınar University	Examining the relationship between school administrators' perceptions of corporate reputation and their motivation and job satisfaction levels
Bükre İpek KAVAK Assoc. Prof. Dr. Adile TÜMER	Muğla Sıtkı Koçman University	Examining the relationship between fear of coronavirus (COVID-19) and job satisfaction in nurses working in a training and research hospital
Yasemin ADIGÜZEL Assist. Prof. Dr. Deniz YILDIZ	İstanbul Gelişim University	Examining the relationship between psychological counselors' self-efficacy and job satisfaction and the mediating role of self-compassion in this relationship
Nuray ŞEN Assoc. Prof. Dr. Çalık Veli KOÇAK	Hitit University	Examining the relationship between professional attitude, job satisfaction and professional burnout in physical education and sports teachers
Emine TEKE Assoc. Prof. Dr. Yeliz MOHAN BURSALI	Pamukkale University	The relationship between fear of Covid-19, work stress and job satisfaction
Ebru TAŞDEMİR Assoc. Prof. Dr. Fahriye VATAN	Ege University	Examining job satisfaction, burnout level and intention to quit among nurses during the COVID-19 pandemic
Ahmet ÖZEL Assist. Prof. Dr. Tufan ÖZTÜRK	İstanbul Esenyurt University	Examining the level of relationship between job satisfaction and job security with statistical methods: sawmill example

Ayşe Gül CELEP Assist. Prof. Dr. Fatih BAL	İstanbul Gelişim University	The effect of preschool teachers' learned helplessness levels on life satisfaction and job satisfaction
Cüneyt ÖZGENEL Assoc. Prof. Dr. Ümmet ERKAN	Muş Alparslan University	Evaluation of job satisfaction and professional burnout levels of forensic interviewers working in child monitoring centers

Method of the Research

The master's theses conducted in 2023 on job satisfaction were pre-determined according to their writing languages, institute types, departments, advisor titles, page numbers, university types, universities, research method of the study, sampling type and study subjects. Qualitative research method was used in this study, which was examined through prepared categories. Qualitative research; It can be defined as obtaining information by observing social phenomena in their natural state in their natural environment, interviewing or examining documents, and creating theory by analyzing this information (İslamoğlu and Alnıaçık, 2019: 220). When conducting quantitative research, an attempt is made to obtain a broader perspective rather than reaching 'how much' or 'how good' the topic is (Büyüköztürk et al., 2016: 244). The main purpose of qualitative research is to produce in-depth and detailed research. In this research, an attempt was made to reveal a broad profile by examining master's theses on job satisfaction in depth.

Data Collection Method

Document review technique was used to collect research data. Document analysis is the method of collecting, reviewing, querying and analyzing various forms of documents (articles, theses, research reports, TV programs, photographs, etc.) as the primary source of research data (O'leary, 2004: 177). Yıldırım and Şimşek (2016) state that document analysis includes the analysis of written materials that contain information about the phenomenon or phenomena targeted to be investigated. Document review is not a summary or explanation of the content of a document. It aims at an analysis of the content of the document and the examination of the motivation, intention or purpose that is intended to be emphasized in the document, usually within a certain historical or contemporary framework (Harvey, 2018). Documents are information sources that should be used effectively in qualitative research. In such studies, the researcher can obtain the data he wants to obtain without the need for observation and interviews. In this case, document review saves the researcher both money and time (Yıldırım and Şimşek, 2016: 190).

In order for document review research to be efficient, attention must first be paid to the document review process. This process consists of finding documents related to the field, examining their originality, understanding and analyzing the documents and reaching a synthesis (Yıldırım and Şimşek, 2016: 196-200). The following stages were followed in the evaluation of doctoral theses:

a) Determination of master's theses in the National Thesis Center
b) Accessing the full texts of the theses to be examined regarding job satisfaction
c) Making evaluations for predetermined categories
d) Analyzing the data obtained through document review with the descriptive analysis technique tabulating the data and presenting the frequency distributions

Data Collection

The data obtained through document review was examined with the descriptive analysis technique. According to descriptive analysis, the data obtained from the research are summarized and interpreted according to predetermined themes. Descriptive analysis aims to present the findings to the reader in an organized and interpreted manner. Therefore, the data are first described systematically and clearly. Afterwards, the descriptions are explained, interpreted and a conclusion is reached (Yıldırım and Şimşek, 2016: 239). Within the scope of the research, the theses selected as a sample were reached. Theses were analyzed according to predetermined subheadings and categories were created.

Validity and Reliability

Validity in qualitative research means that the researcher observes and examines the phenomenon he has researched as it is and as objectively and unbiased as he can. Validity is divided into two: internal validity and external validity. Internal validity focuses on the question of whether the findings obtained are appropriate and consistent with the content of the study (Kirk and Miller, as cited in Yıldırım and Şimşek, 2016: 271). The results obtained in this research are expressed in relation to the content. When creating a sample in qualitative research, it is evaluated according to the suitability of the sample to the research questions or the phenomenon or event to be examined, rather than representing the universe. In this study, master's theses were determined in accordance with the objectives set out to ensure the external validity of the research, and all stages of the research method were included in detail. The data collected in this study were shared directly with the reader before being interpreted and concluded. In other words, the data is tabulated and presented to the reader through statistical information. In addition, the reader is given the opportunity to make his or her own evaluation by accessing the plain version of the data without interpretation. With this situation, the reliability of the research is increased.

Findings

There are 208 universities in our country as of December 2023, and studies on master's theses written about job satisfaction in relevant higher education institutions in 2023 are shown in Table 2. When Table 3 is examined in the results of the study carried out to reveal a general profile of the master's theses written on the subject of job satisfaction in Turkey, the percentage distributions and rates of the distribution of master's theses written in the field of job satisfaction are seen on the basis of the status of the universities (Public/private). It has also been concluded that the highest distribution of theses on the subject is in state universities.

Table 3. Distribution of Theses by Universities

University	η	Percentage (%)
Government	35	70
Foundation	15	30
Total	50	100

The table showing the distribution of the advisors of master's theses written in Turkey in the field of job satisfaction according to their academic titles is shown in Table 4. When we examine the table, it is seen that the academic title with the highest number of published master's theses is Associate Professor.

Table 4. Distribution of Theses According to Academic Titles

Advisor Academic Titles	η	Percentage (%)
Prof. Dr.	8	16
Assoc. Prof. Dr.	22	44
Assist. Prof. Dr.	20	40
Total	50	100

Data regarding the departments in which the postgraduate theses were made in 2023 are shown in Table 4. When Table 5 is examined; it is observed that the majority of postgraduate studies carried out in universities in Turkey in 2023 are in the department of educational sciences.

Table 5. Distribution of Theses According to Departments

Department	η	Percentage (%)
Coaching Education Department	1	3
Department of Banking	3	10
Department of Physical Education and Sports	2	7
Department of Sports Management	1	3
Department of Labor Economics and Industrial Relations	1	3
Department of Educational Sciences	6	20
Department of Educational Management	2	7
Department of Public Health Nursing	1	3
Department of Public Health	1	3
Department of Nursing Science	2	7
Department of Nursing	3	10
Department of Social Services	1	3
Department of Nursing Principles	1	3
Department of Business Administration	4	13
Department of Language and Speech Therapy	1	3
Department of Public Relations and Publicity	1	3
Department of Special Education	1	3
Department of Psychiatric Nursing	1	3
Department of Health Institutions Management	1	3
Department of Health Tourism	1	3
Department of Health Management	3	10
Department of Management in Nursing	2	7
Department of Public Administration	1	3
Department of Human Resources	2	7
Department of Occupational Health and Safety	1	3
Department of Human Resources Management	1	3
Department of Psychology	4	13
Department of Tourism Management	1	3
Total	**50**	**100**

Data on the language in which master's theses on job satisfaction were written in 2023 are shown in Table 6.

Table 6. Distribution of Theses According to the Language They Are Written in

Publishing Language	η	Percentage (%)
Turkish	48	96
English	2	4
Total	**50**	**100**

When Table 5 is examined, 97.22% of the master's theses on job satisfaction in 2023 were prepared in Turkish and 2.78% in English. The result obtained was seen as a possible possible situation. It can be thought that the fact that education is provided in Turkish in the majority of institutes and the small number of institutes providing education in English in our country may affect these rates. Data showing the percentage distribution of the method by which master's theses on job satisfaction were researched in 2023 are shown in Figure 7.

Table 7. Distribution of Postgraduate Theses According to Their Methods

Distribution of Methods	η	Percentage (%)
Quantitative Research Method	40	80
Qualitative Research Method	10	20
Total	**50**	**100**

As seen in Table 6, the data collection method of almost all master's theses written about job satisfaction in 2023 is survey. It has been found that the majority of master's theses prefer quantitative research methods. It is thought that researchers prefer this method because the survey method provides the opportunity to reach more people. It is extremely important to reach accurate and scientific results in postgraduate research. Therefore, the method used in the study is valuable. Because the suitability of the study for its purpose is related to the methods used in the research.

Data regarding the permission status of master's theses written about job satisfaction in 2023 in YÖK's thesis database are presented in Table 8.

Table 8. Distribution of Master's Theses According to Access Permission Status

Access Permission Status	η	Percentage (%)
Accessible	48	96
Inaccessible	2	4
Total	50	100

When Table 8 is examined, it is concluded that 97.22% of the master's theses about job satisfaction written in 2023 were authorized and 2.78% were unauthorized.

The status of theses with or without permission is under the management of the researchers. Our research was conducted entirely at the YOK thesis center in 2023, and was carried out on master's theses permitted by the researcher.

The information in YOK's thesis database, which ranks the master's theses written about job satisfaction in 2023 according to the institutes they are affiliated with, is presented in Table 9.

Table 9. Distribution of Master's Theses by Institutes

Institute	η	Percentage (%)
Institute of Science and Technology	0	0
Institute of Health Sciences	11	22
Institute of Social Sciences	14	28
Institute of Educational Sciences	2	4
Graduate Education Institute	23	46
Total	50	100

When we look at the Institute to which the master's theses written in the field of job satisfaction in 2023 are affiliated, it is observed that the majority are in the Graduate Education Institute.

There are many institutes with different names in higher education institutions, especially science, social sciences and health sciences. For example, a large number of institutes have already been established in many universities, including 17 at Istanbul University, 15 at Hacettepe University, 11 at Marmara University, 13 at Ankara University, and 10 at Dokuz Eylül University. When so many institutes are established, there must be a director, deputy directors, board of directors and administrative staff for each institute; This kind of academic structuring causes both waste of resources and multi-headedness in management.

Looking at today, in the new academic structuring, all graduate students are graduates of the "Graduate Education Institute", while they must complete their master's or doctoral thesis depending on the departments in which they will enroll. They will prepare. Seeing this problem, the Council of Higher Education eliminated the multi-headedness by combining the institute structure in the newly established universities under the name "Graduate Education Institute".

Regarding the mentioned situation, it can be said that most higher education institutions have eliminated most problems by gathering their institutes under one roof. Data given for the distribution of master's theses on job satisfaction in 2023 according to the number of pages are given in Table 10.

Table 10. Distribution of Master's Theses Written in the Field of Job Satisfaction According to the Number of Pages

Theses Page Number Rage	η	Percentage (%)
Theses 60-90 page range	14	28
Theses 91-120 page range	15	30
Theses 121-150 page range	16	32
Theses 151-185 page range	5	10
Total	**50**	**100**

When Table 10 is examined, it is found that 32% of the written master's theses consist of theses with a number of pages between 121-150. At this rate, it makes us think that the majority of the theses are qualified.

Thesis is the researcher's ability to acquire skills such as literature review and research, and also to contribute to science with his research. People learn to do basic research through the thesis they write in undergraduate studies.

The aim of master's and doctoral theses is to contribute to science. Because in the master's and doctoral stages, researchers are expected to have a better understanding of scientific ethics and method.

An exact number of pages cannot be given for the thesis. Because this may vary depending on the subject chosen by the researcher and the analyzes of the studies to be conducted on this subject. However, considering the overall work to be done, it is not expected that a researcher's master's thesis will be under sixty pages.

Data showing the variety of keywords in master's theses written about job satisfaction in 2023 are presented in Table 11.

