Contemporary Issues of Communication (ConICom)

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CONTENTS

An Analysis of PHD and Master's Thesis on Marketing Communication Conducted Between 1999-2023 in Communication Research

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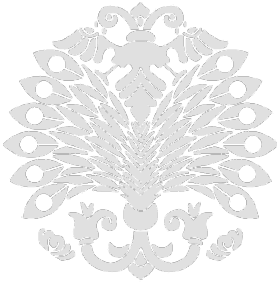
ABSTRACT

Marketing communication is a process that covers both consumer behavior and businesses' development of new marketing strategies. For this reason, marketing communication is a comprehensive subject area that has gained a significant place in academic studies, especially in the last 20 years, and on which scientific research has been conducted. Both the growing capacities and production volumes of businesses and the changing consumer make it necessary to carry out marketing studies. In this context, the aim of this study is to conduct detailed research on the theses completed in the national literature in the field of marketing communication. In this context, as a result of the detailed examination conducted through the National Thesis Center (YOKTEZ), 64 master's and 17 doctoral theses completed on marketing communication between 1999 and 2023 were identified. 8 of these theses could not be accessed (since they were not accessible via YOKTEZ), and 81 of them were evaluated using the content analysis method. In the study, data provided from documents; It is discussed under seven subheadings: type of thesis, gender, university, department, method, data collection and analysis technique and year category. As a result of the analysis, information was obtained about the nature, trends and prominent elements of academic postgraduate theses in the field of marketing communication. In particular, it is noteworthy that female researchers have a higher rate of writing master's theses on marketing communications and that the highest number of theses are in the field of Public Relations and Promotion. These findings show how important factors such as gender and field of expertise in the field of marketing communications are reflected in research.

Keywords: Marketing, Marketing Communication, Content Analysis, PhD and Master's Theses

Introduction

In the past, the traditional sales-oriented marketing approach did not attach much importance to knowing consumers and having information about them. However, today's developments in transportation, information and communication technologies and intense competition in the market have changed the rules of marketing and necessitated the conduct of studies aimed at consumers who have become much more conscious. Along with the radical change that has occurred in the production processes and marketing and distribution stages, the increase in traditional advertising costs has brought the communication element to the forefront of marketing activities due to the decrease in the effectiveness of the planning of marketing communication activities of the media in terms of time and reach (Erdem, 2009, p.43). For this reason, many innovations have been added to the marketing tactics used by brands as a competitive strategy. On the other hand, competition improves both the use of technological applications to reduce the differences in methods used between brands and the strategies used to achieve marketing goals and reach target audiences. "Serious transformations have occurred in the world of objects with the joint efforts of new communication technologies and the advertising industry. Revealing the continuous consumption activity on the individual has become possible with a very cleverly developed 'desire strategy" (Öcal, 2020, p.3).

Every day, many products or services use different methods such as advertising, public relations, sponsorship, point of sale activities, promotion, etc. The tactics used to reach the minds of consumers who are exposed to these messages by sending many brand messages also differ and cause brand wars (Şimşek, 2007, p.135-136).

These developments make it easier for products and services to reach consumers. It is important to understand and implement the importance of marketing activities in order to gain a competitive advantage and maintain its existence by providing a positive attitude towards the product or service in the consumer. In parallel with the developments, it is necessary to follow and implement innovations in the field of marketing communication in order to gain sustainability and competitive advantage.

When the current structure of communication research is examined, it can be seen that research has been conducted on the impact of new communication technologies on societies and the quality and quantity of the messages given through these tools. Internet-mediated applications are among the recent research topics in this field. Different topics such as the use of the internet, what is used and how it is used, interactive use, and internet publishing are among the research topics that attract great attention (Aziz, 2005, p.18). Marketing communication plays an important role in the process of businesses reaching and interacting with consumers.

While the traditional marketing approach does not care about having information about consumers, today the level of knowledge of consumers has increased with the influence of technology and competition. With this change, innovations have been added to marketing tactics in the competitive strategies of brands. Rivalry, it has reduced the differences between brands by increasing the use of technological applications and improving marketing strategies. Knowing and following the innovations in marketing communication is important for the success of marketing activities. In recent communication research, especially the impact of the internet on societies and its interactive use are among the important issues. This study was carried out to reveal the effect(s) of academic research on the marketing communication strategies of businesses.

Marketing Communication

Marketing requires both the development of a good product, pricing it correctly, and making it available to consumers whenever they want, as well as doing different things. Because, for consumers to be informed about the existence of the product, they need to be convinced of the superiority of the product. As a requirement of this situation, every business feels obliged to prepare an effective communication program by considering consumers or the competition (Kotler, 1984, p.258). When the

development process of marketing is considered, marketing has focused on consumer satisfaction with the production period, the product beautification period, the sales period and finally the modern and socially responsible marketing approach period. With the concept of marketing communication, it is the organization of all stages of products and services produced in accordance with the needs of the consumer, from the idea stage to the process of being placed at the point of sale, in accordance with the logic of communication. It is only possible to differentiate among similar products and services through a communication strategy. In a medium where "how" it is said, not "what" is said, makes a difference, everything that determines the strategy must be marketable. Being marketable also means more profit and satisfaction (Altunbaş, 2007, p.157). In this regard, marketing communication is considered as a fundamental issue in terms of achieving a sustainable competitive advantage in the 21st century (Kitchen & Schultz, 1997, p.1-24).

Also, today, with the development of technology, there is a global The market has emerged, and the diversification of media has made it difficult to reach target audiences, while at the same time making it easier for businesses to collect and store information about consumers thanks to their marketing communication methods and techniques. The collected data is transformed into information, enabling businesses to establish long-term relationships with consumers. By establishing long-term relationships with consumers, many companies create customer loyalty, retain their existing customers and carry out activities to gain new customers. The necessity of holistic use of marketing communication tools such as consumer behavior, advertising, public relations, sales development, personal selling, direct marketing, point-of-purchase communication, sponsorship, trade fairs and exhibitions has given rise to the concept of integrated marketing communication (Erdem, 2009, p.43). In other words, marketing communication is a process that includes the product itself, its brand, package, price, distribution points and all communication variables. Consumer expectations and wishes are a determining factor in the product to be produced and through which channels to communicate. For this reason, the product communicates with the consumer through its packaging (packaging communication), price (price communication), communication method (advertising communication) and distribution place (distribution communication) (Odabaşı & Oyman, 2005, p.36). Because, while they must know marketing communication by examining all communication elements thoroughly, they must also be aware that applications may include different approaches. Advertising, promotion, sales promotion, packaging etc. Activities that constitute the marketing communication mix, such as, should be used as a whole to achieve communication objectives (Odabaşı, 1989, p.85).

Marketing communication includes communication activities related to announcing companies' establishment data, products and services to consumers. As a result of these activities, it covers a multifaceted study by including the communication processes of other elements of the marketing mix in order to influence customers' attitudes and purchasing habits towards the brand (Tosyalı & Sütcü, 2018, p.241).

Digitalization and With the impact of globalization, companies are constantly changing both their managerial and functional structures. The main phenomenon of marketing communication, the process of transferring the goods and services of businesses to customers, is also affected by innovations in this direction. Businesses have successfully completed the migration process from Web 1.0 to Web 2.0 environment. The promotion mix suitable for this environment has been reproduced in an innovative and modern style to include advertising, public relations, sales promotion, individual sales and direct marketing strategies. During the transition from Web 2.0 to Web 3.0, especially with the introduction of Metaverse, it is thought that the form of marketing and communication activities to be carried out for individuals will be renewed and be suitable for new media channels (Özalp et al., 2023, p.161).

Purpose and Features of Marketing Communication

The purpose of marketing communication is to inform people about the messages of companies or non-profit institutions by making announcements or promotions through communication channels. Even though these tools are designed to influence a specific target audience, they have the potential to

influence all stakeholders. All organizations should take this into account when these activities are planned and remain in harmony to create a holistic image in the minds of target audiences (Bozkurt, 2013, p.38-39). In this context, the purposes of the most frequently mentioned marketing communication can be listed as follows (Odabaşı, 1995, p.26):

a) Increasing or supporting the amount of sales,
b) Providing insight into products and services or increasing awareness,
c) Improving the image of the product,
d) Conducting incentive activities to increase sales,
e) Creating an impact on the approaches towards the product or service,
f) Promoting the product or service To inform or train about,
g) To introduce new products by presenting them.

The aims of marketing communication are to create awareness about the product, to persuade, to arouse desire, to create sympathy, to create loyalty, and to realize sales. In the marketing communication process, feedback is provided through marketing research (Cemalcılar, 1983, p.348). With the developments in the concept of marketing, the modern marketing approach has brought communication to the center of marketing activities. The communication between the producer and the consumer does not end with selling the product just once. In this respect, the main purpose of the communication between the producer and the consumer is to create a loyal customer community because they are always willing to buy the product, communicate with the brand and trust the brand (Elden et al., 2005, p.33).

Regarding the concept of marketing communication. The explanations made indicate that there are various features. These features can be explained as follows (Kitchen et al., 2004, p.23):

a) The primary goal of marketing communication is to create an impact on the behavior of the target audience through communication activities. It should start and continue backwards to the brand's communication officer. In other words, institutions must have an understanding from the outside in.
b) Integrated marketing communication should evaluate all centers where the business or brand has relations with its customers as a message and distribution channel and use all communication techniques in this context.
c) Collaboration should be made in a coordinated manner to create a strong brand image.
d) Integrated marketing communication is effective in correctly managing the relationships established between the brand and its customers.

As a result, integrated marketing communication, it provides effective communication and customer relationship management by combining all the communication centers of the brand.

Research

Purpose and Importance od the Research

The aim of this study is to examine in depth the master's and doctoral theses in the field of marketing communication at the national level. In this context, it was determined that a total of 89 theses were published through the National Thesis Center (YOKTEZ) within the specified time period; 81 of these were taken into consideration. During the analysis process, the data obtained from the theses were examined in seven different categories such as gender, university, department, methods used, data collection and analysis techniques and the year the theses were presented. This analysis was carried out in order to understand the characteristics and trends of academic studies in the field of marketing communication, to evaluate the quality of research conducted in this field and to guide future research.

Marketing communication has become an area that has attracted increasing academic attention in recent years has arrived. This study systematically examines academic studies in the field of marketing

communication, increasing knowledge in this field and contributing to the academic literature. Additionally, the results of the study can serve as a resource guide for academics, students, and professionals who wish to conduct research on marketing communications. This is important to see if similar studies have been done and to access existing information.

Research Method

In this study, the studies obtained by researching the master's and doctoral theses on marketing communication in the fields of communication sciences in Turkey with a multidimensional perspective in YOKTEZ, and the data were examined with the qualitative research method. In this regard, detailed research was conducted at the National Thesis Center (YOKTEZ) on marketing communication in January 2024, and 81 doctoral and master's theses completed in the field of communication research between 1999 and 2023 were accessed and examined. The data collected was analyzed using the content analysis technique, which is a qualitative method.

Content analysis is an analytical method. Analysis means examining a whole by breaking it down into its parts. Content analysis is used by different branches of science as a method of understanding and thinking. For example, in chemical substance analysis, voter behavior analysis, political party program analysis, or course analysis, the aim is to identify the parts that make up a whole and understand that whole better. Content analysis is a method used in the fields of social and behavioral sciences both to examine written contents and to understand the internal structures of communication changes by examining their structures and forms. The main purpose of content analysis is to determine whether certain features are present in certain content and how often they are present. Each content analysis is performed for a specific purpose. Before starting the analysis, it must be precisely determined which features will be detected in the content. A certain theoretical basis is required to determine the features to be sought in the content. According to this theoretical basis, it is determined which features will be determined in the content and how the collected data will be interpreted (Bortz, 1984, p.26-235).

In the study, gender was determined in which university, in which department, in which year, with which method. The data collection and analysis technique used and how many theses were made are explained in numerical and percentage ratios. In this context, the study; it is important as it serves as a resource for all researchers who will work in the field of communication. It was also carried out with the aim of helping universities and departments to make their own situation assessments based on their doctoral and master's theses. In this regard, answers to the following questions were sought by using the content analysis method of master's and doctoral theses in the fields of communication sciences and marketing communication, which were completed in the national literature and published in YOKTEZ:

> a) What is the distribution of thesis studies conducted on marketing communication in the fields of communication sciences and scanned in YOKTEZ according to years?
> b) Which universities contribute the most to marketing communication?
> c) Are the thesis studies on marketing communication mostly done at the master's or doctoral level?
> d) What is the distribution of thesis studies on marketing communication by gender?
> e) In which department of communication sciences have most of the thesis studies on marketing communication been conducted?
> f) Which research method has been most frequently used in thesis studies on marketing communication?
> g) Which data collection techniques were most commonly used in thesis studies on marketing communication?

Results

This study, which aims to trace the innovations in marketing processes in academic studies, focuses on which topics are researched and how through master's and doctoral theses. As a result of the analysis,

data regarding the gender, type, University, Department, method used, data collection and analysis techniques and publication years of the theses discussed are presented in the tables below.

Table 1. Statistical Data Obtained from the Theses Examined According to Gender, Type, University, Department, Method Used, Data Collection and Analysis Techniques and Years

	Gender	Type	University	Department	Method	Data collection Tecnique	Year
N valid	81	81	81	81	81	81	81
Missing	0	0	0	0	0	0	0
Range	1.00	1.00	22.00	12.00	2.00	13.00	22.00
Minimum	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Maximum	2.00	2.00	23.00	13.00	3.00	14.00	23.00

Table 1 shows that theses studies on marketing communication have been carried out in a total of 24 years, according to two genders, two thesis types, doctoral and master's degree, 23 universities, 13 departments, 3 methods, 14 data collection and analysis techniques and year range.

Table 2. Distribution of Theses According to Gender Variable

Valid		Frequency	Precent	Valid Percent
	Man	28	34.6	34.6
	Woman	53	65.4	65.4
	Total	81	100.0	100.0

When the doctoral and master's theses published in the field of marketing communication are examined in terms of gender variable in Table 2, it is seen that 53 (65.4%) are women and 28 (34.6%) are men.

Table 3. Studies Conducted Regarding the Type of Theses

Valid		Frequency	Precent	Valid Percent
	Masters	64	79.0	79.0
	PHD	17	21.0	21.0
	Total	81	100.0	100.0

In Table 3, the ranking of doctoral and master's theses published on marketing communication is as follows. It is seen that there is a ranking of 64 (79.0%) at the master's level and 17 (21.0%) at the doctoral level.

Table 4. Distribution by Universities

Valid		Frequency	Precent	Valid Precent
	Ege University	15	18.5	18.5
	Marmara University	10	12.3	12.3
	Atatürk University	8	9.9	9.9
	Kocaeli University	1	1.2	1.2
	Selçuk University	8	9.9	9.9
	İstanbul University	2	2.5	2.5
	Bahçeşehir University	5	6.2	6.2
	Maltepe University	1	1.2	1.2
	Anadolu University	1	1.2	1.2
	Ankara University	4	4.9	4.9
	İzmir Ekonomik University	2	2.5	2.5
	Fırat University	2	2.5	2.5
	Sakarya University	10	12.3	12.3
	İstanbul Kültür University	2	2.5	2.5
	Atılım University	1	1.2	1.2
	İstanbul Bilgi University	2	2.5	2.5
	İstanbul Aydın University	2	2.5	2.5
	Necmettin Erbakan University	1	1.2	1.2
	Medipol University	1	1.2	1.2
	Gedik University	1	1.2	1.2
	Galatasaray University	1	1.2	1.2
	Gazi University	1	1.2	1.2
	Total	81	100.0	100.0

Looking at Table 4, the university that published the most theses in the field of marketing communication is Ege University, with 15 (18.5%), followed by Marmara University and Sakarya University with 10 (12.3%), Atatürk University and Selçuk University with 8 (9.9%) respectively and Bahçeşehir University with a rate of 5 (6.2%) appear to be a remarkable ranking.

Table 5. Distribution by Departments

Valid		Frequency	Precent	Valid Precent
	Public Relation and Cinema	51	63.0	63.0
	Radio, Television and Cinema	6	7.4	7.4
	Communication and Sciences	1	1.2	1.2
	Public Relations And Advertaising	5	6.2	6.2
	Communication Arts	3	3.7	3.7
	Advertising and Brand Communication Management	4	4.9	4.9
	Press and Publishing	4	4.9	4.9
	Journalisim	1	1.2	1.2
	Advertising	1	1.2	1.2
	Communication	2	2.5	2.5
	Management Communication and Public Relations	1	1.2	1.2
	New Media and Communication Management	1	1.2	1.2
	Marceting Communication and Advertising	1	1.2	1.2
	Total	81	100.0	100.0

As seen in Table 5, the department with the highest number of thesis studies in the field of marketing communication is the Department of Public Relations and Promotion, 51 (63.0%), 6 (7.4%) in the Department of Radio, Television and Cinema, and 6 (7.4%) in the Department of Public Relations and Advertising. It is seen that there is a remarkable ranking with a rate of 5 (6.2%), in the Department of Advertising and Brand Communication Management and in the Department of Press and Publishing with a rate of 4 (4.9%).

Table 6. Distribution by Methods of the Theses

Valid		Frequency	Precent	Valid Precent
	Quantitive	28	34.6	34.6
	Qualitative	49	60.5	60.5
	Mixed	4	4.9	4.9
	Total	81	100.0	100.0

As seen in Table 6, when we look at the methods used in theses published in the field of marketing communication, the qualitative research method is 28 (60.5), the quantitative research method is 49 (34.6) and the mixed research method, where both methods are used together, is 4 (4.9). It seems that there is a sequence.

Table 7. Distribution by Data Collection Techniques of the Theses

Valid		Frequency	Percent	Valid Percent
	Survey	27	33.3	33.3
	Semi-Structured Interview	14	17.3	17.3
	Semiotic Analysis	12	14.8	14.8
	Content Analysis	1	1.2	1.2
	Literature Review	3	3.7	3.7
	Focus Group Study	14	17.3	17.3
	Content Analysis and Semi-Structured Interview	1	1.2	1.2
	In-Dept Interview	3	3.7	3.7
	Survey and In-Dept Interview	1	1.2	1.2
	Survey and Semi-Structured Interview	1	1.2	1.2
	Case Study	1	1.2	1.2
	Descriptive Analysis	1	1.2	1.2
	Bibliometric Analysis	2	2.5	2.5
	Total	81	100.0	100.0

Looking at Table 7, the most commonly used data collection techniques in published doctoral and master's theses are as follows. It can be seen that there is a ranking of the most used data collection techniques, with survey technique 27 (33.3%), semi-structured interview and focus group interview techniques 14 (17.3%), and semiotic analysis 12 (14.8%).

Table 8. Distribution by Years of the Theses

Valid		Frequency	Percent	Valid Percent
	1999	1	1.2	1.2
	2003	1	1.2	1.2
	2005	2	2.5	2.5
	2006	2	2.5	2.5
	2007	2	2.5	2.5
	2008	6	7.4	7.4
	2009	3	3.7	3.7
	2010	7	8.6	8.6
	2011	1	1.2	1.2
	2012	1	1.2	1.2
	2013	1	1.2	1.2
	2014	6	7.4	7.4
	2015	5	6.2	6.2
	2016	2	2.5	2.5
	2017	7	8.6	8.6
	2018	3	3.7	3.7
	2019	12	14.8	14.8
	2020	4	4.9	4.9
	2021	5	6.2	6.2
	2022	7	8.6	8.6
	2023	3	3.7	3.7
	Total	81	100.0	100.0

Looking at Table 8, the highest publication rate of completed doctoral and master's theses in the field of marketing communication by year is as follows. It is noteworthy with a ranking of 12 (14.8%) in 2019, 7 (8.6%) in 1010, 1017 and 1022, 6 (7.4%) in 2008 and 2014, and 5 (6.2%) in 2015 and 2021. It seems that there is a ratio.

Conclusion

In this study, 81 open-access doctoral and master's theses completed in Turkey on marketing communication between 1999 and 2023 and published in YOKTEZ were accessed and examined using the content analysis method. When the content analysis results were examined, they were examined in 7 categories: Gender, university, department, method, data collection technique and year. Some of the prominent findings of the study are as follows: It was observed that the gender doing thesis work in the field of marketing communication was (56.4%), and mostly women wrote theses in this field. It was observed that the highest number of graduates were completed at the master's level in the field of marketing communication (79%). It was observed that the university where the highest number of thesis studies were conducted in the field of marketing communication was Ege University (18.5%), followed by Marmara and Sakarya Universities (12.3%). The department where the most thesis studies were done in the field of marketing communication was in the field of Public Relations and Advertising (63%), followed by the Department of Public Relations and Advertising (6.2%). It was concluded that qualitative research methods were used as a method in the field of marketing communication (60.5%), followed by quantitative methods (34.6%). In addition, it was concluded that the most commonly used data collection techniques in studies conducted in the field of marketing communication were surveys (33.3%), and semi-structured interviews and semiotic analysis techniques (17.3%). When examined by years, the first thesis study scanned and accessible in YOKTEZ in the field of marketing communication was published in 1999. In the following years, thesis studies were carried out in the field of marketing communication, but it was observed that the highest number of thesis studies were completed in the field of market communication with 12 in 2019.

In this study, doctoral and master's degree studies in the field of marketing communication in Turkey were examined. These theses have been examined comprehensively. The findings of the study provide important information about the nature, trends and important points of academic studies in the field of marketing communication. In particular, it is noteworthy that the rate of female researchers writing thesis in the field of marketing communication is high and that most of the thesis studies are in the field of Public Relations and Promotion.

An important contribution of this study is to provide researchers who will work in the field of communication sciences with a comprehensive understanding of marketing communication is to provide perspective. Additionally, it serves as a guide for future research. It may be recommended to expand the scope of the study and include other scientific studies published in the field of marketing communication and evaluate them within a broader framework. It is also important for future research to focus on more specific issues, conduct in-depth analyzes and include different research methodologies. In this way, studies can be conducted to provide more comprehensive and in-depth information in the field of marketing communication.

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The Role of Final Delivery in Customer Satisfaction with Online Retail Experience*

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ABSTRACT

Online retail has gained an important place in our daily lives. With the increasing number of consumers in the online retail experience, this concept has also be come widespread in the marketing literature. In this study, the concept of online retail experience was investigated and the relationship between the final delivery step and customer satisfaction was revealed. In this context, the role of the last delivery step in the relationship between online retail experience and customer satisfaction was examined in there search conducted on consumers aged 18 and older who have online retail experience. The results of there search revealed that the online retail experience has a significant positive relationship between customer satisfaction and the final delivery step. In addition, the partial intermediary effect of the final delivery step was found between the online retail experience and customer satisfaction.

Keywords: E-Retailing, Customer Satisfaction, Online Shopping, Final Delivery.

Introduction

The active use of the Internet is driving rapid changes in consumption trends and behaviors, which are developing in virtual environments. This process of development and change has brought about the concepts of online consumption and the online consumer, which have become the main characters of the marketing world. As customers' differing lifestyles and shopping tendencies increase over time, they participate in social media platforms (Saydan, 2008, p.400). Online shopping has the potential to restructure customer access and choice in the near future and in the future (Ellison, 2021).

E-shopping provides consumers with a wide range of options and the convenience of staying at home, which are associated with positive attitudes towards e-shopping (Farag et al., 2007; Mokhtarian et al., 2009). Saydan and Nart (2009, p.92), while calling internet users "the new consumers of the new age", reported that online consumers' attitudes towards online shopping are positively influenced by features such as easy availability of products, ease of shopping, conformity to expectations, speed compared to traditional shopping, and ease of learning online shopping transactions. So far, there are many studies in the literature on online retail experience. In this study, it is prepared to investigate how it plays a mediating role in the satisfaction of individuals who show purchasing activity in the last delivery step and in this context, it is expected to bring innovation by differing from the studies in the literature.

Online Retail Experience

Online marketing is the process of promoting goods and services to producers and consumers via digital platforms with the objective of attracting online consumers and potential online consumption. The terms "email marketing," "search engine optimization," and "social media marketing" are frequently collectively referred to as "online marketing" (Kotane et al., 2019, p.29-30). E-commerce is a concept that has no clear boundaries and is in constant development. Thus, there are various definitions in the literature and according to some important international organizations, the definitions are as follows;

According to the Organization for Economic Cooperation and Development (OECD); "commercial activities based on the processing and transmission of digitized data such as text, audio and visual images by individuals and organizations over open and closed networks are called electronic commerce" (OECD, 2001, p.8).

According to the World Trade Organization (WTO) definition; "E-commerce is the production, advertising, sale and distribution of goods and services over telecommunication networks" (WTO, 1998).

In Turkey, e-commerce is defined in the Law No. 6563 on the Regulation of Electronic Commerce as "all kinds of online economic and commercial activities carried out in the electronic environment without physical confrontation" (OECD Report on Measuring Digital Trade - OECD Report on Measuring Digital Trade- STD/CSSP/WPTGS, 2017).

With the discovery of the Internet, ARPANET was used for the first time in 1969 for communication and information transfer in universities and military units in the United States, a leading country in technological developments. By 1979, its use for producers and consumers was first popularized by Michael Aldrich. With Tesco in 1984, home orders were placed through closed circuit televisions for the first time. Pizza Hut, the first company to launch online sales, received its first order with a web browser in 1994 (Business Wire, 2014). The internet and electronic commerce, which are rapidly becoming widespread in different geographies, were introduced by Garanti Bank in Turkey in 1998. With the developments in the internet and technology, an increase in internet users has been observed over time (Erkan, 2012, p.12-13).

Customer Satisfaction

Different terms have been used in the literature on the concepts of customers and customer satisfaction, which are the basic and most valuable concepts of profit-oriented organizations. According to Oliver

(1997), who frequently includes customer satisfaction in his studies, it is considered as "the qualities of goods and services, including the dimensions of inadequacy and adequacy, and the concept of adequacy that gives pleasure in fully personal, expenditure". In his 1981 study, he defines satisfaction as the feelings of consumers who experience goods and services. Consumers' perceptions and service performances are formed by considering their feelings at the moments they experience (Oliver, 1981, p.25-26).

Satisfaction is a process before, after or during the use of a product (Shamsudin et al., 2018a). Therefore, customer satisfaction is essential to meet the various needs of customers and firms (Yi and Nataraajan, 2018). The pursuit of customer satisfaction has become a strategic imperative for most firms that need to sustain and remain competitive (Yi & Nataraajan, 2018).

In order to sustain their commercial activities, businesses need to show importance and sensitivity in the phenomenon of customer satisfaction. Businesses that ensure the satisfaction of consumers in their activities in the market and maintain continuity with continuity in these activities can survive (Gümüş, 2015, p.582).

As in traditional retailing, it is important to bring customers into the business and to ensure the satisfaction of existing customers in online retailing. Satisfaction in online retailing can be expressed as e-satisfaction. According to the 2003 study by Anderson and Srinivasan, satisfaction in online retailing is defined as "the state of being satisfied with the buying and selling activities of businesses that provide services in online channels" (Yapraklı & Yılmaz, 2008, p.141).

Last-Step Delivery

The emergence of electronic commerce or e-commerce has placed delivery to households at the heart of an important electronic supply chain system aimed at quality, speed and convenience (Agatz et al., 2011). Today, consumers who do not have time for shopping resort to home delivery services to obtain goods quickly and conveniently (Kâmâinen et al., 2001). Online ordering for retail goods, groceries and food is becoming increasingly popular all over the world, as the level of customer expectation for delivery has become ever more demanding with advances in information technology. Online retail has shown the most stable and high growth trend since its initial emergence in the early 1990s. Annual online retail sales in the United States increased from only 0.93% ($27,608 million) of total retail sales in 2000 to 11% ($601,747 million) in 2019 (Data: US Census Bureau, 2020). Online shopping is expected to continue to grow due to its convenience, wide range of choices, price advantages over physical store, etc. (Mokhtarian, 2004). In recent years, online food services such as Hungry Naki and Food Panda have become popular in cities (Export.gov, 2017), bringing home delivery services to the forefront of the sector. Even in developing countries such as Turkey, online delivery is popular and appreciated (Dirsehan & Çankat, 2021).

Methodology of the Research

One of the biggest tools of online retail experience, which is becoming widespread day by day, is to ensure customer satisfaction. For this purpose, it is investigated whether online retail experience as an influencing factor has a mediating role in the relationship between online retail experience and customer satisfaction of the last delivery step.

The satisfaction dimension of consumers' online retail experiences is an important topic of discussion in the academic field. Considering the scarcity of studies in the literature in this field, it is believed that this study will shed light on academic studies.

This research has 3 main variables. The variables are as follows;

    a)   Online retail experience

    b)   Customer satisfaction

c) The last delivery steps

The research model revealing the relationship between these variables is presented in Figure 1 below.

Figure 1. The Mediating Role of the Last Delivery Step in Online Retail Experience and Customer Satisfaction
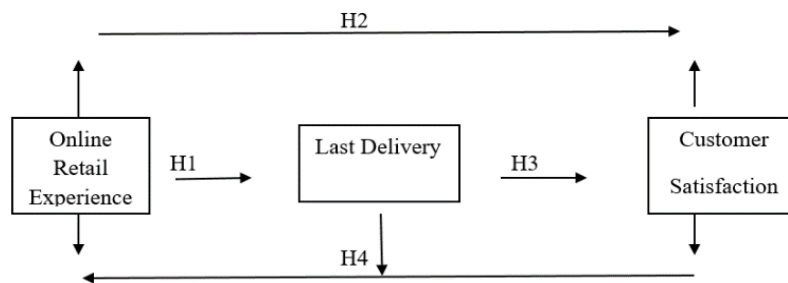
The final stage of the process, known as last-step delivery, is regarded as the most challenging aspect of the supply chain in online retailing (Esper et al., 2003). In this final stage of the delivery process, producers can deliver the ordered products, such as communication documents, to the households of online consumers, to their places of work, such as offices, shops, and workplaces, to easily accessible boxes, or to the centers and cabinets where the products are assembled (Bouwman, 2017).

When all the processes in all logistics network operations are analyzed, 28% of the logistics fees on orders are generated from the distribution points or from the manufacturer to the buyers (Wang et al., 2018).

With population growth in urban areas, e-commerce and the latest technologies, the demand for the delivery process is increasing. In this context, proper design, planning and management of the last delivery step process plays an important role in the online retail experience. The first hypothesis formed according to the literature review:

H_1: There is a positive effect between online retail experience and the last delivery step.

Customer satisfaction is one of the most important factors in online retailing. In customer satisfaction, the perceived quality of the Web site is directly related to the satisfaction of the individual (Parasuraman et al., 2005; Yoo & Donthu, 2001; Cristobal et al., 2007).

The quality perceived by the consumer is directly related to consumer satisfaction with the website. Likewise, it has a positive and direct effect on the consumer's loyalty levels to the website (Cristobal et al., 2007).

The results of the studies conducted in Turkey on the quality perception of electronic services show similar qualities to these studies (Altunışık et al., 2010; İlter, 2009; Çelik & Başaran, 2008; Barutçu, 2008). Researchers examining the relationship between consumer satisfaction and quality perception of services in our country have obtained significant and positive findings showing a direct proportion in the relationship between consumer satisfaction and quality perception of services. For this reason, as the perceived quality increases in all digital or non-digital services, consumer satisfaction increases. In the light of these studies, the following hypothesis was developed.

H_2: There is a positive effect between online retail experience and customer satisfaction.

In the literature, there are many studies showing the positive effect of last-step delivery on customer satisfaction in studies showing the relationship between the elements of last-step delivery (logistics) and customer satisfaction in e-commerce. In the studies (Yıldız et al., 2020; Krishnamoorthy & Sandhiya, 2020), it has been determined that the relationship between customer satisfaction and last delivery is positive. Other studies have evaluated customer satisfaction through the elements of last-step delivery. In these studies, elements such as return policies and service reception (Avarkan et al., 2018), order quality,

accuracy and procedures, on-time delivery, information quality, responsiveness, logistics support, personnel (Lin et al., 2016; Karadeniz & Işık, 2014; Chen et al., 2012; Mentzer et al., 2001; Ho and Wu, 1999) were found to have an impact on customer satisfaction. In this context, customer satisfaction has a significant and positive effect on the relationship between market share and customer loyalty in last delivery services (Stank et al., 2003). The following hypothesis was developed within the scope of the studies.

H₃: There is a positive effect between the last delivery step and customer satisfaction.

In the literature review, there are some studies showing the relationship between customer satisfaction and several elements of e-commerce logistics. Customer satisfaction was evaluated through these elements. In these studies, elements such as return policies and service reception (Avarkan et al., 2018), order quality, accuracy and procedures, on-time delivery, information quality, responsiveness, logistics support, personnel (Lin et al., 2016; Karadeniz & Işık, 2014; Chen et al., 2012; Mentzer et al., 2001; Ho and Wu, 1999) were found to have an impact on customer satisfaction. There is no study on the mediating role of final delivery in e-commerce. In the light of this information, our hypothesis is:

H₄: The last delivery step mediates the online retail experience and customer satisfaction.

In the data collection process, consumers aged 18 and over who have online retail experience in Turkey were utilized. The randomsampling method was selected with the aim of reaching the maximum possible sample. The data of the research were collected online between 06.04.2022 - 30.08.2022 by using the online survey method google forms application. The first part of the survey is aimed at determining the demographic characteristics and consumption preferences of the consumers participating in the research. In answering the questions in the questionnaire; 5-point Likert rating scale was used as "(1) Strongly Disagree, (2) Disagree, (3) Neither Agree nor Disagree, (4) Agree, (5) Strongly Agree". The data obtained from the survey questions were analyzed with the SPSS-25 program. It is thought that consumers gave consistent, reliable, accurate and unbiased answers to the questions specified in the survey form of the research they participated in.

Ethics committee approval was received for this study from the ethics committee of Tokat Gaziosmanpasa University (Date: June 17, 2022, Session No: 09 Number: 01-45/09-17). An informed consent was not obtained for this study.

Results

The reliability of the scales used in this study was determined through Cronbach's Alpha coefficient. Regression Analyses were conducted to test the hypotheses. Online retail experience, last delivery step and customer satisfaction Alpha Value are given in table 1 below.

Table 1. Online Retail Experience, Final Delivery Step and Customer satisfaction Cronbach's Alpha Values

Online Retail Experience Alpha Value	
Cronbach's Alpha Value	Number of Statements
0.917	12
Last Delivery Step Alpha Value	
Cronbach's Alpha Value	Number of Statements
0.919	12
Customer Satisfaction Alpha Value	
Cronbach's Alpha Value	Number of Statements

0.885	4

When Cronbach's Alpha values are examined, the online retail experience Alpha value is 0.917, the last delivery step Alpha value is 0.919 and the customer satisfaction Cronbach's Alpha value is 0.885. The fact that the Alpha value is in the range of $0.80 \leq \alpha < 1.00$ indicates that the scale is a highly reliable scale.

The demographic characteristics of the consumers participating in the research, which were determined in terms of gender, marital status, age, educational status and monthly income, are given in Table 2 with their explanations.