Table 11. Keywords Used in Master's Theses Written in the Field of Job Satisfaction

Keywords
Banking, Job Satisfaction, Covid-19 Control Perception, Covid-19 Pandemic
Emergency Department, Nurse, Job Stress, Job Satisfaction
Innovation Management, Institutionalization, Organizational Commitment, Job Satisfaction
Work-Family Conflict, Family-Work Conflict, Job Satisfaction, Health Tourism
Job Satisfaction, Job Satisfaction, Social Media Use at Work, Employer Attitude
Covid-19, Nurse, Anxiety, Job Satisfaction
Mental Health Workers, Psychological Resilience, Perceived Emotional Abuse, Job Satisfaction
Operating Room Nursing, Job Satisfaction, Burnout
Communication, Organizational Communication, Job Performance, Job Satisfaction, Tourism
Intensive Care Nursing, Professional Competence, Job Satisfaction
Service Sector, Hotel Management, Professional Burnout, Job Satisfaction
Primary School, Principal, Teacher, Instructional Leadership Behavior, Job Satisfaction
Emergency Health Services, Job Satisfaction, Anxiety, Burnout
Cinism, Organizational Cynicism, Job Satisfaction
Special Education Teacher, Psychological Well-Being, Job Satisfaction, Quality of School Life
Language and Speech Therapy, Job Satisfaction, Job Satisfaction Scale, Job Satisfaction
Shift Work, Nurse, Fatigue, Work Stress, Job Satisfaction
Job Safety Awareness, Job Satisfaction, Healthcare Worker
Doctors, Job Satisfaction, Intention to Leave Work, Fear of Violence.
Teacher, Secondary Education, Job Satisfaction, Organizational Cynicism
Physical Education, Job Satisfaction, Burnout
Workplace Spirituality, Job Satisfaction, Emotional Contagion, Extrinsic Motivation
Work-Family Enrichment, Job Satisfaction, Quality of Work Life.
Job Satisfaction, Altruism, Sub-Dimensions of Altruism, Demographic Data
Job Satisfaction, Instructional Leadership, Social Capital
Cabin Crew, Internal Marketing, Job Satisfaction, Organizational Commitment

Fear of Death, Nursing Care, Job Satisfaction
Perceived Stress; Covid-19; Job Satisfaction, Pandemic; Psychological Resilience
Servant Leadership, Leadership, Organizational Commitment, Job Satisfaction
Organizational Cynicism, Job Satisfaction, Private, State
Pre-Hospital Emergency Health Services, Teamwork, Job Satisfaction, Health Service, Health Personnel
Job Satisfaction, Leadership, Servant Leadership
Covid-19, Hospital, Job Satisfaction, Medical Secretary, Fear of Coronavirus
Banking, Job Satisfaction, Covid-19 Perception of Control, Covid-19 Pandemic
Nurse, Quality of Work Life, Job Satisfaction
Burnout in Teachers, Psychological Resilience, Job Satisfaction, Professional Burnout
Corporate Reputation, Job Satisfaction, Motivation, Performance
COVID-19, Nursing, Job Satisfaction, Fear
Self-Efficacy, Self-Compassion, Job Satisfaction, School Psychological Counselors, Self-Compassion, Self-Judgement
Physical Education, Sports, Teaching, Professional Attitude, Job Satisfaction, Professional Burnout
Fear of Covid-19, Job Stress, Job Satisfaction
Job Satisfaction, Burnout, Intention to Quit, Pandemic, Nurse
Job Security, Job Satisfaction, Timber Industry, Sawmill
Preschool, Teacher, Learned Helplessness, Life Satisfaction, Job Satisfaction
Sexual abuse, Forensic Interviewer, Burnout, Job satisfaction, Child Monitoring Center
Mediating role, Conflict resolution strategies, Ethical leadership, Nurse, Job satisfaction, Structural Equality
School Psychological Counselors, Job Satisfaction, Cognitive Flexibility, Work-Related Flow, Organizational Commitment
Management Style, Working Environment, Job Satisfaction, Organizational Culture, Organizational Commitment, Leadership
Professional Satisfaction, Organizational Commitment, Unions, Healthcare Workers

In the majority of master's theses written in the field of job satisfaction in 2023, keywords such as 'Job Satisfaction, Burnout, Health, Cynicism' were included. Thus, it has been observed that the prominent words are related to the subjects studied.

With the increasing amount of information in the digital environment, it becomes very difficult for researchers to find relevant information and documents. Therefore, keywords are very valuable to filter the desired resources. Keywords are words or phrases that represent the main topics and ideas presented in a scientific study. The selection of keywords used in the studies is very valuable in terms of making it easier for researchers or readers to search engines when they do research on the subject they are researching.

Rates showing the frequency of use of keywords in master's theses written about job satisfaction in 2023 The data are presented in Table 12.

Table 12. Proportional Distribution of Keywords Used in Master's Theses

Keywords	Usage Frequency	Percentage (%)
Job Satisfaction	49	0,245
Organizational Commitment	6	0,03
Covid-19	6	0,03
Organizational Cynicism	3	0,015
Nurse	10	0,05
Anxiety	2	0,01
Job Stress	4	0,02
Pandemic	4	0,02
Teacher	6	0,03
Burnout	8	0,04
Psychological	6	0,03
Total	200	

When Table 12 is examined, it is observed that the most used keywords are 'job satisfaction' and 'nurse'. It is believed that the majority of master's theses written in 2023 deal with themes such as anxiety, stress and burnout of nurses working in the health sector with the Covid19 pandemic.

Evaluation, Discussion and Conclusion

The aim of this research is to reveal a general view of the master's theses in the National Thesis Center in Turkey in the field of job satisfaction, to examine their contributions to the literature and to offer opinions to researchers who want to conduct research on this field. Qualitative research method was used in the study. Document analysis was used to prepare the data for the research. Descriptive analysis technique was preferred in data analysis. This study aimed to examine the master's theses about job satisfaction at the National Thesis Center in 2023. Throughout the research, 50 master's theses related to job satisfaction were reached.

As a result of examining the theses in question, the following conclusions were reached, according to the analysis:

a) Only one of the 50 theses written in 2023 It was concluded that the written language is English and the rest is Turkish.
b) When looking at the distribution of theses by institute, it was seen that the majority of theses were within the scope of Graduate Sciences Institutes.
c) It was found that the academic title with the highest number of advisor titles in the 50 theses evaluated was Associate Professor.
d) It has been observed that the majority of master's theses written about job satisfaction in 2023 belong to state universities.
e) According to the results obtained from the research, the majority of the keywords used in the content of 50 master's theses are 'job satisfaction'.

It was evaluated that the keywords used were related to the subject and the study. As a result, many master's theses on job satisfaction were found in Turkey in 2023. However, the fact that most of the studies are similar to each other in terms of subject matter and the use of the same methods has led to the emergence of many overlapping studies. Graduate students who will study job satisfaction in the studies to be carried out; it is thought that they should act more carefully in terms of conducting more original and scientifically qualified studies.

In these cases, academicians who advise theses have very important responsibilities at this point. Those who want to conduct research on job satisfaction among the graduate students they are responsible for should carefully choose the reason for choosing this theme and the methods they will use, and should not allow them to conduct repetitive research that will not benefit science. In this study; Master's theses on job satisfaction were examined. Published articles about job satisfaction can also be evaluated according to the same characteristics. By comparing the results of the studies, similarities and differences in articles and theses can be examined. According to the findings, general data regarding scientific publications about job satisfaction in Turkey can be accessed.

This study; it is expected that it will guide researchers who will consider studying job satisfaction and direct new studies that are more original and will add value to science.

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A Study of Disinformation on Social Media During Disasters: The Case of the Dam Burst[1]

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Article Info	*Abstract*
Keywords: *Disinformation* *Disaster* *Journalism* *Disaster Communication* *Disinformation in social media*	*Disaster refers to situations that emerge suddenly and surpass the existing response capabilities. In Turkey, a disaster situation emerged on February 6, 2023, after two major earthquakes centered in Kahramanmaraş. While rescue operations were underway after the earthquake, disinformation that the walls of Hatay Yarseli Dam, located in the disaster zone, had cracked and that the dam would explode spread rapidly on social media, which created an aura of panic in the region, and rescue rescue activities and aid activities were interrupted. In this study, the case study technique was used within the framework of the qualitative research method. On the axis of the post on BaBaLa TV, one of the accounts that spread the dam Cracked disinformation on social media and the explanations of the relevant institution official about the process of making the social media post that caused the disinformation to spread, disinformation in social media, and the importance of the concept of verification in journalism were examined. In the study, it was concluded that Babala TV neglected the ethical working principles of journalism due to its inattention and incorrect verification practices in the verification of received information, which is the basis of journalism, and that disinformation was spread due to negligence.*

Introduction

Disasters are crisis situations that emerge as a result of natural or human-induced events that far exceed the capacity to respond to the situation in the event of the realization of undesirable risks. In times of disaster, all members of society, especially public institutions, have various responsibilities. The

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https://dergipark.org.tr/tr/pub/conicom

responsibility of the media in times of disaster can be described as providing accurate information to the people in the disaster area and to all other people who are concerned about the situation in the disaster area in the fastest way possible. However, in the studies conducted before, during, and after the disaster periods (Vural et al., 2022a; Vural et al., 2022b; Vural et al., 2022c; Budak, 2023), it was highlighted that the media did not include content for citizens to be prepared for disasters before the earthquake, and during the disaster, the dramatic aspects of the events that occurred were emphasized and individual human stories were directed. However, considering that the media has an agenda-setting feature, it is possible that it can play an important role in drawing the attention of society to disasters and disaster preparedness. However, it is seen that events with magazine value are reported when it comes to disasters. In addition to traditional media, social media is also one of the important news sources where citizens can follow current developments (We Are Social, 2023). In addition to its role as a news source where daily news is rapidly disseminated, social media also plays a role in the spreading of disinformation. In this context, the infodemic and the rapid spread of conspiracy theories on social media are current topics related to disinformation. In this study, the disinformation issue during disasters is examined by utilizing the case study technique. In the research, disinformation debates in public opinion were brought to the agenda in the focus of the post of the social media account named BabalaTV, which was at the focus of the disinformation debates in public opinion about the disinformation spread about the cracking of the Yarseli Dam in Hatay after the earthquake that occurred on February 6, 2023, and the official of the relevant institution made explanations about the process of publishing the relevant content. In this study, these statements are analyzed in the context of the ethical working principles of journalism. It was concluded that Babala TV was negligent in verifying the information, which is one of the basic issues of journalism, and that careless sharing by an organization engaged in journalistic activity due to negligence leads to disinformation.

Social Responsibility of Media in Disasters

Disasters may be defined as the transformation of human-based or natural situations that arise in the usual life of a society into a crisis situation by going far beyond the existing response capacity (IFRC, no date). Disasters, which occur as a result of the realization of undesired risks, have consequences such as disruption in the daily life practices of the society and even the inability to provide the basic needs of daily life (Turoğlu, no date). Therefore, a disaster is not an event in itself, but the result of an event (AFAD, no date).

Disaster management comes to the forefront in preventing the possible consequences of disasters and reducing the negative consequences that may arise. In disaster management, while the works carried out, from strengthening the critical structures likely to be affected by disasters to raising awareness among citizens about disasters, lead to the importance of the concept of risk management before the disaster, coordination during the disaster and the recovery process after the disaster are seen as part of crisis management (Erkal and Değerliyurt, 2009). In the management of disasters, responsibility is generally attributed to public institutions (Platania et al., 2022). In addition to the responsibility of public institutions, it is possible to say that non-governmental organizations, the media, and citizens also have their own responsibilities. In the Turkish Disaster Management Strategy Document prepared by AFAD, stakeholders in disaster management are defined as public institutions, international organizations, local administrations, non-governmental organizations, academic institutions, the private sector, the media, individuals, and families (AFAD, 2015). Communicating both among the stakeholders in disaster management and the people who are likely to be directly affected by the disaster is of utmost importance for successful disaster management in terms of disaster preparedness. Furthermore, ensuring that the information needs of citizens are met by disaster management during and after the disaster has the power to restrict the circulation of disinformation by reducing the need for citizens to turn to different sources of information. Therefore, it can be argued that an important part of disaster management is disaster communication. A society may be prepared for disasters on the axis of scientific knowledge (Koç Akgül, 2021: 31). In the communication activities carried out for disaster preparedness, disaster communication includes the process of risk communication in a way by informing the target audiences about the risks, what to do during the disaster, and the process after the disaster (Zemp, 2010).

It can be argued that the target audiences in disaster communication are similar to those in the disaster management process. Citizens, public institutions, non-governmental organizations, and the media are the elements of the disaster communication process. Boztepe Taşkıran (2023: 360) states that in order to be successful in directing the target audience to attitudes and behaviors, disaster communication strategies are risk communication for the disaster, response communication to meet the need for information during the disaster, and providing the communication required during the recovery period after the disaster in an uninterrupted, clear, and understandable manner. It can be argued that the media constitutes an important element of disaster management in this respect. When evaluated in the context of disaster communication, it is possible to argue that the media has various duties, such as broadcasting for disaster preparedness before the disaster, rapidly delivering the information needed to the disaster victims during and after the disaster, and then enlightening the general public. It can be said that the press is responsible for providing citizens with the information they need in a timely, clear, and comprehensible manner in accordance with serving the public's right to know (Özgen, 2006: 132). In terms of normative media theories, the responsibility of the media to convey accurate and complete information to the public in the fastest way possible in disasters can also be associated with the social responsibility of the media. In accordance with the social responsibility theory, the media should not forget that it has responsibilities towards society, and in line with this responsibility, it is responsible for conveying the information that citizens need in accordance with reality and from an objective point of view (McQuail, 2010: 147).

There are studies that have made the social responsibility of the media in disasters a research topic. In a content analysis study conducted by Vural et al. covering traditional media and new media in the sample of news coverage of the 2019 Istanbul earthquake, it was found that the media almost did not cover news about disaster preparedness before the disaster occurred, and that news about the earthquake before or after the earthquake was informative about the general situation (Vural et al., 2022a; Vural et al., 2022b; Vural et al., 2022c). In another study examining the media after the earthquake disaster in Turkey in February 2023, it was concluded that the media was far from an understanding that prioritized social benefit and that traumatic incidents were dramatized and presented (Budak, 2023). Therefore, it is possible to argue that the media does not fulfill its social responsibility in disaster preparedness, and instead of preparing society to be resilient to disasters, it acts with a reactive attitude that conveys daily developments.

Disinformation in Digital Journalism

In cases such as disasters that affect the whole or a part of society, the media has more responsibility. In addition to mass media, social media is one of the sources that people frequently use to seek information during and after disasters (Huiberts, 2020). In addition, social media is a news source for journalists where they get information about the developments in daily life and what is happening around them (Taşkıran and Kırık, 2016; Duman, 2019). While there are relatively few media outlets in traditional media because publishing requires various investments and organization, social media allows users to produce and share content, and each user has become a publisher or journalist. In this respect, social media can be said to increase freedom of thought and expression and encourage citizen journalism. On the other hand, new media publishing has gained importance as the advertising industry has shifted its attention from traditional mass media to new media-based communication environments. Companies with a presence in traditional media have tended to adapt to digital transformation. For example, Habertürk newspaper ended its printed journalism in 2018 and continues its activities entirely with digital publishing facilities (Ntv.com.tr., 2018).

New media environments offer new opportunities for journalism, both as an infrastructure for the delivery of news and in terms of types of journalism. On the other hand, it also harbors certain risks. It is possible to evaluate the risks in new media from a wide range of perspectives, from cyber security risks to online violence. In the context of journalism, disinformation is one of the main risks in new media. With social media, users' content production has led to intensive information production; however, this information produced by users includes falsehoods and uncertainties as well as truths (Öztürk, 2022). It is possible to think of disinformation as a general term used to describe false information. Disinformation is defined as the deliberate distortion of information in a way that leads to misunderstandings (American Psychological Association, 2022). Chandler and Munday (2011: 91) also see disinformation directly as misinformation. On the other hand, according to Wardle (2017), distortion of information in a way that allows for misunderstanding is only one of the types of disinformation. Disinformation is divided into seven types: parody content, misunderstandable content, falsification and imitation, content based on outright lies, false context, false association, and manipulated content (Wardle, 2017).

Aslan (2009: 167–168) categorized disinformation as biased information, inadequate information, exaggerated information, irrelevant information, and false information. In addition to disinformation, another concept used in the dissemination of misinformation is misinformation. Misinformation is defined as the sharing of false information without any intent to harm (Wardle and Derakhshan, 2017).

When social media and the concept of disinformation are considered together, it can be argued that social media plays an important role in the exercise of freedom of expression by enabling users to produce content. Social media users are more inclined to accept information from people they follow on social media without questioning its accuracy (Shao et al., 2020). Other factors that play a role in the spread of disinformation on social media are journalists sharing news without checking the accuracy of the news, presenting ambiguous information without finalization, bot accounts on social media, and individuals being more sensitive to negative news under the influence of personal factors (such as anxiety disorder and poor media literacy) (Shu et al., 2020). On the other hand, it can be argued that in cases where posts on social media are made with the conscious intention of harming a person or an institution, disinformation is caused by untrue information, and this disinformation has harmful effects on society. In the context of journalism, it is necessary to be much more careful against disinformation in new media broadcasting compared to traditional media, and journalists should approach social media-based data from a much more questioning perspective.

Methods

On February 6, 2023, a disaster situation emerged as a result of two earthquakes centered in Kahramanmaraş. Various forms of disinformation have also emerged during disaster periods. In this study, the importance of the concepts of professionalization in journalism and confirmation in journalism will be discussed through the sharing of the social media account named Babala TV, which played a role in the spread of misinformation that the Hatay Yarseli Dam cracked and posed a threat to the people of the region, and the subsequent statements of the relevant institution officials. The reason why Babala TV is the subject of the study is that the claim that the dam has cracked has been on the agenda of the media, and Oğuzhan Uğur, the owner of the social media account, has made a nationwide agenda with his statements on the subject.

Findings

On February 6, 2023, a disaster situation emerged as a result of two earthquakes centered in Kahramanmaraş. Various forms of disinformation have also emerged during disaster periods. In this study, the importance of the concepts of professionalization in journalism and confirmation in journalism will be discussed through the sharing of the social media account named Babala TV, which played a role in the spread of misinformation that the Hatay Yarseli Dam cracked and posed a threat to the people of the region, and the subsequent statements of the relevant institution officials. The reason why Babala TV is the subject of the study is that the claim that the dam has cracked has been on the agenda of the media, and Oğuzhan Uğur, the owner of the social media account, has made a nationwide agenda with his statements on the subject.

Image 1. Screenshot Shows Content Shared by Babala TV

Source: https://www.sondakika.com/haber/haber-kahramanmaras-merkezli-2-deprem-afeti-sonrasi-15630131/

Image 1 shows the post made by BaBaLa TV on Twitter. On February 7, 2023 at 07.40, the content shared is "Hatay Antakya Yarseli Dam wall cracked. For God's sake, send a team here, it is raining a lot". Four days later, on February 11, 2023, the news spread among the people that the dam had burst and they panicked and tried to leave the city (Sondakika.com, 2023).

Image 2. Image showing people trying to leave Hatay after the lie that the dam exploded

Source: https://twitter.com/HaberMujdeli/status/1624652964123082752

Videos of posts in which law enforcement officers warned earthquake victims about the claim that the dam had burst and that the incident did not reflect the truth were shared on social media. In one of these posts, a police officer warns citizens as follows (Oda TV, 2023):

Police: Who is the one who reported the dam explosion?

Citizen: Commissar, it was not a report; men rushed from that side to this side.

Police: Looters, just looters.

Citizen: One said the car exploded, the other said the dam exploded.

Police: Looters make a report to 155. Our 155 doesn't know that the call is false. Probably the citizen hears it on the radio from other police officers and panics that something like this is going on. But the looters are doing this so that you evacuate and they can continue looting.

In one of the videos showing the situation, an AFAD volunteer who participated in search and rescue operations in the region says the following:

"...After that fuss, we lost our energy and our motivation... It was around 12 or 1 o'clock at night. We were at the wreckage. When they told us like that, we had no energy left. Morale also broke down. The enthusiasm also broke down. We were working in the wreckage. We were in the wreckage. They told us that the dam had burst. Run to the mountains and save your lives. We didn't understand the incident at first; we had no idea what to do. Then, just as we were getting into the vehicles and moving, we were informed. The report was false. We lost both time and energy. We were unable to work. Our hands and feet got tangled. We were unable to work until the morning. Maybe it cost a lot of people their lives."

In light of the witness statements above, which show the negative impact of disinformation on the rescue efforts in the region, it can be argued that the lie that the dam cracked had a negative impact on the people of the region as well as the search and rescue efforts in the region.

Parliament Member Aykut Erdoğdu shared a video on his Twitter account on the issue. In this video, Erdoğdu says the following:

We're just not going to panic... Now in Hatay, they shouted from a vehicle that a dam had burst. There was chaos here. Roads were closed in an instant. This information is not correct. No dam has exploded. I immediately spoke to the provincial gendarmerie commander. I mean, people shouldn't panic; it's a pity. I hope we will find whoever did it.

The claims that Hatay Yarseli Dam has cracked have been denied by the official authorities. The first official statement was made by then Hatay Governor Rahmi Doğan on Twitter. Doğan said on his personal Twitter account, "The news that Yarseli Dam burst is completely LIE. There is no problem in our dams. Do not believe news other than official statements."

Image 3. Screenshot showing the statement of the Governor of Hatay at the time, Rahmi Doğan, on his social media account

Even though the official authorities stated that the news was false after the disinformation spread, the lie that the dam exploded became one of the most debated issues in the aftermath of the earthquake due to its disruption of search and rescue efforts and aid activities for earthquake victims in the disaster zone. Following widespread media reports that the social media account BaBaLa TV was the first to spread the lie that the dam had burst, the Istanbul Chief Public Prosecutor's Office launched an ex officio investigation and took the statement of Oğuzhan Uğur, the owner of the relevant social media account (Sozcu.com.tr, 2023). Uğur made a video statement shortly after his testimony, and his words are as follows:

> “A report comes to our friend. A lady introducing herself as a ministry official says, "Sir, we have received satellite images; we need to announce this to people; please share it. Our friend confirms that the woman is a ministry official on LinkedIn. And he saw some news that was shared a day before us. Newspapers and the Malatya Governorship are among the statements. Our friend accepts all of these as verification and shares this tweet. When it turned out to be a lie a few hours later, he immediately removed the tweet. It is not possible for me to know about the tweet. It is also not possible for the main team to know about it. Because Babala TV shares 1000 tweets in 5 minutes. Because unfortunately, we receive so many reports."

After the February 6, 2023, earthquake disaster, the disinformation spread that the Yarseli Dam in Hatay had cracked negatively affected the search and rescue operations in the region, and the disinformation achieved its goal. As a matter of fact, the fact that search and rescue personnel had to abandon their work and the disaster victims in the region tried to leave Hatay with panic and anxiety shows the negative consequences of this disinformation.”

Discussion and Conclusion

Journalism requires being in contact with a large number of information sources and being in contact with authorized persons and institutions both at the scene of the incident and after the incident, which necessitates the continuous flow of information. In situations that affect the whole society, such as disasters, journalists have responsibilities both in the context of disaster management and in the context of the ethical principles of journalism. It is possible to argue that these responsibilities include preparing the society for disasters in pre-disaster periods, providing accurate information to disaster victims during disasters, conveying fast and accurate information about the current situation in the region, ensuring that the society has information about the disaster area, and announcing the needs in the disaster area to the public.

On February 6, 2023, when the disaster situation after the earthquakes occurred is evaluated, the extent of the disaster can be better understood considering that the earthquakes were the most severe in the history of the Republic of Turkey. In such a disaster situation, people's need for accurate information is much higher than at other times. However, in such situations, an atmosphere of fear and panic may arise, which leads to the spread of disinformation.

On February 6, 2023, when the disaster situation after the earthquakes occurred is evaluated, the extent of the disaster can be better understood considering that the earthquakes were the most severe in the history of the Republic of Turkey. In such a disaster situation, people's need for accurate information is much higher than at other times. However, in such situations, an atmosphere of fear and panic can arise, which leads to the spread of disinformation. As a matter of fact, the disinformation that the Yarseli Dam in Hatay had cracked was created in such an environment. Even though the police teams in the region, local administrative authorities, and members of parliament stated that the incident was disinformation, the social consequences of the disinformation could not be prevented, and social panic ensued.

In this study, the news production practice of journalists in times of disaster is analyzed through the statements of Oğuzhan Uğur, an official of Babala TV, which played a role in the spread of disinformation with a post made on social media after disinformation allegations came to the agenda following the post of the social media account named Babala TV.

When the case study of this study is examined, it is seen that the information received from a person who introduced himself as a ministry official stated that they had confirmed the information through his LinkedIn social media account and cited newspaper reports and the statements of the Malatya Governorship as a basis. It is widely known that information on social media can be easily changed, and profiles can be created for identity theft and impersonation. In this respect, the fact that the relevant institution accepts a social media profile as real without questioning its accuracy shows that it has incomplete knowledge in terms of media literacy. On the other hand, verification from at least two different sources is required to confirm the accuracy of the information. In this particular example, it is seen that a mistake was made in confirming the reliability of the source before confirming the information. The news source tried to be confirmed through a social media profile created on behalf of a person. It is not known whether official authorities were contacted to verify the identity of this person. On the other hand, there are also mistakes in verifying the information. First of all, it is not known whether any official was asked about this information. It is stated that independent news reports are accepted as confirmation.

Malatya Governorate announced that the Sultansuyu Dam within Malatya provincial borders was evacuated as a precautionary measure (Anadolu Agency, 2023). There is no official statement regarding the Yarseli Dam in Hatay. However, what is important for the subject of this report is the use of a social media account to confirm information. It was a highly problematic approach to attempt to verify the identity of the person who introduced himself as a ministry official on the phone, rather than the information he provided, and to get this confirmation through social media.

When individuals share information on social media as a result of carelessness, lack of knowledge, or poor media literacy and involuntarily contribute to the spread of disinformation, this can be characterized as misinformation. However, individuals and organizations active in social media in the context of journalism should not ignore the fact that their activities are in the public interest. Journalism is a profession that is based on the public's right to know and has responsibilities towards society. It is a profession that is open to anyone who wishes to express their thoughts and opinions and cannot be restricted by any license or permit.

Therefore, anyone who wants to express their thoughts and share accurate information with the public has the right to practice journalism. Journalism is closely linked to freedom of expression. However, people who want to practice journalism should not ignore the social responsibilities of their profession and should take into account the ethical values of journalism. As seen in this case, an organization engaged in journalism played a role in the spread of disinformation due to its negligence in the process of news verification. Although the officials of the relevant institution tried to characterize this disinformation as misinformation, disinformation was caused as a result of negligence since it was known in society as a media organization and not as an ordinary user on social media. In this context, the Declaration of Rights and Responsibilities of the Association of Journalists of Turkey emphasizes that journalists should not report news in a way that leads to distortion, misleading, and manipulation and should not write news with unconfirmed information, regardless of the form of publication (Association of Journalists of Turkey, 2019). Based on this case study, in the future, the speed of news transmission should not prevent the verification of the news, either in routine periods or in extraordinary situations affecting the entire society. Journalists' reporting in compliance with both national and international journalistic ethical codes will play an important role in preventing the spread of misinformation in society.