Table 2. Demographic Characteristics of the Participants

Gender	Frequency	Percentage
Women	182	49.9
Man	183	50.1
Total	365	100
Age		
18-24 years	154	42.2
25-34 years	120	32.9
35-44 years	56	15.3
45-54 years	33	9.0
55 years and over	2	0.5
Total	365	100
Marriage Status		
Married	115	31.5
Single	250	68.5
Total	365	100
Education Status		
Literate	2	0.5
Primary education	10	2.7
High School	110	30.1
Associate degree	43	11.8
Bachelor's degree	144	39.5
Graduate	56	15.3
Total	365	100
Income Status		
2000 TL and below	91	24.9
2001-3500	30	8.2
3501-5000	41	11.2
5001-8000	91	24.9
8000 TL and over	112	30.7
Total	365	100

According to the gender variable in Table 2, 49.9% of the participants were female and 50.1% were male. The 18-24 age group, who participated in the research the most, constitutes 42.2%. When marital status is analyzed, 68.5% of the participants are men. In the educational status data, 39.5% of the respondents are bachelor's degree graduates. When the income distribution of the individuals is analyzed, the

individuals who participated in the survey are mostly in the income group of 8000 TL and above with 30.7%.

Univariate and multivariate regression analyses were applied to test the hypotheses of the study. Baron and Kenny's (1986) method was used to test the mediation effect of the last delivery step.

Table 3. Regression Analysis Model Summaries

Model No	Model	Adapted R^2	Estimated Standard Error	F Value	p Value
1	L.S.D=$b_ö$+bix O.R.E*	0.671	0.36287	742.039	0.000
2	C.S=b_0+bix O.R.E*	0.530	0.47733	411.047	0.000
3	C.S=b_0+bix L.S.D*	0.570	0.45641	483.683	0.000
4	C.S=b_0+bixO.R.E + b_2x L.S.D	0.606	0.43719	280.363	0.000
*p<0.01; L.S.D: Last-Step Delivery; O.R.E: Online retail experience; C.S: Customer Satisfaction					

According to Table 3, the independent variable "Online retail experience" explains 67% of the variance of the dependent variable "Last delivery step". "Online retail experience" explains 53% of the variance of the dependent variable 'Customer satisfaction'. "Last delivery step" explains the variance of the dependent variable 'Customer satisfaction' by 57%. "Online retail experience" and 'Last delivery step' explain the variance of the dependent variable 'Customer satisfaction' by 60%. Since all significance values in Table 3 are $p < 0.05$, it is seen that the relationship between the variables is statistically significant. In this context, hypotheses H1, H2 and H3 are supported.

Table 4. Coefficients of Regression Models

	Beta	t	P
Model 1			
Constant		6.521	0.000
O.R.E	0.812	27.240	0.000
Model 2			
Constant		5.637	0.000
O.R.E	0.795	20.275	0.000
Model 3			
Constant		4.634	0.000
L.S.D	0.832	21.993	0.000
Model 4			
Constant		3.100	0.002
O.R.E	0.363	5.797	0.000

L.S.D	0.532	8.409	0.000

To test the mediation effect of hypothesis H4, the method proposed by Baron and Kenny (1986) was employed. In this context, the relationship between the independent variable and the dependent variable, the relationship between the independent variable and the mediating variable, the relationship between the mediating variable and the dependent variable, and finally, how the relationship between the independent and dependent variables changes when the mediating variable is added to the model, must be considered. Once the final delivery step has been incorporated into the model, if the direct relationship between the online retail experience and customer satisfaction variables remains statistically significant but the Beta coefficient demonstrates a reduction in magnitude, this indicates the presence of a partial mediation role. Upon the addition of the final delivery step variable to the model of online retail experience and customer satisfaction, the beta value of the online retail variable decreased from 0.795 to 0.363. In this context, the last delivery step exerts a partial mediation effect on the relationship between online retail experience and customer satisfaction (Baron & Kenny, 1986, p. 1176). In light of the aforementioned evidence, hypothesis H4 is accepted.

Conclusion

The development of technology and the widespread use of the internet have also affected consumption habits. Consumers, who used to shop by visiting physical stores, have experienced shopping from wherever they are without going to the store thanks to digital devices and online shopping sites. Online shopping sites, which have a wide range of products, have many features such as easy access to products and the opportunity to compare similar products with no time and space restrictions. Online shopping, which offers convenient and easy shopping opportunities, has led consumers to use online sites more than physical stores.

Ensuring customer satisfaction is also an important factor for people who experience online shopping. Factors such as quality, expectation, performance, perceived value and trust affect customer satisfaction. Another process is the delivery step. Disruptions in the final delivery step after the product is ordered, failure of the product to meet expectations, and lack of trust in the retailer reduce the satisfaction of customers in the online shopping experience. However, one of the main goals of online retailers is to ensure the satisfaction of consumers with the online shopping experience and the final delivery step. In this context; both the impact of online retail experience on the last delivery step and customer satisfaction and the impact of the last delivery step on customer satisfaction were examined.

Half of the participants selected by convenience sampling method were male consumers (50.1%) and those who marked their marital status as single (68.5%). In the study conducted by Özgüven (2011), it was determined that online shopping is preferred by young consumers by showing changes in consumer behavior according to age. When we look at the age distribution of the participants, the majority are between the ages of 18-24 (42.2%) and 25-34 (32.9%). The most common education level was marked as undergraduate (39.5%). According to the income distribution of the consumers participating in the research, it is seen that the majority is 8000 TL and above (30.7%).

As a result of the data obtained from the research, firstly, the relationship between the online retail experience and the last delivery step and customer satisfaction is discussed. Then, the interaction between the last delivery step and customer satisfaction was examined. In line with the results, it was determined that there is a positive and significant relationship between the three variables. In addition, a partial mediation effect of the last delivery step was found in the relationship between online retail experience and customer satisfaction.

As a result of the research, it was revealed that online retail experience leads to customer satisfaction.

This is because customer satisfaction is positively ensured by the wide range of products and the ease of online transactions in the online purchasing process. The last delivery step was found to have a mediating effect in the relationship between online retail experience and customer satisfaction (partial mediation). This situation reveals that consumers are satisfied with the enjoyment of the last delivery step process in terms of purchasing. These findings are consistent with the studies on online retail experience, last delivery step and customer satisfaction in the literature.

This study was conducted using the variables of online retail experience, last delivery step and customer satisfaction. Future studies can address the concept of online retail experience, which is the main variable of this study, using different dependent and independent variables.

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Effects of Simulated Patient Practice on Attitudes towards Communication Skills Training of Medical Students: An Intervention Study*

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ABSTRACT

Communication is a basic clinical skill that can be learned, taught, and evaluated. This study aimed to assess the attitudes of medical faculty sophomore students toward the communication skills training module consists theory courses and simulated patient interviews. This study was planned in a before-and-after intervention study and was carried out with 257 second-year medical students. The Communication Skills Attitude Scale (CSAS) was used for data collection. The scale was administered to the participants before the training (1), after the training (2), and after the simulated patient interviews (3). Positive attitude scores (PAS 1,2,3), and negative attitude scores (NAS 1,2,3) were evaluated. The mean age of the students was 20.13±2.13 years, and 133 (51.8%) were female. PAS 1 and PAS 3 scores were 55.38±6.58 and 58.05±7.39, respectively, while NAS 1 and 3 scores were 30.25±4.49 and 28.88±4.96, respectively. PAS 3 was considerably higher than PAS 1 and 2 scores (p=.03), at the same time NAS 3 was significantly lower than NAS 1 and 2 scores (p=.00). There was no difference between the positive and negative attitudes of females and males before the training (p>.05). However, after the training, female's positive scores significantly increased compared to men (p=.03), and their negative scores decreased (p=.01).

Keywords: Communication Skills, Communication Skills Attitude Scale, Medical Student, Simulated Patient.

Introduction

Communication is one of the most essential elements of the physician-patient relationship. A physician conducts approximately 200,000 interviews during professional life. Also, competence in communication skills is accepted as an indicator of quality in health service delivery (Kurtz et al., 2017).

Effective communication is associated with positive results for patients, such as reducing anxiety, adherence to treatment plans, reduction in diagnostic tests, referrals, hospital stay, increased satisfaction, and improved health outcomes. For physicians, a reduction in work-related stress, increased job satisfaction, and decreased malpractice claims and complaints are associated with a decrease in burnout (Kurtz et al., 2017; Miller, 1988; Stewart et al., 1999; Travaline et al., 2005).

It has been shown that inappropriate and poor communication has negative consequences in all areas listed above. Unfortunately, studies show that there are serious communication problems between physicians and patients (Agledahl et al., 2011; Mjaaland et al., 2011; Platt and McMath, 1979; Ranjan et al., 2015; Ruiz Moral et al., 2006).

Communication is not just a personality-related concept but a set of learned skills. Personality traits are important, but most of the ability to communicate is learned. It has been shown that traditional medical education methods (master-apprentice relationship, observing role models, and learning with experience) erode students' communication skills. These are ineffective learning models for communication skills. It is also known that there can be negative role models, and 'learning over time with experience' can be a bad teacher. There is very strong evidence indicating the benefits of teaching communication skills to medical school students (Hojat et al., 2004).

Communication skills are clinical skills that can be learned, taught and evaluated (Çınar Tanrıverdi, 2021). It is important to teach and assess communication skills at both undergraduate and graduate levels and to gain attitude as well as skill in providing medical students to communicate effectively with patients (Batalden et al., 2002; Frank et al., 2015).

Communication skills are defined as a competency area in the National Core Education Program (NCEP), which is expected to adapt to the undergraduate education programs of medical faculties in Turkey (Gürpınar et al., 2019). Various methods such as theory lectures, role-play practices, videos, discussions, reflections, sample cases and scenarios, psychodrama, and simulated and standard patient practices are used in teaching communication skills (Kurtz et al., 2017).

A simulated patient (SP) is someone trained to act out a script. SPs are increasingly used in both teaching and evaluating communication skills, providing students with the opportunity to repeat and improve themselves in a safe environment without fear of harming the patient. SPs are valuable in terms of delivering live and interactive simulations of special communication situations (such as breaking bad news and meeting with difficult patients) as well as applying basic communication skills, such as meeting patients and taking history (Elçin et al., 2010).

SPs have been used in communication skills training at Atatürk University Faculty of Medicine since 2014. There is a communication skills laboratory consisting of four interview rooms with sound insulation and a system control room. Students make interviews with SPs accompanied with a standard guide, using an audio-visual recording. Immediate feedback is given to the student by the SP after the consultation. One week after the interview, the recordings of the interview are monitored through a debriefing session, the interviewers evaluate themselves, and feedback is given by peers and trainers. In this way, the students evaluate what they do, how they do it, their shortcomings, positive and negative aspects during the interview, and make a reflection by receiving feedback from the educators and peers.

Students' positive or negative attitudes toward education are an important determinant of educational success. Medical students may have a negative attitude toward communication courses between the intensive medical curriculum. A medical student is eager to learn medical skills (such as suturing). They

are aware that they have no knowledge of the subject and need training. However, communication skills are different. Students come across a certain communication skill that they already have and often do not think they need such an education. This is perhaps the most challenging aspect of teaching communication skills to medical students.

Various factors, such as the duration, structure, and content of the program and educational strategies, students' attitudes are also an important determinant for the success of the education. Studies assessing the attitudes serve as a reference in the evaluation and development of the program (Searle & Prideaux, 2005).

Although there are many studies investigating students' attitudes towards communication skills education, studies comparing the effects of various educational techniques on these attitudes are limited (Çınar Tanrıverdi, 2022). Furthermore, there is no previous study that measured students' attitudes towards communication skills education and investigated the effect of this education in our school.

In this study, it is aimed to determine the attitudes of second year medical school students towards communication skills training, and to evaluate the effects of theoretical training and simulated patient interviews on these attitudes. With this study, answers to the following questions are sought:

1-How are the sophomore students' attitudes towards communication skills education?

2-What are the effects of simulated patient interviews and other training methods on these attitudes?

Methods

Study Design and Participants

The research was designed as a before-and-after intervention study. Theoretical courses and simulated patient interviews were organized for medical faculty sophomore students on communication skills in the medical education program. The study population consisted of second-year students (n=320) who participate in the communication skills training module and make simulated patient interviews. Of the students, 300 who accepted to participate were included in the study. Faulty or incomplete forms (n=43) were excluded, and the complete data of 257 students were analyzed, reaching 80% of the population (Figure 1). A short personal information form determining the age and gender of the students and the "Communication Skills Attitude Scale" were used as data collection tools.
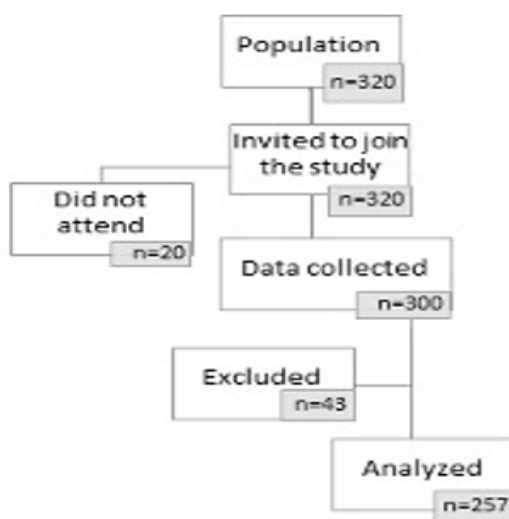
Figure 1. Flow Chart of the Study

Communication Skills Attitude Scale

The Communication Skills Attitude Scale (CSAS) is a scale developed by Rees and Garrud in 2001 to investigate the attitudes of medical students towards learning communication skills. The scale consists of 26 items aimed at determining positive and negative attitudes. Positive attitude items (item number 4, 5, 7, 9, 10, 12, 14, 16, 18, 21, 22, 23, and 25) show positive attitudes towards learning communication skills (PAS), and negative attitude items (item number 1, 2, 3, 6, 8, 11, 13, 15, 17, 19, 20, 24, and 26) show negative attitudes (NAS) towards learning communication skills (Rees et al., 2002).

CSAS is a widely used scale whose validity and reliability have been studied in many countries over a decade (Alotaibi and Alsaeedi, 2016; Anvik et al., 2007; Busch et al., 2015; Hh and Chen, 2014; Rees et al., 2002; Zhang et al., 2019). The adaptation of the scale to Turkish and its validation study was conducted by Harlak et al. in 2008, and it was stated that it could be used to measure the attitudes of medical students towards communication skills training (Harlak et al., 2008).

The scale is responded to and scored according to a 5-point Likert system (1 strongly disagree, 5 absolutely agree). There is no item to be reversed in the scale. Positive and negative attitude items are collected separately and defined as PAS and NAS scores. The score that can be obtained from the scale ranges between 13 and 65 for each sub-dimension (Harlak et al., 2008).

Intervention

The study was conducted between October 2019 and January 2020. CSAS was first administered to the students as a pre-test before the communication skills training module. Afterward, theoretical lessons, positive and negative patient-physician communication, case analysis with sample videos, discussions, and reflection activities were carried out under the titles of verbal and non-verbal communication, body language, empathy, active listening, patient-doctor communication, communication conflicts, and solutions, which are the first part of the communication skills training module. After this one-month progressive communication skills training module, students answered CSAS for a second time. Finally, the students had a "welcoming the applicant or patient" meeting with an SP, accompanied by a structured educational guide, and received feedback from the patients. In this interview, the focus was on the students' meeting the patient properly, interviewing in a positive communication climate (eye contact, empathy, asking open-ended questions, active listening, encouraging the patient to speak, not interrupting his/her words, making plans, saying goodbye). One week after the interview, while feedback was given to the students by their peers and educators in the debriefing session, each student also made his own self-evaluation. It was applied to the students for the third time three months after the debriefing. The effect of communication skills training module on students' attitudes was evaluated. Attitude scores were defined as PAS 1 and NAS 1 before training, PAS 2 and NAS 2 after training, and PAS 3 and NAS 3 after the simulated patient interviews (Figure 2).
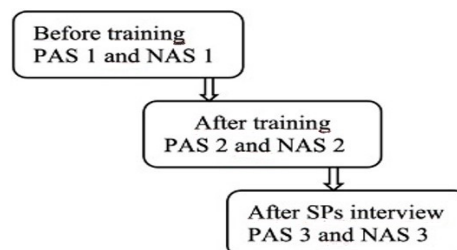
Figure 2. Application Times of the Scale

The ethical permission for the study was obtained from the Atatürk University Faculty of Medicine Ethics Committee (Number: B.30.2.ATA.0.01.00/58). The study was conducted according to the principles of the Declaration of Helsinki.

Statistical Analyses

Data were analyzed using the SPSS 25.0 (SPSS Inc., Chicago, IL, USA) statistical package program. Results were presented as number, percentage, mean and standard deviation. In the comparison of two dependent groups, the one-way Anova test was used for cases with normal distribution, and the Kruskal Wallis test was used for variables that did not show normal distribution. The statistical significance level was accepted as *p*<.05.

Results

The mean age of the students was 20.13±2.13 years, and 133 (51.8%) of them were female. Mean PAS 1 and PAS 3 scores were 55.38±6.58 and 58.05±7.39, respectively, NAS 1 and 3 scores were 30.25±4.49 and 28.88±4.96, respectively. While there was no significant change in PAS and NAS scores before and after the theory instructions, a substantial increase in PAS scores (p=.03) and a significant decrease in NAS scores were observed after the simulated patient interviews (p=.00). The changes determined in the attitude scores of the students before the training, after the theoretical training, and after the SH interview are shown in Figure 3.

Figure 3. Comparison of scale scores before, after and after training and simulated patient interview

When evaluated according to gender, while there was no difference in the initial positive attitude scores (PAS 1) of female and male students (p>.05), the positive attitude scores of female students after the theoretical training (PAS 2) and after the simulated patient interviews (PAS 3) were higher than the male students, and the difference in PAS 2 was statistically significant (p=.03).

All three NAS scores of female students were lower than male students, and the difference in NAS 2 scores was statistically significant (p=.01) (Table 2). The PAS scores of the female students increased after both the theory course and the simulated patient interviews, and the NAS scores decreased after the simulated patient interviews. The difference between PAS 2 and NAS 2 scores of male and female students was statistically significant (p=.03 and p=.01 respectively, Table 1).

Table 1. Comparison of PAS and NAS Scores by Gender

	Male		Female			
	Mean±SD	Med(min-max)	Mean±SD	Med(min-max)	z	P
PAS-1	55.08±6.74	55(25-65)	55.65±6.45	55 (18-65)	-.203	.839
PAS-2	54.52±7.24	55(26-65)	56.45±7.23	56 (14-65)	-2.167	*.030*
PAS-3	56.84±8.79	56(24-65)	58.98±6.02	59 (41-65)	-.998	.318
NAS-1	30.79±4.44	31(20-43)	29.75±4.49	29 (20-44)	-1.932	.053
NAS-2	31.27±6.41	31(16-60)	29.50±5.26	29(19-48)	-2.565	*.010*
NAS-3	29.98±5.37	30(19-43)	28.04±4.50	28(18-40)	-1.861	.063

When asked about their satisfaction with the program, 238 (92.7%) of them stated that they were satisfied with the communication skills training, and the part they liked most in the program was the SP interviews.

Discussion

We investigated the attitudes of medical faculty sophomore students towards communication skills training and the effects of training and simulated patient interviews on these attitudes with CSAS (Rees et al., 2002).

It was observed that the attitudes of sophomore medical faculty students towards communication skills training were quite good. In general, it can be said that students' attitudes towards communication skills are satisfactory. However, the scores before and after the theoretical courses did not change. The lack of contact with a real patient ensures that these results are evaluated more positively. SP interviews have been found to further improve these attitudes.

Although many studies use CSAS in international literature, the number of studies using this scale in Turkey is extremely limited. Besides, studies investigating the effects of educational methods on attitudes are limited in international literature, only one study conducted in Turkey has been found (Harlak et al., 2008).

In the current study, pre-education PAS scores were 55, and NAS scores were 30. In a study conducted with 3rd and 4th-grade students in Nepal (Shankar et al., 2006), the PAS score was 51, while in another study, the PAS score was 47, and the NAS score was 31(Shankar et al., 2013).

Studies investigating the effects of training on attitudes have reported different results, such as an increase, decrease, and no change in attitude scores. In our study, positive attitudes increased significantly after the training program, and negative attitudes decreased significantly. However, after the theoretical instruction, no change was observed in PAS and NAS scores, and it was found that SP interviews increased positive attitudes and decreased negative attitudes.

Similar to our results, in a study conducted by Koponen et al. with sophomore students, it was found that PAS scores significantly increased and NAS scores significantly decreased after training (Koponen et al., 2012).

The increase in PAS scores after simulated patient interaction may be due to their gaining life experience and being in a one-to-one conversation process. In another study comparing the effectiveness of theater, SP, and role-play methods, PAS scores increased in all groups after training (Hulsman et al., 1999).

In a study conducted with 2nd-grade students in Finland, similar to our results, it was shown that there was an increase in PAS scores and a decrease in NAS scores after training (Clèries et al., 2006).

There are also studies reporting contrary results. In a research conducted with first-year students in England, PAS scores were lower after training (Rees & Sheard, 2003).

In a survey conducted by Harlak et al. (2008) with 59 students studying in the first grade, positive attitude scores decreased after education, and there was no significant change in negative attitude scores (Harlak et al., 2008). Factors such as the method, content, and duration of the training may have been effective in these different results. In a study conducted by Batenburg et al. with 2nd and 3rd-grade students, students' attitudes were examined before, immediately after, and 6 months after education, and no significant change was found. These results suggest that special effort is required to develop attitudes (Batenburg and Smal, 1997).

In our study, 92.7% of the students were happy with communication skills training. In studies on the subject, it has been shown that most of the students are satisfied with the communication skills training

and find the training important, useful, and necessary (Rees and Garrud, 2001; Rees et al., 2002; Sarıkaya et al., 2004; Şenol et al., 2006).

In the study conducted by Rosenthal and Ogden with first-year students, it was reported that 89.3% of the students valued learning communication skills (Rosenthal and Ogden, 1998).

In another study conducted with first-year students, it was determined that 97.2% of the students thought that communication is important, and 90.7% of them mentioned that communication lessons are necessary (Uluoğlu et al., 2007). The results are consistent with each other.

Our study found no significant change in the attitude scores compared to the pre-test in the evaluation we made right after the first part of the training program (the theoretical lessons including video examples, case analysis, and discussion) was completed. Thus, we determined that the educational step that leads to an increase in positive attitude scores and a decrease in negative attitudes, in other words, to improve attitudes, is the SP interviews. These results support that learning by doing and experiencing activities are more effective than theoretical training in developing attitudes. It has been shown that positive attitudes are superior in problem-based learning methods and student-centered activities (Rees et al., 2002).

It is known that experiential methods are more effective than instructional strategies in teaching communication skills (Elçin et al., 2010). It is recommended to include various, multiple, and student-centered methods in communication skills training (Dalen et al., 2001; Dent et al., 2017; Rees et al., 2004).

Today, experiental methods such as simulated and standard patients are widely used in communication skills training (Karabilgin et al.).

In the current study, there was no difference in the positive attitudes of female and male students before the education, while female students' negative attitude scores were lower but not statistically significant. We found that female students' PAS scores were significantly higher than male students both after theoretical training and simulated patient interviews, while NAS scores were markedly lower after simulated patient interviews. Our results are similar to many studies revealing that female students have more positive attitudes than men (Anvik et al., 2008; Aspegren, 1999; Bombeke et al., 2011; Cangür & Gamsızkan, 2019; Molinuevo and Torrubia, 2011; Rees et al., 2002; Sarıkaya et al., 2004). This difference between male and female students has been associated with female's being more open to communication and gender characteristics. Contrary to these results, Shankar et al.'s study did not find any difference between male and female students' attitudes (Shankar et al., 2006).

It is recommended to include various, multiple, and student-centered methods in communication skills training (Dalen et al., 2001; Dent et al., 2017). We used video recordings with examples of positive and negative communication, case studies, theoretical lectures, reflection sessions, and SP interviews. In various studies, it has been shown that students prefer methods that provide active participation, such as video, discussion, role-play, and simulation in communication skills training (Rees & Sheard, 2003; Rees et al., 2004; Sarıkaya et al., 2004; Şenol et al., 2006).

In the current study determined that the students were most satisfied with the training module, and the most effective training activity on attitudes was SP interviews. Similarly, in another study, students were satisfied with SP interviews in their communication skills training (Karabilgin et al.).

Having effective communication skills is necessary not only in patient-doctor relationships but also in interactions with team members, colleagues, community, interprofessional people, and intercultural encounters. One of the physician roles expected from medical faculty graduates is to be "communicator". All other functions, such as team members, community leaders, managers, health advocates, service providers, professionals, also require being a good communicator (Gürpınar et al., 2019).

Medical students understand the value of their communication skills best during the clinical period and in real patients encounters. However, it is known that communication skills training in the first years of medical education is not reinforced in clinical years and postgraduate education. It is crucial that communication skills training start at the earliest stage, be structured gradually from basic skills to complex skills, and include clinical periods of medical education (Laidlaw et al., 2002).

There are some limitations of the study that should be mentioned. The most important limitation of our study is that only one medical school was conducted with only second year students. Therefore, our results cannot be generalized to all second-year medical school students. Another limitation is that the scale was applied three months after the training. The results are the first findings and are not sufficient to predict the long-term effects of education. Since the study did not cover clinical periods, the impact of interaction with the actual patient on attitudes could not be evaluated. Finally, as the scale used is a self-assessment tool, the data are based on students' self-assessment.

Conclusion

Attitudes of sophomore medical students towards communication skills training module are generally positive. Positive attitudes increase significantly with education, while negative attitudes decrease significantly. Simulated patient interactions made the most important contribution to the improvement of attitudes. In the light of these results, we emphasize that simulated patient interactions should be included more in the medical educations. To evaluate the effectiveness of education programs, student attitudes should be followed regularly, and large-scale studies should be conducted to compare different education methods.

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Mythical Discourses as an Incentive for Action in Advertisements: A Semiotic*

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ABSTRACT

Advertising, which has been conveyed by different means of communication from the past to the present, is an important sales and marketing method. To influence people and their purchasing decisions, advertisements employ various methods, including semiotics. The basic field of semiotics is to examine, analyze, and interpret images, behaviors, and signs within the context of the relationship between the signifier and the signified. Advertisements communicate with consumers using the verbal and visual codes they contain. Mythical expressions are frequently encountered in the verbal and visual codes used in some advertisements. This study analyzes the advertisement of the Kerevitaş company with the theme 'Today Days Teremyağ' using the semiotic method, interpreting the findings. It is determined that the Teremyağ advertisement uses mythical discourses as an element of thought transfer and action that directs certain behaviors in its content, visuals, and discourse language. The Teremyağ advertisement appeals to people through the myths of success, effort, overcoming difficulties, and ultimately reaching a reward, similar to storytelling in epics, legends, and religious stories.

Keywords: Semiotic Analysis, Mythical Discourses, Advertising Analysis

Introduction

Looking at the general definition of advertising, its function is to persuade consumers to buy products by directing their behavior in the market and using various mass media. The main purpose of advertising in today's consumer society is to provide value to consumers and persuade them about their needs (Williams, 1993, p.53). Advertising campaigns not only persuade, but also produce meanings such as personal needs, wants, aspirations and values that the products will express to consumers (Williamson, 2001, p.11-12). In this process, all signs have meanings for people and are reproduced each time. Advertisements are expected to direct consumers in the desired direction by using effective appeal (Ross, 1990).

Advertising campaigns, which continue to proliferate in our time, not only persuade, but also produce other meanings, including the characteristics of products, but also the personal needs, wants, aspirations and values that these products will express to consumers. For example, a battery needs to be presented in a way that expresses how many days it will run a flashlight. Thus, the advertising text is not a single language in the predetermined sense, but a production process that translates the language of objects into the language of people and vice versa. In this process, all signs have meanings for people and are reproduced every time, because this is the result of production (Williamson, 2001, p.11-12). As a result of production, it is seen that advertisements, which effectively use visual, auditory and emotional elements, successfully present the goods and ideas they are trying to sell to people.

It is a fact that the advertising sector tries to increase consumption by creating mental associations on people with signs, symbols, behaviors and discourses in product or service advertisements with coded indicators. Advertisements are expected to persuade consumers to direct them to purchase behavior and to influence them and direct them in the desired direction by using effective appeal (Ross, 1990). In addition to calls for persuasion and influence in the content of advertisements, there are some strategies used to persuade consumers such as references, support from experts, utilizing famous people, using examples from life, and using music (İplikçi, 2015, p.69-75).

Advertisement

Advertising is an effective communication tool that penetrates and shapes our daily lives (Becan, 2012, p.38). At the same time, advertising is an activity or service aimed at providing the desired attitudes and behaviors of various goods and services to predetermined target audiences through newspapers, magazines, radio, television, posters, product signs and other mass media for a certain fee. Reaching people through different communication channels from past to present, advertisements are used as an important sales and marketing tool.

Looking at the history of advertising, the criers and screamers who roam the streets shouting announcements, news or goods for sale are good examples of the history of advertising from the past to the present. The first known example of printed advertising in history is the hanging of a brochure of a book prepared for priests on the walls of churches with the invention of the printing press in 1450, long before the Industrial Revolution.

In the following period, in the 17th century, which is considered as the birth year of advertising, advertising in newspapers and printed publications reached a high level. During this period, products such as tea, coffee and chocolate were promoted (Erdem, 2013, p.16). The speed increase and diversity in production brought by the Industrial Revolution led manufacturers to work to differentiate their products from other organizations and to increase their awareness. As a result of these efforts, the symbols (emblems) and brand studies used from the past to the present have gained another dimension.

These emblems and brands have added meaning and value to the product and have created an effective method of differentiating products from each other. In the 19th century, advertising was limited to newspapers and magazine advertising started in the last quarter of this century. From the past to the

present, radio, television and digital advertisements have been added to this diversity with technological developments and have taken their place in our lives.

Myth and Advertising

Myths are narratives that play an important role in transmitting social memory and cultural values. These stories, expressed through symbols and metaphors, shape the collective unconscious and identity of a society (Barthes, 1972). By addressing universal themes of human experience, myths have a profound impact on the way individuals and communities perceive and make sense of the world (Campbell, 1949).

Although myths originated in ancient times, they continue to exist in modern societies. Today, myths are reproduced and disseminated through media, literature and popular culture (Eliade, 1963). In this process, myths function as an important reference point in individuals' search for identity and meaning.

Advertising is a creative process designed to attract the attention of consumers and encourage them to purchase a particular product or service. In this process, advertisers use various strategies to mobilize consumers' emotional and cognitive responses (Williamson, 1978). Myths are an important part of these strategies. Myths are used to make the messages of advertisements more effective and memorable.

The use of myths in advertising is a powerful tool to emphasize the meaning and value of the product or service in the consumer's life. For example, the "freedom" myth used in an automobile advertisement can convey the message to consumers that this automobile will free them from the constraints of daily life and allow them to move freely (McQuarrie an Phillips, 2005). Similarly, the "beauty" myth used in a cosmetic product advertisement promises users of the product to achieve an idealized standard of beauty (Vacker & Key, 1993).

The use of myths in advertising appeals to consumers' subconscious and triggers their emotional response. This emotional response makes consumers remember the advertisement and develop a positive attitude towards the product (Leiss, Kline, & Jhally, 1990). Thus, myths shape consumer behavior by increasing the impact of advertisements.

Literature Review

The intersection of myths and advertisements has attracted the attention of many researchers and has been addressed in various studies. Barthes (1972) examined how myths are reproduced and consumed in modern culture, explaining in detail how myths are used in advertising and how even everyday objects acquire mythological meanings. Barthes' work provides an important basis for understanding the ideological structures of advertisements.

Campbell (1949), in his study on the universal structure and archetypes of myths, provides a basic reference point for understanding the myths used in advertising. Campbell's analysis of myth archetypes helps us to understand the origins of the hero and journey themes frequently found in advertising texts.

Eliade (1963), discussing the role of myths in modern society, emphasizes the importance of myths in human history and the individual unconscious. Discussing how myths are reproduced in the modern world through media and advertisements, Eliade explains the continuity and evolution of myths in advertising.

Williamson (1978), who focuses on analyzing the ideological meanings of advertisements, analyzes the symbolic meanings of advertisements and the effects of these meanings on consumers with a semiotic approach. Williamson states that myths make advertising messages more effective and appeal to consumers' subconscious.

Leiss, Kline and Jhally (1990) investigate the role of advertisements in social communication and their effects on consumers and examine in detail the effect of myths used in advertising on consumer

behavior. This study is an important source for understanding how advertisements shape social norms and the role of myths in this process.

McQuarrie and Phillips (2005), who examine the indirect effects of metaphors and myths in advertising on consumers, investigate how the visual and linguistic elements of advertisements acquire meaning. McQuarrie and Phillips explain how metaphors and myths create powerful associations in the minds of consumers and thus influence consumer behavior.

Finally, Vacker and Key (1993) analyze how female body images are idealized in advertising and how these images are based on mythological foundations. Vacker and Key's study reveals how the beauty myth is used in advertising texts and how this myth shapes consumer perceptions.

This literature review provides a basic framework for understanding how myths are used in advertising and their impact on consumers. Myths are powerful tools that guide consumer behavior by making advertising messages more effective and meaningful.

In contemporary studies, further insights into the role of myths in advertising can be found in The Routledge Companion to Semiotics (Cobley & Andriessen, 2021). This comprehensive volume explores how semiotic theories apply to modern advertising, offering a detailed analysis of how mythological narratives are employed to influence consumer behavior. Additionally, Chandler's Semiotics: A New Introduction (2022) provides a modern perspective on semiotic principles and their relevance to advertising. Chandler's work sheds light on how mythic elements are strategically used in advertisements to create compelling messages that resonate with audiences on a deeper, often unconscious level.

These contemporary sources build upon Barthes' foundational ideas, expanding our understanding of how myths function within the advertising industry to shape and reinforce ideological messages.

In addition to the history of advertising, there is a large literature on the psychological and sociological effects of advertising. Williamson (2001, p.11-12) states that advertisements not only introduce products to consumers, but also produce deeper meanings such as personal needs, wants and aspirations. Ross (1990, p.25) emphasizes the strategies of advertisements to persuade and manipulate consumers. Furthermore, Eliade (2001, p.33) examined the role of mythic narratives in advertising.

Semiotic analysis is an important method for understanding and interpreting advertisements, explains how advertisements produce meaning and convey messages to consumers by analyzing the relationship between signifier and signified, which are the basic concepts of semiotics (Barthes 1979, p. 89).

With its history and development, advertising has become not only a commercial tool but also a cultural and social phenomenon. Advertising channels, which have diversified with technological developments, play an important role in the promotion of products and services. Semiotic analysis methods help us understand the deep meanings of advertisements and their effects on consumers.

Therefore, this study focuses on the following research question:

A.Q. How are mythical discourses used in advertisements?

A.Q.2. What effect can the use of mythical discourses and signs in advertisements have on mobilizing consumers?