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"12 Angry Men" Movie Analysis through Persuasion Communication

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Article Info	*Abstract*
***Keywords*:** *Communication* *Psychology* *Persuasion* *"12 Angry Men" Movie* *Movie Analysis*	*Communication forms the basis of interaction between people. Human beings are beings that live together and tend to carry out their life practices together with others. In this context, the individual who tends to adapt to social patterns also engages in purposeful activities. Persuasion is about the effect of the communication process on the other party. Cinema has been among the effective means of communication throughout human history. It was tried to give a message to the masses through movies. The movie "12 Angry Men", which was chosen to make an analysis on human psychology and persuasion processes, was shot by Sidney Lumet in 1957 and brought to the masses. The film is a film in which 12 jurors question whether the defendant is guilty or not; it is constructed on the basis of psychology, philosophy and persuasion-oriented theories. In this context, the film was analyzed and an attempt was made to analyze how the persuasion processes were carried out through the subject, actors and strategies used in the film. The film was analyzed through content analysis, and a detailed analysis was carried out on the scenario, characters, film editing and shooting. As a result, it has been determined that their approaches to the subject are compatible in terms of film editing, scenario and shooting, the deployment of the characters and the basic features it offers.*

Introduction

Communication is a process that dominates the individual's daily life practices, business relationships and interaction with other individuals. The individual communicates with others in different forms and contents within the framework of his purposeful activities. The essence of the communication process lies in the willingness to influence the other party. The individual aims to develop the desired behavior in others in line with his goals. The individual, who exists in a society from the moment he is born, is fed and influenced by this structure and organizes his relationships within the framework of the

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https://dergipark.org.tr/tr/pub/conicom

patterns of this structure. The individual, who develops 'common' thought and production relations by coming together and/or being together, and who socializes for generations in his activities, tends to create social systems specific to the period he is in (Gedik, 1998: 83). However, the individual tends to transform his network of relationships throughout his life in line with his goals.

An individual's primary communication begins with himself. “In his communication with himself, the individual reviews and evaluates all his life practices, sets goals and takes action to achieve these goals. Communication, which is essentially 'consensus', plays a role in increasing the individual's tendency to think and act the same/similarly as other individuals around him in carrying out his purposeful activities” (Öcal, 2021: 66). However, the individual is willing to transform others while carrying out his life practices. This willingness reveals the 'persuasive' aspect of communication. The togetherness of people and their interaction within this togetherness depends on the functioning of the principles of reciprocity, competence, consistency, consensus, rarity and taste (Krogerus and Tschäppeler, 2018: 10-11). Communication requires mutual agreement; The one who is competent in making a deal is much more persuasive and persuasive. An individual who is consistent with his words and behavior gains the trust of the other person. Consensus emerges within the framework of majority acceptance. In order to persuade people, it is important that they establish an emotional bond with the other person and develop appreciation for the person who presents the message content.

For this process, mediated communication as well as face-to-face communication can be mentioned. The individual, who develops various techniques and ways of doing business in his life practices, has developed throughout history based on the cumulative nature of his knowledge. In this context, the human mind has transformed social structures by following a developmental course until it reached today's technological level. Technology is a combination of the Greek words 'techne' (art) and 'logos' (logic and science); It is based on an ongoing process of “systematic processing” (Williams, 2005: 382). Throughout history, technique and technology have been considered as factors that emerge as a result of people's way of doing business and determine the level of 'civilization'. “The 'technique' developed by humankind and the level of 'technological' development it has reached are leading to a serious transformation of all vital activities. For the individual whose daily life and work practices transform, the 'meaning-making' and 'perception' processes also differ” (Öcal, 2019: 98). This interpretation exhibits much more distinctive features, especially in industrialization and emerging social structures. The techniques and technology-related transformations developed by human beings not only differentiate life practices, but also pave the way for the development of mechanisms that ensure that the relationships revealed by these practices are placed on legitimate grounds.

Within the framework of all this, the basis of communication is the power of oratory, physical The purpose and behavior of 'persuasion' comes to the fore in the context of many elements such as language. Cinema has become functional both as a technology and as a tool to create an impact on the masses. In this study, it is aimed to discuss the 'persuasion' processes in human activity, based on the content offered by cinema. The movie "12 Angry Men" by Sidney Lumet, released in 1957, was analyzed in this context. In the film, it is discussed whether the defendant on trial for murder is guilty or not, based on the conclusion reached by 12 jurors. Only one person out of 12 jurors (juror 8) votes not guilty. Juror 8 must convince the other 11 jurors that the defendant is innocent. Juror 8, who is looking for the truth, convinces the remaining 11 jurors, thanks to his persuasive skills, that the defendant is innocent. He achieves this persuasion by approaching juries differently, depending on their demographic characteristics and personalities. Thanks to this approach, he helps them see the facts by looking at the event from their perspective. While analyzing the film, it is analyzed how jury 8 complies with the rules of the persuasion process and how Aristotle's "Artistic Evidence" theory works. These theories and rules can come to the fore with possible consequences in every aspect of human life. In this context, film analysis also contributes to studies on persuasion.

Persuasion Communication

The concept of "persuasion" is of Arabic origin. Although it is used in Turkish to mean "to persuade", this definition is inadequate. In persuasion, the other party believes what is said, but belief may not always be primary in persuasion. Persuasion aims to influence or change the other party's behavior, thoughts, and attitudes for a specific purpose (Seki, 2017). The concept of persuasion can be evaluated as a communication source showing the desire and effort to persuade, leading people to adopt a certain attitude, belief and behavior by using various emotional and cognitive techniques. There is no pressure or violence of one kind or another in the process of persuasion. There is influence; but there is no imposition (Aslan, 2018). Otherwise, resorting to coercion or brute force may lead to undesirable behavior and consequences. Persuasion derives its power from language to change the attitudes of the masses. By using the language correctly, the desired result can be achieved without the need for brute force (Seki, 2017). Being a social being, human beings are in constant communication. Giving information, getting information, etc. communicates in a certain order for reasons (Yüksel, 2012). People encounter elements of persuasion in daily life. Where there is persuasion, there is communication. Both operate according to the model of source, message, medium and target. However, where there is communication, there is not always persuasion (Seki, 2017; Kurudayıoğlu, 2014). Persuasion refers to communication processes that must be established with a certain systematic structure. The effects of persuasion communication can be revealed in the following ways: (i) consolidation and strengthening of the existing attitude, (ii) change of the existing attitude and/or (iii) formation of a new attitude. These effects occur sequentially. There is a significant change in buyer attitudes. Here we see the difference between everyday communication and persuasion. What is expected in persuasive communication is that the changes in attitude and overt behavior that will occur after the information/information is given are in the intended direction (Yüksel, 2012: 5).

Aristotle discussed persuasion through the phenomenon of "Artistic Evidence". These evidences are under the control of the person trying to persuade and are related to the creativity of the person performing the persuasion. Aristotle divided them into three: Ethos, pathos and logos. Ethos includes physical evidence. Pathos, their emotional appeal; Logos, on the other hand, includes logical appeal (as cited in Yüksel, 2012: 21). Ethos is the first of the artistic evidences in persuasion. It expresses the person's characteristics and position. It derives from ethics. Based on this, ethos bases the speaker on moral foundations. It indicates that good, ethical and moral people are easier to convince. It can be said that the source's appearance, body language, and way of speaking have an impact on persuasion. For Aristotle, ethos is necessary for persuasion. To give an example from today, we believe and are convinced by the statements of famous and reputable people on social media or traditional media (Bahçecioğlu, 2021: 21-22). Pathos is the second artistic evidence. Its most distinctive feature is to create a mood in the listener. The individual trying to persuade must be able to analyze the listener's feelings and emotions well. Therefore, pathos is a kind of "emotion psychology". The speaker appeals to the audience's emotions to change their attitudes. From time to time, the speaker can use pathos more strongly by giving examples from his own life (Bahçecioğlu, 2021: 23-24). The speaker who will use pathos must be fair, prudent, brave, generous, humble and tolerant. In fact, when we look at these features, it is seen that it is close not only to feelings but also to the phenomenon of ethos. The reason for this is that there are no clear boundaries between ethos, pathos and logos (Yüksel, 2012: 22-23). Logos is reasoning based on logic. The speaker must base what he says on logical foundations and use coherent sentences. The listener is presented with statistical data, examples, etc. It aims to persuade with rational factors (Bahçecioğlu, 2021: 24-25). The logo also needs to be considered by integrating it with the concept of comparison/comparison. Analogy on any subject should first reveal the big assumption and then continue with a small assumption. For example:

While this sentence "It is nice to be thin and thin" is **a big assumption**,

The assumption in the sentence "The new low-alcohol beer has fewer calories" is **small**.

As a result, the sentence "You can stay slim even if you drink this beer" can be reached (Yüksel, 2012: 23).

Although persuasion is a concept used in daily life, there is not much emphasis on what it is and what elements it consists of. However, having knowledge about every aspect of persuasion, which has become more important today, will make a great contribution to determining strategies that will ensure successful persuasion (Seki, 2017: 24-25).

When using the concept of persuasion, we benefit from communication. We also use the elements of communication, source, message, channel and receiver, in persuasion. The source sends a message. The receiver receives the message and personalizes it. Buyer sends feedback. It is the one who encodes and sends the message. Therefore, the source has an important place as an initiator in persuasion and communication to achieve the desired result. There are certain elements that the source must know and apply. These are: he must be convincing, he must be knowledgeable about the subject he will persuade, and he must act in accordance with his role (Kurudayıoğlu, 2014: 85-86). In the process of persuasion communication, as in the communication process, the source can be "the person(s), organization or business that either directly creates the subject of the communication or organizes the subject, thoughts and opinions created by others and sends them to the target audience (Aslan, 2018: 4043). In the persuasion process, the source must reveal his/her intention and communicate accordingly. If success in persuasion communication is to be achieved, the source must know the recipient and obtain information about the recipient. We need to collect information about the "we want to persuade", which we call the source (aiming to persuade), target audience, listener, and recipient. If we know them, we can start the persuasion process based on their demographic and psychological characteristics (Sandıkçıoğlu, 2012: 66). The rules that the source must know and apply have an impact on the recipients. The most important factors of the source are the source's reliability, physical attractiveness (appearance), communication skills and empathy ability (Köksoy, 2020: 71).

The reliability of the source can be seen as the ethos in Aristotle's theory of "Artistic Arguments". These three concepts of Aristotle are still used today (Sandıkçıoğlu, 2012: 68). If the listener does not trust the persuader, persuasion will not occur. It is emphasized that a highly reliable source is important enough to create a change in attitude and thought in the recipient (Köksoy, 2020: 72). There are some sub-qualities such as expertise and honesty that ensure the reliability of the source. Expertise, in short, is related to having received training in the relevant field and being an experienced and expert witness (Gönül Akpınar, 2017: 106). If there is no direct experience on a subject, a basis can be created by referring to recognized experts. No matter how expert the source is in his field, if the listeners and viewers do not find the person reliable, his persuasiveness is negatively affected (Sandıkçıoğlu, 2012: 69). As an indication of this, it has been revealed that most people tend to accept the messages they receive from reliable sources without needing any supporting evidence (Köksoy, 2020: 73). If the buyer does not see the source as an expert on a subject or has doubts about its reliability, the buyer's attitudes and thoughts will most likely not change, he will not be convinced, and the persuasion process will fail. One of the important concepts for the effective persuasion process is attraction. Physical attractiveness is often seen as the determining factor in human relationships. When you first meet someone, the person's facial expressions, speech, tone of voice, as well as clothing and self-care affect the way you communicate. Therefore, the first impression and appearance have a great impact on changing people's behavior and attitudes (Köksoy, 2020: 76; Seki, 2017: 33). In cases where the source wants to influence the recipient and the recipient clearly knows this, if the resource is in a form that the recipient likes and likes, the recipient accepts this influence willingly and tries to identify himself with it (Akpınar, 2017:

106). In research, people who are found to be physically attractive are described as strong, resourceful, sensitive, loving, etc. It has been observed that positive features are loaded (Seki, 2017: 33). It has been determined that people have a more positive attitude towards people who are similar to them. These similarities may be values, history, lifestyles, or external appearances. Body language is also an important element in persuasion. Gestures, facial expressions, looks, and colors used in clothing strengthen or weaken communication. It has been stated that looks and facial expressions should be used in a balanced and supportive manner in persuasive communication. It has been observed that people who look into their eyes and do not squint their eyes while talking are perceived positively, while those who do the opposite are perceived negatively. However, it has been observed that long and direct gazes disturb people and cause fear and sexual interest. Therefore, body language should be used in a balanced way (Köksoy, 2020: 76-78).

Source, It must be close to the target in time and space. Individuals communicate more easily with people they feel culturally and geographically close to (Akpınar, 2017: 107). The source should put himself in the receiver's shoes and know what the receiver wants and feels. He can do this by empathizing. People with high empathy skills will take into account the feelings and thoughts of the target audience in variable conditions and situations and will shape their messages accordingly (Köksoy, 2020: 79). In order to persuade the recipient, the source must choose his words carefully, have a wide vocabulary and a strong memory. Visualizing the target audience with metaphors and analogies makes persuasion easier. Your sentences should be short and understandable (Sandıkçıoğlu, 2012: 70-72). For example, on the social media platform formerly known as "Twitter" and now known as "X", there is a 140-character limit for each message. If your sentences are simple and short, they will be easier to understand for the target audience and the persuasion process will proceed successfully.

The message has an important place in the persuasion process. In its shortest definition, a message is the coding of information, ideas and attitudes sent from the source to the receiver. In order for the communication and persuasion process to begin and continue, both the source and the receiver must understand the meaning and purpose of the message (Seki, 2017: 36). We emphasized that plain and simple messages will be effective in the persuasion process. Messages should be prepared in accordance with the socio-cultural values, lifestyle and beliefs of the recipient (Köksoy, 2020). Another important element in the message is the order of presentation. The persuasive effect can be increased when important parts are given at the beginning. The target audience's interest in the message increases. Repeating the main idea in the message and reminding the message is a phenomenon that increases the perception of the message by the receiver (Yiğitbaşı, 2012: 18). In persuasive communication, depending on the structure of the message, whether the communication is one-sided or two-sided affects persuasiveness (Sandıkçıoğlu, 2012: 89). If the message conveys only the source's own opinion and does not include opposing views, it is one-sided; If it includes the opposing view as well as its own message, it is called two-way communication (Yiğitbaşı, 2012: 17-18). In the persuasion process, the source uses evidence with informative messages by appealing to rational motivations. The phenomenon of evidence positively affects the persuasion process (Sandıkçıoğlu, 2012: 91). Evidence has an important place in persuasive communication, as the use of reports, data, and eyewitnesses while constructing the message will increase the reliability of the source (Köksoy, 2020: 81-82). Which one will be effective on the target audience depends on the characteristics of the target audience? Since the source must know his audience, if the target audience has low knowledge, narrative evidence will be more effective than rational evidence. However, if the target audience is interested in the subject and has knowledge about the subject, they will examine the message in detail. In this case, there will be no need for a narrative narrative (Seki, 2017:38). Finally, an important fact that increases the effect of the message is the statement that the recipient will be rewarded. In this way, the motivational effect of the message increases and the attitude change of the rewarded recipients can be achieved more easily (Yiğitbaşı, 2012: 20).

Analysis of the Movie "12 Angry Men" in the Context of Persuasion Strategies

Method

In this study, the persuasion communication process was examined through Aristotle's theory of "Artistic Evidence" in the context of the analysis of the movie "12 Angry Men", which was shot by Sidney Lumet in 1957 and met with the audience. While analyzing the film, it was discussed how the person trying to persuade applied Aristotle's theory and how he carried out the persuasion process, within the framework of the film script, characters and plot. The analysis of the film was carried out by monitoring all processes of the film and making inferences about persuasion communication through each scene and sequence. In this context, by examining the dialogues in the film, the message intended to be given and which strategies the source used in persuasion communication were tried to be analyzed. The film was analyzed through content analysis, and a detailed analysis was carried out on the scenario, characters, film editing and shooting. Content analysis, as a "systematic, quantitative and objective method used in describing all kinds of symbolic behavior and analyzing the content" (Tavşancıl and Aslan, 2001: 18), is rooted in studies in social and behavioral sciences (Balcı and Bekiroğlu, 2012: 272). This method, which is frequently used to reveal certain qualities of the film under review, was preferred in this study to determine and analyze the elements that constitute the film plot, the intended message and content.

Analysis of the Film and Findings

The US-made film, directed and shot by Sidney Lumet in 1957, was adapted from Reginald Rose's play of the same name (Tellioğlu, 2021: 1). Although it was Lumet's first time directing, it was a production that was talked about for years and influenced the films that came after it. The film follows the plot of an 18-year-old Latino youth who is on trial for the death penalty for allegedly stabbing his father to death, two people who witnessed the incident, and the joint decision of 12 men selected as the jury who do not know each other (Pir, 2021: 1). All of these 12 men have different professions, different demographic structures and different psychological states. While 11 men vote "yes" for the execution of the young man, 1 person votes "no". Those who vote "yes" act hastily based on general thoughts and guesses, despite the lack of sufficient evidence. One person votes "no", saying that the decision they make will affect the young person's entire life and that they have some doubts, and the film continues with one person trying to convince eleven people (Tellioğlu, 2021: 1).

The film begins with the jury members entering the room. For ninety-six minutes, the film takes place in the jury room, which is the only location. Another striking feature throughout the film is that no names are used. The terms "child" are used for the defendant, "the child's father" for the victim, and "old man and woman" for eyewitnesses. Even the jury members did not address each other by name. They numbered each other from 1 to 12 (Pir, 2021: 2).

Image 1. Jury Members

The movie opens with the judge speaking in the courtroom. The judge gives introductory remarks to the film. 12 jurors must reach a common decision, whether the defendant will be sentenced to death penalty as a result of the joint decision and "You face a great responsibility." It prepares the audience for the movie by uttering the following sentence: Afterwards, 12 jurors enter the jury room, and after they take their seats, the first vote is taken. In the voting, everyone except 8 members of the jury votes "guilty". However, what should be noted here is that juries numbered 2, 5, 6, 9 and 11 raise their hands hesitantly, unlike the others. They act with the opinion of the majority.

Image 2. Members of the Jury Who Hesitantly Raised Their Hands in the First Vote

Juror number 2 said before the vote: "I have never served on a jury before." He raises his hand hesitantly, showing that he is inexperienced in jury duty. Juror number 5 wants to "pass" when it's his turn, while everyone is expressing why the child is guilty. From here we understand that jury number 5 is in a shy position. That's why he raised his hand later, following the majority. When it was Juror number 6's turn, he said, "...I looked for something that would convince me. The eyewitness accounts were strong..." Based on this, we see that jury number 6 is also in a shy position and can be easily persuaded.

The first vote is inconclusive and the judges begin talking among themselves. Juror 3 asks juror 8, who voted not guilty, "Do you really think you are innocent?" he asks, and the answer is "I don't know." says the jury 8. From here we understand that the jury does not come to a definitive and clear conclusion that the 8 defendants are guilty or not guilty. "There were eleven votes saying guilty. "It is not easy for me to raise my hand and send him to death." As can be understood from his statement, jury number 8 acts only with a sense of duty and is aware that he is under a great responsibility, as stated by the judge in the introduction of the film. Jury 8 said of the defendant: "He was born in the slums, his mother died when he was nine years old. He spent a year and a half in a reformatory, while his father was in prison for counterfeiting…" It is understood from the sentence that the defendant had a difficult life and was in a socially lower-class position. Juror number 10 said, "…I spent my whole life among them. You can't trust them at all. They are all born liars." With his statement, we can say that jury number 10 is prejudiced. This prejudice against the lower class pushed him to vote guilty without hesitation. Meanwhile, jury number 12 said, "…I came up with this slogan." says. While saying this, he has a drawing sketch in his hand. From here we can understand that this jury is in the advertising business. Due to this demographic feature, its sole purpose is to make sales. The longer the decision process takes, the greater the chance of making a sale. Juror #10 states that in order to convince Juror #8, everyone must say why they think the boy is guilty. Thus, new characters are added to the film; an old man who was a bystander and a woman who was a bystander. While describing the woman's statements, juror number 10 states that the woman lives in the suburbs. On the other hand, jury 8 "…You don't believe the child, how can you believe the woman? Isn't the woman one of them? he asks. Here the first contradiction arises. While Juror 7 explains why he found him guilty, Juror 3 intervenes. He talks about his children being disrespectful today and his problems with his family and his own child. From here we understand that this character is a character who acts with pathos, far from the concepts of ethos and logos, and can be persuaded with the concept of pathos. “He tries to alleviate his desire for revenge after being abandoned by his son by giving the death penalty to the child accused of killing his father”. (Suvağcı, 2022).

The reason why jury number 5 is in a hesitant position is that jury 4 and jury 10 said that people who grew up in slums are liars and a threat to society, and said, "I also grew up in slums." We understand from the expression. This demographic feature pushes him to be shy and avoid voting. Juror number 1 tries to maintain his leadership position by telling those who oppose him, "...You do my job..." Juror number 1, who tries to keep the jury members together and is the leader who makes the votes, follows the majority in the votes. Jury 4, who we later learn works in the stock market and thinks rationally due to his demographic characteristics, explains the incident rationally according to the statements given. We learn that the defendant killed his father with a switchblade and that this knife was the only one. But Juror 8 produces the same knife and states that the boy bought it from a shop in his neighborhood. Juror 8 says there needs to be another vote. He tells him that the voting should be secret and that he will withdraw from the vote if he is the only one who thinks he is innocent again. A secret ballot is held and there is one "not guilty" vote. According to Mascovici (1976), while the group can quickly reject a single individual, the group will not show rejection behavior when there is another person next to the individual, the second not guilty vote provided this situation (Akyüz, 2019:2). Juror 3 thinks that the person who voted not guilty is Juror 5, who was born in the slums, and calls him a "treacherous". Since there was a prejudice among the jury members against people living in the slums, they perceived Juror 5 as a threat to the in-group. However, jury 9 states that he is the one who voted not guilty, the reason is that what jury 8 did was brave, he respects it and is not convinced even if the child is guilty. After the second vote, there is a break. Meanwhile, we see that jury 11 is a watchmaker, jury 3 apologizes to jury 5, jury 8 is an architect, jury 7 is a marketer and tries to convince jury 8 that the child is guilty.

After the break, jury 3 says that in the old man's statement, he shouted "I will kill you" at the child's father. During the defense of Juror 8, we see Juror 3 and Juror 12 playing games. Based on this, if we had to categorize the jury members as timid, indifferent and prejudiced, the following picture may emerge:

Table 1. Distribution of Juries According to Jurisdiction

Timid	Uncaring	Prejudiced
Jury 2	Jury 1	Jury 3
Jury 5	Jury 7	Jury 10
Jury 9	Jury 12	
Jury 11		

Again, from these actions, it can be seen that they are thinking "even if it is over, let's go". In particular, jury 3's statement, "I almost fell asleep" while talking to jury 2 before the vote, shows his indifference at the very beginning. Upon the eyewitness woman's statement that she saw the murder from the train, jury 8 asked, "...did anyone live so close to the train?" he asks. Juror 6, who we learned during the break to be a worker, states that he was painting an apartment close to the train. During his defense, he asked jury 8 and jury 6, “What was it like when the train passed? Was there any noise? he asks. Jury 6 “How, it made my brain pound.” makes the sentence. He argues that because of this loud voice, the old man will not hear the words "I will kill you". After the defense, we see that jury 5 and jury 6 have now lowered their guard and started to be convinced. As we mentioned when explaining the concept of persuasion, if the source puts himself in the place of the receiver and the receiver feels close to the source, it becomes easier to persuade the receiver. Meanwhile, the jury, which voted "not guilty" in the second vote, is involved in the persuasion process at 9 o'clock. Juror 9 says the old man used his statement to “get attention.” He states that the reason is that he came to court with a torn jacket, was ashamed of having a leg limp, was considered unimportant throughout his life, and had never been listened to. As we mentioned in the persuasion process here, Juror 9 tries to persuade the jury members by using his empathy ability. Meanwhile, jury 8 provoked jury 3 to prove that the words "I will kill you" could be a situational sentence, not a threat, and achieved the desired result (Akyüz, 2019:3).

As we see from this provocation, the jury acts with 3 emotions. Juror 5 changes their vote to not guilty. Jury 11, thinking rationally, began to be convinced as a result of eyewitness accounts and contradictions in the plot. Juror 10, who opposes the ideas of Juror 11 and has high prejudices, objects. The reason for this prejudice is evaluated by Larson in his book Persuasion: Reception and Responsibility (1996) as information brought from the past that can affect intuitive processing and quick decision-making. We can explain with this model why jury number 10 voted guilty due to its prejudice towards individuals born in the slums (Akyüz, 2019:4). Jury 1 asks for a third vote and it is done. The same people who voted not guilty in the first place. But later the jury votes not guilty at 11. After the vote, jury 3 and jury 7 begin to provoke those who voted not guilty. Juror 7 highlights the old man's testimony, stating that the old man ran to the door in fifteen seconds. This statement “…running to the door in fifteen seconds…” raises suspicion in jury 5, jury 6 and jury 8. Juror 8 asks for a sketch of the apartment, but jury 3 states that it is twenty seconds, not fifteen seconds. Opposing him, juror 9 said, “He's just an old man! He was confused! What can he be so sure about? says. He too falls into doubt and contradiction within himself, his guard weakens, and he will begin to be convinced, even though it is painful and difficult. The old man's expression is animated and it is revealed that it took forty-one seconds for the old man to see the child. When both the woman's statements, "I saw the child from the train" and the old man's "I saw the child coming down the stairs" statements are contradictory, they bring to mind the following question: "Are the accounts of eyewitnesses reliable?" This is mentioned in an article in Scientific American magazine: He claims that the probability of an eyewitness's testimony containing errors is quite high. One of the arguments of the article is that criminal events occur in a very short time. If we give an example from the murder in the movie, it is a known situation that the murder was committed in a short time and the murderer immediately fled the scene. In such a situation, it is difficult for an eyewitness to identify the face of the murderer in such a short time. The other argument is that if a person witnesses the incident with a gun, he or she focuses on the murder weapon, rather than the killer's face. The most important argument of the article is stress. Since a normal person does not often see a murder, a person who witnesses it experiences intense stress. Due to this stress, not only the sensory organs but also the mind functions problematically. In the article, it is stated that since the human mind does not have the ability to rewind and play back like a camera, it tries to put together pieces like a puzzle while remembering events (Arkowitz and Lilienfeld, 2010:68). Based on this, the statements that the old man was able to see the face of the child quickly descending the stairs and that the female witness did not look at the knife during the short-lived murder become suspicious. Therefore, jury 8 tries to convince jury 4 with the concept of rational and logos. However, Juror 3 intervenes and says in a provocative manner that what they are doing is nonsense. This character, who acts entirely with his emotions, is completely pathos-oriented. “The child's death is slipping through our fingers.” Upon his statement, the jury 8 asked, “Are you his executioner? ...You seem to want to take revenge on the child. "You want the child to die, but not because of the facts, but because you want it." With his statement, he provokes Juror 3 by saying that Juror 3 is actually trying to take revenge on this child for the problems he had with his own son. Juror 3 then said, “I will kill you.” makes the sentence. Juror 8 said, "You weren't serious when you said that, were you?" says. Juror 3 is once again left conflicted. His guard is slowly falling. The jury throws out the idea of 6 votes, the jury asks for an open vote at 10, and a fourth vote is held. The result of the vote is six votes guilty and six votes not guilty. After the voting, there is a break in the movie, which we can call a 5-minute cutscene, to give the audience a rest. The jury members drink water and have casual conversations. The discussion begins again with Juror 7's statement of "reasonable doubt". Juror 11 says, “I guess you didn't understand reasonable doubt.” The concept of reasonable doubt is not explained in the movie. Rational doubt is similar to Descartes' Cartesian doubt. The focus is on the mind. It draws purely on rationalism. A person who doubts must use his mind and evaluate what he doubts in accordance with his mind, regardless of whether the outcome of what he doubts is right or wrong for the person (Yıldızdöken, 2017:1).