Research Objective

Advertisements aim to reach their target audiences by using consumption-oriented messages and various attitudes, discourses and beliefs that exist in society. The most effective way to achieve this goal is to communicate with consumers by using powerful codes accepted by society. The aim of the research is to reveal how the verbal and visual codes used in the advertising medium are used in the advertising

visuals and discourse language of today's world as elements that direct certain behaviors and encourage action through mythical discourses, thoughts, images, behaviors and signs.

Research Method

Case study, one of the qualitative research designs, constitutes the methodology of this study. Case studies, as one of the qualitative research designs, describe a situation; It is defined as the systematic examination of an event, a group or a community (Heale and Twycross, 2018, p.7).

Population and Sample of the Study

Within the scope of the study, 10 commercials with a large number of viewings, in which hidden mythical discourses and visual codes were used, were identified and one of these commercials was selected and analyzed according to the simple random sampling method. In the selection process, the number 8 commercial was determined. The list of commercials is given in Table 1. Therefore, the research part includes the analysis of Kerevitaş company's advertisement with the theme 'Today is Teremyağ'.

Table 1. Advertisement List

	Advertising
1.	Turkish Airlines Victory of Çanakkale Special Movie "This Time, We Flew for Victory"
2.	Coca Cola Ramadan - I asked the Yellow Flower
3.	When Turkish Airlines Dreamed
4.	Red Bull Red Bull Wings
5.	Pastavilla What a Happiness to Know How to Share!
6.	Kütahya Porselen 40th Anniversary Commercial
7.	Nike Find Your Greatness
8.	Kerevitaş Ülker Today is Teremyağ!
9.	Kent Olips Commercial
10.	Turkcell 300 Spartan Commercial Movie

Source: www.youtube.com

Data Collection and Analysis Technique of the Research

Document analysis technique was used to collect data in the study. Document review is the process of collecting and analyzing data from existing written sources. This research method involves a systematic review of various written and digital sources. Using the case study method, examples of the use of advertising and myths in a specific context were analyzed in detail (Yıldırım & Şimşek, 2016, p. 189-193). During the analysis process, the data were categorized thematically, focusing on how myths are used in advertising and how they shape consumer behavior.

The data obtained within the scope of this study were analyzed according to the field of semiotics. Semiotics, semiotics or semiology is a science based on the systematic examination of the interpretation, production and processes of the meanings of signs. Interpreting their meanings by examining images, behaviors and signs in the context of the signifier-signified relationship is the main subject of the field of semiotics. Semiotics is a form of interpretation used to understand the meanings expressed by every sign in the world of signs and the truth behind what we see (Agocuk, 2013, p.31). Through signs, people are able to communicate and send meaning through myths. Myth is an extremely complex cultural reality that can be addressed and interpreted from multiple complementary perspectives (Eliade, 2001, p.15). Semiotics argues that all worldly signs are loaded with meaning. Thanks to this discipline, the ability to communicate through pictures, symbols and various stimuli is recognized as a language skill (Sığırcı, 2016, p.29). Language is a system of signs that can be understood and represented. As such, it can be compared to various sign systems, such as words, the deaf and dumb alphabet, symbolic sacred

ceremonies, manners that are considered a sign of grace, and military emblems (Saussure, 1998, p.46). Regardless of the source, this only applies to messages designed by society (Sığırcı, 2016, p.29).

Each sequence in television commercials contains a sign. The sequences in the advertisement, which is the subject of this research, were analyzed using Roland Barthes' semiotic analysis method and aimed to understand the signs that will reveal the meanings with Barthes' (2014, 1979) mythical analysis method.

Findings and Interpretation

Under this heading, analyzes were carried out according to the semiotics technique through the sequences in the commercial movie. In each sequence, certain images were obtained and analyzes of those images were given.

The ad starts in a home kitchen. The first frames show an oven with glass doors and white kitchen cabinets. A woman is seen walking determinedly in green pants and ballet flats. This scene takes place in the kitchen as part of everyday life and evokes a familiar feeling in the viewer (Williamson, 2001, p.12).

Figure 1. Woman Walking in the Kitchen

Indicator

- Kitchen

- Oven with glass door

- White kitchen cabinets

- Green pants and ballet flats

Shown:

- Kitchen: The home environment as part of everyday life, a safe and familiar space (Williamson, 2001, p. 12).

- Oven with glass doors and white kitchen cabinets: Modernity, cleanliness and order.

- Green pants and ballet flats: Comfort and a slice of everyday life.

By showing viewers a familiar and safe home environment, this scene appeals to the ad's target audience of housewives. The image of a modern and clean kitchen emphasizes the quality of the product and its suitability for a modern lifestyle. The green trousers and ballet flats create a character that the viewer can identify with.

Figure 2. Woman Showing Teremyağ

The woman ties her blue kitchen apron and shows Teremyağ in her hand. In the kitchen, there are details such as a porcelain teapot and a salad board. The external voice motivates the woman by saying "today is your day!". In this scene, it is seen that the advertisement conveys a personal message to the consumer and deals with the themes of individual success and self-confidence (Ross, 1990).

Indicator:

- Woman

- Blue kitchen apron

- Teremyağ

Shown:

- Woman: The main actor of the home, the female figure traditionally identified with the kitchen (Ross, 1990, p.25).

- Blue kitchen apron: Symbol of working in the kitchen, meticulousness and preparation.

- Teremyağ: The product is the focal point of the advertisement.

The woman showing Teremyağ in the kitchen shows the viewers how the product is used in daily kitchen activities and how natural this use is. The blue kitchen apron symbolizes that the woman is ready to work in the kitchen and emphasizes that Teremyağ is an integral part of this process.

Throughout history, the perception and presentation of space, which is one of the dominant elements of space, has been very different. Approaches in which lyrical narration is put on stage are a method frequently used by commercial producers in terms of expressing emotions (Saldıray, 2017, p.3-6). The woman in the kitchen is motivated by the external voice with expressions such as "fires will burn, water will be drawn". These expressions are supported by the visuals in the advertisement. For example, scenes such as the burning of the stove and the melting of butter are visualized mythical narratives. These scenes evoke the feeling of being part of a ritual (Barthes, 1979, p.89).

Figure 3. Preparation in the Kitchen

Indicator:

- The hearth

- The woman who melts butter

- Rice pilaf

Shown:

- The hearth: The area where food is prepared, a warm and central part of the house (Barthes, 1979, p.89).

- Woman melting butter: Creativity and labor are part of food preparation.

- Rice pilaf: Traditional food, healthy and delicious meals prepared at home.

Scenes such as the fire burning, butter melting and smoke billowing support the mythic narratives in the advertisement. These scenes are used as incentives for the consumer to take action. For example, the burning fire and melting butter create a sense of energy and transformation in the viewer (Eliade, 2001, p.33).

Figure 4. Fire, Butter and Smoke

Indicator:

- Burning fire

- Melting butter

- Smoke

Shown:

- Burning fire: Energy, transformation and passion (Eliade, 2001, p. 33).

- Melting butter: Flavor, consistency and part of the preparation process.

- Smoke: Temperature, cooking and preparation.

This scene shows the audience the importance and contribution of Teremyağ in the cooking process. The burning fire symbolizes energy and transformation, while the melting butter represents flavor and consistency. Smoke, on the other hand, is an indicator of warmth and preparation, giving the viewer the impression that it is a natural part of the cooking process. The active role of women in the kitchen shows the use and practicality of Teremyağ. Kitchen utensils stand out as indispensable parts of the food preparation process. The prepared dishes emphasize how the product improves taste and quality.

The actions of the woman and the narration of the voiceover depict preparations for special occasions. This enables the advertisement to establish an emotional connection with the consumer by referring to the rituals of daily life (Rifat, 1992).

In the later part of the ad, a cheerful ambient music plays. This music is used to create a positive home environment. According to research, cheerful music triggers positive emotions and has positive effects on heart health (Sezer, 2011, p.1473).

Figure 5. Joyful Music and Home Environment

Indicator:

- Joyful music

- Women socializing at home

- Prepared food

Shown:

- Joyful music: Positive emotions, happiness and relaxation (Sezer, 2011, p. 1477).

- Women socializing at home: Social bonds, sharing and friendship.

- Prepared food: Flavor, treats and care.

This scene shows the audience how the product promotes social bonds and happiness. The cheerful music triggers positive emotions, while the socializing women emphasize the importance of sharing and friendship. The prepared food shows that Teremyağ is part of these moments and plays a role in providing delicious treats. Many studies have shown that positive, optimistic music is good for the body and that there is a link between music and heart health (Sezer, 2011, p.1477). Considering the negative effects of solid fats on heart health, it is seen that the music used is not only used to create a cheerful

home environment, but also to create the perception of a heart-friendly margarine.

Women have been coming together for many years to get out of routine life and spend their free time away from home or work, to relax, have fun, socialize with each other and learn about what is happening in their immediate surroundings (Büyükokutan, 2012, p.4). When the cultural codes contained in the advertisement are examined, 'sittings', which is a kind of social gathering, whether it is an active working businesswoman or a housewife dealing with the work of her home, women have come together to socialize at home with changes in form, structure, content and the updates that have emerged accordingly (Büyükokutan, 2012, p.4). In this scene, the external voice says "Today is Neslihan", indicating that the woman is serving pastry to her guests. Social interaction and sharing between women creates a positive effect on the target audience of the advertisement (Büyükokutan, 2012).

Figure 6. Women's Conversation and Food

Indicator

- Women

- Foods

- Chat

Shown:

- Women: Social interaction and solidarity (Büyükokutan, 2012, p. 4).

- Food: Sharing and offering.

- Conversation: Bonding and communication.

The women's conversation and the sharing of food show the audience that Teremyağ is a part of social interactions and treats. Food stands out as a symbol of sharing and treats. This scene emphasizes that women, the target audience of the ad, strengthen social bonds and the role of delicious food in this process. The fact that women enjoy eating the food accompanied by cheerful conversations reflects a sense of admiration and success. These scenes support the positive emotions that the advertisement wants to create in the audience (Williamson, 2001). The women's appreciation and satisfaction while tasting the food reinforces Teremyağ's perception of taste and quality. This scene tells the audience that the product is of high quality and delicious, which is why it is liked and preferred.

Figure 7. Tasting the Food

Indicator:

- Women's facial expressions

- Foods

Showing:

- Women's facial expressions: Like and satisfaction (Navarro, 2008, p. 1).

- Food: Flavor and quality.

The gestures of the guests while tasting the food express that they liked the food that Ms. Neslihan made with Teremyağ. This scene reinforces the perception of quality and taste of the product (Navarro, 2008).

In the last frame of the ad, the external voice uses the slogan "Teremyağ, the flavor twin of butter that brings us together on Neslihan's day". The ad ends with Ms. Neslihan's satisfaction and happy look. This scene aims to leave a lasting impression on the audience by conveying the message of the advertisement in a powerful way (Ross, 1990).
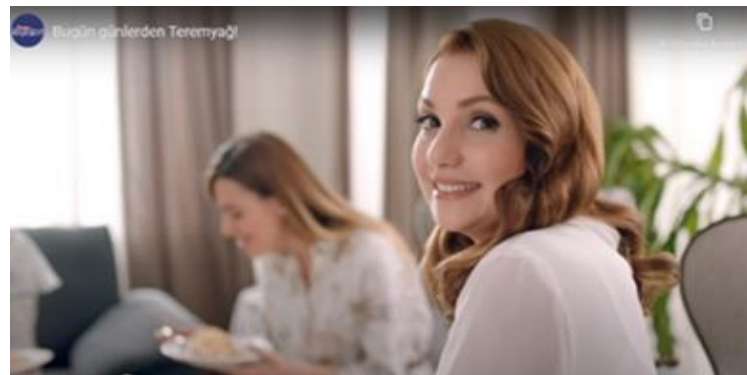
Image 8. Last Frame of the Advertisement

Indicator:

- Happy woman

- Teremyağ

- Slogan

Shown:

- The happy woman: Success and fulfillment (Ross, 1990, p. 30).

- Teremyağ: Product, flavor and quality.

- Slogan: Message and value of the product.

The last frame of the ad emphasizes to the viewers that Teremyağ brings success and satisfaction. The happy woman symbolizes the success and satisfaction achieved through the use of the product. The slogan summarizes the message and value of the product and aims to leave a lasting impression in the viewer's mind.

Conclusion

It has been determined that in the scenes and discourse language in the advertisement, thoughts that guide certain behaviors are conveyed. In particular, motivation, happiness and pleasure were used to appeal to the existing behavioral patterns of women.

When analyzed according to the 'binary opposition' system approach, it was observed that women who use the product will be happy with the appreciation of the food they make on special occasions and will gain superiority over their competitors. On the other hand, women who do not use the product in their meals may feel sad and defeated. This helps to emphasize the perception of "the woman who makes the most delicious food".

The Teremyağ advertisement, which is based on mythical sayings used in storytelling, epics, myths and religious stories, markets success, effort, overcoming difficulties, overcoming difficulties and finally achieving reward and happiness with mythical words and various visual instruments (Kanmaz, 2009, p. 121). In this way, the margarine advertised by the producer has ceased to be just a fat brand and has assumed other meanings. Rather than being a tool used in cooking, it has become the key to success and an indicator of the happiness and pleasure brought by victory. The flavor Teremyağ adds to meals is a metonym for success on special occasions.

The main purpose of advertising is to encourage the consumer to take action and to ensure that the advertised product is preferred by the consumer. While the slogan "Today is Your Day" aims to attract consumers to the market shelves, the slogan "Teremyağ, the flavor twin of butter" tries to convince consumers by claiming that its product is equivalent to natural butter.

In Teremyağ advertisement, it is fictionalized that women can make the most beautiful dishes only with Teremyağ and as a result, they can reach the pleasure of success and happiness. This advertisement has successfully used mythical discourses and behaviors by the manufacturer to attract the attention of today's women and to encourage the consumer to take action.

In this study, Teremyağ's advertisement titled 'Today is one of the days of Teremyağ' was analyzed through semiotic and discourse analysis. The scenes and discourse language in the advertisement convey the thoughts that guide certain behaviors. Motivation, happiness and pleasure are used to appeal to the existing behaviors of women. Teremyağ advertisement markets success and happiness with mythical words and visuals. In this way, the product has ceased to be just an oil brand and gained other meanings.

By using mythical discourses in its advertisement, Teremyağ creates elements that encourage consumers to take action and promotes its product in this way (Kanmaz, 2009).

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A Research on Communication Problems Between University Students and their Parents: The Case of Muş Alparslan University

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ABSTRACT

Communication is a social phenomenon. It ensures that individuals' personal existences continue within the society. In family communication, understanding and supporting each other and correct guidance depend on healthy communication. In the study, it was tried to determine the communication problems of university students with their parents. In this direction, data was obtained using the quantitative research method. A survey was applied to 390 students studying at Muş Alparslan University in order to determine the educational life, friend and social circle of university students and the levels of family communication. According to the data obtained, it was seen that the participants' educational life was closely monitored by the family, they felt family pressure to study more, academic success was compared with others by family members and the family was not in contact with the counselor (responsible educator). The results showed that there were problems with the family in choosing friends, there were problems with the family in choosing clothes, the family cared about the person's thoughts and feelings were not expressed openly to the family. It was also determined that parents did not discriminate between siblings, obeying family rules was important for the family, family members were interested in the problems and cared about the person.

Keywords: Family, Communication, Parents, Family Communication, University Students, Communication Problems

Introduction

Family life has an important position in determining the future life standards of people. Thus, people shape their lives and their interactions with their environment by being affected by the situations they encounter in the family starting from the first periods of their lives. Therefore, communication processes within the family are an important determinant in shaping people's lives. Communication within the family, which forms the intellectual basis of many people's lives, paves the way for the individual's identity development. It is necessary to mention emotional awareness, which is an important element in order to evaluate the effects of domestic communication on people's lives. As a result of communication and interaction, people's emotional structures are shaped, and their emotional awareness has an important impact on their understanding of themselves and their environment.

While people's lives, feelings, thoughts and environments are shaped, they generally feed on the mechanism of awareness and this process starts from themselves and then spreads to their environment. The issues discussed in family communication are decisive for the future of individuals, especially in childhood. Therefore, it is seen that communication within the family is not only a form of communication, but also has qualities that shape the life of the individual and help the life of the individual to be in a certain form. Parents' communication among themselves can shape children's attitudes and behaviors towards something in the future on the axis of communication elements. Communication within the family is important for individuals to gain ideas and develop various attitudes and behaviors in some periods of life. Cognitive flexibility, which begins to be shaped during childhood, gives an idea about what kind of approach people will take in a situation they encounter instantly. Cognitive flexibility emerges as a result of the communication process coming from the families in the lives of individuals in order to adapt to the difficult and complex life conditions of people, especially in order to be prepared when they encounter a problem.

This research includes a general evaluation of the concept of communication within the family regarding the communication problems that students experience with their parents. The research consists of four sections and the general framework is given. In the first part, some demographic information was requested, in the second part, information about the participants' educational life, in the third part, information about friends and social environment, and in the fourth part, questions about communication within the family were directed.

Communication Concept

Communication is defined as the transfer of feelings and thoughts to other individuals in many ways and information is exchanged by using various devices such as telephone, television and radio (Çamdereli, 2008). The concept of communication is defined as a human activity that everyone knows but few people can define satisfactorily. In addition, "communication is face-to-face conversation, television, information dissemination, our hairstyle, literary criticism" (Fiske, 2014). Communication is not only the transfer of information or one-way flow of information, but also the integrity of meaning that continues throughout life, the mutual transfer of messages, and a process in which feedback is provided (Çamdereli, 2008).

Communication, which is a social phenomenon, enables people to maintain their individual existence and social relations. "The number of definitions of communication is close to two hundred. E.X. Dance and Carl E. Larson scanned the definitions in the field of communication in 1972 and found 126 different definitions. This number has undoubtedly increased since then" (Mutlu, 2012). "Communication, in the simplest terms, is the exchange of messages. It is an exchange between a person and another person, between a person and a community, between a person and a place, between a person and the environment, between a society and the environment" (Günal & Esin, 2007). "Communication is the process of interaction between the source and the target in order to make common and share the meanings of information, ideas, attitudes, emotions and skills in order to create behavior change" (Paknadel, 1994).

As can be understood from all these definitions, there are some basic elements in the communication process. "The phenomenon of communication is a message transfer that occurs in different environments for different purposes. This phenomenon consists of elements with different characteristics. The coming together of these elements constitutes communication. Elements of communication: Source (transmitter) unit of communication, message, channel and target (receiver) unit, feedback. These five basic elements must be present in order to talk about a complete communication phenomenon and process" (Aziz, 2016). People, who are social beings, protect and develop their existence through communication. The purpose and form of communication may vary according to the different groups in which people are involved. The person wants to be decisive in his/her environment and cat life by providing communication. In addition, some of the main purposes of communication are to exist, to provide information, to obtain information, to share information, to influence, to entertain, to develop relationships and to fulfil needs (Yilmaz, 2003).

Family Concept

Human beings, who come to the world defenselessly, have to receive the support of other individuals in order to continue their lives. While this situation makes family life compulsory on the one hand, family support is a phenomenon that is constantly needed in later ages. The fact that social institutions such as "religion, state, education, economy" were shaped and developed in family life in the first development stages of societies shows that the family is the basis for different institutions in the historical process (Merter, 1990). "A family is a community of people who are bound together by marriage, blood or adoption ties, who live in the same house, share the same income, and within the framework of the various roles they play (husband-wife, mother-father, son-sister), they create and maintain a unique behavior that influences each other from generation to generation" (Şahinkaya, 1979). In addition, family is defined as "The smallest unity in society based on marriage and blood ties, formed by the relationships between husband, wife, children, siblings; all people who are of the same lineage or have kinship relations between them; a language, animal or plant community whose basic characteristic is unity, family" (Türk Dil Kurumu, 2023). The family may vary in terms of the people it includes in different societies and times (Van Bueren, 1995). While there were many families in the past, the scope of the family has narrowed considerably and the general family consists of spouses and unmarried children (Dural, Tufan & Gümüş, 2012). Family is the first starting point of happiness where human relations are acquired and maintained. In a period of rapid social change, the function of the family has become even more important (Önal, 2006). The features that make the family important are related to the functions of the family. Therefore, it is seen that an institution or organization cannot replace the family and that the family has many functions. The family maintains its importance throughout life as the closest environment where children grow up and are educated (Önal, 2006).

Family Communication

The starting point of communication, which has an important place in human life, is generally considered as family. Starting with the birth of the person and in the process, the first place where the person can improve himself/herself in terms of communication is the communication with other individuals in the family. Therefore, while communication within the family represents an important point in people's lives, it also represents the interaction mechanism that enables people to express themselves correctly in every position they are in for the rest of their lives (Şahin & Aral, 2012). Family communication schemas are "uniquely shared worldviews that provide individual family members with value and belief systems" (Schrodt, Witt & Messersmith, 2008).

Communication within the family is primarily a mediator for the family and its members to meet at a common point. Thus, communication within the family is an element that enables family members to understand each other, support each other, direct each other correctly and ensure a healthy interaction. In terms of ensuring mutual understanding and empathy, family communication enables family members to act together with the support it provides (Tezel, 2004). Communication within the family is a mutually functioning structure. Thus, the communication structure formed by the attitudes and behaviors within the marriage union in family communication mutually feeds each other. This situation between spouses is

also valid between parents and children. In addition to the fact that the communication resources provided by parents are decisive in terms of the development of communication skills of people, the efforts of family members to express themselves ensure the formation of an interaction (Baran, 2004). The level of satisfaction within the family is expressed as the experience or perception that the individual feels about the quality of relationships and life within the family. The type of communication within the family and the conversations between family members affect this perception of quality or satisfaction (Schrodt, Witt and Messersmith, 2008)**.** In family communication, it is necessary to provide the necessary environment for communication to be correct, understandable and for the parties to provide support to each other. Inadequate communication within the family leads to the formation of an unhealthy family environment (Aybey, 2017). Communication within the family is not a structure that is shaped only by the developments within the family. Even if intra-family communication is a form of communication consisting only of family members, external factors can also be determinants of the process. Therefore, in many studies, in addition to the processes related to the concept of communication, elements outside the family are also taken into consideration. Individual attitudes and behaviors in family communication are not only determined by the issues experienced within the family and the elements encountered, but also the elements of family members in social life are included in the process (Karapınar, 2021).

Purpose and Importance of the Research

In this study titled "A Research on Communication Problems between University Students and Their Parents: The Case of Muş Alparslan University", it was aimed to determine the control of university students' educational life, their friends and social environment relations and their level of communication within the family. Quantitative research method was used in the study. In this direction, questionnaire technique was used. Determining the communication levels of university students with their parents is very important for a healthy family and society.

 The questions tried to be obtained within the scope of the research are as follows:

1. How are the participants' educational life and parental communication levels?

2. How are the participants' educational life and parental communication levels according to gender?

3. How are the participants' friends and social circles and parental communication levels?

4. How are the levels of parental communication with the participants' friends and social circles according to gender?

5. How are the participants' intra-family communication levels?

6. According to gender, how are the participants' levels of parental communication with their friends and social circles?

Methods

The aim of this research is to determine the level of family communication of university students. Survey model was used in the research. In the survey model, the event is analyzed without making any changes on the event and the result is tried to be reached (Büyüköztürk, Akgün, Demirel, Karadeniz and Çakmak, 2015). Ethics committee approval was received for this study from the ethics committee of Muş Alparslan University (Date: September 31.10.2023 Number: 115131).

Universe and Sample

The population of this study, which was conducted to determine the level of family communication of university students, consists of university students, while the sample consists of Muş Alparslan University students. Within the scope of this study, quota sampling technique, one of the quantitative research methods, was used. The purpose of quota sampling is to create a small model within the universe and to

ensure that some groups within the universe are represented in the sample. In such a case, the proportions of the groups in the universe should be known. Since the current situation is not known, we proceed on the basis of the ratios determined by previous studies (Gürtan, 1982).

This study, which was conducted as field research between December 2023 and January 2024, was conducted face-to-face. The reliability of the study was tested with a pre-test application applied to 50 people. In the pre-test, the degree of reliability (Cronbach's Alpha) is 0,789. Thus, it was determined that the study was within the sufficient confidence interval in terms of its application (Çevik and Akgül, 2005). Afterwards, 374 questionnaire forms were delivered to the participants in order to represent the university students. 14 questionnaire forms were found to be faulty or incomplete and were not included in the analysis and the study was carried out on 390 questionnaire forms. The reliability level of the questionnaires was re-measured and found to be 0,790. Therefore, it was determined that the study was reliable (Çevik & Akgül, 2005). The data were tested through IBM SPSS Statistics 22 program.

Results

The gender and age distributions of the participants in the field study are given in Table 1, the distributions of the data related to their educational life and parental communication levels are given in Table 2, and the distributions of the (t test) analyses of their educational life and parental communication levels according to gender are given in Table 3, Table 4 presents the distribution of friends and social circles and parental communication levels, Table 5 presents the distribution of friends and social circles and parental communication levels according to gender (t test), Table 6 presents the distribution of intra-family communication levels and Table 7 presents the distribution of intra-family communication levels according to gender (t test). In the study, descriptive data and independent two-sample t test were used.

Table 1. Distribution of Demographic Data

Demographic Characteristics	Categories	Number (n)	Percent (%)
Gender	Woman	200	51.2
	Male	190	48.8
	Total	**390**	**100**
Age	17-18	35	8.9
	19-20	220	56.4
	21-22	82	21.0
	23-24	31	7.9
	25-plus	22	5.6
	Total	**390**	**100**

Gender and age ranges were evaluated from demographic characteristics. While 52.2% (200) of the participants are female participants, 48.8% (190) are male participants. When the age ranges of the participants are analyzed, individuals between the ages of 19-20 constitute the majority with a rate of 56.4%. In addition, 21-22 age range group with 21.0%, 17-18 age range group with 8.9%, 23-24 age range group with 7.9% and 25+ age range group with 5.6% respectively.

Table 2. Distribution of Participants' Educational Background and Parental Communication Levels

Education Life	Levels of participation					x̄ (mean)	ss
	Strongly disagree	Disagree	Undecided	Agree	Absolutely agree		
1. My education life is closely monitored by my family.	5.7%	8.6%	4.3%	32.0%	49.4%	4.10	1.17
2. I feel family pressure to study more.	6.9%	18.6%	14.0%	37.7%	22.9%	3.51	1.22
3. My academic achievement is compared with others by my family members.	7.1%	17.4%	16.3%	39.7%	19.4%	3.46	1.19
4. My family respected the choices I made in my education life.	6.0%	11.4%	21.1%	41.7%	19.7%	3.57	1.10
5. Although I am in a different city from my family members. my family limits the time I spend outside school.	12.0%	24.6%	17.1%	36.0%	10.3%	3.08	1.22
6. My family is in contact with my counsellor (responsible trainer).	10.6%	30.3%	25.7%	24.6%	8.8%	2.90	1.14
7. When I face a problem in my education life. I first ask my family for help.	4.6%	13.1%	22.0%	41.4%	18.9%	3.65	1.95

When the descriptive data related to the participants' educational lives and parental communication levels are analyzed, it is seen that the participants' educational lives are under the close monitoring of their families (x̄=4.10, ss=1.17), they feel family pressure to study more (x̄=3.51, ss=1.22), their academic success is compared with others by family members (x̄=3, 46. ss=1.19), the family respects the choices made in educational life (x̄=3.57, ss=1.10), when a problem is encountered in educational life, the family is asked for help first (x̄=3.65, ss=1.95), the family is not in contact with the counsellor (responsible educator) (x̄=2.90, ss=1.14).

Table 3. Analysis of Participants' Educational Background and Parental Communication Levels by Gender (t test)

Education Life	Gender	Number (n)	x̄ (mean)	SS	t	p
1. My education life is closely monitored by my family.	Woman	200	4.08	0.83		
	Male	190	4.12	0.82	-0.320	**0.02**
2. I feel family pressure to study more.	Woman	200	3.48	1.07		
	Male	190	3.54	0.82	-0.442	0.31
3. My academic achievement is compared with others by my family members.	Woman	200	3.36	0.94		
	Male	190	3.58	0.69	-1.746	**0.00**
4. My family respected the choices I made in my education life.	Woman	200	3.57	1.00		
	Male	190	3.57	0.64	0.010	0.25
5. Although I am in a different city from my family members. my family limits the time I spend outside school.	Woman	200	2.93	1.04		
	Male	190	3.22	3.13	-2.234	**0.00**
6. My family is in contact with my counsellor (responsible trainer).	Woman	200	2.91	0.88	0.042	0.57
	Male	190	2.90	0.84		
7. When I face a problem in my education life. I first ask my family for help.	Woman	200	3.66	1.09	0.149	0.65
	Male	190	3.63	0.90		

The responses of male participants to the questions "My educational life is under the close monitoring of my family." (t=-0.320; p<0.05). "My academic success is compared with others by my family members." (t=-1.746; *p*<0.05). "Although I am in a different city from my family members. my family limits the time I spend outside of school." (t=-2.234; *p*<0.05) are significantly higher than the responses of female participants. Therefore, it was concluded that male participants were more likely than female participants to think that their academic success was compared with others by their family members, that their educational life was under family monitoring and that the time spent outside the school was restricted by their family members.

Table 4. Distribution of Participants' Friend and Social Circles and Parental Communication Levels

	Levels of participation						
Levels of Parental Communication with Friends and Social Circles	Strongly disagree	Disagree	Undecided	Agree	Absolutely agree	x̄ (mean)	ss
1. I have problems with my family in choosing friends.	12.6%	20.6%	9.7%	34.9%	22.3%	3.33	1.35
2. I have problems with my family in choosing clothes.	12.9%	20.6%	8.9%	29.7%	27.7%	3.38	1.40

3. I have problems with my family in consumption expenditures.	10.9%	21.1%	11.1%	36.9%	20.0%	3.34	1.30
4. My family does not pressurize me in religious matters.	15.1%	19.7%	18.3%	33.7%	13.2%	3.59	1.14
5. I have problems with my family about my political preferences.	12.6%	13.4%	21.7%	36.0%	16.3%	3.15	1.66
6. I hesitate to introduce friends other than my same sex to my family.	5.7%	12.3%	22.3%	36.3%	23.4%	3.30	1.25

When the descriptive data related to the participants' friends and social circles and parental communication levels are examined, it is seen that there are mostly problems with the family in choosing friends ($\bar{x}$=3.33. ss=1.35) and problems with the family in choosing clothes ($\bar{x}$=3.38. ss=1.40), problems with the family in consumption expenditures ($\bar{x}$=3.34. ss=1.30), the family does not exert pressure on religious issues ($\bar{x}$=3.59. ss=1.14), and the family is afraid of introducing friends other than the same sex to the family ($\bar{x}$=3.30, ss=1.25).

Table 5. Analysis of Participants' Friend and Social Circles and Parental Communication Levels by Gender (t test)

Levels of Parental Communication with Friends and Social Circles	**Gender**	**Number (n)**	**x̄ (mean)**	**SS**	**t**	**p**
1. I have problems with my family in choosing friends.	Woman	200	3.08	1.41		
	Male	190	3.60	1.23	-3.677	**0.00**
2. I have problems with my family in choosing clothes.	Woman	200	3.10	1.51		
	Male	190	3.68	1.22	-3.915	**0.00**
3. I have problems with my family in consumption expenditures.	Woman	200	3.12	1.36		
	Male	190	3.57	1.20	-3.260	**0.00**
4. My family does not pressurize me in religious matters.	Woman	200	3.64	1.18		
	Male	190	3.54	1.09	0.847	0.75
5. I have problems with my family about my political preferences.	Woman	200	2.80	1.32		
	Male	190	3.52	1.90	-4.125	0.44
6. I hesitate to introduce friends other than my same sex to my family.	Woman	200	3.21	1.37	-1.375	**0.00**
	Male	190	3.39	1.10		

"I have problems with my family in choosing friends." (t=-3.677; p<0.05), "I have problems with my family in choosing clothes." (t=-3.915; p<0.05), "I have problems with my family in consumption expenditures." (t=-3.260; p<0.05), "I hesitate to introduce my friends other than my same sex to my family." (t=-1.375;

p<0.05), the responses of male participants are significantly higher than the responses of female participants. Thus, it has been concluded that men, compared to women, have problems with the family in choosing friends, choosing clothes and consumption expenditures, and that they hesitate to introduce friends other than both sexes to the family.

Table 6. Distribution of Participants' Level of Communication within the Family

Family Communication Level	Levels of participation					x̄ (mean)	ss
	Strongly disagree	Disagree	Undecided	Agree	Absolutely agree		
1. My family cares about what I think.	6.0%	10.0%	9.4%	38.3%	36.3%	3.88	1.17
2. I cannot express my feelings openly to my family.	10.0%	21.1%	18.0%	34.9%	16.0%	3.25	1.23
3. My parents discriminate between me and my siblings.	20.9%	21.1%	19.1%	28.3%	10.6%	2.85	1.31
4. I have problems that I cannot tell my family for fear of being misunderstood.	12.6%	19.7%	25.1%	33.1%	9.4%	3.06	1.18
5. It is important for my family that I obey family rules.	3.4%	14.0%	26.0%	40.6%	16.0%	3.51	1.02
6. I have problems with my family about visiting relatives.	10.6%	18.6%	32.6%	28.9%	9.4%	3.07	1.12
7. My family members are interested in my problems and care about me.	4.0%	13.1%	26.0%	34.9%	22.0%	3.57	1.08

When the descriptive data related to the participants' intra-family communication levels are examined, it is seen that the family cares about the thoughts of the person (x̄=3.88, ss=1.17), emotions are not expressed clearly to the family (x̄=3.25, ss=1.31), parents do not discriminate between siblings (x̄=2.85, ss=1.31), obeying the rules within the family is important for the family (x̄=3.51, ss=1.02). Family members are interested in problems and care about the person (x̄=3.57, ss=1.08).

Table 7. (t test) Analysis of Participants' Level of Communication within the Family According to Gender

Family Communication Level	Gender	Number (n)	x̄ (mean)	SS	t	p
1. My family cares about what I think.	Woman	200	3.95	1.15		
	Male	190	3.82	1.19	1.003	0.82
2. I cannot express my feelings openly to my family.	Woman	200	3.04	1.29		
	Male	190	3.47	1.13	-3.255	**0.02**
3. My parents discriminate between me and my siblings.	Woman	200	2.61	1.30		
	Male	190	3.11	1.27	-3.634	0.23
4. I have problems that I cannot tell my family for fear of being misunderstood.	Woman	200	2.93	1.24		
	Male	190	3.20	1.10	-0.072	**0.04**
5. It is important for my family that I obey family rules.	Woman	200	3.61	1.10		
	Male	190	2.40	0.93	1.908	**0.02**
6. I have problems with my family about visiting relatives.	Woman	200	2.94	1.21	-2.143	**0.01**
	Male	190	3.20	1.00		
7. My family members are interested in my problems and care about me.	Woman	200	3.75	1.07	3.331	0.96
	Male	190	3.37	1.07		

The answers given by males to the questions "I cannot express my feelings clearly to my family" (t=-3.255; $p<0.05$), "I have problems that I cannot tell my family because of the fear of being misunderstood" (t=-0.072; $p<0.05$), "I have problems with my family about visiting relatives" (t=-2.143; $p<0.05$) are significantly higher than the answers given by females. Thus, it was concluded that men could not express their feelings clearly to their families, that there were problems that were not told to the family due to the fear of being misunderstood, and that there were problems with the family about visiting relatives. In addition, the answers given by women to the question "It is important for my family that I follow the rules within the family" (t=1.980; $p<0.05$) were significantly higher than those given by men. Thus, it was concluded that it is important for the family to follow the rules within the family for women compared to men.