In the movie, jury 11 is the best example of this. He argues that the child is innocent, even if the evidence, eyewitness statements and interpretation of the events are wrong in his opinion. Afterwards, jury 8 turned to jury 4 and asked why the child went to the cinema after the incident, the name of the movie, etc. He explains that he cannot remember things in a rational and emotional way, by putting himself in the child's place, and by making jury 4 empathize. He asks Juror 4 what he did in the previous days. Juror 4 says that he went to the movie. Although he remembers the name of the first movie, he cannot remember the other movie. For a moment, it feels like he is being interrogated like the defendant child. Juror 4, who is under a lot of stress in this interrogation situation, starts to stutter and sweat while talking. All 4 jury members, who were thinking rationally (logos) throughout the film, have lost their guard. First in the old man expression animation and then in the query here, contradictory results were found. As Juror 2 is not convinced about how the child in the case stabbed his father, the final event in the film is reenacted. In the reenactment performed on Juror 8, Juror 3 did not look into Juror 8's eyes as he was about to stab him with the knife, confirming the argument in the Scientific American article that the eyewitness focused on the murder weapon.

Image 3. A Slice of Switchblade Reenactment

After the event was reenacted, jury 5, who grew up in the slums and witnessed such events and used such knives, argued that the knife was not used correctly due to its nature and that a person who did not know how to use the knife must have committed the murder in order to open the wound from top to bottom as in the visual. However, as stated in the case reports, the criminal defendant is a master in using a knife. As a result of this animation, another contradiction emerges and attracts the attention of jury 12, who is an advertiser. Juror 3 once again falls into rational contradiction, but as we mentioned, this character has an identity based on pathos, which is far from Aristotle's theories of ethos and logos. After the reenactment and with the hour getting late, the jury, acting in the role of indifference, changes 7 votes to not guilty, as we stated in Table 2. Juror 11 objects to his lack of business ethics and changes his vote without providing a reason and asks why. Juror 7 cannot give a valid reason. As we see here, jury 11 is one of the best examples of the concept of reasonable doubt. Even though he believes the boy is innocent, he wants a logical answer to why someone else thinks he is guilty. The jury asks for a fifth vote, with nine votes of not guilty. In addition to the biased jury 3 and jury 10, those who say he is guilty are jury 4, who are not rationally convinced. Jury 10 stands up and speaks prejudicedly about people born and living in the slums. Meanwhile, the other jurors stand up from the table and represent that they do not support jury 10. The jury makes accusations such as "wild, dangerous, drunk" about the 10 slum dwellers. At the end of the speech, jury 4 silences him and tells him to get up from the table. Juror 10 is excluded by the other juries because of this heavy prejudice. Juror 8 said about this issue: "In well-known clear cases, prejudices always hide the truth." uses the expression. We can support this saying with words such as “Don't believe what you hear, believe half of what you see” or Plato's “Don't judge anyone based on the story others tell” (Tellioğlu, 2021: 2).

Juror 4 explains to jury 8 why they found the boy guilty. Juror 4 retells the woman's testimony, which is perhaps the only logical evidence he has, and since it is actually consistent evidence, no one objects. However, jury 4 wiped the upper part of his nose due to the discomfort caused by his glasses, and jury 9 asked, "Why did you wipe your nose like that?" he asks. Juror 4 “Of course, because my glasses bother me.” says. Juror 9 says that Juror 4 had a mark on his nose because of his glasses and adds, "The woman who said she saw the murder also had the same marks on both sides of her nose." he says and the other jury members support him. Juror 4 no longer has any logical evidence left. Jury 4, a rational character with his guard completely down, is convinced by Aristotle's theory of logos. Meanwhile, Juror 10, who is sitting alone in the corner of the room and thinking, is asked his opinion and says "not guilty" silently and feeling guilty. There are only 3 jury members left who voted guilty. As we said, you can only convince this character, who is very difficult to persuade, emotionally. Juror 3 will achieve this on his own. This character, who speaks loudly and is very excited from the beginning of the movie, lists all the evidence and the opinions that convince him throughout the movie. Finally, he takes out his wallet, hits it on the table, and sees his photo with his son. While tearing up the photo, he said, “Damn kids…You will waste your lives!” He makes the sentence and after tearing the photo, he says "not guilty", crying. After seeing the photo of him with his son, he realizes that, as the jury mentioned in the 8th, he is actually taking his revenge on this boy because of his anger towards his relationship with his own son. This character, who does not believe in any rational evidence, changes his attitude emotionally only by considering his family problem. Since everyone agrees without voting, the case is concluded. The child is innocent. Everyone leaves the room without speaking. In the last scene of the film, we learn the names of jury 8 and jury 9 in their conversation in front of the court. Juror 8's name is Davis, and juror 9's name is McCardle. The movie ends with this scene.

The main purpose of the movie not telling us whether the child is guilty or not is to make the audience share in the movie. The fact that we do not know the murder or what actually happened makes us a jury and we can discuss it with those in the room. If we knew the truth, we would break away from the movie and say why are they arguing? The fact that we do not know the truth tells us that the real problem is not that event, but that it is just a representation. Thanks to the angles used in the film, it successfully gives the audience the claustrophobic atmosphere of staying in a closed room for about an hour. If you pay attention, the film initially shoots from a comfortable angle above the jury's eye level. It continues at eye level and below eye level as the film progresses. In particular, it can be seen that the juries, whose attitudes have changed, are at eye level and the background becomes darker. Here, the director wanted to indicate that the jury reached the light from darkness.

Juror 8's Persuasive Communication: He can see logical errors in some evidence. He is a very strong communicator, we can see Aristotle's concepts of ethos, logos and pathos in him. When persuading, it does not force the buyer like jury 3 and jury 10. As we mentioned during the persuasion process, forcing the buyer may result in a negative response during the persuasion process. We can see this in the movie, too, in the speech made by jury 10 due to their class prejudice. It does not claim that the child is absolutely innocent. We can understand this from their dialogues. For example, in the movie; “Maybe,

maybe the child really killed his father.", "…there is a possibility…", "…Nothing is certain.", "I don't know, I'm guessing." We can see from his sentences that he is only trying to learn the truth, and that he is questioning the case because of the responsibility given to him in deciding whether the person who is going to die will die or not. "I sat in court for six days and listened to the evidence." As we can understand from the sentence, he is trying to make logical explanations using evidence. In terms of ethos, when we look at jury 8, his hair is combed and he is in a suit. He attaches importance to his appearance and the way he speaks. Thanks to the dialogues in the movie, we understand that the weather is quite hot and the fan in the room is not working. Despite this, he does not complain about this situation like other jury members. When the argument begins, we see that he only takes off his jacket, not even his tie is intact. In terms of logos, jury 8 is a very intelligent person. It can easily detect logical errors in evidence. While making his determination, he consults his mind. For example, he shows that he finds the statements given by the eyewitnesses (the train experiment, the old man's experiment of reaching the stairs, the switchblade not being the only one, etc.) unreasonable through animations. Thanks to these animations, he convinces rational-thinking jurors. To examine it in terms of pathos, he uses this concept mostly against jury 3, who is an emotional character. He traps her by provoking her. Juror 3 accepts that, as a result of the provocations, his stance was unreasonable. If the jury is over 4, he/she convinces by using his/her empathy ability. While Juror 9, standing behind Juror 8, is re-evaluating the old man's statement, he empathizes with the old man and explains why his statement is illogical.

Discussion and Conclusion

Communication is a concept that we encounter in every aspect of our lives. The concept of persuasion, which is a sub-branch of communication, has an important place in the jury legal system. The jury is the deciding factor in the sentencing of the defendant on trial. In cases where there is more than one jury, the juries with opposing ideas try to convince each other. We see this in this movie too. It shows us how the persuasion communication process works and how persuasion should be done. Even though the movie was shot in 1957, we clearly see why it is a cult work. Focusing on subjects such as communication, law, psychology and philosophy, the film pioneered the films that came after it. Juror 8's communication skills help us ask "what should we pay attention to, what should we do?" when convincing a person. It is the answer to your questions. Examples of these include using facts when persuading the buyer and choosing a style of speech according to the demographic characteristics of the buyer. He inevitably uses the artistic evidence (ethos, logos, pathos) put forward by Aristotle. It shows us that we need to carry out the persuasion process by considering these theories. Jury 8 does not claim that the defendant is absolutely not guilty. He is a dutiful character who does not fall short of the responsibility given to him. Thanks to this sense of duty, he uses logical doubt in the film. Using logical doubt shows that we should not be so absolutely and clearly sure of everything, and that we will have logical decisions and thoughts when we doubt based on reason, even if it does not fit the person's own lifestyle. Throughout the film and at its end, we do not know whether the defendant is guilty or not. Despite this, the juries are engaged in heated debate, trying to sway each other's stances. Juror 8 wins these arguments. As Malcom In this regard, when making a choice or choices, we should question and gain awareness whether we are making choices in line with our own beliefs or the principles of belief of the society.

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Public Relations Practices in Local Governments: The Case of Beşiktaş Municipality

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Article Information	*Summary*
***Key Words**:* *Public Relations Practice* *Local Government* *Beşiktaş Municipality* *Institution*	*It is accepted that public relations emerged systematically and professionalized in the United States. It can be said that public relations is fundamentally effective on two separate concepts: its influence on management activities and its influence on communication activities. Considering these two areas of influence, public relations has been attempted to be interpreted with many different definitions. There are many applications and forms of implementation of public relations. Many institutions in various fields successfully manage processes such as image, reputation, and crisis through public relations practices. Local governments are constitutional entities established within the legal system to meet the common and local needs of people living in communities of various sizes within national borders. Local governments are responsible for meeting the expectations of the local population, ensuring the protection of the natural environment, and fulfilling many responsibilities, such as. determining the needs of the public and the environment, seeing their reflection in the public, and announcing their actions. In doing so, they conduct public relations activities aimed at identifying the needs of the public and the environment, fulfilling their responsibilities, and making their actions known. They can benefit from many public relations practices in this regard. In this context, public relations in the study, public relations practices, and public relations practices used in local governments have been examined by taking the example of Beşiktaş Municipality's public relations activities.*

Introduction

Local governments are legal structures created within the framework of laws to facilitate and expedite the feasibility of activities carried out by states to meet the individual or societal needs of citizens, and

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to facilitate citizens' access to services. The executives of local governments (Mayor, Municipal Council, and Village Headman) are elected by the people living in that local area who have the right to vote. Municipalities generally have an organizational structure consisting of a mayor, municipal council, vice mayors, and directorates. It can be said that municipalities are responsible for providing many services to citizens living locally within the organization, such as infrastructure services, social and cultural services, and cleaning services.

Public relations activities are naturally embedded in the strategic plans and operational plans of municipalities. Municipalities require public relations practices to be able to receive feedback from the public regarding both their announcements and activities while providing services. Considering that public relations practices have their own unique implementation and reporting methods, it is natural for each municipality to benefit from different public relations practices. The management levels of municipalities are determined by the voters living in the same locality. It should also be noted that the cadres running for municipal management are candidates on behalf of a political party. It should be known that the most important factor influencing the voter's preference among candidate cadres is the political party, candidate, and municipal approach. In line with this information, the public relations practices that the incumbent municipal administration will benefit from are largely influenced by the ideology of the political party and the local governance approach for which it was elected. Within this framework, public relations, public relations practices, local governments, and public relations practices in local governments have been examined in general terms through the example of the public relations practices of Beşiktaş Municipality in this study.

Public Relations and Application Areas

In order to better define public relations, it is useful to first explain two fundamental concepts: "public" and "relationship". The term "public" generally refers to the entire population, including rich-middle class, women-men, young-old, educated-uneducated, ethnic, and religious groups (cited from Peltekoğlu, 2007, by Özgür et al., 2013). In other words, the term "public" refers to all the people living in a geographical area. If a country is considered, then the public is the entire population of that country. If it's a region, then it refers to all the people living in that region. And if it's the world, then it refers to the entire world population (Küçükkurt, 1989). Public relations experts emphasize that the concept of "public" carries a more specific meaning in the context of public relations. Two explanations regarding how the concept of "public" should be understood in terms of public relations are presented: (i) The public is the target audience with whom the organization needs to engage (Peltekoğlu, 2007); (ii) The public consists of individuals, groups, and organizations that are affected by the service policies and practices of an organization, and influence these policies and practices, while having common interests and a sense of unity (Özgür et al., 2013). It is observed within the framework of these explanations that the concept of "public" carries a more specific meaning. To emphasize this, public relations authors in our country also use the terms "public" and "target audience" interchangeably with the term "public".

The second concept that constitutes the term "public relations" is "relationship". The concept of relationship can generally be defined as follows, as stated by Erdoğan (2006): "It is a bond established and conducted with purposeful activities involving at least two parties, temporary or permanent, supported by repetition when necessary, carrying various intensities of emotions, thoughts, attitudes, and beliefs." As this definition indicates, it provides a general explanation of the relationship. However, in the context of public relations, different and more detailed relationship definitions are made. In public relations, the relationship definition by Ledingham and Bruning is widely used. The authors define the relationship concept as "a situation between an organization and its target audience that provides economic, social, political, and/or cultural benefits to all participants and is characterized by mutual positive regard" (Ledingham and Bruning, 1998). Accordingly, the relationship denotes a bond that provides various benefits to both the organization and its relevant public, fostering a positive outlook.

In the relationship between an organization and its target audience, building trust, fostering interest, commitment, and investing time and energy in maintaining the relationship are crucial. The relationship should be communication and expertise-based, goal-oriented, based on mutual interaction, and sustainable.

Public relations is generally accepted as a management and communication method. Being present in almost every field, public relations is seen as one of the most effective factors in determining the path a institution will follow to achieve its management goal and consequently its objectives, as well as shaping the institution's future communication. Besides its consultancy function for management and support for marketing communication, public relations, which can be applied to various fields from politics to civil society organizations, is an independent field of activity and communication discipline associated with neighboring branches when considered together (Peltekoğlu, 2016). While there has not been a consensus on the definition of the concept of public relations for a long time, this situation has also led to its interpretation within the sub-disciplines of social sciences. According to Caywood, public relations is the process of managing all communication activities aimed at creating and maintaining an organization's brand and reputation, as well as integrating its new and continuous relationships with stakeholders profitably (cited by Geçikli, 2008). Public relations practitioners communicate with all relevant internal and external publics to develop positive relationships and create harmony between organizational goals and social expectations. They develop, implement, and evaluate organizational programs that promote the exchange of influence and understanding among all units of an organization and its publics. Taking into account such differences in meaning and perspectives, public relations can generally be defined as a set of activities aimed at managing an organization's image, reputation, crisis processes, internal and external communications, and creating loyalty, trust, and positive impressions towards the organization. In these definitions, a common framework is established based on designed, planned, performance-based, public-serving, two-way communication-based, and management-functional operation. "Public relations is a distinctive management function that helps establish and maintain mutual communication, acceptance, and cooperation between an organization and the public; it includes problem and issue management; it helps management to be informed and respond to the public; it defines and emphasizes the responsibility of management to serve the public interest; it serves management in learning new developments and effectively facilitating change by serving as an early warning system for predicting trends; and it uses reliable and ethical communication techniques and research as fundamental tools" (Özgür et al., 2013).

Public relations has many application areas and implementation methods. Many institutions in various fields successfully manage processes such as image, reputation, and crisis through public relations practices. The function of public relations is expanding increasingly in today's world. Consequently, many application areas of public relations are emerging. Public relations has fundamental tasks such as research, consultancy for senior management, early warning, and communication. In addition to these, there are also important areas of professional-level practice today. Some of these application areas include media relations, publicity, financial relations, public affairs, issue management, lobbying, crisis management, reputation management, marketing communication, sponsorship, corporate social responsibility, event management, corporate identity and image, employee/member relations, and community relations (Sönmez, 2022; Peltekoğlu, 2016; Geçikli, 2008).

Media Relations: Media relations is one of the oldest application areas of public relations. Therefore, in earlier periods, public relations was primarily evaluated as efforts to establish and develop good relations with the media. Organizations heavily rely on the media to convey information about themselves to the public, create a positive image, and understand what their relevant circles think. Additionally, the media needs information and news to sustain its existence. This mutual need is crucial for developing good relations between both the media and public relations. For a news story or information about the organization to be featured in the media, attention should be paid to factors such as the story being interesting, relevant to viewers, carrying novelty, the timing of publication, delivering it to the media through appropriate means (mail, email, fax, etc.), and delivering it on time. Examples of activities in the field of media relations include organizing press conferences, writing press releases, arranging trips for media personnel, etc., undertaken by public relations officers.

Announcement: Announcement refers to the free publication of news or information related to an organization in print or visual media. Public relations experts systematically send messages about the organization to the media in a planned, credible, and reliable manner. These messages are featured in the media to the extent that they have news value. Additionally, for the news to be effective, it should be prepared in a attention-grabbing and interesting manner. Commonly used announcement techniques include press releases, press conferences, speeches, and special reports.

Financial Relations: Financial relations, also known as investor relations, aim to inform groups related to the organization's financial situation through various announcement techniques as quickly as possible. Examples of areas of work in financial relations include preparing communication strategies aligned with management's objectives, communicating with the press, managing relationships with financial communities, including analyst meetings, tours, and visits.

Public Affairs: Public affairs is an important application area of public relations. Some public and private sector organizations refer to various public relations activities they undertake as public affairs. Examples of tasks in the public affairs domain include conducting corporate citizenship activities, facilitating political education for employees, establishing voluntary services from executives, and actively participating in community development.

Issue Management: Another application area of public relations is issue management. Issue management is evaluated under two headings: proactive and reactive. Proactive issue management involves managing the issue before it occurs and taking preventive measures as if a problem could arise. Reactive issue management involves corrective activities carried out after problems arise during issue management.

Lobbying: Lobbying is one of the increasingly important public relations practices. In recent years, public relations-based lobbying efforts have begun to gain importance. Efforts to influence decisions in favor of the interests of the masses represented by institutions and organizations can be seen as public relations-based lobbying.

Crisis Management: Crisis can be defined as unforeseen situations that occur unexpectedly and often result in damaging consequences. Crisis management is a process that needs to be handled correctly before, during, and after a crisis. Public relations units play an active role in crisis management processes, such as developing good relationships with target audiences and the media and continuously informing the public.

Reputation Management: Reputation refers to the belief, trust, and respect that develop over time for an individual or institution. Corporate reputation management is one of the important application areas of public relations. It is expected that the importance of reputation management will increase in the coming years, and public relations units will take on a more active role in this regard.

Marketing Communication: Another application area of public relations is marketing communication. When public relations is used to directly support the marketing objectives of an organization, it is referred to as marketing communication. However, there are significant benefits for organizations in combining advertising, public relations, and marketing.

Sponsorship: Sponsorship is one of the increasingly important application areas today. Examples of sponsorship practices include supporting a television series, contributing to organizing a concert, supporting the revival of a forgotten craft, or covering some expenses of a football team. Public relations officers play active roles in the preparation of sponsorship projects, evaluation of projects, and implementation of sponsorship-related activities.

Corporate Social Responsibility: Corporate social responsibility (CSR) is one of the significant areas of work for public relations. Considering the interests of the relevant target audience and avoiding behaviors that could harm them in the decisions and actions taken by organizations constitute the essence of social responsibility. Merely pursuing profit-oriented activities by organizations is no longer deemed sufficient. They should also undertake activities for the benefit of society, even without profit motives and sometimes by allocating their own resources. Nowadays, organizations attach great importance to CSR activities because they aim to create a positive image of themselves through these activities.

Event Management: Event management provides significant opportunities for an organization for its employees to interact and form impressions with relevant stakeholders. Public relations officers plan and execute all stages of an event. Tasks within event management include determining the venue, preparing invitations, organizing refreshments, selecting and training staff, distributing gifts to participants, and managing media relations.

Corporate Identity and Image: While corporate identity can be defined as the characteristics that distinguish an organization from others, corporate image determines whether a company is approved by its target audience or other organizations or individuals in its environment. In its practices related to this area, public relations works to establish, develop, and evaluate the identities and desired images of organizations.

Employee/Member Relations: This area of public relations encompasses practices directed towards employees or members of an organization. Employee/member relations involve activities aimed at fostering team spirit, reducing problems among employees/members, fostering a sense of belonging, and facilitating information flow. This aspect also forms the backbone of internal communication within the organization.

Community Relations: Lastly, community relations can be considered as another application area of public relations. The aim here is to facilitate communication between the organization and the community in which it operates. By actively participating in issues important to society, such as education, environment, unemployment, and health, organizations can contribute to raising the welfare of the community and fostering a sense of social responsibility.

Local Governments and Public Relations Practices

Local governments can be described as the closest public administration and service units to the people living in any locality within the boundaries of a state. The functions of local governments can vary between states or regimes. However, when discussing local governments, the concepts of state and central government should also be considered. The state is an organizational form that people resort to in social life and is a political organization (Güneş, 1996). The primary purpose of the state is to meet the common needs of people living within national borders. The main features that distinguish the state from other institutions in achieving this purpose are its being the most extensive form of organization, the realization of its activities as a result of advanced division of labor, and having the power to do all these.

The place of local governments within the concept of the state can vary depending on the differences in the narrow and broad definitions of the state. In the narrow sense, the state encompasses only public legal entities of a central and political nature. Local governments do not fall within this scope. In the broad sense, the state includes the entirety of organized public power or all public legal entities. Local governments can be considered within this scope. General political theorists have also brought various approaches and definitions such as an intermediary service organization between the central state and local people, a subordinate central management unit, and a self-governing autonomous community throughout the history of local governance. Therefore, a significant portion of the studies related to local governments has been attempts to apply "state" theories to "local government units" rather than creating a systematic theory (Güneş, 1996). Central management can be said to be a form of governance in which the control of resources and allocations is within the fundamental dynamics of state power and is distributed to subunits. However, rather than making a distinction between the two forms of governance, it is generally accepted that benefiting from both forms of governance is correct.

In general, local governments are defined as constitutional institutions established within the legal order to meet the common and local needs of people living in communities of various sizes within national borders. Local governments are also a part of national politics where the total of local voters influences general politics. In other words, considering that the majority of political activities are shaped within the framework of power supported by the will and votes of voters gathered from various localities, it can be said that national politics is largely shaped through local politics (Önder, Sipahi, and Yaman, 2021). A democratic and autonomous level of governance formed to meet the needs of local groups outside the service network of the central government and whose decision-making bodies are directly elected by the public (Tunç, 2016).

There are three types of local government in Turkey: Provincial Special Administrations, Villages (neighborhoods), Municipalities (Tunç, 2016):

Provincial Special Administration: These are local structures with their own budget and decision-making bodies, serving locally in provinces that are not metropolitan cities. The Governor is the executive organ at the head of provincial special administrations.

Neighborhoods and Villages: Neighborhoods and villages can be referred to as small structures that constitute cities and towns. The governing bodies of neighborhoods are the muhtar (neighborhood head) and the council of elders, who serve with the will of the neighborhood through democratic elections.

Municipalities: Municipalities are small local governments formed by election. The complete definition of a municipality in the dictionary of public administration is as follows: "A local government unit with legal personality, elected decision-making bodies, responsible for meeting the common needs of residents living in urban settlements" (Tunç, 2016). In the Municipalities Law, municipalities are defined as "entities with administrative and financial characteristics, elected by voters to meet the local common needs of the town and its residents" (Tunç, 2016).

In our country, according to the 2022 data of the Ministry of Interior, there are 5 types of municipalities: Metropolitan Municipality (30), Provincial Municipality (51), Metropolitan District Municipality (519), District Municipality (403), and Town Municipality (388). The duties of municipalities in Turkey can generally be listed as follows:

a) Urban planning, water, and sewage works
b) Environmental protection and public health
c) Afforestation, creating and preserving parks and green areas
d) Urban traffic regulations
e) Municipal police, fire department, ambulance, and emergency rescue services
f) Burial and cemetery services
g) Building housing, construction, maintenance, and repair of government-owned school buildings, Marriage services
h) Supporting tourism and cultural art activities, promotion, preserving cultural and historical structures
i) Youth and sports affairs
j) Aid for the poor and social services
k) Acquisition of vocational skills
l) Development of economic and commercial activities

Municipalities carry out public relations activities in order to announce their activities, public resources, management rules and objectives, services, etc., and to receive feedback from the local population. The objectives of public relations practices in municipalities can be listed as follows (Türkal, 2022):

a) Ensuring mutual understanding and goodwill between the municipality and the local community, in other words, gaining the trust of the people. Municipalities cannot be successful if they fail to convince the local community that their actions and decisions are correct.
b) Enlightening the local community and instilling in them the significance of the municipality's work; keeping the local community informed of its policies.
c) Encouraging positive behavior from the local community towards the municipal administration.
d) Facilitating interactions between the public and the municipality. Information on how to apply to the relevant municipal service units, what information and documents are required, any applicable timeframes, and other relevant details should be clearly written in understandable language at visible entry points of these units, attracting the attention of the local community.
e) Obtaining information from the local community to enhance the appropriateness of decisions made by the municipal council, executive committee, and mayor. Providing the local community with the opportunity to express their opinions on matters to be decided by the municipal decision-making bodies before decisions are made.
f) Providing informative information to the public about decisions made by the municipal authorities and compliance with legislation to ensure adherence to them.
g) Facilitating cooperation and consensus with the local community to ensure their contribution to the quicker and easier provision of services.
h) Utilizing the wishes, desires, suggestions, recommendations, and complaints of the local community in the planning, programming, and other arrangements of work, and evaluating them in all activities aimed at resolving any shortcomings.
i) Instilling pride in being part of the local community.

The desire to return to office also requires efforts by the municipal administration to position itself as a preferred choice among the electorate, who are also fellow citizens (Yayınoğlu, 2007).