Conclusion

The family, which is an important institution where the individual first acquires social relations, is an institution that supports the individual in terms of biological and psychological development in order for the individual to take part in society, where there is mutual communication and establishes the bond between the individual and society (Demir, 2021). Changes in the family in terms of structure and functionality have not been realized in the same way in all societies. Some societies have accepted the changes by internalizing them, while others have displayed a conservative attitude by not accepting these changes. Changes and transformations in the family structure started with industrialization. Turkish family structure was also affected by this change. However, this change did not take place as in western societies. In the Turkish family structure, there is a family structure in which contemporary values and traditional values are blended and concepts such as love, respect, solidarity and cooperation are at the forefront (Yaşar Ekici, 2014). It is the individuals who make up the society. The future of a society depends on healthy individuals. The realization of the parent and child relationship on a solid ground is important in terms of raising individuals who will carry the society forward. In this direction, the study is based on parent and child communication problems. Thus, in the 2023-2024 academic year, it was tried to determine the communication problems between the parents of the students studying at Muş Alparslan University by using the survey technique. Individuals participating in the field research conducted,

1. 51.2% (200) of the participants were female, while 48.8% (190) were male.

2. When the age ranges of the participants are analyzed, individuals in the 19-20 age range constitute the majority with a rate of 56.4%. In addition, 21-22 age range group with 21.0%, 17-18 age range group with 8.9%, 23-24 age range group with 7.9% and 25+ age range group with 5.6% respectively.

3. Descriptive data on the participants' educational life and parental communication levels are as follows: the participants' educational lives are under the close monitoring of the family, they feel family pressure to study more, academic success is compared with others by family members, the family respects the choices made in educational life, the family is the first to be asked for help when faced with a problem in educational life, and the family is not in contact with the counsellor (responsible educator).

4. According to the participants' educational lives and parental communication levels in the context of gender, it was concluded that males were more likely than females to have their academic achievement compared to others by family members, their educational lives were under family monitoring and the time spent outside was restricted by family members.

5. Descriptive data on the participants' friends and social circles and parental communication levels are as follows. It was concluded that there were problems with the family in choosing friends, problems with the family in choosing clothes, problems with the family in consumption expenditures, the family did not exert pressure on religious issues, and the family was afraid of introducing friends other than the same sex to the family.

6. According to the level of parental communication with friends and social circles of the participants in the context of gender, it was concluded that males, compared to females, had problems with the family in choosing friends, choosing clothes and consumption expenditures, and that they were afraid of introducing friends other than both genders to the family.

7. Descriptive data on the participants' level of communication within the family are as follows: The family cares about the thoughts of the person, feelings are not openly expressed to the family, parents do not discriminate between siblings, obeying family rules is important for the family, family members are interested in problems and care about the person.

8. According to the participants' intra-family communication levels in the context of gender, it was concluded that men, compared to women, could not express their feelings clearly to their families, there were problems that were not told to the family due to the fear of being misunderstood, and there were problems with the family about visiting relatives. In addition, it was concluded that female participants were more likely than male participants to think that following the rules for the family was important for the family.

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Makeover Format Programs Analysis of Discourses on Body Modification*

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*This article is derived from the doctoral thesis of the author.

ABSTRACT

The body is an important means of communication and has been interpreted in various ways by different disciplines from past to present. With the various symbolic meanings attributed to the body, it has undergone changes throughout history and has affected culture and society in this process. Body modification refers to a change within the framework of the beauty ideal and has gained an importance that will affect large masses today, shaped by dynamics such as nature, tradition, beliefs, politics, power, ideology, industrialization, globalization, fashion, consumption, technology and medicine. Mass media, and especially television, influence the masses with the discourses they produce on body modification. Through the makeover format, which is one of the reality show program types, it directs especially womento the act of consumption and encourages modification in order to achieve ideal beauty.

Keywords: Body Modification, Television, Consumption, Reality Show, Makeover Format

Introduction

The body reflects our social, b1iological and cultural existence and constantly sends messages to our social environment through various practices. Throughout history, the body has been understood in different ways by different disciplines. Anthropology sees the body as a historical and cultural symbol, philosophy as the prison of the soul, and sociology as an entity shaped by social and cultural changes. With the Industrial Revolution, the body became mechanized, and the male body became more valuable in terms of physical strength (Ceylan, 2011). In modernization and consumer society, the body has become an object to conform to the beauty standards of the fashion industry.

Television promotes the beauty myth and shows women how to change their bodies through makeover programs, turning the body into a consumable object. Makeover formats are a sub-genre of reality shows. (Weber, 2009) (Since this structure has not yet reached the maturity to be considered a genre in television, it will be referred to by the word format). Historically, the body has evolved in meaning: medieval views saw it as a flawed version of the male body, while modern medicine views it as mechanical. Economic and social changes have shaped the body in terms of labor and signs. Descartes and Nietzsche viewed the body through different makelenses, while sociology links it to identity and power. Since the 18th century, the body has become mechanized and a consumer object, influenced by fashion and cosmetics. The ideal of beauty has continually evolved, with the body now seen as both an aesthetic and consumption tool in modern society.

In this study, the physical and symbolic transformation of the body, body perception in television programs, and the first ten episodes of makeover programs "Sen Yeter Ki İste", "Bambaşka" and "Emel Acar'la Yeniden" aired in 2011 and 2014, respectively, were analyzed through discourse analysis. The study aims to reveal that television creates the need and necessity for modification through the makeover format by directing the masses towards consumption in order to achieve idealized body beauty.

Methods

This study uses Van Dijk's Critical Discourse Analysis theory, typically applied to news, to analyze television programs. Van Dijk's systematic approach is preferred for its distinction between macro and micro structures. The microstructure examines word choice, sentence structures, causal relations, and rhetoric, while the macrostructure focuses on thematic organization and schematic interpretation. Discourse characteristics are key in analysis (Van Dijk, 1993).

The study was limited to the first 10 episodes of the makeover formats called "Bambaşka Style By Jury", "Emel Acar'la Yeniden" and "Sen Yeter Ki İste", which were broadcast on private television channels in Turkey between 2011 and 2014.

Results

Discourse Analysis of "Bambaşka Style by Jury" Program

The program starts with an opening speech by the presenter. It includes a modification process that takes place in line with the comments of the jury and with the help of experts, as a result of the application of the participant who wants to change, who finds himself ugly, to the program voluntarily.

Table 1. General Characteristics of the Participants of the Bambaşka Style By Jury Program (1)

Participant	Age	Profession	Family information	Reason and purpose of participation
Ayten Kaplan	44	Housewife	2 girls Married	Don't make your partner jealous gain lostself-confidence
Hülya Diker	50	Cook	3 sons, 1 grandson Married 33 years	Her goal is to become a completelydifferent person
Serap Polat	27	Housewife	1 son Married	His wife's interest in him to regain lost self- confidence
Sibel Cil	36	House wife/stilist	1 son Separated from his wife lives	Don't make your partner jealous k Gain lostself-confidence
Sibel Paloğlu	33	Housewife	1 daughterSeparated from her husband	Don't ke your fe jealous Gain lostself-confidence
Guler Ozturk can	54	Working with her daught er	2 daughters Widow	Connecting life wants
Mine Serpil Altun	33	Home his wife	1 girl 1 boy Married	Gaining self-confidence
MelekErşahin	51	Housewife	2 boys and 1 girlChild Widow	Connecting to life
Sevil Yazgan	42	Housewife	1 daughterSeparated from her husband	Don't make your partner jealous Gain lostself-confidence
Insaf Dinçel	55	Housewife	1 son, separated from his wife	Gaining self-confidence

Table 2. General Characteristics of the Participants of the Bambaşka Style By Jury Program (2)

Participant	He didn't like ithimself feature	What the jury did not like about the participant	Jury	What experts like in a participant
Ayten Kaplan	Glasses	Hair, sweater, shoes, teeth, glasses,lips	Public relations expert (e), accoun tant (k), pedago g(k), customer representative isi(k)	Belly, unmodern clothes, unkempt hair, sparse teeth, glasses, wrinkles and scars on the skin
Hülya Diker	Glasses	Mismatched clothes, jewelry, elderly image	Tourist guide (k), tekstilci(e), kimyager(k), a nimatör(e), ballet	Wrinkled hands, wrinkled skin, belly,glasses
Serap Polat	Teeth	The incongruity of your outfit, his hair, hisagitated state, his unkempt teeth, mismatch of accessories	Public relationsr expert(k), Model st(k), Advertisement cı(e), doctor(e), manager	Sagging body, wrinkles on the skin, glasses, crooked teeth and cavities
Sibel Cil	Wrinkles	Her hair, the shabbinessof her clothes incompatib ility, the appearanceof old age	Psycholog(k), jewelry cu(e), doctor(e), business ci(e), banker(k), teacher(e)	Wrinkles and scars on your skin, cellulite, sagging, belly and hip fat, hair, rotten teeth and tooth stains, teeth ratio problems.
Sibel Paloğlu	Eyebrows	compatible clothes, eyebrows, hair, accessories, elderly appearance	Business ministratio, nking(k)cher(e), sician(k), berdasher(e antique dealer(k)	Stains on th, shade ferences and lowing, fat on belly, fine es on the skin, ached paint hair
Guler Ozturkcan	Hair	Dryness ofskin mismatchedHis clothes, goggles, is hair, oldview	Retiredcher (k), rism c(e),l estate ent (k), ecutive istant istant (k), hairdresser), ealth officer(k)	Tooth stains, stones and tone differences, abdominal fat, sagging skin, glasses
Mine Serpil Altun	Eyebrows	Incompatible clothes, neglected teeth, dark circles	Technical draftsman(k), mechanical	Unkempt teeth, wrinkles,

		under the eyes, necklace	engineer disi(e), sales consultant(k), accountant midwife(e), stylist(k), banker(k),business man(	blemishes, dark circles under the eyes,cellulite, buttocks excess in the region
MelekErşahin	Wrinklesand sagging skin	Incompatible clothes, shapeless hair, blemishes on the skin,wrinkles, pimples	Newspaper journalist(k), public relations specialist (k), biolo g(e),sig center(k), modelist(k), businessci(e)	Trapezoid teeth, wrinkles, blemishes on the skin, under eye collapse, dry and lifeless skin, sagging around the belly and waist, cellulite, eye disorder
Sevil Yazgan	Hair	Incompatible clothes, shapeless hair, blemishes on the skin,wrinkles, pimples, unkempt teeth	Public relationsr expert (k, businessci(e), teacher(k), customer representative isi(e), doctor(e), salesd(k)	Unmaintained his teeth, wrinkles on his skin, blemishes, unkempt hair, localized excess weight
Insaf Dinçel	Wrinkles and glasses	Incompatible clothes, shapeless hair, blemishes on the skin,wrinkles, pimples, unkempt teeth	Tourist (k), teacher (m), lawyer (k)	Unmaintained teeth, wrinkles in the skin, eye disorder

Table 3. General Characteristics of the Participants of the Bambaşka Style By Jury Program (3)

Participant	The Message of the Program
Ayten Kaplan	Beauty and grooming give a woman self-confidence.
Hülya Diker	
Serap Polat	
Sibel Cil	
Sibel Paloğlu	
Guler Ozturkcan	
Mine Serpil Altun	Beauty helps a woman to connect to lifeand makes it easier for her to forget her.
Melek Erşahin	
Sevil Yazgan	
Insaf Dinçel	

* Only 2 of the participants were reported to be employed; there is no information about their educational background. The reasons for participating are usually their husbands' disapproval or the desire to gain self-confidence. Participants attribute their lack of beautification to marriage and childbirth.

This study explores how makeover reality TV shows shape body perception and create mental stereotypes for viewers. Over time, these discourses legitimize body ideals as societal goals, particularly affecting women. Van Dijk's critical discourse analysis examines how power and superiority influence social thought and body perception. * The powerful elite, represented by presenters and experts, promote notions of ugliness that participants must adopt. The elite, with economic freedom and prestige, contrast with the less privileged masses. Discourse structures reveal how elites assert power and influence. Jurors' offensive language reflects their perceived right to insult, undermining the program's reality and highlighting its fictional nature.

Analysis

Macro Level: The macro level includes two levels of analysis: thematic and schematic. The meaning of the discourse istried to be revealed by going from the general qualities of the analyzed object to the specific.

Thematic Dimension: With the thematic dimension, it is tried to reveal how and how the discourse is organized.

General features:

-What is the name of the program?Bambaşka Style Jury

-Does the program have a slogan?

"Completely different" encompasses spiritual, cognitive, and physical change. The program details

physical change but treats spiritual and cognitive change superficially. Spiritual change is shown as resolving issues in two therapy sessions, while cognitive change involves increased awareness and self- confidence. Physical change is linked to consumption. The program claims these changes occur within a week, but participants continue to face unemployment, separations, and suffering. Thus, "being different"remains a traditional image stylized by modernism.

<u>-What are the phrases used in the introduction that are repeated in each chapter?</u>

Q: Welcome to Bambaşka. Our heroine this week is Ms. Serap who thinks that she has come for a test shoot and she is waiting for us with excitement, unaware of what is going to happen inside, but she has already been selected for Bambaşka...And we have another surprise for her. Behind the double-sided mirror, there are 9 people who don't know Ms. Serap at all. Let the lights shine! Our jury members this week include journalists, biologists,... Are you ready, jurors?

J: Ready!

S: Then let's not keep Ms. Serap waiting any longer and invite her inside.

This introductory speech, which is repeated in all episodes of the program, is actually an open speech that introduces the format, explains to the audience what will happen in the program flow, and provides information.

Schematic Dimension: The schematic dimension attempts to reveal the discourse situation. It does this by examining the content,structural, interactional and presentation features of discourse.

Content features:

<u>-What is the purpose of the presenter? How does he/she express it?</u>

The presenter sincerely asks participants about their reasons for joining and what makes them feel bad, offering clear support. For example, they advise ignoring harsh jury criticism and compliment the participant's qualities, like their eyes, with a warm and enthusiastic demeanor.

<u>- What are the person's reasons for participating in the program</u>?

5 of the participants participated in the program to regain their self-confidence and attract the attention oftheir spouses, 2 to connect to life, 1 to become a completely different person, and 2 just to regain their self-confidence.

<u>-Where in the participant's body does he/she see a defect</u>?

3 of the participants were bothered by their glasses, 2 by their eyebrows, 2 by their wrinkles, 2 by their hair and 1 by their teeth. In fact, all these imperfections are related to aging. For example, none of the participants find their nose, breasts, etc. defective. Therefore, one of the messages conveyed in the program is that women should not look old.

<u>-Are there different practices for each participant or is there a standardized practice</u>?

Participants receive standard dental cleaning, botox, fillers, fractional laser, cavitation, lipolysis, hair coloring, haircut, and makeup. Additional procedures like eye surgery, acoustic shock wave, and chemicalpeeling may also be used. These methods address aging signs and promote a well-groomed

appearance, conveying that women should avoid looking old and remain aesthetically pleasing.

-Who are the people introduced as experts in the program?

Plastic surgeon, style consultant, hairdresser, make-up artist, dentist and ophthalmologist, personal coach (personal development, NL P specialist or spiritual life counselor), beautician, sports-yoga instructor.

-What are the elements that fit or do not fit the aesthetic view of the experts?

Poor eyesight, unkempt hair, mismatched clothes, localized excess weight, skin blemishes, sagging, pimples, wrinkles, shade differences in teeth, cavities, crookedness.

-What are the differentiating qualities and discourses about the participant before and after the modification process in the program?

The program makes certain definitions and discourses about the participants. In order to establish the relationship between definitions and discourses, we first need to examine the information about the participant in the following tables

-What are the characteristics of the "ugly" woman who has not undergone the modification process?

5 of the participants wore dark hair, almost all of them wore no make-up and mismatched clothes. 7 of them wore dark colored shoes without heels. Jewelry and accessories are used, but incompatible. The image of women criticized and disliked by the jury refers to women with dark hair, wearing mismatched clothes, no make-up and shoes without heels. These women are exposed to the jury's discourse on ugliness and ugliness is defined through these participants.

-What are the characteristics of a "beautiful" woman who has gone through the process of modification?

Of the modified participants, 5 have dark dyed hair, 9 have short hair. All wear short evening dresses, high heels, and makeup. Seven have dark eye makeup, and eight have flashy jewelry. The jury defines them as "beautiful," characterizing beauty as short, dark hair, a short evening dress, heels, makeup, and flashy jewelry. This style highlights femininity and modernity, creating a traditional woman with a modern appearance.

Structural Features:

-What kind of structure does the program have, how is it organized?

The program is highly guided, with experts, jury, and presenters directing the participant, who remains passive and accepts instructions without objection. The participant is aware of the process and comes prepared for it. While the presenter's role is limited, the jury and experts' comments leave no room for objection or choice.

Interactional Features:

-Who addresses whom in the program?

The presenter, jury and experts address the participant. This reinforces the directive structure of the

program and the passive position of the participant.

-What are the qualifications of the participants in the program, such as age, occupation, education level,etc.?

1 of the participants is a professional, working woman.

Of the participants, 1 was 20 and above, 4 were 30 and above, 2 were 40 and above, and 3 were 50 andabove.

No information is provided on the educational background of the participants.

Of the participants, 4 are married, 3 are married but separated from their spouses, 1 is divorced and 2 arewidowed.

-What kind of strategy does the presenter follow to achieve its goal?

The presenter encourages the participant to change and guides the participant with positive language. Afterlistening to the heavy criticism of the jury, the participant puts himself/herself in the hands of experts in order to eliminate all the negativity about himself/herself. Experts are both directive and guiding by expressing the participant's needs and shortcomings.

-Does the participant or the experts decide on the modification practices to be applied on the participant?

The participant never has a say in the modification practices that will be applied to him/her. Throughout the program he/she is only an object of the practices and he/she accepts this situation. Experts are the decision makers and implementers.

- What is the difference in role and status between presenter and participant?

The presenter approaches the participant as a friend and does not emphasize the difference in role or status. Because the presenter is only the transmitter of the discourse and not part of the powerful elite, there is nostatus difference between him/her and the participant.

-In what ways do experts express elements that do not conform to their aesthetic vision?

The experts in the program express the problems they see in a clear and professional language without much emotion. The jury, on the other hand, criticizes the participant in a very insulting, humiliating and belittling manner and in a very harsh language. The reason for this attitude is not to give the participant the right to object and to make him/her more convinced that he/she absolutely needs to change.

Presentation Features

-How is the name of the program presented at the opening? What are the colors, graphic elements used?

The program's credits feature female-specific accessories (mirror, lipstick, comb, scissors) and full-length drawings and colorful images of women. The program title "Bambaşka Style By Jury" appears, with "Bambaşka" in larger green text and "Style By Jury" in smaller pink text. These graphics indicate that the target audience is women and the program has an entertainment focus.

-What are the features related to decor and lighting?

In the studio, a round platform, rectangular plates, and female figures are used. The presenter and guest enter through a door connected to the red platform by illuminated white stairs and sit in white chairs facing each other. A double-sided mirror, introduced as "the mirror that always tells the truth," emphasizes the jury's authenticity. The jury sits in a small section with a glass and wooden barrier, containing nine yellow chairs. This section is lit when the jury is introduced and darkened at other times.

- What are the characteristics of TV production technique?

Scales, camera angles, and movements are consistently used in specific locations. The program's various locations and actions reflect the dynamics between the jury, presenter, and participants. In non-studio settings, the camera follows actions in narrow spaces to enhance realism. While general shots support the discourse, the lack of close-ups limits emotional depth.

-What are the characteristics of sound?

The program uses lively, wordless music throughout, with an external voice speaking in sync. This voice aids in understanding and perception, using an enthusiastic tone to quickly convey the message and guide the viewer.

-What are the features of rhetoric?

The addressees are the jury, the experts and the presenter. The presenter is very friendly and warm. The jury is always sullen and angry at the beginning of the program. The experts, on the other hand, speak little and are either smiling or neutral.

-What is the visual language used when expressing the parts of the participant's body that he/she sees as defective?

In terms of visual language and shooting characteristics, no special expression is used different from the other sections. While the features that the participant does not like about himself/herself are expressed verbally, visual language does not support this situation. The reason for this may be that, as mentioned before, the audience gives more importance to the dialogues and does not take into account the production quality, shooting features, etc.

-How are applications for modification visually presented?

Applications for modification are given through VTRs in the program. Actual camera use is seen, which is typical of reality show programs. Detail shots and zoom in movement are frequently used to show details in make-up and hair applications. In VTRs, a live, moving music and an external voice is used. Continuous cutting is used as a transition between VTRs.

-What are the music and visual imagery used when presenting the participant who has completed the transformation?

Wordless music accompanies the participant entering the studio at the presenter's invitation. The participant stands for a long time to highlight their transformation, but details of the change are minimal. Shooting scales and angles remain consistent. Although we expect a dramatically different participant, the presentation style is the same at the beginning and end, with initial negative

arguments turning positive. However, the show's filming techniques don't fully support this narrative shift.

<u>-Is there a difference in the music and visual description tools used before and after the Change?</u>

In the visual dimension of the narrative, there is no difference in the way of presentation before and afterthe change. Since the act of change is expressed verbally too much, it is not supported by visual narrative elements. Apart from this, the process is given importance rather than the result of the change. Because the modification process provides the audience with some consumption habits and offers a lifestyle.

Micro Level: The micro level is the level where more specific qualities of the object analyzed in discourseanalysis and linguistic elements that are the basic indicators of ideology are examined.

Grammatical Features:

<u>-Does the program have a standard language or does the speaker use some regional or social dialect?</u> The program uses a standard language, with no regional or social dialects. This indirectly indicates thatthe target audience is in fact urban women.

<u>What cultural, social or ideological reason can be attributed to the use of different expressions,pronunciations, regional dialects, etc.?</u>

There are no notable pronunciations or regional dialects; all participants use similar language. If there were participants using different dialects, one might think that the program conveys the message that women from all walks of life need to change. The program indirectly conveys the message that urban women should look well-groomed, beautiful and young.

<u>-Is there any grammatical meaning, omission, inaccuracy or new usage</u>?

The program uses standard, consistent language with no grammatical errors. Sentences are clear, coherent,and not complex. Emphasis is provided by the external voice and the presenter's tone. This clear and relatable language helps a large audience understand and accept messages quickly.

<u>-How often do you use foreign words</u>?

Foreign words are mainly used by style consultants, beauticians, and plastic surgeons, such as "combination," "skinny," and "casual," which are fashion terms. Skin care and slimming terms like "fractional laser," "cavitation," and "lipolysis" are also used without translation. Globalization influencesboth program formats and the adoption of these terms.

<u>-What is the theme and purpose of the program?</u> The program imposes on women to be beautiful and well-groomed, thus lying to them that they can exist in society. Getting an education and having a profession can also prove social existence, but the program does not include these values. Because these values do not sustain the capitalist system and can create questioning masses. The program serves different purposes <u>-With which words, phrases, adjectives or sentences is this aim, theme mostly expressed</u>?

The program associates qualities such as *self-confidence, standing tall, smiling confidently and being dynamic* only with beautiful and well-groomed women, emphasizing that ugly women cannot possess these qualities. Beauty determines a woman's position in social life.

-Are there any specific phrases, repetitions of expressions or standard adjectives, vocabulary used in theparticipant's presentation before and after the exchange?

Before the change, adjectives such as *completely* different *journey,* shabby*, old,* etc.; after the change, words such as *beauty* without joy*, miracle change, chic, raw material*, etc. are frequently used.

After the analysis of the first program is presented in detail, the analysis of the next two programs willbe evaluated taking into account similarities and differences.

Discourse Analysis of "Again with Emel Acar" Program

The program starts with Emel Acar's brief speech in the studio, followed by her walk to the participant's house with an external voice providing information. The participant is introduced, a conversation occurs at her home, her closet is examined, and the transformation process begins.

Table 4. General Characteristics of the Participants of the Emel Acar Program (1)

Participant	Age	Vocational	Family infor mation	Reason and purpose of participation
Arzu Anlar	26	Housewife	Married 1child	Gaining self-confidence
Emine Yilmaz	33	Housewife	Married1 dau ghter	Changerequest
Kezban Şehitoğlu	36	Sales represent ative	Married with 2 daughters	Gaining self-confidence
ZuhalAcar	34	Housewife	Married	Changerequest
Bediha Çetinkaya	47	Housewife	Divorced1girl 1 boy	Feeling good aboutyourself
PinkPalta	45	Advertising Agency a is working	Divorce 1 girl and 1boy	Changerequest
Sibel Duran	35	Land Registry Cadastre Technician	Separated from your wife 1 son	Changerequest
GulderenSoran	36	Insurer	Married	Changerequest
Tuba Gulbas	27	FinanceExpert	Single	Changerequest
Semra Abanoz	46	Housewife	Married with 2 daughters	Gaining self-confidence

Table 5. General Characteristics of the Participants of the Emel Acar Program (2)

Participant	What he doesn't like about himself Feature	Characteris tics that experts did not like in the participant	Experts	Applied modification practices
Arzu Anlar	Eyebrows, hair, teeth	Curvatures in the teeth, dental stones, incorrectly applied tattoo on the eyebrows, dark circles under the eyes, skin color, pores on the skin, fat in the waist area, belly, asymmetry problem in the body.	Dentist, esthetician, beautician, personal developmen t specialist, Fashion designer, personal trainer, nutritionist, hairdresser, make-up artist	Dental spa (scaling and whitening), tooth curvatures corrected, microdermbrasion (mechanical peeling), plus effect (tightening), light filling (under eye), tattoo eyebrow removal with Q switch ND laser, filling, therapy, styling, sports, diet, hair and makeup applications
Emine Yilmaz	Bags under the eyes, teeth	Old type of dental veneers, tooth stains, tartar and tooth color, nose disproportio n, skin comedones, oily skin, sagging body.	Dentist, esthetician, beautician, personal developmen t specialist, fashion designer, personal trainer, nutritionist, hairdresser, make-up artist	Dental spa, new lamina veneers, nasal filling, custody volumizer, botox for crow's feet, skin care, caviar mask, therapy, magnetotherapy (regional sagging), sports, diet, styling, hair and makeup applications
Kezban Şehitoğl u	Gaps between their hair, under their eyes and between their teeth	Purple tooth pigments, crooked teeth, level differences, gaps, thick and sharp nose bones, crow's feet, wrinkles, asymmetry in the body,	Dentist, esthetician, beautician, personal developmen t specialist, fashion designer, personal trainer, nutritionist, hairdresser, make-up artist	Dental spa, compositizing (ca vities filling), pigmentation treatment (gum), botox, fillers, oxygen therapy, magnetotherapy, firming massage, sports, styling hair and makeup applications
Zuhal Acar	Skin blemishes, teeth, hair	Gum problems, missing teeth, gaps between teeth,	Dentist, esthetician, beautician,	Dental spa, pink aesthetics (gum), compositizing,

		detention problems, thin upper lip, nose devaluation,on the skin comedones, blemishes, fat in the waist and hips	personal developmen t specialist, Fashion designer, personal trainer, nutritionist, hairdresser, make-up artist	lamina veneers, implants, nose and upper lip fillers, botox, skin care, multipolar therapy (oil melting), diet, therapy, styling, hairdressing and makeup applications
Bediha Çetinkay a	Skin blemishes, teeth	Gum recession, caries, skin very dry andold, wrinkles, blemishes, pale hair color, weight and edema	Dentist, esthetician, beautician, personal developmen t specialist, Fashion designer, personal trainer, nutritionis, hairdresse, make-up artist	Dental spa, caries treatment, micro-brasion, peeling, collagen mask, serum treatment, laser spot treatment, carbon peeling, therapy, sports, diet, styling, hair and hairdresser applications
PinkPalta	Crow's feet wrinkles, dark circlesunder the eyes, forehead lines and teeth	Tooth color,gum problems, loss of skin elasticity, wrinkles, thin lips, edema	Dentist, estheticia, beautician, personal development specialist, fashion designer, personal trainer, nutritionis, hairdresse, make-up artist	Dental spa, porcelain lamina veneer, pink aesthetics, magnetotherapy, botox, fillers, Prp application (for loss of elasticity), therapy, styling, vision (astrology),
Sibel Duran	Skin blemishes, gaps in your teeth, missing teeth,	Gum disease, tooth stains,missing teeth in the lower jaw, skin very fatty, sagging skin, swelling and bruising under the eyes, depression on the upperpart of the cheek, crow's feet,	Dentist, estheticia, beauty expert, personal development expert, fashion designer, personal trainer, nutritionis, hairdresse, make-up artist	Dental spa, implant, peeling, collagen mask, dermoroller, filling, botox, carbon peeling, Q-switch laser, styling, sports, eyelash perm, hair and makeup applications
GulderenSoran	Their glasses, their teeth,their weight	Gum problems, cavities, old bridges, facial old and tired appearance, thin lips, under-eye problems, weight, longhair	Dentist, esthetician, beauty expert, personal development expert, fashion designer, personal trainer, nutritionist, hairdresser, make-	Pink aesthetics, caries treatment, dental spa, bridge application, filling, botox, peeling, under eye volumizer, light filling, spot removal mask,

			up artist	sports, diet, therapy, diet, diet, hair and makeup treatments
Tuba Gulbas	Acne andblemishes on your skin	Slight belly, bagels on the sides, pink aesthetics, dental spa, tooth crystal, tooth sizes, oily skin	Dentist, esthetician, beauty expert, personal development expert, Fashion designer, personal trainer, nutritionist, hairdresser, make-up artist	Dental spa, pink aesthetics, botox, fillers, skin care, sports, diet, hairdresser and makeup applications
Semra Abanoz	Hair, teeth, skin	Receding gums, old dentures and bridges, pale skin, sagging arms, posture disorder, wrinkles, pale hair	Dentist, esthetician, beauty expert, personal development expert, fashion designer, personal trainer, nutritionist, hairdresser, make-up artist	Dental spa, gum disinfection, tooth length harmonization, zirconium bridge, prosthesis, dermotherapy, spot lightening mask, cold lipolysis, platelet-rich serum injected into the skin, botox, gold needle treatment (skin), diet, sports, therapy, hair and makeup treatments.

Table 6. General Characteristics of the Participants of the Emel Acar Program (3)

Participant	Repeated expressions	Reason why the participant is not beautiful	The message of the program	Repeated expressions
Arzu Anlar	Feminine smile, Feminine bun	Early marriage and timid personality	Beauty and grooming give women self-confidence.	Feminine smile, Feminine bun
Emine Yilmaz	Your physique is very beautiful. Your measurements are model-like. Measurements, You are weak	Early marriage and havingchildren	There areno ugly women, there are unkempt women.	Your physique is very beautiful. Your measurements are model-like. Measurements, You are weak
Kezban Şehitoğlu	You need totighten up!	Loser	Beauty and grooming give	You need totighten up!

			women self-confidence.	
ZuhalAcar	Beauty without blades, without scalpels	No specificreason has been identified.	There areno ugly women, there are unkempt women.	Beauty without blades, without scalpels
Bediha Çetinkaya	Traces of yearsThe devoted mother ...	Devoting years to her childrenand raising them alone	When appearance changes, when a person becomes beautiful, the inside and the soulbecome beautiful.	Traces of yearsThe devoted mother ...
PinkPalta	Being energetic Energetic life	Neglect ofcare	There areno ugly women, there are unkempt women.	Being energetic Energetic life
Sibel Duran	This color willkill you

Labels likemarried, divorced, widowed... | No specificreason has been identified. | There areno ugly women, there are unkempt women. | This color willkill you

Labels likemarried, divorced, widowed... |
| GulderenSoran | You're not taking care. You're letting itgo. ... | Busy worklife | There areno ugly women, there are unkempt women. | You're not taking care. You're letting itgo. ... |
| Tuba Gulbas | Beaut advenure

What confidence! | No specificreason has been identified. | There areno ugly women, there are unkempt women. | Beauty adventure

What confidence! |
| Semra Abanoz | Devotedmother | He let himself go | Beauty and grooming give women self-confidence. | Devotedmother |

*3 of the participants have a profession and work. The reasons for participation were the desire for change and gaining self-confidence. Reasons such as early marriage, motherhood and busy daily life were mentioned. The message of the program is "There are no ugly women, there are unkempt women"

Discourse Analysis of "Sen Yeter ki İste" Program

The program features three fashionista coaches. On Mondays, they meet fifteen contestants and select one. In the final, a six-person jury, including a celebrity, joins the coaches. The coaches and jury score the participants. Despite the jury's presence in all programs, here they also compete and score, integrating the makeover process into the format.

Table 7. General Characteristics of the Participants of the Sen Yeter ki İste Program (1)

Participant	Age	Profession	Family infor mation	Reason and purpose of participation
Unsüle Kaya	43	Housewife	Divorced 3 children 1 grandchild	Change request
Ediye Seven	58	Retired	Divorced with 4 children	Opening a new chapter in your life, 1 daught er passed away
Züleyha Sandikmen	40	Housewife	Single	She's about to get married, she wants to get beautiful
Ruhsar Ortuğ	33	Housewife	Widow 1 child	Change request
Gülizar Kaya	42	Housewife	Single	Opening a new chapter in your life
Guldane Kalem	46	Real estate consult ant	Divorced 1 son	His son wants a 30-year-old mother.