While conducting public relations activities in municipalities, it is important not to forget the public institutionalism and that the target audience is the community, not customers. At this point, there are certain principles in public relations practices in municipal activities that need to be considered to protect both public sensitivity and professional ethics. These are; the principle of integrity, the principle of participation, the principle of effective, efficient, and adequate service, the principle of consistency, the principle of continuity, personal competence and institutional support, the principle of impartial and equal service, the principle of openness and transparency, the principle of identity, the principles of relationships, communication, and the reciprocity of interaction, and the principle of honesty (Özipek, 2013).

Considering Public Relations Practices in the Example of Beşiktaş Municipality

"The historical roots of Beşiktaş extend back to ancient times. It was known by the name "Kune Petro," meaning "Stone Cradle," in those days. It is said that Barbaros Hayrettin Pasha erected five poles on this shore to moor his ships, hence the name BEŞ-TAŞ (Five Stones), which over time evolved into BEŞİK-TAŞ. During the reign of Sultan Suleiman the Magnificent, the region expanded further, and in the subsequent years, it became known as a place where slave markets were established and where soldiers and commercial caravans from Rumelia gathered and rested on their way to Anatolia. With the construction of the Çırağan Palace (1871), Dolmabahçe Palace (1856), Yıldız Palace (1898), as well as mansions and pavilions, it became the administrative center of the Ottoman Empire. The fact that the Great Leader Mustafa Kemal Atatürk and his mother Zübeyde Hanım resided in the house numbered 76 on Akaretler, Spor Street, and the passing of the Great Leader in Dolmabahçe Palace have given

Beşiktaş a unique place in the history of the Republic." (Republic of Turkey, Beşiktaş District Governorship, 2023).

"The district of Beşiktaş became a separate district from Beyoğlu district with Law No. 1612, published in the Official Gazette dated 21.05.1930 and numbered 1499. It does not have a township or village. It has a total of 23 neighborhoods, and its settlement completely bears the character of an urbanized area."

"Beşiktaş, one of the central districts of Istanbul, which is the center of history and culture in the world, has been a place where various types of structures coexist due to being a neighborhood where both members of the dynasty and high-ranking state officials as well as ordinary people lived during the Ottoman period. This diversity has added a unique beauty to the Beşiktaş district."

"Our district has rich museums such as Dolmabahçe Palace, Çırağan Palace, Yıldız Palace, Painting and Sculpture Museum, and Naval Museum, as well as modern cultural centers and art galleries."

"Throughout its history, Beşiktaş has produced many famous figures in the fields of education and culture; some of these names include Barbaros Hayrettin Pasha, Süleyman Pasha, Nedim, Abdülhak Hamid Tarhan, Mehmet Bin Durmuş (Gazali), Tuzcu Baba, Baltacı Mehmet Pasha, Ahmet Vefik Pasha, Fevzi Çakmak, Faruk Nafiz Çamlıbel, Refik Erduran, Abdülhak Şinasi Hisar, Orhan Veli Kanık, and Behçet Necatigil."

"The population of Beşiktaş district according to the 2018 Address Based Population Registration System (ADNKS) records is 181,074. The population of Beşiktaş district, which was 190,032 in 2015 and 189,536 in 2016, decreased to 185,447 in 2017 and to 181,074 in 2018. It is observed that the district's population decreased by approximately 9,000 people in three years. Beşiktaş district is a dynamically populated district that constantly receives migration due to its location, whose population increases with new births, decreases with deaths and migration, and whose population density changes with movements in housing stock and rental prices. There is intense circulation in the district. Even in situations where there is no population change, it is observed that approximately 10,000 urban residents relocate, and new ones come in, and population movements such as births, deaths, and migration occur."

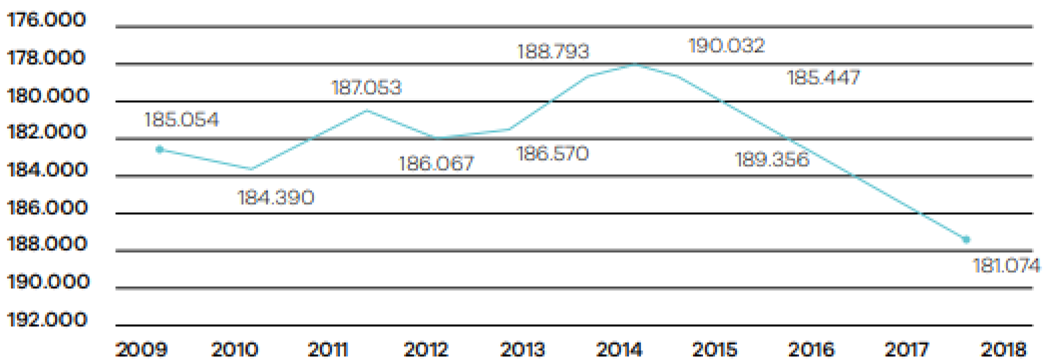

Image 1. The Population Change of Beşiktaş Between the Years 2009-2018

Source: Beşiktaş District Governorship.

The main reasons for the decrease in population despite the increasing trend since 2012 are internal migration within Istanbul, migration to other provinces, emigration abroad, the difference in death and birth rates, a decrease in the number of residential units, an increase in the number of workplaces, and population movements of foreign nationals residing in the district. The most significant population increase in the district over the past 10 years was observed from 2010 to 2011, with an increase of 2,663 people. However, considering the declining trends, it is noteworthy that the district lost 3,909 people in 2017 and 4,373 people in 2018 (Strategic Plan, 2020-2024).

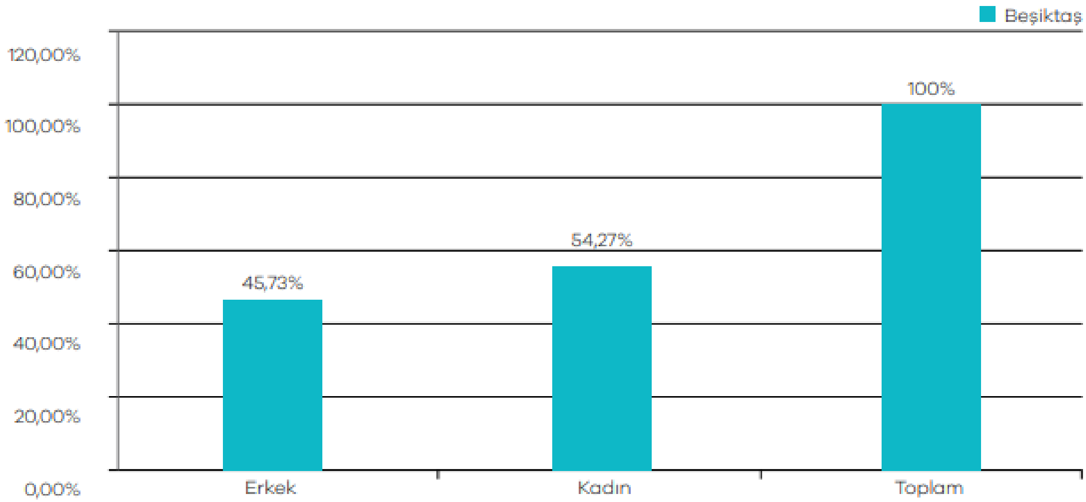

Image 2. The Distribution of Beşiktaş District's Population by Gender

Source: Strategic Plan, 2020-2024.

Table 1. The Distribution of Beşiktaş District's Population by Age Group (2018)

Age Group	Man	Woman	Total
Age 0-4	3844	3617	7461
Age 5-14	7962	7671	15633
Age 15-39	32310	35940	68250
Age 40-64	27935	34441	62376
Age 65 +	10759	16595	27354
Total	82810	98264	181074

Source: Strategic Plan, 2020-2024.

Table 2. The Distribution of Beşiktaş District's Population by Education Level (%) (2018)

Education Status	Man	Woman	Total
Illiterate	0,08	0,59	0,67
Literate but Not Finishing School	2,08	2,51	4,58
Primary School Graduate	4,98	6,83	11,81
Primary Education Graduate	1,60	1,13	2,73
Middle School Graduate	3,84	4,21	8,05
High School Graduate	10,83	13,47	13,47
High School and Faculty Graduate	16,01	19,03	35,04
High School Graduate Undergraduate and Above	5,58	5,77	11,36
Unknown	0,67	0,79	1,46
Total	45,67	54,33	100,00

Source: Strategic Plan, 2020-2024.

Considering its location, social dynamics, and the predominant social and political inclinations of its population, Beşiktaş district is among the areas in Istanbul where modern lifestyle prevails. Beşiktaş can be described as having an above-average level of education and economic status, resulting in a district where quality products and services are abundant. With its cultural, artistic, entertainment, and sports venues, as well as parks, green spaces, concert areas, and its coastal line due to its geographical location, Beşiktaş presents itself as a city with ample opportunities.

Moreover, Beşiktaş is a district where various religious groups coexist. Practitioners of almost every faith can be found here. Given the general structure of the country, it is natural that Beşiktaş, with its predominantly Muslim population, also accommodates Jewish and Christian communities, providing them with centers of worship and religious facilities.

Beşiktaş Gymnastics Club (BJK), one of Turkey's oldest sports clubs, is also located in the Beşiktaş district.

When all these factors are considered together, public institutions in Beşiktaş are faced with serving the local population and dealing with a high rate of visitors. In terms of public representation, the center of services lies with the District Governorship and Municipal services.

As an example, relevant to the subject of the study, the local unit of Beşiktaş has gained district status separate from Beyoğlu. Therefore, this situation has paved the way for Beşiktaş to have its own district municipality.

Beşiktaş Municipality, like other municipalities in Turkey, has an organizational structure in accordance with Law No. 5393 on Municipalities, serving local residents and visitors, and overseeing the fulfillment of citizens' obligations. Beşiktaş Municipality operates within this organizational structure.

a) Licensing and Inspection Affairs
b) Advanced Support Services
c) Sanitation Services
d) Health Services
e) Municipal Police Affairs
f) Veterinary Affairs
g) Culture and Social Affairs
h) Real Estate Acquisition Affairs
i) Climate Change and Zero Waste Affairs
j) Park and Garden Affairs
k) Public Works
l) Urban Planning and Development Affairs
m) Human Resources Affairs
n) Financial Services
o) External Relations Affairs
p) Social Assistance Affairs
q) Information Technology Affairs
r) Press, Publishing, and Public Relations Affairs
s) Sports Affairs
t) Women and Family Services Affairs

Some of these activities are carried out as public service, while others are performed as a public duty. The current administration of Beşiktaş Municipality, like all other municipal administrations, carries out various activities in addition to fixed municipal services in line with its political orientation and its own understanding of local governance. The activities carried out can be grouped under four main headings (Beşiktaş Municipality Website, 2022): Health Services (Under Beşiktaş Municipality health services; family counseling service, ambulance service, all health services, home care and examination service, and funeral services are conducted), Education Services (Summer schools and lifelong learning courses are at the center of Beşiktaş Municipality's education services), Social Services (Social services carried out in Beşiktaş Municipality include; soup kitchen, helping hands taxi, barrier-free Beşiktaş, well-being service, public market, public store, neighborhood card, social service, free shuttle services, free wi-fi), Cultural Services (Under the title of cultural services of Beşiktaş Municipality; Beşiktaş culture and art, B+ magazine, libraries, cafes are listed).

Among the many activities of Beşiktaş Municipality, the most noticeable one in recent times seems to be the "ÖĞRENCİ'YE" application. The application has been implemented through the collaboration of Beşiktaş Municipality, Tourism-Restaurant Investors, and Gastronomy Enterprises Association. Students in Beşiktaş can browse the menus of registered restaurants online and go to the place of their choice. Since it is a project based on voluntariness, there are no restrictions for the merchants who will participate in the application (Kaba, 2022). The application appears to be a three-component structure consisting of Beşiktaş Municipality, merchants, and students. Here, it is observed that the student has the opportunity to meet his/her nutritional needs free of charge in an environment of increasing inflation. While the merchant has the opportunity to introduce himself/herself with a social responsibility project, at the same time, he/she also has the opportunity to increase his/her profitability thanks to the positive image based on social sensitivity created concurrently.

The application has primarily been promoted using an announcement-based method. In this regard, printed announcement tools such as banners, posters, leaflets, as well as municipality-owned vehicles equipped with sound systems have been heavily utilized throughout the district. The visuals used on the municipality's official website are also noteworthy. In addition to this, its coverage in newspaper and television news has increased its visibility both locally and nationally. Besides all these, the most effective announcement platform is social media, which is a new media channel. The most significant feature of announcement-based communication activities is their low cost. With this feature, it not only saves public resources but also increases the preference rate, especially for local administrations. Access to the application is easily available on all smart devices with Android or iOS software.

Conclusion

Public relations activities, which are among the important elements of corporate life, ensure the establishment of accurate and effective communication between an organization and its internal and external target audience. The correct implementation of public relations activities requires adherence to principles such as honesty, transparency, and being planned. Public relations activities should not only be considered for communication purposes. Public relations is also a management activity. It is believed that corporate governance based on public relations will yield the desired results.

Local governments, while being the closest public service and management area to the public, are also political structures. Besides facilitating communication and management between the state and the public, they are also one of the fundamental elements of democracy. The management of municipalities is shaped according to the political preferences of the local voters. The political affiliations and ideological orientations of the resulting municipal management cadres determine how local service and communication channels will be used. In this regard, how public relations activities will be implemented locally is also shaped by the perspective of the management.

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