Table 8. General Characteristics of the Participants of the Sen Yeter ki İste Program (2)

Participant	What he doesn't like about himself Feature	Characterist ics that experts do not like in the participant	Experts	Applied modification practices
Unsüle Kaya	Not specified.	Chin, wrinkles, nose curvature,	Esthetician, sports trainer, hairdresser, make-up artist	Fillers, botox, sports training, haircuts, hair coloring and makeup
Ediye Seven	Not specified.	Teeth, sagging skin, loss of elasticity, deformation of the cheeks, moles	Dentist, medical aestheticial, fashion designer, hairdresser, make-up artist	Tooth lengthening and whitening, PRP, filling, botox, volumizing, mole removal, hair coloring, cutting, make-up
Züleyha Sandikmen	Wrinkles, teeth, nose, eyebrow structure	Eyebrow structure, lips, cheeks, teeth, tooth symmetry, gums disorders	Dentist, plastic surgeon, esthetician, hairdresser, make-up artist	Contrary temple lift, lip augmentation, cheek augmentation, teeth whitening and veneers, hair coloring and makeup

Ruhsar Ortuğ	Weight	Tooth color, weight, hair	Esthetician, fashion designer, dentist doctor, hairdresser, makeup artist	Cold lipolysis, teeth whitening, skin care, haircuts, coloring and makeup
Gülizar Kaya	Not specified.		Dentist, medi calaesthetics physician, hairdresser, make-upartist	Teeth whitening, Botox in the temples and around the eyes, fillers in the nasorobial line and lip, haircuts, coloring and makeup
Guldane Kalem	Elderly image	Wrinkles, hair.	Bioenergy specialist and trainer, medical aesthetic physician, den tist, hairdresser, make-upartist	Consultation with a bioenergy specialist, Visit to the set of Çocuklar Duymasın, botox and filling applications, aesthetic tooth filling, hair coloring, haircut and make-up

Table 9. General Characteristics of the Participants of the Sen Yeter ki İste Program (3)

Participant	Repeated statements	Reason why the participant is not beautiful	Program message from
Unsüle Kaya	He had a hard time, he went through an illness.	Illness and the pain of separation	When the outward appearance changes and becomes beautiful, the soul also becomes beautiful
Ediye Seven	Mrs. Ediye their pain	The pain of betrayal and death	Beaauty is a woman's to life bonding and their pain forgetting makes it easier.
Züleyha Sandikmen	Chang e in body and soul	No specific reason is given.	When the outward appearance changes and becomes beautiful, the soul also becomes beautiful .
Ruhsar Ortuğ	No specific wording has been identified.	Abandonment	When the outward appearance changes

			and becomes beautiful, the soul of a person also becomes beautiful.
Gülizar Kaya	He suffered a serious illness	Disease	Beauty is a woman's to life bonding and their pain makes it easier to forget.
Guldane Kalem	Changing body, evolving soul and pain to be erased	Divorce	When the outside changes and becomes beautiful, the inside also becomes beautiful

*The program is broadcast every day of the week and three contestants are hosted each week. The first ten episodes featured a total of six participants.

Conclusion

The general discourses of the programs overlap with each other. In the specific case of each program, "Style By Jury" creates specific identities: a powerful elite jury and experts versus weak participants. The program reflects social status construction and beauty standards by portraying beautiful women as young, well-groomed and dynamic, free from traditional roles such as motherhood and marriage. Disregarding values such as education and occupation, it emphasizes that beauty is the key to social existence and happiness. The show suggests that beauty can be achieved through consumption, idealizes expensive services, and presents women as objects to be evaluated according to appearance. By associating beauty with social status and self-confidence, it encourages consumption to compensate for perceived deficiencies. In shaping social self-image, the program can inhibit intellectual development by encouraging passive conformity.

Reflecting Van Dijk's notions of power and superiority, the program Emel Acar'la Yeniden (Again with Emel Acar) creates a variety of identities in which powerful groups shape the views of ordinary people through discourse. Praise from ordinary people emphasizes this status difference. Beauty standards include dyed hair, makeup, dresses, high heels and a youthful appearance. Barriers such as motherhood are rarely mentioned. The program, in which half of the participants work, supports women's roles in working life and emphasizes being well-groomed through consumption. The program guides women towards beauty and encourages consumption for value and popularity. Television conveys elite discourses, making ordinary qualities seem valuable. Participants become both creators and products of popular culture through their pursuit of short-term fame.

Sen Yeter Ki İste Program emphasizes the status difference by depicting powerful elites and weak ordinary people. Life coaches encourage change by relaying expert discourses to the participants. The contestants are usually unemployed women with family, job and health losses and are not informed about their education or occupation.

The program promotes status symbols, individualism and self-confidence, but not marriage or having children. Transformed women typically have short, dark, layered hair, dark eye makeup, light lipstick, evening dresses and high heels, embodying feminine codes. Although they appear to be equalized, only their image changes, not their education or culture. Targeting urban women, the program exploits the desire for group belonging and perpetuates consumption through new clothes. By offering short-term popularity, it produces superficial beauty that can be consumed, making women

look alike and devaluing them. The program spreads its messages far and wide, leaving viewers vulnerable.

The body is a social, cultural and historical entity. The ideal of beauty has forced the body to constantly change and this ideal is promoted through mass media. Reality shows and makeover formats legitimize body modification and popularize the female body.

Housewives in the program seek self-confidence and beauty, valuing outward appearance for social existence. The program suggests that changing appearance enhances inner beauty. It focuses on participants' life stories, popularizing them and transforming them into objects of consumption. The makeover process alters lifestyles and consumption habits, reflecting capitalism. Experts, often men, offer professional, expensive services to align women with masculine beauty standards, emphasizing consumption. Women are objectified and compared to the Pygmalion myth. The ideal beauty is modern and self-confident, marked by feminine codes like high heels, evening dresses, and makeup. Consumption shapes body image and suggests a lifestyle driven by created needs. The process affects women's self- image and emotional state, promoting individualism and modern appearance while neglecting economic freedom and education. Marriage and motherhood are seen as obstacles. The program emphasizes temporary popularity and modifies appearance rather than substance.

The programs serve the functioning of the capitalist system by directing women through consumption. In the programs, external voices and background music create an entertaining atmosphere. The use of general shots and actual cameras is common, and the actual camera increases the sense of reality. All these discourses aim to create easily manageable masses by creating a passive attitude in the viewers.

Recommendations in line with the results obtained in the study; television is an important tool that directs the masses and beauty is one of the concepts frequently discussed on television, content that encourages modification is produced through makeover formats to achieve ideal beauty goals for women. In programs that appeal to a female audience, it is recommended that they create realistic and responsible representations within the framework of social needs, social responsibility and ethical approaches. The modification process should not be limited to physical appearance, and it should be taken into consideration that healthy living, personal development, education and information play an important role in the audience's conscious decision-making.

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Digital Communication Crisis: The Case of Patiswiss Brand

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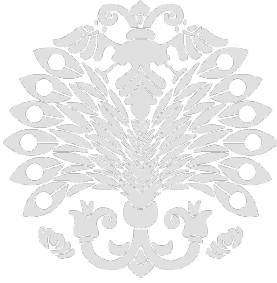
ABSTRACT

Information and communication technologies have changed the way individuals communicate; Technological innovations have created some risks for businesses as well as advantages. The most important of these risks is that individuals can easily express their expectations and complaints - especially in the context of the products they buy and use - through social media platforms where interaction and content sharing are possible. An individual who spends a significant amount of his time in the digital environment is both exposed to the content created by other users and creates an impact on many people by producing content. Under these conditions, social media environments and the consumers/customers who use these environments intensively have positive effects on companies and brands at a level that will increase sales, and negative effects at a level that may cause a crisis. Managing technology-mediated communication environments is important in terms of managing such effects. The purpose of this study is to raise awareness about digital communication by drawing attention to the minimum requirements of a business manager in a digital communication environment through a case analysis. In this context, it is aimed to reveal how the crisis is managed and/or attempted to be managed through digital media, within the framework of the necessity of managing the crisis that emerged through a content, issue, event that comes to the agenda regarding the company(ies) in digital media and spreads rapidly among the masses. In the study, which focused on digital communication, crisis management was discussed through a case study of the Patiswiss brand over the series of events that broke out in April 2024. The headlines and spots of the news published in the digital environment regarding the crisis process, developments and resolution of the crisis were analyzed through 5W1H. As a result, it has been observed that the communication language was transformed by developing a successful strategy after the attack and threat-based communication method used in the beginning.

Keywords: Social Media, Crisis, Crisis Management, Patiswiss Crisis.

Introduction

"New media", which has gained an important position in human life in the last quarter century and reshaped people's communication styles, offers its users space-independent interaction opportunities due to interactivity/awareness, speed and many instrumental convergence. This interaction is becoming increasingly intense with the voluntary participation of the individual and the willingness to spend time in the digital environment (Öztürk Terzi, 2020). While content sharing is becoming easier with applications that are richer every day -with simple and similar interfaces- at the same time, intervention on content, re-sharing of content and archiving -by copying and saving- pave the way for spending more time on new media. However, individual and mass communication tools are partially or completely merging, converging and converging on the digital axis (Kırık, 2017). While the applications available in the digital environment are guided by the producers of these environments, communication takes shape within the framework of the possibilities offered by the interfaces. While some of the environments called social media are based on text, others may be visual-based; it is often observed that social media platforms are becoming increasingly similar. The digital footprints of users and the way they use applications are the factors that trigger this similarity. Individuals who spend time in social media environments turn into experiencers for the producers of these environments, and each post reveals heaps of information about individuals (demographic data, interests, likes, etc.). Individuals share and discuss their daily lives, business processes, privacy, ideas and thoughts on social media. In addition, they edit and share various content -text, audio, visuals, etc.- for purposes such as gaining likes, attracting attention, increasing the number of followers in the social media environment.

Firms and brands owe their functioning on a global scale to new communication technologies and distribution networks that enable worldwide interaction. In this framework, it is observed that brands include digital media in their communication processes, especially as a way of developing relationships with consumers and customers who are the addressees of their products. Communication lies at the heart of brand management strategies. Other elements follow communication processes and even have an integrated functioning with these processes. For brands, developing a "positive" image and reputation is an indispensable element. This makes it necessary for brands to successfully manage their visibility before large audiences. Digitalisation, which constitutes an important pillar of such important communication networks and processes, has brought brand management processes to a somewhat critical position. Sharing negative content about a company/brand in the digital environment can turn into a major crisis due to its rapid spread to the masses, even if it is untrue, unwarranted and without evidence (James & Wooten, 2005). As in the case of the Patiswiss crisis, it becomes more difficult for a company that does not deal with the feedback of its consumers in detail, does not care enough, does not approach the issue sincerely and does not anticipate that it may turn into a crisis, to cope with the resulting crisis. Crisis, which conceptually combines the meanings of "danger" and "opportunity", has a transformative role if successfully managed. In this framework, "continuing to exist", "disappearing" or "transforming" in terms of individuals, groups and firms/organisations is closely related to the strategies to be developed by firms (Çınarlı, 2014). In order for brands to continue to exist, they need to manage the crisis successfully in order to overcome the possible crisis(es) they face with the least damage. Implementation of crisis management in a way that will successfully solve the problem experienced by the company will reveal results that will increase sales and marketing share, strengthen brand reputation and brand loyalty.

In this study, in which the incident experienced by Patiswiss company in April 2024 is discussed as an example of the crisis that emerged in digital media and spread rapidly among the masses and moved to the discussion agenda, the crisis that emerged after the posts made by the Patiswiss brand manager on his social media account and the crisis management strategy of the brand were analysed. In the study, Patiswiss CEO Elif Aslı Yıldız Tunaoğlu's response to the brand's product user Esra U., after she shared moldy chocolate on social media, tagging Migros, Patiswiss and the CEO, and again on LinkedIn, the crisis grew with increasing reactions, and digital It was deemed worth examining because it has recently become a crisis, it has become a crisis that has emerged on a digital platform, and there are problems in the management of the crisis. During the crisis management process, the CEO of the Patiswiss brand

resigned and apologised on the brand's official page. In the analysed crisis case, the experiences of Patiswiss, which imports, distributes and sells chocolate, constitute noteworthy features for many companies. The importance of managing the content sharing of digital media is once again revealed by these and similar crises.

Crisis and Crisis Management

The origin of the concept of crisis, which is considered important by today's business world and the necessity of its management is increasing day by day, comes from the Greek words "krisis" (decision) and "krinein" (to decide) and refers to the "turning point" of a disease. The concept, which means "to decide, to separate, to reason" (Çınarlı, 2014), is explained with the Chinese words "opportunity" and "danger" in the context of crisis intervention (Aksu, 2010). Many definitions have been developed for the concept of crisis, which is one of the most important problems experienced by individuals, groups and/or organisations. "Crisis can be defined in various ways depending on the context and the area addressed. Depending on how it is managed, a crisis can mean an opportunity for the development of an environment in which the future is redefined and redesigned, a situation of getting better or worse, difficult times and future anxiety" (Öcal, 2020). A crisis is, in essence, "a situation that threatens the high-priority goals of the organisation, where time is limited to prevent it, and creates stress when it occurs" (Haşit, 2000, p.7). Crisis can be defined as "any event that has the potential to affect the integrity of an organisation" (Aksu, 2010) or it can be handled in much more detail (Demirtaş, 2000) as "a tense situation that threatens the goals and existence of the organisation, negatively affects planning and decision-making mechanisms, and involves unexpected and rapid changes that require immediate reaction of the organisation". Taşkın and Dönmez (2022) discuss the crisis in the context of the failure of corporate and managerial functions due to the failure to establish healthy communication, which puts institutions, organisations and their managers in difficulty; Herman explains the three conditions for the emergence of the crisis as (i) the reputation of the institution is shaken, (ii) the time for solving the problem is very limited, and (iii) it occurs at a time unexpected by the institution (as cited in Peltekoğlu, 2014). Based on the definitions, the main characteristics of the crisis can be listed: (i) Crisis is an out of the ordinary situation; it may occur in different time periods in different environments depending on each other. (ii) Crisis may lead to the destruction of the enterprise(s) because it is sensitive and critical. (iii) Firms that fail to recognise the crisis may cause crises to grow. (iv) Brand managers play a major role in not recognising crises. (v) Brands that fail to recognise the signal of crises before they occur do not investigate the problem and thus the effects of the crisis grow (Haşit, 2009).

The reasons that trigger the crisis are divided into two as internal reasons arising from the internal environment of the business and external reasons arising from the external environment of the organisation (Aslan, 2021). Examples of crises that may arise within the business are "failure to keep up with technological developments, security issues, problems in relations with the law and the media, natural disasters concerning the business, crises in payment and collection, production of faulty products, boycotts, bribery, corruption of computers, loss of data, mismanagement" (İbrahimoğlu, 2011). External factors that cause crisis can be listed as "natural disasters, general economic uncertainties and fluctuations, environment, technological developments, sociocultural factors" (Öztürk, 2011).

Crisis management can be defined as "the process of the manager trying to meet the objectives of the organisation at an acceptable cost in situations of possible danger" (Tunçsiper & Dikili, 2010). White defines crisis management as "a process that requires special expertise, is oriented towards the future and tries to predict events that may disrupt important relationships" (as cited in Aksu, 2010, p.55), and Coombs defines it as "factors designed to combat crises and prevent or reduce the damage caused by them" (as cited in Güden, 2018,). Today's understanding of crisis management is "to take steps to solve the issues that may become a problem without underestimating the issues that may become a problem by developing the ability to anticipate and eliminate possible problems with a good observation ability" (Kavoğlu, 2013).

Crisis management is not only an activity that covers the period after the emergence of the crisis; it also includes "activities that need to be carried out in the period until the emergence of the crisis, such as identifying warning signals, establishing protection and prevention mechanisms" (Can, 2017). Failure to recognise and manage the crisis may damage brand reputation, increase operating costs and cause both short and long-term financial losses. "A poorly managed crisis can also reduce trust and even destroy the brand completely" (Tsang, 2000). Brands should protect their reputation in order to survive the crisis with minimum damage. Reputation is "people's awareness of an organisation or a person, their attitude towards it and the positive characteristics associated with it" (Çınarlı, 2014). Managers representing the brand should carry out the process by evaluating the issues and messages from a human perspective in a cold-blooded and common-sense manner as much as possible without damaging the reputation during the crisis process. It is possible to define the duties and responsibilities of senior managers in three main areas. These are; "determining the vision of the company, selecting qualified human resources and managing the reputation of the company" (Kadıbeşegil, 2010). Today, instead of thinking about whether the crisis will affect the business or not, managers think about where, when, how, how and how many people will be affected by the crisis (Haşit, 2000). The prominent elements in crisis management can be listed as follows: (i) Accurate information about the dimensions of the crisis should be given to the public in an open and transparent manner. (ii) Communication channels should be activated very quickly in order to react immediately to the crisis and communication bridges should be established with stakeholders. (iii) In order to be consistent in the face of the event, flexibility should be adopted. (iv) The behaviour of the target audience and various media groups should be monitored. (v) The person who will manage the crisis should be determined and messages should be disseminated from a single hand. (vi) Coordination should be ensured by forming a crisis management team. (vii) Crisis planning should be made and necessary measures should be taken to protect the corporate image in the crisis (Can, 2017).

The Unmanageability of the Crisis Exposed by the CEO Reaction of the Patiswiss Brand

The Patiswiss crisis is an example of a crisis that emerged due to the CEO's response to a social media post about the product by Esra U., a product consumer. The emergence of the crisis was triggered by a user's visual post on LinkedIn about Patiswiss chocolate and her comment about the product and the brand: "Look at my coffee accompaniments that I bought on a whim, it's the first time I've witnessed mouldy chocolate. Moreover, the expiry date is still far away. There is probably a problem with the storage conditions in the supply chain" (gazeteduvar, 2024) and labelled the brand and Migros. Elif Aslı Yıldız Tunaoğlu, the owner and CEO of the brand, posted on her social media account, "...There is your giant MİGROS and us. Everyone is so behind the product! Good luck to you. Our lawyers will contact you, but I like to solve my own business myself..." (gazeteduvar, 2024) and responded to the customer with a reactionary and threatening tone, as a result of which the communication between them turned into a crisis. After the reactions increased, Elif Aslı Yıldız Tunaoğlu posted again that she was misunderstood. This post was not found to be sincere and reliable, and the reactions -which could not solve the crisis- continued. As a result, Migros and other stores selling Patiswiss products removed the brand's products from their shelves and website applications in order not to be negatively affected by this crisis. While social media provides a powerful environment for organisations to frame and disseminate their own news; in other words, to perform 'news management' (Çınarlı, 2014, p.107), the brand manager failed to use this power successfully and caused the communication to turn into a crisis. Instead of understanding the customer who gave feedback about the product on social media, a policy of attack and intimidation was applied. The CEO gave feedback through his own account, and this response spread to large masses and created an agenda. Such communication crises in social media can threaten the future of organisations. Since it is more difficult to control the flow of information in social media and to ensure the correct interpretation of information, this situation may cause the crisis to grow even more (Şahinsoy, 2017).

In these and similar crisis situations, company employees, especially the management, should pay attention to "reaction", "reputation repair" and "behavioural approach" (Koç Kaplan, 2020). During the crisis, managers should quickly make sense of the crisis and draw the scope of the crisis and establish teams to prevent the problem from growing; managers' being visible and understandable, and most

importantly, having a sincere approach will accelerate the solution of the crisis (Weick, 1988). In this context, brand managers should have a vision and utilise the opportunities that may arise by reducing the risks that may arise during the crisis. In addition, they should analyse the changing environmental conditions and determine a communication strategy according to these conditions. Most importantly, they should adopt a sincere, understandable, solution-oriented communication strategy by creating an environment of trust in the solution of the incident during the crisis period (İbrahimoğlu, 2011). Otherwise, as in the Patiswiss example, reputation and trust will be damaged and the CEO may have to resign due to the pressure on the brand. As can be observed from the example, brand managers should display an attitude that will reduce tension by avoiding messages that can be misunderstood and anger consumers in times of crisis (Ağca, 2021). During the crisis period, the executive brand's response to the investigation and solution of the incident from its own social media accounts could have calmed the environment. However, the CEO of the Patiswiss brand did not adopt this strategy and applied a counterattack strategy. Thus, he tried to reduce the impact of the accusation against the brand. With the counterattack, brands state that "it is unfair to reduce the impact of the discourse accusing them, and that the incident is a scenario designed to harm the organisation" (Koç Kaplan, 2020). The CEO of the Patiswiss brand accused the sharing consumer of being visible, damaging the brand, making a premium, and shared that the situation was not based on facts. Although it is possible for the company/brand to turn the problem into an opportunity in the crisis process despite all these negativities, it cannot be stated that success was achieved in this example. According to Bennnis, "the quality, vision and mission of the manager are important in decisions during a crisis. The leader's inclusive role in a crisis protects the integrity of the brand. At the point where trust and reputation decreases, the manager creates a new vision by inspiring stakeholders" (as cited in Düzgün, 2020). Thus, the stakeholders and target audience are affected and the crisis is tried to be overcome with the least damage. In short, in case of crisis, brand managers should be transparent, convey the facts, and their employees and stakeholders should not be ignored.

Methods

Purpose and Importance of the Research

In the study, the social media communication crisis experienced by the Patiswiss brand in April 2024 is discussed in the context of a case study. By analysing the crisis that occurred with the social media posts of the brand manager, the study reveals the remarkable importance of digital communication for today's companies. The aim of this study is to raise awareness about digital communication by drawing attention to the minimum requirements of a business manager in a digital communication environment through case analysis. For this purpose, the news about the Patiswiss brand and the post-crisis reactions were determined; the crisis caused by the brand manager's response to the consumer's comment against the brand on social media was analysed and the importance of crises in social media and digital communication processes and the necessity of implementing crisis management strategies were tried to be revealed.

Scope and Limitations of the Study

Within the scope of the case analysis in the research, the posts made by the Patiswiss brand manager on social media and the news on the news sites related to the subject were handled within the scope of the research. The data of the study were obtained from Patiswiss website and various news websites (See Table 1).

Patiswiss Patiswiss brand is a boutique chocolate brand established in Ankara in 2004 under the guidance of Swiss chocolate experts. Patiswiss was acquired by Elif Aslı Yıldız Tunaoğlu in 2017. The brand continued to operate in January 2020 with 2 factories with a total closed area of 8500 m². In addition to transforming into a chocolate factory that produces at high food safety and quality standards, the brand also incorporated additional product families such as cream-mesmeal, granola-muesli, and started to include more than 140 product types in 12 main categories in its portfolio with cakes, cakes

and cookies. Patiswiss has been using handmade production for 17 years, as well as advanced technology machines in the production phase. All production, packaging, storage and distribution operations of the brand are carried out from a single point (patiswiss, 2024). The brand has more than 30,000 sales points in Turkey (patiswiss, 2024b). The brand has an area of 30,000 m² and exports to 35 countries (dünya, 2024).

Research Method

The features of the social media environment such as "participation", "openness", "mutual conversation" and "connectivity" enable consumers to express what they see as a problem (Çalışkan & Mencik, 2015). Individuals organise around the relevant issue and attract the attention of the masses and the public. In this context, in this study, the social media crisis experienced by the Patiswiss brand was discussed with a 5W1H analysis; The CEO's digital communication was examined. In this context, in the analysis part of the study, the crisis process and news of the Patiswiss brand were analyzed with a situation analysis. As a matter of fact, the case study; "It is a qualitative research approach in which the researcher examines one or a few situations limited over time in depth with data collection tools containing multiple sources (observations, interviews, audio-visuals, documents, reports), and the situations and themes related to the situation are defined" (Subaşı & Okumuş, 2017) According to another definition, it is "the examination, research and definition of a phenomenon in its reality" (Çapar & Ceylan, 2022). In the method created based on the examination of a case, the data regarding the brand were analyzed through all the news (37 news), news headlines and spot sentences obtained by entering the "Patiswiss crisis" parameter in the Google search engine on 03.07.2024.

Data Analysis

In the study where crisis and crisis management are discussed through digital platforms, the Patiswiss crisis case and the 5W1H technique, which is a planning tool and is frequently used in the journalism profession to explain and investigate the event, situation and problem in detail, were used. The 5W1H technique enables problems to be analyzed comprehensively and clearly by getting to the root cause of the problem by asking what, where, when, why, how and who questions in order to obtain information about a problem (İlaslan, 2023). In order to find the right solutions to the analyzed problems, the technique uses "What?" in the event and/or conceptual analysis to determine the subject in the 5W1H technique, "Why?" to determine the reasons for which the event occurred and the results of the reasons, at what stages the event occurred and the stages of the process, and then "How?" to determine the method, "Where?" to define space/place, "When?" to determine temporal analysis and "Who?" to determine those who are interested and responsible for the issue. It was analyzed within the framework of the questions. At the same time, all of the news (37 news) obtained as a result of the search made on the key concept of "Patiswiss crisis" on 03.07.2024 were analyzed through content analysis through the news title and spot sentences.

Results

In the study, where crisis and crisis management are discussed through digital platforms, the Patiswiss crisis case was resolved with the 5W1H method, which is a planning tool and is frequently used in the journalism profession to explain and investigate the event, situation and problem in detail. "What?" in the event and/or conceptual analysis to determine the subject, "Why?" to determine the reasons for which the event occurred and the results of the reasons, "How?" to determine the stages in which the event occurred and the stages of the process, and then the method, place/place identification. "Where?" for temporal analysis and "When?" for temporal analysis. and "Who?" to determine those who are interested and responsible for the issue. It was analyzed within the framework of the questions. At the same time, all of the news (37 news) obtained as a result of the search made on the key concept of "Patiswiss crisis" on 03.07.2024 were analyzed through content analysis through the news title and spot sentences.

Bir heves aldığım kahve eşlikçilerime bakın, küflenmis
cikolataya ilk defa sahit oluyorum 😕 üstelik son tüketim
tarihine daha var

muhtemelen tedarik zinciri sürecinde muhafaza
kosullarında bir problem var 😲

Migros Supply Chain Solutions
#patiswiss
Elif Aslı Yıldız Tunaoğlu

Figure 1. LinkedIn Post That Started the Patiswiss Crisis (Medium, 2024)

"Bu ürünler hayatta küflenmez biliyor musun? Hadi doğru diyelim. Sen bence acil şekilde evindeki nem oranına falan baya bir bakmalısın. Bir de Linkedin'de paylaşacak hiç başka içeriğinin olmaması ne acı. Haklısın pirim yapmak için bize baya ihtiyacı var herkesin. Baksana aşağıya 'çöp' falan yazanlara. Bizim avukatların marka Karalama, Marka değeri düşürme vs' den neler isteyeceğinden herkes habersiz. Ayrıca! Bize böyle bir durum olsa söyler telafisini istersin! Karşında senin dev MİGROS ve biz varız. Herkes ürünün öyle arkasındaki! Haydi size kolay gelsin. Avukatlarımız iletişime geçecektir sizinle ama ben kendi işimi kendim çözmeyi severim."

Figure 2. LinkedIn Post of CEO Elif Aslı Yıldız Tunaoğlu, who was the subject of the Patiswiss Crisis (Medium, 2024)

Within the framework of the Patiswiss Crisis, which erupted with the LinkedIn posts presented in Image 1 and Image 2, the following findings emerge when 5N1K questions are sought in the analysis of the news published on digital platforms:

What? The image shared by a consumer named Esra U. on LinkedIn regarding the chocolate product of Patiswiss brand (see Image 1) and the comment of CEO Elif Aslı Yıldız Tunaoğlu on this post became an agenda in the social media environment. The CEO's comment attracted the reaction of LinkedIn users who saw the comment and quickly spread to other platforms, appeared on news websites and created a crisis environment for the Patiswiss brand.

Why?: Elif Aslı Yıldız Tunaoğlu, CEO of Patiswiss, responded to the consumer's post on her social media account by saying, "Do you know that these products will never get mouldy? Let's say it's true. I think you should urgently check the humidity level in your home. It is a pity that you have no other content to share in your link. You're right, everyone needs us to make a premium." You know these products will never go mouldy? Let's say that's true. I think you should urgently check the humidity level in your house... And it's a pity that you have no other content to share on LinkedIn. You're right, everyone needs us to make money. Look who's writing 'rubbish' down there. Everyone is unaware of what our lawyers will ask for brand defamation, brand value reduction, etc. :):) Also!!!! If such a situation happened to us, you would tell us and ask for compensation! You have your giant MIGROS and us in front of you. Everyone is so behind the product! Good luck to you. Our lawyers will contact you, but I like to solve my own business myself..." (sondakika, 2024). This post has become a topic of discussion on the protection of consumer rights in the social media environment and the behaviour of managers in the face of complaints.

How?: Patiswiss CEO Elif Aslı Yıldız Tunaoğlu's post received a great response from consumers in a short time. The crisis emerged as a result of unmanaged communication in the social media environment and was shared as news on news portals and newspapers in a short time. As a result of the reactions, the crisis grew and as a result, Migros and Carrefour stores removed the brand's products from the shelves and the website. As a result of the reactions to the Patiswiss brand, Patiswiss CEO Elif Aslı Yıldız Tunaoğlu said, "I don't know if there was a big misunderstanding or if I explained it wrong. But I'm very sorry for keeping you busy. I think you know me. All I mean is that everyone is behind the product. If you sent it to us, we would solve it. There was no need for a mail that would harm the brand... When I add the power of my spelling knowledge, it seems like I gave it. Anyway, our lawyers will think of something for me. After all, we manage the company with the board of directors. I agree, no problem. My only concern is the best product at the best price. I will not give up until my last breath. Including my non-food brands and initiatives. Best regards. I apologize in advance for my spelling and spelling mistakes, I do not want my social media contacts to work outside their working hours:(I'm sure they are very upset about what happened. I also thank those who will correct me and give me unconditional, free education" (internethaber, 2024). The brand stated that it was misunderstood due to its mistakes on April 21, 2024. "As the Patiswiss brand, we work hard to ensure that our products remain fresh and healthy throughout their shelf life. We see every feedback as an opportunity to improve our products. We apologize and respectfully announce to the public that we will do our best to solve the problem" (turkiyegazetesi, 2024). As a result of the posts, the social media accounts of Elif Aslı Yıldız Tunaoğlu and the Patiswiss brand were closed for comments and the incident became a 'Trending Topic' on social media. I upset one of our consumers with an incorrect answer. As someone who has made it his mission to increase women's employment and defend their equality in business life every year, I know of course that there will be no defense for the wrong answer I gave to my fellow man. I accept that what I did was a very wrong behavior, and I sincerely apologize to him, then to all our consumers and the valuable public, for this unpleasant incident. As a reflection of my sincere apology, I am leaving my position as Chairman of the Board of Directors as of today. "The change of duty will be announced quickly with the decision of the board of directors" (patronlardunyasi, 2024). It was stated that there was a spelling mistake in the published apology text, which resulted in a misunderstanding, and an apology was made to the target audience for the statement. The brand manager criticized his post and stated that he resigned from the management.

Where is it?: In April 2024, Patiswiss product consumer Esra U. tagged Migros and Patiswiss accounts in her post saying "There is probably a problem with the storage conditions in the supply chain process" (patronlardunyasi, 2024) regarding the product she purchased via LinkedIn, and the crisis took place on the digital platform (LinkedIn) has started. As a result of this sharing, the CEO's threatening statement on LinkedIn was criticized on social media. As of April 21, 2024, the crisis turned into a crisis and attempts were made to manage the crisis. The crisis started on LinkedIn and continued on Twitter, Instagram and online news sites. Elif Aslı Yıldız Tunaoğlu made statements on these platforms. After the incident started to escalate, the brand's official social media accounts were closed for comments.

When?: Patiswiss brand manager Elif Aslı Yıldız Tunaoğlu made a statement warning the consumer with her post on her LinkedIn account on April 21, 2024. As a result, the CEO's post became a hot topic. Tunaoğlu announced that he resigned from the management position on April 22, 2024.

Who?: The crisis in the Patiswiss brand emerged as a result of the post made by the brand manager on his social media account. The crisis was caused by the senior manager; Although it is not known who managed the crisis, the brand manager apologized and stated that he resigned. Such a statement and orientation were not sufficient to solve the company's crisis, and within this framework, the crisis could not be managed successfully.

The communication crisis that arose due to the reaction of Patiswiss brand manager Elif Aslı Yıldız Tunaoğlu to the Patiswiss product consumer was provocative in both style and content. It grew as a result of the successive reactions, and the CEO deleted his post on the digital platform. The CEO's response to the consumer with an "attack/intimidation" strategy took the crisis to a much different level,

and the problematic product sharing issue of the consumer, who was tried to be silenced by threatening, went beyond the product quality and turned into the CEO's disrespectful and insulting statement. Attempting to silence by threatening is a reaction that should not be used in crisis management processes, and the CEO's tone and way of handling the incident fueled the communication crisis. Product consumer Esra U., while expressing the problem she had with the product, also tagged Migros in her post, causing the problem to be reflected in this company as well. Thereupon, Migros and Carrefour stores, which successfully managed the crisis, removed Patiswiss brand products from the mobile application and shelves. The statements made later were not perceived as sincere by consumers; The reactions continued to increase. The brand manager's posts received negative criticism on social media and expanded the size of the crisis. The brand's image and reputation were damaged due to the process not being managed successfully. As the crisis emerged, apologies were issued one after another; Thereupon, the manager resigned. In its statements, the company emphasized that the statements were misunderstood, that it was sincere in its apology, that women's employment was at the forefront, that they made intense efforts for the products, that they were renewing their customer relations departments, and that customer feedback was important.

How the Patiswiss crisis occurred and developed has been explained, and in this context, news about the crisis can be seen in Table 1. There was no positive statement about Patiswiss company and its CEO in the news; On the contrary, harsh reactions were given.

Table 1. Statement on Patiswiss Crisis News

Title	Spot	Publication Date	Website
What did we learn from the Patiswiss crisis?	The mistakes made in the communication crisis ranging from the sharing of moldy chocolate to the resignation of the CEO are obvious. The academy and the industry have a common perspective on how similar crises can be prevented.	23.04.2024	https://mediacat.com/patiswiss-krizinden-neler-ogrendik/
Yıldız Holding CEO Murat Ülker evaluated the Patiswiss crisis	Chocolate manufacturer Patiswiss CEO Elif Aslı Yıldız Tunaoğlu's response to the 'moldy product' criticism resulted in her resignation. The most striking analysis on the topic that is trending on social media comes from Prof. Dr. Çisil came from Sohodol and his comment was from Murat Ülker	22.04.2024	https://gazeteoksijen.com/ekonomi/yildiz-holding-ceosu-murat-ulker-patiswiss-krizini-degerlendirdi-209250
First a threat, then an apology! CEO is at the center of Patiswiss crisis	A LinkedIn user shared a post stating that the Patiswiss chocolate he bought had mold even though it had not expired. Brand's CEO, Elif Aslı Yıldız Tunaoğlu, reacted harshly to the user in her response on her personal social media account and threatened to file a lawsuit.	22.04.2024	https://www.marketingturkiye.com.tr/haberler/once-tehdit-sonra-ozur-patiswiss-krizinin-merkezinde-ceo-var/
Patiswiss crisis: Elif Aslı Yıldız's master's degree turned out to be a 'lie', she closed her social media accounts	It turned out that the postgraduate information written on LinkedIn by Elif Aslı Yıldız, who caused a stir when she responded to a customer who reacted to a Patiswiss brand chocolate she bought from the market, turned out to be mouldy, and had to resign as CEO, did not reflect the truth. Following these developments, Elif Aslı Yıldız closed her social media accounts.	24.04.2024	https://www.dunya.com/gundem/patiswiss-krizi-elif-asli-yildizin-yuksek-lisansi-yalan-cikti-sosyal-medya-hesaplarini-kapatti-haberi-724106

Communication suicide of Patiswiss chocolates CEO	Prof. dr. Çisil Sohodol discussed the behaviors and words of Elif Aslı Yıldız, the CEO of Patiswiss chocolates, that left their mark on the agenda. "Is it a mistake or a mistake?" posed the question	24.04.2024	https://www.patronlardunyasi.com/patiswiss-cikolatalari-ceosunun-iletisim-intihari
Patiswiss tartışmasına Murat Ülker de dahil oldu: 'Her zaman, her mevkide öğreneceğimiz şeyler var	Yıldız Holding Board Member, Pladis and GODIVA Board Chairman Murat Ülker did not remain indifferent to the debate about Patiswiss brand chocolates' CEO Elif Aslı Yıldız Tunaoğlu's attitude towards a consumer.	22.04.2024	https://artigercek.com/guncel/patiswiss-tartismasina-murat-ulker-de-dahil-oldu-her-zaman-her-mevkide-301696h
Patiswiss tartışmasına Murat Ülker de dahil oldu: 'Her zaman, her mevkide öğreneceğimiz şeyler var	Yıldız Holding Board Member, Pladis and GODIVA Board Chairman Murat Ülker did not remain indifferent to the debate about Patiswiss brand chocolates' CEO Elif Aslı Yıldız Tunaoğlu's attitude towards a consumer.	22.04.2024	https://artigercek.com/guncel/patiswiss-tartismasina-murat-ulker-de-dahil-oldu-her-zaman-her-mevkide-301696h
'"Mouldy chocolate" crisis: Patiswiss CEO resigned	Patiswiss CEO Elif Aslı Yıldız Tunaoğlu resigned after the 'mouldy chocolate' response that dragged the brand into crisis.	22.04.2024	https://www.veryansintv.com/kuflu-cikolata-krizi-patiswissin-ceosu-istifa-etti/
Patiswiss crisis comment from Yıldız Holding CEO Murat Ülker	Chocolate manufacturer Patiswiss CEO Elif Aslı Yıldız Tunaoğlu's response to the 'moldy product' criticism resulted in her resignation from the company's board of directors. The most striking analysis on the topic that is trending on social media is by Prof. Dr. It came from Çisil Sohodol and Murat Ülker who commented on it.	22.04.2024	https://t24.com.tr/haber/yildiz-holding-ceo-su-murat-ulker-den-patiswiss-krizi-yorumu,1161557
Patiswiss crisis brought resignation!	Patiswiss CEO Elif Aslı Yıldız Tunaoğlu announced that she resigned following the developments that dragged the brand into crisis.	22.04.2024	https://www.marketingturkiye.com.tr/haberler/patiswiss-krizi-istifa-getirdi
Murat Ülker was involved in the Patiswiss debate	Yıldız Holding CEO Murat Ülker said, regarding Patiswiss brand chocolates CEO Elif Aslı Yıldız Tunaoğlu's attitude towards a consumer, "We always have things to learn in every position."	22.04.2024	https://www.gazeteduvar.com.tr/murat-ulker-patiswiss-tartismasina-dahil-oldu-haber-1685962
Patiswiss crisis is growing! Elif Aslı Yıldız Tunaoğlu's diploma turned out to be fake	Patiswiss CEO Elif Aslı Yıldız Tunaoğlu, who received a reaction on social media with her response to a user's post of moldy chocolate, announced that she resigned from her position. It was revealed that the Hacettepe University Industrial Engineering Master's program, which Elif Aslı Yıldız Tunaoğlu stated in her LinkedIn profile that she completed in 2013, had its first graduates in 2015. On the other hand, a statement came	24.04.2024	https://sozsakarya.com/haber/19969635/patiswiss-krizi-buyuyor-elif-asli-yildiz-tunaoglunun-diplomasi-sahte-cikti

	from the Swiss-based brand Patiswiss.		
New CEO was announced at Patiswiss after the crisis	Ali Sinan Tunaoğlu was appointed to replace Patiswiss CEO Elif Aslı Yıldız, who recently responded to a consumer's 'mouldy chocolate' post with threats and subsequently remained on the public agenda.	24.04.2024	https://www.gazetepencere.com/gundem/patiswissde-krizin-ardindan-yeni-ceo-belli-oldu-608760h
Murat Ülker evaluated the Patiswiss crisis by sharing the article of World writer Sohodol	Chocolate manufacturer Patiswiss CEO Elif Aslı Yıldız Tunaoğlu's response to a consumer for criticizing a 'moldy product' created a trend on social media. Following the reactions, CEO Tunaoğlu announced his resignation. Yıldız Holding Board Member Murat Ülker, World writer Prof. Dr. Çisil got involved in the issue with her comment by quoting the article shared by Sohodol on LinkedIn.	24.04.2024	https://www.dunya.com/ekonomi/murat-ulker-dunya-yazari-sohodolun-yazisini-paylasarak-patiswiss-krizini-degerlendirdi-haberi-723905
Confession of communication crisis from the new chairman wife in the chocolate crisis in Patiswiss	Following the chocolate crisis at Patiswiss, CEO Elif Aslı Yıldız Tunaoğlu resigned and was replaced by her husband Ali Sinan Tunaoğlu. Tunaoğlu said that there was a communication crisis regarding the situation	11.06.2024	https://www.patronlardunyasi.com/patiswisste-cikolata-krizinde-yeni-baskan-esten-iletisim-krizi-itirafi
A new curtain in the 'mouldy chocolate' crisis: Is the Patiswiss brand stolen?	There was a remarkable development regarding Patiswiss, which came to the fore with the "mouldy chocolate" crisis. Switzerland-based Patiswiss AG company stated that they had initiated legal proceedings against Patiswiss Chocolate in the past in accordance with the trademark law, and that they had no connection with the company.	24.04.2024	https://www.veryansintv.com/kuflu-cikolata-krizinde-yeni-perde-patiswiss-markasi-calinti-mi
Patiswiss crisis: Elif Aslı Yıldız Tunaoğlu's diploma information turned out to be fake	It turned out that the postgraduate information written on LinkedIn by Elif Aslı Yıldız Tunaoğlu, CEO of chocolate manufacturer Patiswiss, who created a controversy with her response to a customer's product complaint on social media and eventually had to resign, was not correct. Tunaoğlu closed his social media accounts	24.04.2024	https://gazeteoksijen.com/ekonomi/patiswiss-krizi-elif-asli-yildiz-tunaoglunun-diploma-bilgileri-sahte-cikti-209414
"If the CEO causes the crisis, who will manage it?"	Chocolate producer Patiswiss CEO Elif Aslı Yıldız Tunaoğlu's response to a consumer for criticizing a "mouldy product" quickly became the top agenda item on social media.	23.04.2024	https://www.marketingturkiye.com.tr/haberler/krizi-ceo-cikarirsa-kim-yonetecek-son-24-saatin-gundemi/
Patiswiss crisis: Former CEO's diploma turned out to be fake	It was revealed that Elif Aslı Yıldız Tunaoğlu, who resigned after the 'moldy chocolate' response that dragged Patiswiss into crisis, wrote on her LinkedIn profile that she graduated in 2013, but the Hacettepe University Industrial Engineering Master's program had its first graduates in 2015.	24.04.2024	https://www.veryansintv.com/patiswiss-krizi-eski-ceonun-diplomasi-sahte-cikti/
'Mouldy Chocolate' Crisis: Patiswiss	Patiswiss' harsh response to the moldy chocolate allegation brought CEO Elif Aslı Yıldız Tunaoğlu to the center of the	22.04.2024	https://www.odakgazetesi.com/kuflu-cikolata-krizi-patiswiss-ceosunun-tepkisi-olay-yaratti

CEO's Reaction Created a Event	discussion.		
Moldy Chocolate Crisis: Patiswiss Products Removed from Shelves	The scandalous post of Elif Aslı Yıldız Tunaoğlu, CEO of Patiswiss, which became the focus of discussions with the photos of moldy chocolate shared by a user on social media, and the new statements she made afterwards are still on the agenda.	22.04.2024	https://www.akdenizgercek.com.tr/kuflu-cikolata-krizi-patiswiss-urunleri-raflardan-kaldirildi
Moldy chocolate crisis: Migros removed Patiswiss products from its mobile application	Elif Aslı Yıldız Tunaoğlu, the chairman of the board of Ankara-based chocolate factory Patiswiss, threatened a social media user's post of moldy chocolate, saying, "The giant Migros and us are up against it." Following these words, Migros removed Patiswiss products from its mobile application.	22.04.2024	https://kisadalga.net/haber/detay/kuflu-cikolata-krizi-migros-patiswiss-urunlerini-mobil-uygulamadan-kaldirdi_98275
Cüneyt Özdemir spoke about the Patiswiss crisis. Is the chocolate sauce fairy tale coming to an end?	Master journalist Cüneyt Özdemir, in his latest broadcast on his Youtube channel, examined the attitude of Elif Aslı Yıldız Tunaoğlu, who suddenly became a hot topic in the country, with Murat Göllü, President of the Corporate Communicators Association	24.04.2024	https://www.yenicaggazetesi.com.tr/cuneyt-ozdemir-patiswiss-krizi-hakkinda-konustu-cikolata-soslu-peri-masali-sona-mi-789439h.htm
Yıldız Holding CEO Murat Ülker commented on the Patiswiss crisis	Patiswiss from Yıldız Holding CEO Murat Ülker... Chocolate producer Patiswiss CEO Elif Aslı Yıldız Tunaoğlu's response to the 'mouldy product' criticism resulted in her resignation from the chairmanship of the company's board of directors.	23.04.2024	https://abcgazetesi.com/yildiz-holding-ceosu-murat-ulkerden-patiswiss-krizi-yorumu-geldi-740046
Patiswiss comment from Communication Coach: Brands are not the ego satisfaction area of CEOs!	Bahçeşehir University Faculty of Communication faculty member Prof.Dr. Çisil Sohodol commented on the Patiswiss crisis.	22.04.2024	https://www.paramedya.com/devami/98532/iletisim-hocasindan-patiswiss-yorumu-markalar-ceolarin-ego-tatmin-alani-degildir/
The event that will be taught as a lesson in Communication Faculties: Two Bosses, Two Different Languages!	While the Patiswiss incident was growing, Corporate Communicators Association President Murat Göllü shared an interesting issue. Two bosses, two different languages!	22.04.2024	https://www.paramedya.com/devami/98549/iletisim-fakultelerinde-ders-olarak-anlatilacak-olay-iki-patron-iki-farli-dil/
Ülker CEO Murat Ülker was also involved in the Patiswiss discussions	Yıldız Holding CEO Murat Ülker made a remarkable post about the crisis that Elif Aslı Yıldız Tunaoğlu, CEO of Patiswiss brand chocolates, had with a consumer.	23.04.2024	https://www.gunboyugazetesi.com.tr/ulker-ceosu-murat-ulker-de-patiswiss-tartismalarina-dahil-oldu-268650h.htm
Moldy Chocolate	Patiswiss CEO Elif Aslı Yıldız Tunaoğlu's reaction after a consumer shared her	21.04.2024	https://www.kamugundemi.com/gundem/kuflu-cikolata-krizi-

Crisis: The CEO's Remarkable Reaction	moldy chocolate complaint on LinkedIn, caused great repercussions in social media and consumer rights arenas.		ceonun-dikkat-ceken-tepkisi-55204
Moldy chocolate crisis: Migros removed Patiswiss products from its mobile application	Elif Aslı Yıldız Tunaoğlu, the chairman of the board of Ankara-based chocolate factory Patiswiss, threatened a social media user's post of moldy chocolate, saying, "The giant Migros and us are up against it." Following these words, Migros removed Patiswiss products from its Mobile application.	22.04.2024	https://www.samanyoluhaber.com/kuflu-cikolata-krizi-migros-patiswiss-urunlerini-mobil-uygulamadan-kaldirdi-haberi/1461895/
Latest situation in the chocolate crisis: The new CEO of Patiswiss company has been announced!	After the resignation of Elif Aslı Yıldız Tunaoğlu, her husband Ali Sinan Tunaoğlu was appointed as the chairman of the board of directors of the company called Patiswiss, which came to the fore with the communication crisis.	24.04.2024	https://www.sonmuhur.com/cikolata-krizinde-son-durum-patiswiss-sirketinin-yeni-ceosu-belli-oldu#google_vignette
Patiswiss Chocolate Crisis: Harsh Reaction of the CEO and Action of Market Chains	Patiswiss Chocolate Crisis: Harsh Reaction from the CEO... The harsh response given by the CEO to the consumers in the debate that arose after Patiswiss chocolates turned out to be moldy, attracted a reaction. While major grocery chains took the products off the shelves, the CEO apologized and admitted spelling errors. New steps are expected for the brand's reputation.	22.04.2024	https://abcgazetesi.com/patiswiss-cikolata-krizi-ceonun-sert-tepkisi-ve-market-zincirlerinin-hareketi-739863
2 large chain markets removed Patiswiss products from the shelves	The scandalous post of Elif Aslı Yıldız Tunaoğlu, CEO of Patiswiss, which became the focus of discussions with the photos of moldy chocolate shared by a user on social media, and the new statements she made afterwards are still on the agenda. While the reactions towards the brand grew like an avalanche, it was claimed that 2 large chain markets removed Patiswiss products from the shelves.	22.04.2024	https://www.haberler.com/3-sayfa/kuflu-cikolata-krizi-tirmaniyor-2-buyuk-zincir-17255605-haberi/
Crisis management lesson from Cem Boyner regarding the parody account...	From LinkedIn to blogs, from news sites to columns, Patiswiss and its CEO Elif Aslı Yıldız Tunaoğlu have been on the agenda for a few days... While seeking answers to the question of how to manage a crisis from different perspectives, one of the common insights was that Elif Aslı Yıldız Tunaoğlu should not have been involved from the very beginning. However, when we look at the dialog between Cem Boyner and the X user who manages his parody account on X two days ago and what happened afterwards, it is seen that the cause of the crisis was not the CEO's speech but his style... Cem	23.04.2024	https://www.marketingturkiye.com.tr/haberler/cem-boyner-iletisim-dersi/

	Boyner's communication language is a lesson whichever way you look at it		
What did Murat Ülker say about the Patiswiss incident?	Murat Ülker, one of Turkey's leading business people, draws attention not only with his successes in the business world, but also with his views on leadership and communication. Recently, the thoughts shared by Ülker regarding a controversial reaction of Elif Aslı Yıldız Tunaoğlu, the CEO of Patiswiss chocolates, on social media received wide repercussions in the business world and society.	23.04.2024	https://www.yenibakis.com.tr/murat-ulker-patiswiss-olayi-hakkinda-ne-dedi
This event will be taught as a lesson in Communication Faculties. One by Boyner and the other by a threatening CEO.	Elif Aslı Yıldız Tunaoğlu's approach to a citizen, the leading character of the "Threatening CEO" incident, which is always on the agenda, and Cem Boyner's approach to a user who opened a parody account using his own name were on the agenda. Cem Boyner and CEO Tunaoğlu's approach style is the kind that can be taught as a lesson in Communication Faculties.	23.04.2024	https://www.yenicaggazetesi.com.tr/iletisim-fakultelerinde-ders-olarak-anlatilacak-olay-biri-boyner-biri-tehditci-789089h.htm
About Patiswiss's new chairman of the board, Ali Sinan Tunaoğlu	Ali Sinan Tunaoğlu, who was appointed as the new chairman of the board of directors of Patiswiss, attracts attention in the Turkish business world. Tunaoğlu serves as the Chairman of the Board of Directors at Karel Elektronik Sanayi ve Ticaret A.Ş. However, after the crisis experienced by the Patiswiss brand, Tunaoğlu's new position came to the fore along with the future of the company and the changes in its management.	24.04.2024	https://www.turkiyegazetesi.com.tr/gundem/patiswissin-yeni-yonetim-kurulu-baskani-ali-sinan-tunaoglu-hakkinda-1036829
The moldy chocolate crisis is growing! Old news about Patiswiss CEO Elif Aslı Yıldız has been revealed	A moldy chocolate brand shared on social media became a trending topic. The past career of Patiswiss CEO Elif Aslı Yıldız Tunaoğlu, who threatened her customer on social media after sharing a moldy product, became a matter of curiosity.	22.04.2024	https://www.gazeteilksayfa.com/kuflu-cikolata-krizi-buyuyor-patiswiss-ceosu-elif-asli-yildizin-gecmisi-ortaya-cikti-238109h.htm
Murat Ülker was involved in the Patiswiss debate: "This mistake is unacceptable	Yıldız Holding CEO Murat Ülker said, regarding Patiswiss brand chocolates CEO Elif Aslı Yıldız Tunaoğlu's attitude towards a consumer, "We always have things to learn in every position."	22.04.2024	https://haberiskelesi.com/2024/04/22/murat-ulker-patiswiss-tartismasina-dahil-oldu-bu-hata-kabul-edilemez#google_vignette

In the content analysis made on the news headlines and spot texts of 37 news related to the crisis included in the analysis, the concepts of "Patiswiss" and "CEO" (35 news, 94.6%) were included in both the news headlines and the spot text, and "chocolate" was used in some headlines and the phrase "moldy chocolate" (12 news items, 32.4%) were observed to be used. The crisis was directly explained with the concept of "crisis" and/or the concept of "controversy". In 2 of the news (5.4%), it was

emphasized that this issue was an example to be covered in crisis and crisis management topics in Communication Faculties courses. When the news is examined, it has been repeatedly stated that it contains a very harsh reaction and that the company has failed in managing the crisis.

Conclusion

With the developments in information and communication technologies, digital communication has become important for brands. Brands gain competitive advantage as a result of adapting to the changes and transformations. With the use of social media as communication channels, brand managers may cause communication errors. Managers' behaviors, posts and reactions are identified with the brand. A post on social media causes the incident to grow and turn into a crisis in a short time.

In this study, the digital communication crisis that started with a post by the CEO of the Patiswiss brand on LinkedIn and spread on social media in a short time is discussed. This study examines how brand managers should express themselves in a clear, understandable way, the posts of the other party should be calmly analyzed and informed that the problem will be solved, and how the CEO caused a communication crisis through the case study Patiswiss. The 5N1K method was used in the research and the case study was analyzed in the context of CEO and crisis management. In similar crises that may occur, it may be important for brands to share information on their official pages to prevent the crisis that may occur. People who are competent in digital communication should make explanations, and the comments made by consumers on social media should not be perceived as an attack and should be respected. In the face of consumers' feedback, the brand should accept the incident, apologize and state that the necessary actions will be taken to prevent the incident from happening again, which will be perceived positively by the target audience. The brand's ownership of the problem will be effective in terms of brand reputation. Consumers' returns should be seen as an opportunity and brand loyalty should be tried to be created by taking the consumer's heart. Based on the incident, managers and employees should receive training on the use of social media, and they should be trained on how to comprehend, respond and solve a problem on social media through evaluation meetings.

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Climate Change, Children's Rights and the Rights of Future Generations

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ABSTRACT

The children's right to a healthy, clean, and sustainable environment is intrinsically linked to climate change. Among various international legal instruments, the Convention on the Rights of the Child (CRC) stands out as a critical framework for safeguarding children against rights violations arising from climate change. The right to a healthy, clean, and sustainable environment intersects with numerous CRC provisions. This study argues that CRC provisions, particularly the principle of the best interests of the child, can and should be strategically employed in climate litigation. The CRC is also pivotal for recognizing the rights of future generations—often mentioned in landmark climate cases but still debated as to whether they hold a rights-bearing status. Failing to acknowledge the rights of future generations as integral to child rights presents a significant obstacle to effectively securing the right to a healthy, clean, and sustainable environment for children. This study argues that relevant CRC articles can be utilized in climate litigation to encompass the rights of future generations, thereby more effectively upholding the rights of children today and those who will be born in the future.

Keywords: Climate Change, Right to Healthy, Clean and Sustainable Environment, Children's Rights, Future Generations

Introduction

Climate change represents the most significant danger confronting the world's children and young people. Children are less capable of withstanding extreme weather events and are more vulnerable to toxic chemicals, temperature fluctuations, and diseases (UNICEF MENA, 2022). However, children's rights are future rights (Bauer, 2014). A clean, healthy, and sustainable environment is a fundamental human right and essential for children to enjoy a wide range of their rights fully ('CRC General Comment 26', 2023, p.8). In the decision-making process, considering climate change and the children's rights, if children's rights are not placed unequally with a special weight on the children's scale, a fair balance, cannot be achieved (Serozan, 2017, p.5).

The environmental degradation, including the impacts of the climate crisis, significantly impairs the enjoyment of the rights in the Convention on the Rights of the Child (CRC), especially for children in vulnerable situations or those residing in regions heavily affected by climate change. From conception through adulthood, children's brain development, lung health, immune systems, and other critical functions are influenced by the environment in which they are raised (UNICEF, 2023). Furthermore, the survival of over one billion children is severely jeopardised, as they reside in countries at extremely high risk due to the climate crisis (UNICEF, 2021). This can violate the rights of both current and future generations of children.

Method

This desk-based research study focuses primarily on the CRC as its core international legal source. Additionally, climate litigation cases are examined to analyse the subject matter. The CRC and the Children's Rights Committee's approach to the environmental rights of children serves as the foundational framework for elucidating this right to the environment, its interconnections with other CRC provisions, and the rights of future generations.

Legal Framework

The CRC is the sole UN human rights treaty that explicitly connects the right to health with the environment. Article 24(2)(c) mandates that States acknowledge children's right to the highest attainable standard of health (Daly, 2023, p.145). In addition to the CRC, considerable efforts have been made to apply international human rights law to address the climate crisis and broader environmental issues.

Paris Agreement, a legally binding accord, acknowledges climate change as "an urgent and potentially irreversible threat to human societies and the planet'. These efforts include non binding instruments useful for interpreting the rights enshrined in human rights treaties. The Human Rights Council's and UN General Assembly's resolutions affirm the right to a clean, healthy, and sustainable environment. These were followed by General Comment No: 26 by the UN Committee on the Rights of the Child in 2023, focusing on children's rights and the environment, particularly concerning climate issues. Still, there is a significant shortage of political action to address the climate crisis. However, it has provided a foundation for litigants worldwide to challenge their governments in court over inadequate climate mitigation policies, frequently using human rights arguments (Daly, 2023, p.133).

Interconnection of CRC Rights

The right of children to a "healthy," "clean," and "sustainable" environment -referred to hereafter as the right to environment- is enshrined in Article 24(2) of the Convention on the Rights of the Child (CRC) and acknowledged by the CRC Committee (Daly, 2023: p.145). Although this right is not explicitly detailed in the CRC, it is evident that it encompasses obligations for both state and corporate actors to respect, protect, and fulfil this right ('CRC General Comment 26', 2023: 91). In addition to Article 24(2)(c), which mandates measures to combat disease and malnutrition in light of environmental pollution risks, a substantial portion of CRC provisions are either directly influential in addressing climate change or are significantly affected by it, both presently and in the future (Arts, 2019, p.221).

The Convention supports the right to environment with the help of the connections with various rights, including the right to life, survival, and development (Article 6); the right to an adequate standard of living (Article 27); and the right to education, which encompasses fostering respect for the natural environment (Article 29) ('CRC General Comment 26', 2023, p.63). Moreover, the general principles and provisions related to displacement and disaster situations can also be linked to the right to a healthy environment. The Committee has associated several CRC rights with this concept, and further interpretations of the specific challenges children face may uncover additional connections to CRC rights.

The CRC is built upon four key principles: non-discrimination, the best interests of the child, the right to survival and development, and the right to participation. These principles serve as guiding pillars for interpreting the CRC (UNICEF, 2019). Children's right to a healthy environment is intrinsically connected to all these principles, making it essential for safeguarding children's rights.

Environmental degradation hinders children's ability to reach their full developmental potential, directly linking to Article 6 and impacting numerous other rights outlined in the Convention ('CRC General Comment 26', 2023, p.23). The effects of environmental harm disproportionately affect specific groups of children, including Indigenous children, children from minority groups, children with disabilities, and those living in disaster-prone or climate-vulnerable areas. This highlights the connection between the right to a healthy environment and the non-discrimination principle of CRC Article 2 ('CRC General Comment', 2023, p.14).

Children's perspectives should be actively sought and given substantial consideration in developing and implementing measures addressing long-term environmental challenges that profoundly affect their lives. This makes it particularly important for child participation in policymaking and climate litigation to realise their right to be heard as enshrined in CRC Article 12 ('CRC General Comment 26', 2023, p.26).

Furthermore, child participation in policymaking can be supported by the best interest principle in Article 3. In addition to being a substantive right and legal principle, the best interest of the child also serves as a procedural rule ('CRC General Comment 14', 2013: 2). This aspect can be pragmatically applied in climate litigation, using the principle as a tool to compel states to establish procedures that prioritise children in the decision-making process (Daly, 2023, p.151).

Climate Change Litigation

One of the earliest instances of modern climate litigation occurred in the United States, where the non-profit organisation Children's Trust initiated lawsuits nationwide involving children and youth as plaintiffs. The plaintiffs contended that the government's failure to mitigate the climate crisis adequately violated children's constitutional rights. They also argued for applying the public trust doctrine to the atmosphere. This doctrine, rooted in ancient Roman civil law and English common law, posits that certain resources are preserved for public use and that the government bears a fiduciary duty to protect them (Rodgers et al., 2022, p.13).

An important step was taken in the Oposa v Factoran case, which mentioned the rights of future generations. Antonio Oposa established an environmental rights organisation and represented 43 village children in an effort to halt deforestation in the Philippines. The petitioners, minors, claimed to represent not only their own generation but also generations yet unborn. The court held that they could indeed file a class suit on behalf of themselves, their peers, and future generations. This standing was grounded in the concept of intergenerational responsibility with respect to the right to a balanced and healthful ecology (Oposa v Factoran, 1993).

Another important case concerning the rights of future generations is the Demanda Generaciones Futuras v. Minambiente (2018). The plaintiffs, consisting of children and youth, acted on behalf of future generations. They sought a remedy that included public participation in developing an intergenerational plan to end deforestation. A detailed analysis of the principle of intergenerational equity emphasised that environmental preservation is crucial for safeguarding the rights of both current children and future

generations (Demanda Generaciones Futuras v. Minambiente, 2018). Parallel to this, in Klima Seniorinnen v Switzerland (2020), European Court of Human Rights (ECtHR) highlights the obligation to protect the rights of the present and future generations. This principle underscores the importance of taking measures today to ensure that the rights of future generations are protected, recognising that today's environmental decisions have long-term impacts.

As a substantive right and legal principle, environmental decisions typically affect children, and the best interests of the child should be a primary consideration ('CRC General Comment 26', 2023, p.16). The best interests principle played a central role in a 2019 climate petition to the CRC Committee. Greta Thunberg and 15 other children argued that five respondent states had failed to meet their CRC obligations by not taking adequate measures to mitigate climate change. Additionally, the petition highlighted other rights such as the right to life (Article 6), the right to health (Article 24), and the right of indigenous children to preserve their culture (Article 30) (Sacchi, et al. v. Argentina, et al., 2019). Although this case did not result in a finding of violations due to procedural reasons, it underscores that CRC provisions can and should be utilised to advocate for children's rights in climate change litigation.

Numerous landmark climate litigation cases involving children, such as Sharma and others v. Minister for the Environment (2021), People v. Arctic Oil (2020), and Duarte Agostinho and Others v. Portugal (2024), have emerged. However, the CRC is not sufficiently cited nor raised as a basis for violation by the applicants in these cases. The key principles of the CRC, particularly the best interests of the child and other articles related to the right to environment, could be instrumental in advancing arguments in climate litigation cases, especially for the rights of future generations. The principle of taking the best interests of the child as a primary consideration has international recognition and incorporation into many national legal systems, which makes it especially beneficial. Highlighting the best interests principle in climate advocacy and litigation improves the chances of favourable outcomes and emphasises the significance of adopting a children's rights-based approach in addressing climate issues (Daly, 2023, p.136).

Rights for the Future Generations

Every generation has a duty to future generations to ensure that the planet's natural and cultural resources are left in no worse condition than they were inherited (Weiss, 1992, p.26). However, climate change and rising temperatures make this a significant challenge. Children born in 2020 are expected to face a two- to sevenfold increase in extreme events, particularly heat waves, compared to those born in 1960, based on current climate policy pledges (Thiery et al., 2021). This creates an intergenerational divide. Intergenerational equity can be understood as fairness or justice between generations (Mary Robinson Foundation, 2015, p.1). As the most severe human rights impacts are anticipated in the future, litigants in climate cases are increasingly invoking the principle of 'intergenerational equity' to advocate for the rights of future generations (Daly, 2023, p.134).

There is ambiguity regarding whether the rights of future children can be protected under the CRC. The "children" whose best interests should be considered are all individuals under 18 within the jurisdiction of a State party ('CRC General Comment 14', 2013, p.4). Additionally, in practice, the Committee has focused on the rights of children who are already born. Consequently, it can be generalised that international human rights law applies to children who are born rather than those still unborn. According to this argument, although future children will acquire these rights once they are born, they do not hold CRC rights before birth (Nolan, 2022). Parallel to this, the ECtHR did not base its decisions on the rights of future generations. Instead, it focuses on addressing the obligations required to address the fair distribution of intergenerational responsibilities (Netto, 2024). Therefore, unborn children do not currently possess rights under international human rights law

However, when considering the rights of children, the temporal nature of climate change and its long-term effects must be taken into account. Unlike other external factors that can potentially violate children's rights, the impacts of climate change unfold over an extended period, and reversing these effects also takes considerable time (NASA, 2021). Therefore, actions taken by state parties to protect the rights of

currently born children may not have a tangible impact during the child's own childhood. To safeguard the right to environment for the existing children, it is essential to consider the rights of future generations. Without this perspective, protecting these rights would be impractical. Only the symptoms of climate change would be partially addressed, while the root causes and the need to ensure the preservation of cultural and natural resources would remain unaddressed.

Whether existing is a prerequisite for being recognised as a right-holder should be considered (Netto, 2024). To contextualise the idea of seeing the rights of future generations intricate to the rights of children within the CRC, the interpretation of the term "children" is pivotal. The word "children" can be understood in a way that includes a grey area to consider unborn children as well. Article 1 of the Convention, which defines a "child," does not specify the beginning of childhood, leaving room for interpretation. This ambiguity allows for a broader understanding of the term "child."

The term "children" implies that the right to have their best interests considered extends to each child individually and to children as a collective or group ('CRC General Comment 14', 2013: 4). In other words, "children" should encompass both those individual children living today and the abstract 'children' including the ones to be born in the future. Protecting the best interests of children can be seen as a broader obligation to safeguard children as a collective and abstract concept rather than limiting the definition of a child to individuals who exist today. This interpretation supports a more inclusive approach to children's rights, ensuring that future generations are also considered in decision-making processes.

This approach aligns with the CRC Committee's stance. The Committee acknowledges the principle of intergenerational equity and the needs of future generations ('CRC General Comment 26', 2023, p.11). While the immediate rights of present children demand urgent attention, future children also have the right to the fullest realisation of their human rights. States are responsible for addressing foreseeable environmental threats resulting from their actions or inactions, even if the full impact may not be evident for years or decades ('CRC General Comment 26', 2023, p.11). Although the Committee's approach does not explicitly define future generations, this ambiguity can be advantageous. The term "future generations" can be more effectively used and advocated without a specific definition, as defining it would be limiting and counterproductive. The characteristic indefinability of "future generations" is crucial, as the Committee points out that the effects of environmental actions can manifest over various time frames.

Challenges

The challenge with recognising the rights of future generations under the CRC lies in the abstract and expansive nature of the term "future generations." Protecting the rights of future generations expands state obligations. Given that the right to environment is interconnected with many CRC rights, the scope of protections and obligations broadens significantly. The lack of a clear definition for future generations negatively impacts both the application of environmental rights to future generations and the consideration of these rights as integral to the rights of children (Nolan, 2022). Considering that the General Comments are soft law documents, their implementation and the indicators of such implementation are often vague, reducing their credibility.

Another ambiguity arises from the individual and case-by-case assessment of the child's best interests. Investigating the best interests of the unborn child individually would be very challenging and unrealistic. Despite this ambiguity, using Article 3 in climate change litigation concerning children can still be very effective. The principle of the child's best interests can bridge the rights of children today with those of future generations (Daly, 2023, p.153). Firstly, its broad and inclusive nature aligns well with the concept of intergenerational equity. Secondly, due to its adaptable and evolving characteristics, the principle can address the shifting needs of future generations.

The dilemmas arise regarding how to account for the best interests of future generations whose needs are not yet clearly established and whose best interests, once born, may be unpredictably different (Netto, 2024). The lack of a clear definition for "future generations" further complicates the ability to evaluate how the rights of current children and future generations might differ or align in terms of scope, content,

or practical application (Nolan, 2022). The challenge arises when the interests of future generations conflict with those of children currently born. For instance, while the best interests of children presently born may necessitate enhanced food production to secure adequate nutrition, the best interests of future generations may align with curbing industrial activity and minimising environmental waste.

While scientific and environmental advancements may offer some solutions, considering the best interests of future generations inherently involves ambiguities and dilemmas. Balancing these interests may sometimes compromise the rights of today's children. As the best interests of children currently born are more concretely understood compared to the abstract and anticipated needs of future generations, it can be argued that the needs of the born children might be prioritised. Nevertheless, addressing this dilemma falls outside the scope of this study. Furthermore, internationally recognising the rights of future generations as integral to children's rights is essential for addressing these dilemmas.

Conclusion

Just as we are obligated to leave a natural environment that is safe and healthy for future generations, we must also ensure a legal environment that supports and protects children's rights (Serozan, 2017, p.54). However, the current legal framework lacks clarity regarding the right to a sustainable environment and the obligations to safeguard future generations' rights. Furthermore, the current legal framework for protecting the rights of children against the adverse effects of climate change does not urgently necessitate the establishment and enforcement of affirmative State responsibilities. Although various CRC provisions and principles can be related to environmental protection, the Convention is not sufficiently invoked in climate change litigation involving children. The concept of state obligations to protect children from climate change under environmental rights is still emerging and remains abstract, with significant grey areas and dilemmas.

In light of these discussions, it can be argued that the rights of future generations must be firmly protected. However, protecting children's rights as a collective group cannot be effectively achieved without considering the best interests of future generations. The importance of these obligations becomes increasingly evident as the long-term impacts of climate change become apparent. Still, it is ambiguous under which framework the rights of future generations should be protected. Expanding the rights of current children to include protections for future generations is essential for safeguarding children's rights in the future. The temporal nature of climate change necessitates a more holistic and flexible approach to interpreting children's rights compared to other rights under the CRC Convention.

Climate change is a relatively new and evolving issue that significantly impacts children's rights. As Serozan says, many of the principles in CRC, which, when put into practice, can transform children's worlds into fairy tale realms, are reminiscent of good millennium wishes written in ice. Children, who are solemnly praised as the highest values of our society and the strongest guarantors of our future, are unfortunately still deprived of most of their material and spiritual values in the reality of concrete contemporary life (Serozan, 2017: 53). Analyzing the state's obligations to realise the right to a healthy environment using the same tools and interpretations applied to other CRC rights is insufficient to effectively provide children with this right in the context of the present day. Climate change presents unique and unprecedented threats to children's rights, necessitating a more flexible and adaptive approach to understanding and addressing these challenges.

We don't inherit the earth from our ancestors; we borrow it from our children (Arslan, 2021). However, climate change, which unfolds over long periods and reveals its effects only after significant time has passed, poses a substantial challenge to ensuring a sustainable environment for future generations. These impacts are challenging to reverse once established. Unlike other rights, the right to environment necessitates considering the rights of future generations due to the complex and evolving nature of climate change. Without this consideration, efforts to safeguard the best interests of current children will be undermined by the long-term consequences of past state actions. Therefore, it is essential to protect future generations' rights and the environment we have borrowed from them as a fundamental obligation.

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Semiotical Analysis of 8 March World Women's Day Advertisements

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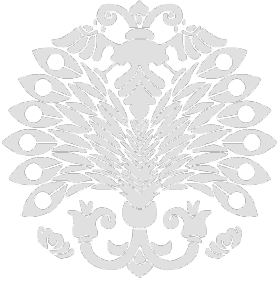
ABSTRACT

Communication dates back to the beginning of human history, as far back as human history. Human beings have always sought ways to communicate with the people they live with and have developed various communication strategies. Signs, symbols and body language are as important and necessary as human verbal communication. Indicators try to make sense of what is intended to be explained by making it meaningful and concretizing it. Any sign embodies linguistic situations, thoughts, ideas and feelings. In this context, semiotics is used for analysis purposes in cases where any product, service or communication study is involved. Today, as a means of communication, indicators are used when companies want to create various/purposeful thoughts about the product or service in advertisements developed as a way of conveying messages to the consumer audience. The idea, subject, situation and/or event that is intended to be explained is tried to be concretized in people's minds by creating indicators. In this study, "What Would the World Be Like Without Women?" prepared by Gratis for March 8 International Women's Day. In order to understand what kind of messages Kılıoğlu wanted to send to the audience with the signs used in the "If There Were No Women" commercials made by Megaron companies for March 8, International Women's Day, an analysis was made with the semiotic analysis method and an evaluation was made based on the findings obtained. Commercial films express the place and importance of women in social life with strong visual and auditory indicators. Through semiotic analysis, an attempt has been made to analyze how these messages are created and transmitted.

Keywords: Communication, Advertising, World Womne's Day, Semiotics

Introduction

Semiotics is used to ensure communication between people and to ensure that the messages intended to be given are understood correctly. In the message intended to be given with indicators, emotions and thoughts are tried to be expressed by concretizing them. Indicators help people to take a certain form and shape and understand the uncertain elements in their minds more accurately. These indicators are also used in commercial films because they embody objects and concrete situations in people's consciousness. Indicators are used to ensure a different and more accurate understanding of the benefits of any product or service. Brands and organizations can position themselves in people's minds and increase their recognition through advertisements. "The century we are in is witnessing the 'new' practices of the marketing and advertising industries, which are adapted to the nature of production-distribution-consumption relations transformed on the axis of technology. Today, where consumption-oriented behavior development strategies are changing day by day, digital marketing and digital advertising applications are becoming dominant competitive elements" (Öcal & Koca, 2020, p.159). By using this advantage that advertising gives them, they have the opportunity to create brand addiction and achieve their desired sales goal. Advertisers do not think independently and separately from cultures in the process of creating advertisements. Because people have different traditional codes in their consciousness, and advertisements can persuade them by addressing these codes with semiotics and achieve their sales goals. "In this structure where the concept of consumer society prevails, advertising, which is one of the primary tools that drive individuals to consume, appears as the protagonist of a fierce battle" (Öcal, 2020, p.3-4). Therefore, advertisements have an important place in helping brands and organizations achieve their goals.

Advertisements, which are continuous and repetitive in daily life, affect the consumption culture through the meanings they create. On the other hand, advertising supported by visual and verbal elements contributes to the legitimation of consumption by adding strength to the narrative and presents the message it wants to give to the society as if it were real (Ünlü, 2018, p.185).

In advertising activities, indicators are widely used and codes are produced. These generated codes are again transferred to the consumer through advertising. Advertisements try to build this in people's minds by appealing to the codes that already exist in people with the codes they contain (Özer & Yarar, 2019, p.106). It is a scientific design that creates a thinking model that can create the process. Especially in semiotics, which reconstructs meanings and helps analysis, meaning consists of developed, prominent, orderly and holistic assumptions at the point of analysis and the conditions of reading, rather than a new form of reading that adds to the already existing forms of reading (Rıfat, 2009, p.19).

Semiotics, which is used as a method of analysis in this study, is a frequently used method of analysis, especially in analyzing advertising messages. With semiotics, in advertisements, based on various visual arts, etc. It provides many analysis opportunities in many fields. As an example of an advertising message, Gratis' "What Would the World Be Like Without Women?" commercial prepared for March 8th International Women's Day, and Kılıçoğlu, in the "If There Were No Women" commercials made by Megaron companies for March 8th International Women's Day, feature a movie without women.

The research, which includes what signs are used in advertising on how life in the world might be, understanding the messages that the signs used want to convey to the audience, examining how the meaning is created, how it is revealed and how it is conveyed, is analyzed by semiotic analysis method. For this purpose, these sample advertisements were analyzed using Barthes' semiotic analysis method. Text is an important tool in semiotic analysis. Semiotics accepts that the receiver/reader plays an active role in interpreting the text. In semiotics, an attempt is made to analyze the cultural experience of the reader in the process of making sense of the text. Semiotic analysis stands out as a text analysis method in the field of communication and media studies.

Advertising: Purpose and Features

Advertising is the promotion of the product or service that an institution or brand wants to offer to the public through mass media. Thanks to advertisements, information about the product or service, where to find it and how to use it, is delivered to the target audience and sales are made. In this section, the definition of advertising, the basic features of advertising, its purpose and the emotional appeal, humor, fear, rational and sexual appeals used in advertising are mentioned. The history of advertising dates back to ancient times. While advertising is effective in achieving the marketing goals of institutions and organizations, it also has an important role in solving any problems encountered (Elden, 2016, p.135).

Advertising is an advertisement made to customers, consumers or institutions or individuals who are interested in a subject, by using mass media and for a certain fee, about different ideas, goods or services, by determining the objectives in advance and accordingly, in a way that makes it clear who is doing the advertising. It becomes a marketing tool (Elden & Bakır, 2010, p.13).

According to İslamoğlu (2002, p.318), advertising; It is the promotion and adoption of goods or services to consumers in a positive way through mass media by paying a predetermined fee, in which the name of a person or institution is clearly identified. Kotler (2000, p.564) states that advertising is used to establish the image of a product or service in the long term or to ensure immediate purchase of products or goods by consumers.

Advertising is persuasive messages designed to sell any service or product. At the same time, advertising is also defined as the process of obtaining goods and services and conveying information about their qualities to a wide public through some mass media (Mutlu, 2012, p.260). Advertising is defined as a form of communication about a product, institution or service, or a specified idea, by a sponsor that is not specific to any individual. What is understood from this definition is that it is emphasized that space or time must be purchased to convey the message of the advertisement (Belch & Belch, 2003, p.16).

The main purpose of advertising is to increase the awareness of a product or service, to awaken consumer demand and, as a result, to increase sales. Accordingly, increasing brand awareness, informing the target audience and creating behavioral changes in the consumer are among the purposes of advertising. The purpose of advertising is generally described as creating or selling an idea about goods or services through printing or broadcasting (Lucas & Britt, 1981, p.117).

According to Şener (2018, p.21), the purpose of advertising is to raise awareness about advertising. In this way, the target audience of the business, that is, the customers, is to perceive the message intended to be given through the advertisement and to be convinced by passing it through their own mental processes, thus resulting in the expected purchasing behavior of the customers. The basis of the purpose of advertising is to inform the consumer about the product or service and thus ensure the sale of the product or service (Taşkıran & Bolat, 2013, p.2). In addition, the purposes of advertising are expressed under three headings; persuasive, informative and reminding:

a) Advertisements that are aimed at the values of brands and the consumer's attitudes and behaviors towards the brand are persuasive advertisements.
b) Advertisements that include product usage, product-related innovations or how the current product works are informative advertisements.
c) Reminder advertisements are advertisements that generally provide new information about the product, service or institution, and help to remember or re-prefer the product (Eşiyok, 2017, p.643-644). Essentially, the purpose of advertising is to persuade consumers by providing them with information about the product and service. In this way, it is possible to sell products and services (Taşkıran & Bolat, 2013, p.2).

Advertising aims to first convey information about a product, service, institution or a brand to its target audience, creating the desired attitude in them, strengthening their positive attitudes, if any, and changing their negative attitudes. Thus, creating a positive image for the product, service or organization in the

target audience and arousing desire in the target audience for the product or service and convincing them to purchase behavior (Elden, 2016, p.12).

Advertising is the promotion of a product or service through mass communication. It is delivered and promoted to the target audience. Different appeals are used in advertising to attract the attention of the consumer about a product or service. These are emotional, humor, fear, rational and sexual appeals. The main purpose of advertising is to make sales and encourage the consumer to buy. In this respect, it has certain basic features while achieving its sales purpose. These basic features are listed below (Gürüz, 1999, p.30):

a) Advertising is a marketing communication tool,
b) Advertisement is prepared and published for a certain fee,
c) The target audience of the advertisement is customers, consumers or institutions or individuals interested in any subject,
d) Advertising is an impersonal form of presentation,
e) Advertising messages are conveyed by producers to consumers through channels such as mass media, which allow messages to reach many people,
f) It is clear who is doing the advertising,
g) Advertisement is made and controlled in line with the pre-determined objectives and strategies to achieve these objectives
h) Advertising is a management process.

The basic characteristics of advertising determine its role and functions in the marketing communication process. When we look at the basic features of advertising, it includes informing the consumer about the product or service, it is done for a certain fee, and it should be clear who made the advertisement.

Advertising Attractions

Advertising appeal is important to attract consumers' attention and stimulate their emotional responses. There are different appeals used in advertisements. These are emotional, rational, humor, fear and sexual attractions. The aim of these appeals is to create a behavioral change in the consumer to make them buy or to create sympathy for the brand or organization. The concept of attractiveness is often the subject of persuasive communication. Again, marketing, which is based on persuasion or whose ultimate goal is persuasion, is a subject that is studied in many fields such as advertising, politics and promotion. It is also closely related to the appeal application techniques used in advertising.

Tools such as color, visuals and music used in advertisements also form the presentation of attractiveness (Ateş, 2016, p.86). Elden and Bakır (2010, p.76-77-83) list the features of the concept of advertising attractiveness as follows: Advertising appeal (a) is based on the abstract or concrete benefits that consumers will gain or lose by purchasing or not purchasing any product, (b) the aim is to draw attention to the advertised product, service and even the advertisement itself, (c) help differentiate advertising practices and advertised products or services from their competitors, and benefit from emotional or rational persuasion processes, (d) help advertising practices to differentiate themselves from their competitors forms the basis, (e) show the essence of the advertisement and the approaches adopted, target audience characteristics, positioning decisions taken for the advertised products or services, marketing and advertising targets, company policies, creative strategies, (f) appeal to the physical, social and psychological needs of consumers.

When we look at the basic features of advertising, it appeals to the needs of the consumer and helps in purchasing by creating a behavioral change in the consumer towards the product or service, arousing desire for the product or service.

Rational Attractions

Rational appeals, that is, informative appeals, focus on the practical, utilitarian and functional needs of consumers for a product or service, while also emphasizing the benefits of owning or using a certain brand.

Messages with rational appeal; It pioneers the idea of learning the facts and persuading. In addition, rationally based attractions have an informative feature. Advertisers' purpose in using these features of rational appeal is generally to emphasize a certain quality and functionality of the product or service and try to convince them that it meets their needs or provides a certain benefit (Grigaliunaite & Pileliene 2016, p.394). Again, rational attractions are attractions that are based on personal interests, look at the economic suitability of the product or service, and offer benefits desired by consumers such as quality, value and performance (Manrai & Manrai 1992, p.46).

Emotional Attractions

Emotional appeals generally try to influence and encourage consumers to buy by using emotions such as love, joy, fear and excitement (Altunbaş, 2015, p.119-120). Emotional appeals are a type of attraction that is heavily related to emotions rather than logic. Advertisements sometimes appeal to consumers' logic, emotions, senses, or sometimes all of these. Advertisements that generally appeal to emotions such as compassion, love, anger, fear, anxiety, excitement and try to persuade the consumer to buy benefit from emotional appeals (Gülsoy, 1999, p.175).

Humor Attractions

The concept of humor has attracted the attention of scientists for years and has been looked at more closely in the context of theories in the last few years. Understanding humor as a concept and determining how it is used in many areas are explained in terms of these theories. In particular, these theories are used to understand why people laugh at humorous advertisements, how they pay attention, and what aspects of advertisements attract people's attention. These theories are superiority theory, mechanization theory, incompatibility theory and relaxation theories. These theories attempt to explain the effects of humor on people (Morreall, 1997, p.29-30). Learning by having fun is a method that is easily accepted by the subconscious and is memorable. In this context, this method is frequently used in advertisements.

Studies conducted in the field of the effects of advertisements using humorous appeal have generally concluded that humor has positive effects on consumers' remembering and paying attention to the advertisement (Weinberger & Gulas, 1992, p.35).

Fear Attractions

Fear appeal is one of the methods used to persuade the consumer. These are messages based on persuasion, warning the consumer that things they value, such as their property, health and life, are in danger. The main purpose of fear appeal is to create a change in the attitudes or behaviors of consumers by triggering their fears with the non-verbal or verbal materials that create the appeal. In English, the term fear can be called fear-induced communication (Jürgen & Jürgen, 2000, p.23).

Advertisements that use fear appeal cause individuals to become psychologically stressed. In order to get rid of this, individuals tend to prefer the solutions suggested with the fear content presented to them, rather than other options. For example; Advertisements such as dandruff shampoos, acne medications, insurance advertisements, toothpaste and deodorant are generally created based on fears (Gass & Seiter, 2003, p.284).

Sexual Attractions

The sexual appeal used in advertising is made within a sexual presentation of the product or service. In advertising, it is defined as presenting the product or service in a sexual manner, processing it with sexual impulses, or using the male or female body (Richmond & Hartman, 1982, p.53-61). Another reason for using sexual appeal in advertisements is to create emotional reactions in consumers.

The emotional reactions that are tried to be created in consumers can be both positive and can also be in the form of making them feel the emotion that is tried to be given in the advertisement. While consumers identify their sexual feelings with the brand through the sexual appeals in the advertisement, it also makes

it easier for them to position the brand in their minds (Reichert 2004, p.27). With the different appeals used in advertisements, the desired behavioral change in the consumer is created. Additionally, the target audience can be encouraged to purchase by creating a bond towards the product or service.

Semiotic Analysis

Semiotics is a scientific method that helps understand language and signifiers, pioneered by Sausure and Pierce and whose development and spread they influenced. By using semiotics, abstract elements are concretized in people's minds and understood more clearly. Semiotics is a branch of science whose development was initiated by Ferdinand de Sausure in his work called Courses on General Linguistics (Cours de Linguistique Generale) and developed by names such as Charles Sanders Peirce, Pierre Guiraud, Roland Barhles, Cluade Levi Strauss. Semiotics was developed as a science after linguistics, and as it was considered within linguistics, over time it was decided that it was more general than linguistics and was seen as a higher unit (Yılmaz, 2013, p.357). Linguistics studies language, and for Saussure it is only a branch of semiotics (Parsa, 1999, p.16).

According to Barthes (1976, p.11), linguistics is a privileged part of general semiotics rather than a part of it, it is semiotics that is a part of linguistics and it is the part that covers the major semantic units of discourse. Saussure created both a linguistic method and a kind of theory of knowledge that carries universal reality. He considered the life of society as a large network of connections, a cycle of meaningful units or indicators that enable understanding and communication at different levels, and placed language in its place within this whole. Wherever there is meaning or sign, the linguistic method will be valid. Because language is the competence of similar communication tools (Sauddure, 1998, p.3). Saussure (1998, p.72) called the combination of the concept and the heard image a sign. In order to unify the whole, he used the terms sign, instead of concept, and signified instead of auditory image. Semiotics aims to study all kinds of sign systems, regardless of their content and boundaries. It gives meaning to gestures, music, sound, objects and the complex associations of all these (Barthes, 1967, p.9).

Pierce has gained an important place in the philosophy of language with his sign system that he built on triple distinctions by basing semiotics on logic. While Ferdinand de Saussure, who is considered the other founder of semiotics, produced his works in Europe, Pierce continued his studies in America. Due to this geographical difference, the working systems of the two thinkers also differed. While Pierce developed a theory of logic based on science and pragmatism and as a result turned to the philosophy of language with the concept of sign and developed a theory of signs, Saussure dealt with the sign on the basis of language (Özmakas, 2009, p.35).

A sign is any form, phenomenon, object, etc. that can replace the thing it represents alone and that thing. Sign is the natural languages, sign language, that people create to communicate during the socialization process some gestures, traffic signs, flags of some professional groups, fashion, advertising posters, architectural works, literature, music, painting, etc. It is a system consisting of units. The branch of science that scientifically examines the operation of sign systems is called semiotics (Rifat, 2009, p.11,12).

Semiotics, which examines the mechanism of the individual creating signs, creating a system with signs and communicating through them, is the first example system field that it refers to during its construction. Since the signs in the language are signs, the signs come into existence through the process of naming by observing, separating and classifying the things around the individual. Language provides the individual with the opportunity to make sense of the world with the models and systems it creates (Erkman, 1987, p.22). The basis of semiotics lies in the signs that contain the common values and meanings of the society. These signs are presented to large audiences and are often taught to people by the "repetition" method, thus creating a common code of meaning. In other words, indicators function as a means of communication of the values and meanings shared by the society (Gürsözlü, 2006, p.14).

Barthes explains meaning at two levels. The first of these meanings is the literal meaning, that is, the first seen meaning, while the second is the connotation. Barthes used connotation to describe the meaning hidden and concealed in texts. He also connects connotations to culture and states that texts are coded in

this context (Ünlü, 2018, p.187). Again, according to semiotics, every sign in the world we live in has a meaning. These meanings are constructed not only through the symbols produced by humans, but also by accepting everything that can communicate between everything in the environment as a language ability. In other words, not only spoken language, but also all kinds of objects or signs such as pictures, clothes, food can be considered as indicators that can transmit and receive meaning in the communication process. Semiotics helps to understand the communication process more deeply by investigating the relationship and meaning between these various signs (Sığırcı, 2016, p.29). Within the framework of coding and decoding, interpretation is made directly and through connotations, especially within the framework of cultural patterns.

Everything in an image that is given meaning by people is a sign, and therefore all such images can be examined in terms of semiotics. Semiotics encompasses many areas of the humanities and social sciences. Any activity that people perform, be it music, fashion, architecture, advertising, etiquette or literature, can each be analyzed from a semiotic perspective (Culler, 1985, p.100). According to Saussure, signs and words in language gain meaning by being associated with their opposites. For example, the word "black" contrasts with "white" and the word "white" contrasts with "black". This contrast determines the meaning of each. That is, an object or concept gains meaning together with its opposite. Moreover, signs in language are likewise based on binary opposition. This means that a sign only makes sense with its opposite. In this sense, the structure of the language is based on opposition and meaning is created through these oppositions (Cevizci, 2010, p.735).

The main interest of semiotics is signs, and semiotics is a discipline that investigates the nature and functioning of signs. There are three main areas of study. These fields examine different aspects of indicators. For example, one field studies how signs acquire meaning and how the meaning they convey is understood. Another field examines the role of signs in social, cultural and historical contexts. The third area examines the use and impact of indicators, especially in the context of media and communications. In this way, semiotics tries to understand the function, meaning and social impact of signs (Fiske, 2003, p. 62).

Roland Barthes, one of the leading figures of contemporary semiotics, especially focused on popular culture. Barthes's original approach involves examining the elements that carry meaning rather than the purpose of communication while investigating the meaning of various phenomena, such as clothing and furniture, using the method of structural analysis. Barthes associated this practice of structural analysis with semiotics and examined the relationship between signs and their meanings through secondary signifieds or connotations. This approach reveals not only the surface meanings of signs, but also their deeper and often hidden meanings (Vardar, 2001, p.88).

In terms of how signs relate to their objects, Peirce's scheme of (similarity), index (pointing), and symbol (convention) has often been used as if they constituted Peirce's entire classification of signs. However, Peirce noted that individual signs, such as maps, blend iconic, indexical and symbolic dimensions, but one or two are likely to predominate (Prior, 2014, p.3).

Not only linguistic elements, but also visual elements help individuals communicate with each other. A real object or event, graph, poster, pattern, picture, cloud, smoke, photograph, icons and visual indicators consist of all of these. No matter what kind of indicator they are, the main purpose of all of them is to try to ensure communication between individuals and between individuals and nature. Visual indicators are mostly used when it comes to promoting any product, service or place. However, although it is said that visual elements can replace or reflect reality, it is accepted that visual indicators attract more attention and more concretize the elements intended to be promoted when compared to written or verbal indicators (Çulha, 2011, p.410).

Semiotic Analysis of 8 March International Women's Day Advertisements

Purpose and Importance od the Reserach

In addition to presenting a product or service to the consumer and informing him, advertisements also help to create and transfer social and cultural values. The messages to be conveyed can be conveyed using indicators. In this context, the aim of this study is to understand and analyze which indicators are used in the commercials prepared by Gratis, Kılıçoğlu and Megaron companies for March 8, International Women's Day, and the messages that the used indicators want to convey to the audience.

Advertisements can appeal to people's cultural codes through the indicators they use. By using the messages they put into these codes, it is aimed to create behavioral changes in them and to activate them in the desired direction. This study is important because it reveals the power of advertising to convey social messages and the role of the semiotic analysis method in analyzing these messages.

Research: Population, Sample, Scope and Limitations

In this study, commercials made about women were taken into consideration. In this context, while the universe of the study consists of advertisements about women, the sample consists of commercials prepared by Gratis, Kılıçoğlu and Megaron companies for March 8 International Women's Day.

The scope of the research focuses on certain commercials and focuses on how the absence of women affects the world. In this context, visual and auditory codes used in commercial films were analyzed by using Barhes' semiotic analysis method. In addition, the research was limited to the commercials made about women by Gratis, Kılıçoğlu and Megaron companies for March 8 International Women's Day.

Research Method

Qualitative research method is used in the study. Qualitative research; It involves collecting and analyzing non-numeric data (e.g., text, video, or audio) to understand concepts, opinions, or experiences. It can be used to collect in-depth information about a problem or to generate new ideas for research (Bhandari, 2023). In the study, commercials published by Gratis Personal Care Marketi, Kılıçoğlu and Megaron companies in 2017 on the occasion of March 8 International Women's Day were analyzed semiotically within the framework of purposeful sampling. Purposive sampling is a non-probability, non-random sampling approach. Depending on the purpose of the study, it allows for in-depth research by selecting information-rich situations.

It is a sampling method created in cases that meet certain criteria or have certain characteristics or are suitable for the study (Büyüköztürk et al., 2016, p.92). The sample of the study consists of the "What Would the World Be Like Without Women?" commercial prepared by Gratis for March 8 International Women's Day and the "If There Were No Women" commercials made by Kılıçoğlu and Megaron companies for March 8 International Women's Day. The videos of the commercials were compiled and recorded from www.youtube.com. In the study, Barthes (2014, p.30-87). The signifier and the signified; each commercial was analyzed separately, based on the concepts of connotation and denotation.

Semiotic signs allow the nature of the sign to be understood according to the linguistic sign. The semiotic sign, like its model, consists of a signifier and a signified. For example: While the color of a light may be a sign of movement in the road code, it may also have a different meaning at the indicator level. Many semiotic objects, gestures and images are used by giving meaning. Clothes are used for protection and food is used for nutrition (Barthes, 1967, p.41).

The sample advertisements in this study were analyzed using Barthes' semiotic analysis method. The following research questions were tried to be answered by analyzing the visual and audio elements included in the content of the commercial films.

a) What type of advertising is used in commercial films?
b) What type of appeal is used in commercial films?
c) What topics are covered in commercial films?
d) What are the indicators used in commercial films?

In this context, the messages and meanings that the commercial films in the sample wanted to convey were tried to be analyzed through indicators. Semiotic analysis technique was used in examining the selected commercial films.

Results

General Description of Gratis Commercial Film

Gratis' "What would the world be like without women?" The commercial is 2:11 seconds long. The commercial begins with a young man and his 2 friends bouncing a football on his head in a shopping mall. Meanwhile, the leading male actor coming from behind hits the ball and drops it to the ground with a bored facial expression and asks on the screen "What would the world be like if there were no women?" text appears. Later, while walking around the shopping mall, he comes across a crowd of men watching the match and is frightened by the shouts of the male crowd. He looks around, confused and bored, at two lifeless male models in the glass window of the store and at the store employee who is trying to paste the number 7 on the sign "My 2017 summer creation has arrived".

A billboard advertisement with the slogan "The secret of great hair" and a man posing with a hair dryer, a clothing store with a "men's world" sign, a personal care market with a Gratis sign, "so look at yourself!" There is a large advertising poster with text, two men sitting on massage chairs, a poster with the choice of your neighborhood barber and two men on a motorcycle standing in front of Gratis and chatting. The male lead looks at them as they pass by.

At Gratis, there is a male attendant and two men watching the match, and there are men's products on the shelves. There are posters announcing the campaigns "Come on, open for spades, buy lotion + drill as a gift" with a free card. He looks in astonishment at two young men who brutally apply branded gel, the size of a paint can and with "multi-shape jelly" written on its packaging, to his hair. A white-haired old man is seen examining his hair dye with the words "Metallic Grey" written in the image of a car.

In Gratis, the leading man and the male aisle clerk say, "Brother, give me a shampoo." The male officer gives one of the same shampoos in the aisle and says it is effective for three months, and the male lead smells it and does not like the smell and asks, "Isn't there one with a better scent?" he says. The officer says "No, but there is a promotion" and hands me the drill and says "it's charged".

The leading male actor looks astonished at the shampoos filled with the same brand, as in the other scenes. Next to the poster with two tea cups and the words "2 in 1 shower gel + toothpaste", he says "take care of yourself" and shows off his biceps to the customer.

Later, while waiting in the payment line, again tired of men watching the match, he suddenly comes to his senses when a woman comes and touches him, and in the scenes that continue with the screen turning into color, the woman asks "Are you okay?" When he asks, he says, "I'm glad to have you my love, I'm fine."

Afterwards, the product sections become more diverse and colorful. They shop happily as a couple, and the leading man and woman leave Gratis happily, holding hands.

Gratis Commercial Advertisement Film from a Semiotic Perspective

The findings that were examined and reached with the semiotic analysis method, including the elements of sign, signifier and signified, denotation and connotation in commercial films, are shown in Figure 1 and Table 1; Figure 2 and Table 2.

Figure 1. Gratis Commercial Advertisement Film: "What Would the World Be Like Without Women?''

Table 1. Semiotic Analysis of Gratis Commercial Advertisement Film

Indicator	Signifier	Signified
Human	Ball	Boring Mood
Color	Gray	Football
Text	"What Would The World Be Like Without Women?"	Boring, Unhappiness And Colorless
Place	Shopping Mall	Crowded, Monotony
Human	Men	Male Activity, Watching Matches
Object	Male Models	Lifelessness, Appealing To One Gender
Color	Gray	A Boring and Colorless Life
Text	Our 2017 Summer Creation Has Arrived	Monotony and Sameness
Place	Clothing Store	No Diversity, Soullessness

Literal meaning: "If There Were No Women?", published by Gratis specially for March 8, International Women's Day. In the first scene of the commercial, a young man appears playing a ball with his head. Then another man, who is tired of life, neglected and unhappy, enters the stage, hitting the ball on the other man's head with his hand and asks: What would the world be like without women? The text appears.

A crowd of men can be seen gathered in the shopping mall, watching the match. At the same time, it seems that only the year of the "Our 2017 summer collection has arrived" message in the clothing store has been changed. The models in the showcase consist only of male models. All the scenes up to this point are in black and white.

Connotation: In the first scene of the commercial, the man bouncing a ball on his head in the shopping mall is out of use as a space, and men can use every space for their own activities in a world where there are no women. It seems that they do not care about order and rule. Then there are men who are unkempt, have messy hair, are overwhelmed, unhappy and do not care about their surroundings.

It is understood from this that in the absence of women, men neglect their personal care and lead an unhappy, tired and boring life. The presence of male models in the showcase and the fact that only the date has changed emphasizes the monotony and the fact that there is no change even though the years have passed.

Figure 2. Gratis Commercial Advertisement Film: "What Would the World Be Like Without Women?''

Table 2. Semiotic Analysis of Gratis Commercial Advertisement Film

Indicator	Signifier	Signified
Human	Man	Man's Face Waking Up From His Dream, Surprised And Coming To His Senses
Place	Gratis Shopping Center	Beauty And Care Products
Color	Vibrant Colors	Vitality And Diversity
Human	Woman, Man	Diversity, Difference And İntegrity
Human	Woman, Man	Happy Faces, Togetherness, İntegrity
Place	Gratis Shopping Center	Beauty And Care Products
Text	Gratis İs More Beautiful With You	Slogan, The Liveliness That Woman Bring To Life
Color	Different And Vibrant Colors	Diversity, Difference, Livelinees
Human	Woman	Groomed And Well-Groomed Woman Who Apply Lipstick
Object	Lipstick	Apppropriate And Appropriate Use
Human	Woman, Man	A Place Where Men And Women Are Together

Literal meaning: In the scene where the woman is seen for the first time, the man suddenly comes to his senses with the woman's touch, as if waking up from a nightmare, and opens his eyes to a colorful world.

As the woman appears on stage, the commercial becomes more colorful and different products appear in the aisles. In the scene, men and women shop together in the colorful and diverse product section. On the stage, there is a sign "Gratis is better with you". In other scenes, there are images of women looking at the shelves and shopping, while on the scenes, respectively, there is a message saying "Thank you for all the beauties you add to our world, not only on March 8, but every day."

Connotation: When the scene is examined, the expression on the man's face, as if he woke up from a nightmare with the touch of the woman, is a surprised and happy expression. The reason for this is that he realizes a colorful, lively and diverse world from a black and white, monotonous and boring world. It is shown that life is colorful, vibrant and happy in a world where women exist. This is explained by the transition from a black and white image to a color image.

When the scenes are examined, a colorful background can be seen with women appearing in the commercial. Emphasis is placed on the liveliness, colourfulness, beauty, happiness and aesthetics that women bring to life. From the fact that men and women are happy when they are together, it is understood that the integrity of men and women is complete and happy when they are together.

General Description of the "If There Were No Women" Commercial Film Made by Kılıçoğlu Megaron Companies for March 8 International Women's Day

"If there were no women" commercial made by Kılıçoğlu Megaron companies for March 8, International Women's Day, is 0:27 seconds. The commercial begins with the smiling face of a young woman. In the commercial, which starts with black and white, the screen becomes more colorful as the woman laughs. The text "If there were no women" appears on the screen, then a settlement with ruins and no life is shown, and the text "There would be no life" appears on the screen again. The text "No color" appears on a pitch black screen. In the next scene, a family table with men, women and children appears and ends with the text "Happiness was always incomplete", facing the light.

Kılıçoğlu Megaron 8 March International Women's Day Advertisement from a Semiotic Perspective

The findings that were examined and reached with the semiotic analysis method, including the elements of sign, signifier and signified, denotation and connotation in commercial films, are shown in Visual 3 and Table 3.
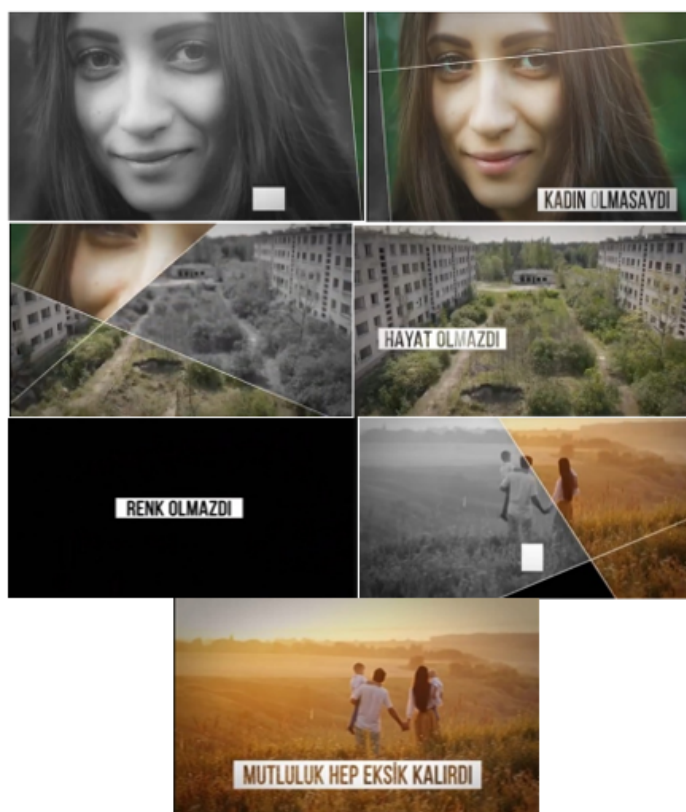

Figure 3. Kılıçoğlu Megaron 8 March International Women's Day Advertisement

Table 3. Semiotic Analysis of Kılıçoğlu Megaron 8 March International Women's Day Advertisement

Indicator	Signifier	Signified
Human	Woman	Smile, Happines And Hope
Object	Ruined Building	A Place With No Signs Of Life
Plant	Neglect Trees	Apathy
Color	Grey, Green	Uncertainty, Liveliness, İnavtivity
Color	Black	Darkness
Text	Color Would Not Exist	The Situations Without Woman
Human	Woman, Man, Child	Family And Future
Light	Brightness	Brightness, Hope, Happiness
Color	Gray, Green	Aliveness, İnactivity, Uncertainly
Text	Happiness Was Always İncomplete	The Sourch Of Happiness

Literal meaning: The commercial made for March 8 International Women's Day was titled "What would the world be like if there were no women?" The commercial begins with the smiling face of a young woman, and it starts in a gray tone. The screen turns into color as the young woman smiles, and the text "If it wasn't for a woman" appears. The scene then continues with a deserted settlement, ruined buildings and neglected gardens. The colors change from gray to a colorful tone again and the words "There would be no life" appear on the screen. Afterwards, the text "There would be no color on a white background" appears on a black screen. Mother, father and children appear on the stage, which turns from gray to colorful with color transitions. The screen becomes colorful, especially starting from the woman's side.

Connotation: Coloring the screen with the woman's smile shows that the presence of the woman adds happiness and hope to life. Ruined buildings and neglected abandoned gardens emphasize how places where there are no women and untouched by their hands are far from interest, aesthetics and liveliness. It is shown that women are a source of life. With the black screen, it can be said that a world without women is colorless and dark. In the last scene, the gray screen becomes colorful starting from the woman's side, emphasizing that the woman adds liveliness, color and aesthetics to life. At the same time, the family image is shown as a symbol of the future, happiness, hope and continuity.

Conclusion

In this study, advertising was examined in the context of its special design on certain days. The idea that was tried to be created through visual and audio elements about "what a world without women could be like" was handled through advertisements specially prepared for March 8, International Women's Day. Since they were born, people have begun to recognize colors, distinguish them from each other, and be affected by them. The meaning of colors in their lives for people depends on being emotionally affected by colors and leaving a mark on them (Zıllıoğlu, 2007, p.82). The color white means purity and innocence (Uçar, 2004, p.48). The color black means emotions such as fear, death, unhappiness and mourning in most countries (Akkın, Eğrilmez & Afrashi, 2004, p.277). When we look at the connotation of the colors consisting of black and white in the scenes where only men are shown in commercials, it is emphasized that a life without women is colorless, boring, ordinary and joyless. While the green color used in scenes with women generally evokes nature, peace, heaven, productivity and freshness (Halse, 1978, p.27- 34), the pink color is calming and happy (Kavasoğlu, 2021, p.81). Purple has a deep psychological effect (Akkın, Eğrilmez & Afrashi, 2004, p.276). Blue is known as the color of water and sky and is generally the color of peace and eternity. Therefore, it means calming, peace, sensitivity and loyalty (Mazlum, 2011, p.132). The color of the screen with the scenes featuring women means that a world with women is much more colorful and lively; in this context, it is emphasized that women are happy beings, far from monotony and add meaning to life.

In this study, the commercials prepared by Gratis, Kılıçoğlu and Megaron companies for March 8 International Women's Day were examined using the semiotic analysis method. With this analysis using Barthes' semiotic analysis method, some conclusions were reached regarding the denotative meanings and connotations of the advertisements.

First of all, when it was examined in terms of the mentioned advertising types, it was concluded that it was a positive advertising type. Looking at the audio and visual elements created in the commercials examined, it is aimed to create a positive perspective on women and the values that women add to life in the audience's perception by using emotional appeal. When the indicators used in commercial films are analyzed, emotional appeal elements such as sharing, happiness, joy, love, togetherness, integrity, difference and the values that women's existence adds to the world are emphasized. The screen becomes colorful with the woman's smile, showing that the woman adds happiness and hope to life; Ruined buildings and neglected gardens show that places where there are no women are indifferent and devoid of aesthetics. The scenes where the black and white screen becomes colorful with the woman's touch tell us that women add liveliness and aesthetics to life. Family images emphasize that the presence of women is a symbol of happiness, hope and continuity. The connotations used in advertisements also reveal the role and value of women in society. In a world where there are no women, men seem to live a neglected, unhappy and monotonous life and do not care about order and rules. Male mannequins in the windows and neglected male figures on the posters symbolize a life far from aesthetics and care in the absence of women. As a result, these commercials express the place and importance of women in social life with strong visual and auditory indicators. Semiotic analysis has helped understand how these messages are created and communicated. The codes contained in the advertisements enable the values that women add to life to become concrete in the minds of the audience. How valuable and indispensable women's existence is for society is effectively explained through these advertisements. This study shows the power of advertising to convey social messages and the importance of the semiotic analysis method in analyzing these messages. As a result, these commercials express the place and importance of women in social life with strong visual and auditory indicators. Semiotic analysis has helped understand how these messages are created and communicated. The codes contained in the advertisements enable the values that women add to life to become concrete in the minds of the audience. How valuable and indispensable women's existence is for society is effectively explained through these advertisements. This study shows the power of advertising to convey social messages and the importance of the semiotic analysis method in analyzing these messages.

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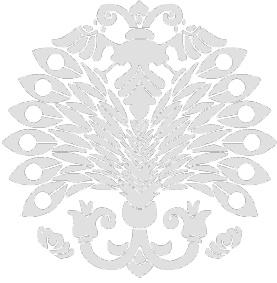# Tracing the Process of Rome's Expansion in Anatolia

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ABSTRACT

As a result of Rome's nearly 60-year-long struggle that wore out the state, the Republican administration ended with Augustus. With this new system, large lands will now be governed by a single administrator. This new system brought the imperial structure to solve the problems of Rome. After Rome established a political authority and power in the Italian geography, a Roman-Italian union was established here. The policy followed by Rome this time in order to achieve the desired area of dominance was to explore areas of expansion outside Italy. As of the Roman period, it underwent changes in its area of expansion along with the changes in political structures and orders. In this context, it expanded its distribution area towards Anatolia. During the period when this expansion area took place, Rome experienced great struggles both externally and internally. Our study topic, "The Process of the Spread of Rome in Anatolia", contains cases and impressions that cannot be repeated due to the time period it covers. For this reason, criteria such as the content of the study, its field, and the time period to be researched are not suitable for quantitative research methods. Therefore, document analysis, one of the qualitative research methods that is thought to be more amenable to the criteria of the study, constitutes the method of the study. With this method, it was tried to reach various sources and documents about the policy followed by Rome in Anatolia and draw meaningful inferences from them.

Keywords: Rome, Anatolia, State, Empire.

Introduction

As a result of Rome's nearly 60-year-long struggle that wore out the state, the Republican administration ended with Augustus. With this new system, large lands will now be governed by a single administrator. This new system brought the imperial structure to solve the problems of Rome. This system was not a structure dominated by absolute government, as seen in the Hellenistic period monarchies. This system was the product of a structure in which all legal institutions that existed during the Republic period continued to exist. The title Octavian received did not correspond exactly to the king. A new structure and administrative order emerged in Roman lands with Augustus in 27 BC. With this order, the qualifications of the senate and assemblies lost their power and this influence was directed towards the emperor.

During the reign of Caesar, there were 14 provinces within the scope of Rome's domination. As a result of the civil wars, it was included in Egypt and was made a province by Octavian. By this stage, the Mediterranean was surrounded by Roman power. During Rome's early expansion to the east, there was no mention of the existence of any state in its vicinity that could coincide with its own power. When Rome became dominant, it started making arrangements within the scope of the states that existed. In this context, in the administrative arrangement, the provincial administration was divided between Augustus and the senate. In the regulation, the administration of the provinces within the borders of Rome and in which there were military units was given to Augustus. Apart from this, the states that did not have any dangerous situations and were not problematic in terms of military were taken under the administration of the senate. While creating the administrative structure of the provinces under the rule of Augustus, he determined the following order and appointed governors by choosing among the people who had previously held consulship and senatorial positions, and appointed these people to the head of the provinces. During the imperial period when Augustus basically created such an order, many expansion processes towards Anatolia took place. During these periods, the Roman Empire experienced many emperors. However, the problems did not prevent Rome's expansion.

Methods

Qualitative research is defined as "research in which methods such as observation, interview and data collection are used and a qualitative process is followed to reveal perceptions and events in a realistic and holistic way in a mountain environment" (Yıldırım, 1999; Yıldırım & Şimşek, 2008; Yeşil, 2015). With a different definition, it is an approach based on researching and understanding phenomena within the environment in which they occur, with a perception that places theory creation at the center (Yıldırım, 1999; Yıldırım and Şimşek, 2008). Qualitative research is shaped with the aim of explaining, evaluating and describing entities, events or relationships between events. However, in achieving this purpose, conceptual solutions are used, not qualitative methods such as statistical data (Yeşil, 2015).

The document analysis technique, which is also used in the quantitative research method, is an important tool in accessing data for the qualitative method (Çapçıoğlu & Kalkan Açıkgöz, 2018). The technique in question involves analyzing various materials within the scope of the research subject (Yıldırım & Şimşek, 2008; Çapçıoğlu & Kalkan Açıkgöz, 2018). To put it differently, document analysis is a systematic procedure for examining or evaluating documents, both printed and electronic (computer-based and transmitted over the Internet). Like other analytical methods in qualitative research, document analysis requires examining and interpreting data to reveal meaning, gain understanding, and develop empirical knowledge (Bowen, 2009). The documents used include text (words) and images recorded without the intervention of a researcher (Bowen, 2009; Sak et al, 2011). Document analysis deals with the analysis, review (superficial review), reading (in-depth review) and interpretation of these accessed data (Bowen, 2009).

Our study topic, "The Process of the Spread of Rome in Anatolia", contains cases and impressions that cannot be repeated due to the time period it covers. For this reason, criteria such as the content of the study, its field, and the time period to be researched are not suitable for quantitative research methods. Therefore, document analysis, one of the qualitative research methods that is thought to be more amenable to the criteria of the study, constitutes the method of the study. With this method, it was tried

to reach various sources and documents about the policy followed by Rome in Anatolia and draw meaningful inferences from them

The Arrival of the Novel in Anatolia

Rome saw that the most powerful state it faced was Carthage, when it expanded its borders by aiming for domination outside the Italian territory. He only ended this powerful state, which posed a danger to him, with the struggles that lasted from the mid-3rd century BC to the mid-2nd century and consisted of 3 major wars in total (Bahar, 2019; Tekin, 2007). With this termination, Rome gained dominance of the Western Mediterranean. Enthused by its success, Rome established provinces and further expanded its area of domination. After this stage, Rome turned to the east, where it saw that the greatest threat to itself was the Seleucid Kingdom. The central area of this kingdom was Syria. Apart from this central area, the kingdom also had important lands in Anatolia (Tekin, 2007). The ruling power of the Seleucids kingdom was III., who had the nickname "The Great". It was Antiochus. Antiochus was defeated in his fight with Rome at Thermopylai during his campaign in Greece. After this struggle with the Romans, a Hellenistic Antiochus of Rome went to Anatolia (Magıe, 2001; Kaya, 1996). But the Romans also passed through the Hellespont and entered Anatolia. In the war fought in Magnesia (Manisa) near Sipylos Mountain, Antiochus was defeated by the Romans for the second time (189 BC) and fled to the East (Tekin, 2007; Kaya, 2019; Ergin, 2019; Tanilli, 1994). This struggle between Rome and the Seleucids, a Hellenistic kingdom, constitutes a milestone in the recognition of Anatolia by Rome. It can be said that the contact between Rome and Anatolia started with this struggle. The end of the struggle was achieved with a peace treaty. One year after the end of the war, the Apameia (Dinar) Peace Treaty was concluded in 188 BC. With this agreement, the Seleucids left the lands in the northern part of the Taurus Mountains to Rome. After this policy was implemented, Antiochus left the geography and went to Syria (Bahar, 2019; Tekin, 2007; Kaya, 2019; Ergin, 2019; Magıe, 2001; Tozan, 2016). Following this situation, Rome's policy was to give the lands in the northern part of the Taurus Mountains left by the Seleucids to Pergamon and Rhodos. In addition, Rome showed its gratitude by giving land to the Ionian cities Miletus, Smyrna, Chios, Erythrai and Klazomenai, who agreed to be on its side during the fight against Antiochus. While Rome rewarded the cities that stood by it, it punished Ephesus, which chose to help Antiochus, and took its freedom away. Rhodos gained a more fortunate position during the distribution of Antiochus' dominions. So much so that, in addition to such a large area, Caria also gained the coastal regions of Lykia. However, these regions did not directly accept Rhodian domination. For this reason, the regions whose independence was granted by Rome also came under the protection of Rome. Rome took solution-oriented actions in the conflicts between cities. So much so that the cities continued their existence in a free structure and could mint their own coins (Tekin, 2007). There was a good relationship between the cities and Rome, where tolerance was effective. Rome was rewarded for its moderate attitude towards these city-states with the war waged by the Senate against the Macedonian King Perseus in 171 BC. In this war, Rhodos, Samos, Kalkhedon, Herakleia Pontike and many other Anatolian cities sided with Rome (Tekin, 2007; Magie, 2003). In line with this support, some cities provided ship support to Rome. Moreover, the Miletians said that they would do their best to provide all kinds of support in response to the demands of the Roman Senate. The struggle started with the support received resulted in Rome's success. This success enabled Rome to expand and continue its relations with the cities of Western Anatolia (Tekin, 2007). About fifty years had passed after the Peace of Apameia signed with the Seleucid ruler Apameia, when Attalos, the King of Pergamon (Bergama), made a decision that would be effective in expanding the borders of Rome and Attalos bequeathed his kingdom to Rome (Tekin, 2007; Bahar, 2019; Kurt, 2010a). This situation strengthens Rome's connection with Anatolia. So much so that it can be said that Rome has one foot in Anatolia from now on (Tekin, 2007).

Rome's relations with the Kingdom of Pontus, located in the southern part of the Black Sea, were in good condition until the kingdom began to pursue a policy aimed at expanding its expansion area. However, VI. Due to this policy during the reign of Mithradates Eupator, Rome and the Kingdom of Pontus left their friendship aside and entered into a structure dominated by war (Tekin, 2007; Atlan, 2014). The Mithradatic

Wars, which occurred due to territorial expansion, lasted exactly 25 years and resulted in the success of Rome. The policy followed by Rome at the end of the war was to unite Pontos with Bithynia and establish the Bithynia-Pontos State (Tekin, 2007; Kaya, 2019; Lloyn, 2000; Kaya, 1998; Taşdöner, 2015).

The beginning of the colonization process of Rome in Anatolia dates from the reign of Julius Caesar (Tekin, 2007; Bahar, 2019). We can list these colonies as follows: Colonia Gemina Lampsacus (Lapseki), Colonia Iulia Concordia Apamea (Mudanya), Heraclea Pontica (Karadeniz Ereğlisi) and Colonia Iulia Felix Sinope (Sinop) (Tekin, 2007; Kaya, 2019; Schwertheim, 2009). In the management strategy implemented by Rome in the Anatolian geography, there were practices that could be called privileges for some cities. In this regard, Rome granted some cities the status called free city. Although these cities are far from tax liability, they also have the authority to create their own laws (Tekin, 2007).

Augustus: Octavian won a victory against Antony and Cleopatra off the coast of Actium in Western Greece in 31 BC (Lloyn, 2000; İplikçioğlu, 2007; Taşdöner, 2017; Cornell and Matthews, 1988) This victory resulted in the elimination of the Ptolemies in Egypt, the last representative of the Hellenistic kingdoms (İplikçioğlu, 2007). The benefits of this victory were not limited to this. So much so that Rome also changed in terms of administrative structure and left the administration to the Empire instead of the Republic (Barrow, 2018; Türkoğlu, 2009; Tekin, 2007; Özsait, 1982). Octavian's success was crowned by the Senota and he was given the title of Augustus (Holy) (Barman, 2016). The administrative structure under the rule of Augustus included an arrangement that was divided into "subordinate to the emperor" and "subordinate to the senate" in the administration of the provinces (Tekin, 2007; Akurgal, 2005; Özsait, 1982; Demircioğlu, 1967). When Augustus ascended to the Roman throne, there were three states in Asia Minor: Asia (129 BC), Cilicia (101 BC), and Bithynia-Pontus (63 BC). While it was decided that Asia, one of these states, would be administered by the Cilicia senate, Cilicia Province was left to the administration of Augustus (Tekin, 2007; Kaya, 2003). After the murder of Amyntas, who was appointed to govern the Kingdom of Galatia, Augustus established the State of Galatia (Provincia Galatia). The province included the lands belonging to the Galatians, Pisidia, the eastern part of Phrygia, Lykaonia, Isauria, the inner parts of Paphlagonia and Lesser Armenia. The system applied to every new province was applied here as well, and the administration of the Galatia Province was left to Augustus (Tekin, 2007; Kaya, 2004). The administration of the province is carried out from Ankyra (Ankara), and five veteran colonies were established in the Pisidia region and efforts were made to keep the region under control. The most important of these colonies was undoubtedly Antiochia (Yalvaç). Among the other colonies established during the time of Augustus, we can mention Germe, Iconium, Ninica and Laranda. The communication and transportation of these colonies with each other was also provided by Via Sebaste, which was built to connect the west and east of Anatolia (Tekin, 2007; Özsait, 1982).

Tiberius: After Augustus died in 14 AD, Tiberius took over the government (Tekin, 2007; Bahar, 2019; Çapar, 1980). Tiberius assigned his nephew Germanicus to make arrangements in the eastern provinces of the state. The situation that pushed Tiberius to take such a duty was that Artabanos, King of Parthia, intervened in the internal affairs of the Kingdom of Armenia, resulting in unrest in the region (Tekin, 2007; Yavuz, 2014). During this period, Cappadocia and Commagene were taken under control after their rulers lost their lives. Germanicus, who also went to Egypt during his time in the East, fell ill and died in Antioch (Antakya) in 19 AD. During the Tiberius period, geography also encountered some natural disasters. Famous geographer Strabon from Amasya and historian Pacitus mention in their information that an earthquake occurred in the west of Asia Minor in 17 AD. As a result of this earthquake, some cities were destroyed. Tiberius (AD 14-37) stated that he would not request taxes for a period of five years in order to provide convenience to the cities as a result of the victimization experienced. Tiberius, who did not limit his support to this, also provided financial support for some cities (Tekin, 2007)

Claudius: He is a ruler who had fears that he would be killed and was found hidden behind the curtain and was made emperor (Bahar, 2019). During the reign of Claudius, the Lykia and Thrace Provinces were established (Tekin, 2007; Özsait, 1982; Çapar, 1980).

Nero: After Claudius, Nero took over the Roman administration (Tekin, 2007; Özsait, 1982; Bahar, 2019). The empire that Nero took over was exhausted, weak and tired. There were four changes of rulers during a period of eighteen months (Gıbbon, 1987). During his rule (54-68 AD), Armenia was under the rule of Parthia. In order to maintain control over Parthia and Armenia, Nero asked Corbulo to go east, and as a result of this duty, Corbulo captured Armenia (Kaya, 2005; Yavuz, 2014; Taşdöner, 2016). As a result of the Parthian Tridates' flight, the Romans enthroned Tigranes, the last king of Cappadocia (Akşit, 1976). However, Tigranes' mistake of attacking the Parthians was an act that brought his end. Following this situation, the Parthians were included in Armenia. Rome, on the other hand, followed the policy of sending Paetus, the governor of Cappadocia, to the region (Tekin, 2007). However, the method used did not yield results and Paetus's struggle with the Parthians ended in failure. As a result of the situations encountered, Rome decided to make an agreement with the Parthians. According to the agreement. Tridates came to Rome and wore the Armenian crown from the hands of Nero (Tekin, 2007; Özsait, 1982).

Vespasian: Due to the policy he implemented, he connected the lands of Lesser Armenia to the province of Cappadocia. In addition, he enabled the establishment of the Lykia-Pamphyia province. Vespasian was also aware of the policies implemented against Rome. In this regard, he learned about the alliance of the King of Commagene with the Parthians against Rome, and as a result, he occupied Commagene and annexed it to the province of Syria. The provinces were also merged (Tekin, 2007; Özsait, 1982; Akşit, 1976).

Traianus: After Vespasianus, Traianus took over the administration. Vespasian also reverted the practice of unifying the provinces of Galatia and Cappadocia and separated the provinces. In 110 AD, Trajan appointed Pliny the Younger as legatus Augusti in order to prevent the turmoil caused by the Bithynia-Pontos province (Tekin, 2007). The letters that Pliny the Younger sent to Emperor Trajan provide enlightenment about the geography and period in which he was there. Trajan organized an expedition in 114-115 AD, which included Eastern, Southeastern Anatolia and Upper Mesopotamia. The emperor, who took the Armenians and Parthians under his rule, founded the states of Armenia and Mesopotamia here. Trajan appointed Hadrian as governor of Syria and then turned to Rome. However, he fell ill and died in the city of Selinus in Cilicia (AD 117). The name of the city where he died was also changed and its name was changed from Selinus to Traianopolis (Tekin, 2007, Özsait, 1982).

Hadrian: Hadrian is the adopted son of Trajan. In order to have an idea about the empire, he made various trips and also came to Asia Minor (Tekin, 2007; Özsait, 1982; Bahar, 2019). The ruler, who first came to Antioch during the eastern campaign and regulated the relations with the Parthians, then turned his direction to the north (Bahar, 2019). In this context, Hadrian visited Trapezous (Trabzon) and had a breakwater built there. In addition, it provided economic support to some cities. During this period, some arrangements were made and cities such as Hadrianopolis and Hadrianotherai were named to honor Hadrian. Hadrian then came to Anatolia again in the spring of 129 AD. He reached Ephesus from Rome by ship and from there he went to Pamphylia along the Anatolian coast. Then, from there, he headed north towards Phrygia and visited Cilicia, Kappadokia and Commagene (Tekin, 2007).

Antoninus Pius: He ascends to the throne upon the death of Hadrian (Freeman, 2003). It is stated that the emperor never came to Anatolia. However, two earthquakes occurred in Anatolia, one in the Kocaeli Peninsula and the south of Marmara, and the other in Southwest Anatolia. It is known that Antoninus Pius, who could not remain unresponsive in the face of these natural disasters, sent aid for support (Tekin, 2007; Özsait, 1982).

Marcus Aurelius: After the death of Antoninus Pius, Marcus Aurelius took over the administration. However, this administration was not dominated by a single person. Because Aurelius wanted his brother Lucius Verus to be co-emperor (Tekin, 2007; Özsait, 1982). During his rule, Parthian King I.D. Vologases had engaged in a fight with the Roman governor of Cappadocia and defeated the governor's army. Taking action as a result of this defeat, Marcus Aurelius sent his brother Iucius Verus to the East. As a result of this step, the Romans' dominance in the region, which had been in danger for a moment, was regained.

At some point, some unfounded news emerged that Marcus Aurelius had died (Tekin, 2007). Thinking of turning this situation into an opportunity for himself, the governor of Syria, Avidius Cassius, declared himself emperor. However, his action resulted in his own death (Tekin, 2007; Özsait, 1982).

Commodus: Commodus is the son of Marcus Aurelius and took over the administration after his death. (Tekin, 2007; Özsait, 1982; Freeman, 2003). There was no notable movement in Anatolia during this period. However, the chaos that did not occur during Commodus' lifetime resulted in his death (Tekin, 2007). This turmoil was seen both in Rome and Anatolia, and the death of Commodus brought Pertinax to the throne. However, his rule did not last long and ended with his murder after 86 days (Faulkner, 2015). After the murder of Pertinax, the method used by the praetor guards to elect an emperor was to elect the emperor to the highest bidder. Thereupon, the rich senator Julianus bought the empire by giving 25,000 sesterces to each of them (Tekin, 2007). This situation created discomfort in the Roman people and they requested help from Pescennius Niger, the governor of Syria (Tekin, 2007). However, at this stage, Clodius Albinus, Governor of Britannia, and Septimius Severus, Governor of Upper Pannonia, also intervened in the situation and were declared emperors by their soldiers (Bahar, 2019; Tekin, 2007). After this crossing, Severus first encountered Niger in Bithynia. As a result of this encounter, Niger was defeated and fled; However, his escape did not yield any results and he was caught and killed. Later, Severus turned to Albinus and eliminated him, becoming the sole Roman emperor (Tekin, 2007; Özsait, 1982; Lloyn, 2000; Ergin, 2019; Tekin, 2011; Faulkner, 2015).

Severus: Severus won the fight with Niger. After this success, he punished the cities that sided with Niger, not himself. Among these cities, Antiokheia and Byzantion were the cities that suffered the most damage. Within the scope of the punishment, Antiokheia was connected to Laodikeia (Latakia) and Byzantion was connected to Perinthos (Marmara Ereğlisi) and each was considered a village. In the following periods, Byzantion was repaired and developed during the rule of Caracalla, the son of Severus (Tekin, 2007). Septimius Severus later returned to Rome. Here he killed Clodius Albinus, who posed a threat to him, along with his wife and children. Severus came to the East a few years later and fought against the Parthians. The emperor, who then returned to Rome, died in 211 AD (Tekin, 2007; Kaya, 2006b).

Caracalla: After the death of Severus, his sons Caracalla and Geta ascended to the Roman throne. However, Caracalla had his brother Geta killed after a period of 10 months (Tekin, 2007; Özsait, 1982; Bahar, 2019; Freeman, 2003). Caracalla, known for his cruelty, organized a successful operation against the Germans. Then, in 214 AD, he turned towards the east. The purpose of pursuing such a policy is that he wants to carry out a conquest against the Parthians. Caracalla identified himself with Alexander the Great. Taking him as an example, the emperor strives to be like him (Tekin, 2007). In this regard, he had Alexander statues built in Rome and other cities, and moreover, he ordered paintings with Alexander's face on one side and his own face on the other (Tekin, 2007; Bahar, 2019). As soon as Caracalla crossed the Dardanelles to Anatolia, he imitated Alexander and visited Ilion (ancient Troy). He preferred to stay in Nikomedeia (Izmit) in the winter of 214-215 AD. Afterwards, he came to Antioch in May 215. He then proceeded towards Egypt and came to Aleksandreia (Alexandria). He set out for Antioch to make preparations for the operation he planned to carry out against the Parthians the following year and to prepare the army for war. There was a power struggle between Völogases V and Artabanos V in Parthia. This situation caused a civil war within the country. Accordingly, Caracalla made an offer to Artabanos and asked him to marry his daughter and become a friend of Rome. However, when his offer was not accepted, he left the country in disarray. The emperor, who retired to Edessa (Urfa) to spend the winter, started some efforts to organize a new campaign against Parthia. However, on his way from Edessa to Karrhai (Harran), he was killed by Martialis, one of the guard officers (April 8, 217). During the time of Caracalla, some regulations were made on the monetary system. So much so that a new currency called antoninianus was introduced (Tekin, 2007). Additionally, an edict called Constitutio Antoniniana was issued in 212 AD. In line with this edict, all free men and women within the borders of the empire had the right to become Roman citizens. The aim of this edict is to increase the number of individuals obliged within the scope of public service and to increase the empire's revenues by collecting extra taxes from citizens (Tekin, 2007; Özsait, 1982; Bahar, 2019). Eliminating the difference between Romans and non-Romans further

strengthened the understanding of the empire based on a single nation, rather than an imperial mentality consisting of communities living in provinces governed by Rome. In the tomb inscriptions of the Caracalla period, Roman names such as Aurelius and Aurelia were frequently encountered, as a reflection of the edict. This is an important criterion in terms of dating. The end of Caracalla's life without appointing an heir caused turmoil in Rome. However, this situation ended when the soldiers declared Macrinus emperor (Tekin, 2007).

Parthians, Goths and Roman Emperors

Severus Alexander: The Parthians were weakened as a result of their struggle with the Romans. During the reign of Severus Alexander, they encountered an Achaemenid (Persian) king of Persian origin. The king, whom we say was of Persian descent, was Ardashir (Artaxerxes) and was subject to the Parthians (Tekin, 2011; Tekin, 2007). He later declared his freedom and defeated the Parthian king. As a result of this struggle, he waged and won, he founded the Sassanid State. In order to expand its borders, Ardashir turned to the Roman domination areas and entered the Roman province of Mesopotamia in 230 AD and occupied Nisibis and Karrhai. Following this situation, Severus left Rome in the spring of 231 AD and came to Antioch, where he defeated the Sassanids and brought Mesopotamia back under Roman rule. Severus Alexander was killed when Maximinus (235-238 AD), of Thracian origin, who performed significantly in the Eastern campaign, was declared emperor by the soldiers (Tekin, 2007; Özsait, 1982). Maximinus later granted the rank of caesar to his son Maximus. But his rule, which lasted for a few years, did not contain much success. His death was at the hands of his own soldiers (Tekin, 2007).

After the death of Maximus, he was succeeded by Alexander III. Gordianus (AD 238-244) passed away. In this process, the Sassanids, under the rule of their king Shapur I, started to invade Mesopotamia and Syria. Thereupon III. Gordian immediately intervened in this region and defeated the Sassanids. However, this action aimed at success resulted in the emperor being killed by his soldiers around Kirkesion (Busaira) (in Mesopotamia) (Tekin, 2007; Özsait, 1982). Following this situation, Philippus Arabs (244249 AD) was declared emperor. During the reign of Philippus Arabs, an agreement was reached with the Parthians. During this time, in the mid-3rd century AD, the Goths began to pose a serious threat to Rome (Tekin, 2007). Decius (249-251 AD), who was later declared emperor by the legions in the Danube, won the war with Philippus and killed him. However, Decius' end of life occurred during his fight against the Goths. Thereupon, the Roman army declared Trebonianus Gallus (251-253 AD) emperor. But the process of domination was not very bright for him and Rome. In this process, the Goths could not be controlled and plundered Ephesos. Similarly, Sassanid attacks could not be controlled. In addition, the plague epidemic, which spread and caused many people to lose their lives, was another situation that left its mark on the period. Thinking that they could get out of this difficult period by changing emperors, the soldiers first declared Aemilianus, and after a while, Valerianus (253-260 AD) as emperor. Valerian spent most of his time trying to cope with these forces that the empire encountered (Tekin, 2007; Özsait, 1982). First of all, he turned towards the East. The reason for following such a policy was that Syria and Mesopotamia were invaded by the Sassanid King Shapur I. Although it gained success against the Sassanids from time to time, the situation was generally a defeat for Rome. The spread of the plague within the army destroyed the army both in strength and morale. This situation was further reinforced when Edessa (Urfa) fell into the hands of Shapur. The emperor, on the verge of war, went to meet with Shapur (Tekin, 2007). However, Shapur did not display a moderate attitude in this meeting and captured Valerian and his officers. However, the situation did not end there; he displayed a dishonorable attitude towards the emperor and treated him as if he were a slave. So much so that he used the emperor as a stepping stone and stepped on his back while riding his horse (Tekin, 2007; Eutropius). The torture was not limited to this; when the emperor died, he had his skin flayed and hung in the temple. Following his father's death, Gallienus remained alone on the Roman throne. In addition to the external dangers and chaos that existed during this period, there were also internal problems. So much so that Gallienus often struggled with the situation where many people were declared emperor on various occasions (Tekin, 2007).

The Goths began a major attack in early AD 268. The turmoil outside the empire and the struggles for the throne within the country led to the end of Gallienus. So much so that the Emperor was killed by the commander of the Dalmatian cavalry in September 268 AD. The Goth danger for the country came only after World War II. It was destroyed during the time of Claudius (AD 268-270) (Tekin, 2007; Özsait, 1982). Queen Zenobia of Palmyra, who wanted to benefit from Rome's struggle with the Goths, came to Ankara. The following year, he invaded Egypt, which was Rome's wheat warehouse. (Tekin, 2007). Claudius died due to a plague epidemic in the same year, before he had the opportunity to combat this situation faced by Rome (Tekin, 2007; Özsait, 1982).

After Claudius' death, Quintillus took his place, but his rule was short-lived. Because he realized that he would lose the throne due to his support of Aurelianus, and this pushed him to commit suicide (Tekin, 2007). One of the outstanding achievements of Aurelian (AD 270-275) was the end of Palmyra's dominance in the East. Following Rome's success, the defeated queen of Palmyra escaped but was caught (Tekin, 2007; Özsait, 1982). There are various opinions regarding the fate of Zenobia. According to some views, she died on the way to Rome. A different view is that he was held captive in Tibur (Tivoli) near Rome until the end of his life. After the success against the Palmyrans, there were turmoil and power struggles in Rome. This situation brought about the end of Aurelianus and caused him to be killed by his own men (Tekin, 2007). After Aurelianus, Tbcitus (AD 275-276) came to the throne. However, Tbcitus was killed in Tyana (Kemerhisar) in Cappadocia after a six-month administration period. Afterwards, Florianus (276 AD) declared his empire (Tekin, 2007; Özsait, 1982). Florianus, who became emperor, took action against Probus, who was declared emperor in Egypt at that time. But things did not go as he wanted and he was killed by his own soldiers on the road. Among the major events that took place in Anatolia during the Probus period is the danger posed in Pamphylia and Lykia by the bandits led by Lydios the Isaurian. The emperor, who celebrated his victory against the Germans by organizing a procession in Rome at the end of 281 AD, was planning to organize an expedition against the Sassanids in the spring of 282 AD (Tekin, 2007). However, in the meantime, Carus declared himself emperor. Thereupon, he was killed by his own soldiers who supported the new emperor. However, this period of dominance did not last long for Carus. In fact, his fate was the same for his son (Tekin, 2007; Özsait, 1982; Tekin, 2008). So much so that Numerianus was soon killed by his Praetor Praefectus Aper (Tekin, 2007; Tekin, 2008; Eutropius). Later, Diocletian was deemed suitable for the Roman throne. The difficulties encountered in the administration of Rome necessitated a new structure. For this reason, in order to facilitate the administration of the empire during the time of Diocletian, he created a quadruple administration consisting of two augustus and two caesars (Tekin, 2007; Özsait, 1982: Bahar, 2019).

In the first quarter of the 4th century AD, a struggle occurred between Maximinus Daia, Caesar of the East, and Licinius of Rome. Maximinus began to attack the lands that were under Licinius' dominion. After this, Licinius and Maximinus faced each other in the spring of 313 AD. He won the fight despite commanding a smaller army compared to Licinius Maximinus' army. From now on, Anatolia, as well as Thrace, was under the rule of Licinius. Licinius then came face to face with Constantine I (AD 307-337). But the same success was not achieved and Licinius was defeated. As a result, the sole ruler of the Roman Empire became Constantine, who was honored with the nickname "The Great" (Tekin, 2007; Kurt, 2010b).

The turmoil experienced both inside and outside the empire made it necessary to move the state administration from Rome to Byzantium. Thereupon, in 324 AD, Constantine the Great designated the new capital as Byzantion and named it Constantinopolis (Bahar, 2019; Tekin, 2007). In this process, Christianity had already spread throughout the Mediterranean world by the time of Constantine. In the 1st century AD, St. Paul's attempt to come to Anatolia and spread Christianity, starting from the south of Anatolia to the Aegean coast, was completed successfully. Thus, Constantine the Great accepted Christianity. Constantine granted tolerance (freedom of religion/conscience) to Christians and Pagans within the empire with an edictum (Edict of Milan) published in 313 AD. This practice meant the release of Christianity. It is accepted that the emperor was baptized and became a Christian shortly before his death (Tekin, 2007).

Conclusion

During the period when Rome expanded its area of expansion and headed outside Italy, Carthage was the powerful power that posed a threat to Rome. There were three major wars between Rome and Carthage, starting from the mid-3rd century BC and continuing until the mid-2nd century. This war gave victory to Rome and defeat to Carthage. With this success, Rome took over the Western Mediterranean geography and expanded its dominance geography with this policy it implemented. Following the mentioned expansion area, Rome directed its route towards the East. The power that poses a threat to Rome in the East is the Seleucid Kingdom. The Seleucid Kingdom chose Syria as its center. However, the area of dominance was not only this geography. In addition to this area, he also owned important lands in Anatolia. The ruler of the kingdom was III., who had the nickname "The Great". It is Antiochus. The fight between the Seleucids and the Romans took place in Magnesia (Manisa), near Mount Sipylos. As a result of this struggle, Antiochus was defeated by the Romans. As a result of this defeat, Antiochus fled to the East and the first stages of Rome's expansion took place in this way. In later periods, the spread in Anatolia gradually expanded. During this period, major changes and processes took place in administration. Some of the emperors who took over the administration were able to gain control for a short period of days. During the period of Rome's expansion, it was seen that its soldiers played a very important role in the administration. So much so that some emperors, while continuing their own administration, encountered soldiers declaring other people as emperors during the same period. While the process continued with this and many similar struggles, Rome increased its orientation towards Anatolia.

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