Innovation in Politics: E-Meeting in Political Communication

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Abstract

Political communication is one of the important concepts in the distinction between ruled and managed. This concept deals with the relations of the parties in the process of obtaining power. Political communication is an important concept for power. Because the way to go to power is through successful communication with the voters. Information and messages shared between politicians and the public from face to face communication, mass media, print media to social media are evaluated within this framework. Political communication is a dynamic process. Because the feedback is in question after the message is transferred. Different methods and techniques can be applied to this process. Unlike traditional rallies, in an e-rally held in the presence of a few parties, guests and press members, it is possible to reach the participants by means of the technological infrastructure, internet network, periscope, instagram live broadcast, link etc. tools. In this study, the manner of implementation of the e-meeting, the conditions and possibilities of implementation, positive and negative aspects are discussed. In this respect, it is aimed to discuss a new concept from a theoretical point of view in terms of political communication. It was determined that the e-meeting will be used more in the coming years in the study.

Keywords: *Election, Political Communication, E-Meeting, Saadet Party*

Siyasette İnovasyon: Siyasal İletişimde E-Miting

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Öz

Siyasal iletişim, yöneten ve yönetilen ayrımında önemli kavramlardan biridir. Bu kavram iktidarı elde etme sürecinde tarafların ilişkilerini ele almaktadır. Siyasal iletişim, iktidar için önemli bir kavramdır. Çünkü iktidara gidecek yol seçmen ile başarılı iletişim kurmaktan geçmektedir. Yüz yüze iletişimden, kitle iletişim araçlarına, yazılı basından sosyal medyaya kadar politikacılar ile halk arasında paylaşılan bilgi ve mesajlar bu çerçevede değerlendirilmektedir. Siyasal iletişim dinamik bir süreçtir. Çünkü mesajın aktarılmasından sonra geri bildirim söz konusudur. Bu çalışma siyasal iletişim açısından yeni bir yöntem olan e-miting kavramını konu edinmektedir. Geleneksel mitinglerden farklı olarak kapalı bir mekânda yapılan ve nispeten birkaç partili, davetli ve basın mensubunun huzurunda gerçekleşen e-mitingde, teknolojik altyapı sayesinde internet ağı, periscope, instagram canlı yayını, link vb araçlarla katılımcılara ulaşılmaktadır. Çalışmada e-mitingin uygulanma biçimi, uygulanma şart ve olasılıkları, olumlu ve olumsuz yönleri tartışılmaktadır. Bu yönüyle siyasal iletişim açısından yeni bir kavramın, teorik açıdan ele alınması amaçlanmaktadır. Çalışmada e-mitingin gelecek yıllarda daha fazla kullanılacağı tespiti yapılmıştır.

Anahtar Kelimeler: *Seçim, Siyasal İletişim, E-Miting, Saadet Partisi*

Introduction

Political communication is one of the important concepts in the distinction between ruled and managed. This concept deals with the relations of the parties in the process of obtaining power. Information and messages shared between politicians and the public from face to face communication, mass media, print media to social media are evaluated within this framework. Political communication is, above all, a dynamic process. Because the effect of the message after the transfer, feedback, revising or consolidating the message, persuasion, etc. refers to a long period. Political communication is a concept which deals with the relationship between the rulers and the public about the political process, with the elements that *send the message* and *receive the message* and *message.* In political communication, there is an interaction process in which a political opinion, person or organ make public attempts to support the existing policies and use different tools in this framework. This communication can be one-way (propaganda) or bi-directional (interactive). In terms of communication tools, social media, TV, radio, rally, advertising, posters etc. have recently emerged as well as traditional vehicles. Innovation is the emergence of new perspectives and their application according to changing conditions. Innovation is the emergence of a new situation in terms of process or outcome. This concept can be used in every aspect of life, as well as political communication. As a matter of fact, although the political communication is a two-way communication and interaction process, its method, process or level of influence may be different. Different methods and techniques can be applied to this process. This study focuses on the concept of e-rally, a new method in terms of political communication. The rally was used by the President of the Saadet Party and the President Candidate Temel Karamollaoğlu as a new means of political communication before the June 24th presidential election and general elections. Unlike traditional rallies, in an e-rally held in the presence of a few parties, guests and press members, it is possible to reach the participants by means of the technological infrastructure, internet network, periscope, instagram live broadcast, link etc. tools. These people, Turkey and the questions they want to be like the rally from different parts of the world may be asked to live speakers shared their views in an open and public way. Another innovative aspect

of the e-rally is that people with different political views can also participate in the rally. Therefore, this is a significant advantage in terms of political communication which is accepted as a process of persuasion. The e-rallies, which are more economical than traditional meetings, have disadvantages. For example, due to the difficulties of communication, the lack of warmth and enthusiasm due to on-screen communication, and the disruption of communication due to technical problems can be shown. In this study, the manner of implementation of the e-rally, the conditions and possibilities of implementation, positive and negative aspects are discussed. In this respect, it is aimed to discuss a new concept from a theoretical point of view in terms of political communication.

Communication is the case of interaction that refers to the process having three components, which are the message, the sender and the receiver, and in which information, observations, experiences, emotions, images, writings or voices are used among multiple parties. This interaction may be written and visual, as well as in the form of body language (Acar and Demir 2005: 204). Communication is the interaction procedure experienced to get connected and adapted to the environment. It is necessary to interpret communication not only as concept applicable to the humans, but also as a way of behavior to applicable to all living creatures. Because, what makes communication valuable is adaptation to the environment and the sustainability of life, and this fact is valid for every living thing. However, since establishing the process of forming social rules and an organizational mechanism to be used during the application of those rules is a skill peculiar to humans, the concept of communication, like many other concepts, is studied by placing the human at the center.

The concept of communication, defined by the dictionary of the Turkish Language Institution (url1) as "transferring of emotions, thoughts or information to others by any imaginable means, informing, correspondence, dialogue," is quite important for people. It is necessary for the individual and the society to sustain their existence. The individual, who displays communication skills by use of different techniques, both maintains his daily life and succeeds to exist in the society. Taking the position of human, a social creature, versus society into consideration, communication emerges as a must. However, it should not be disregarded that communication is a two-way process. The individual plays the roles of both

the receiver and the transmitter of the message. Therefore, at the end of the communication process the available individual values are supported with the received messages while an output is presented to the public with the messages transmitted (Erdoğan 2008, p.61). When considered from this point of view, communication can be said to have an effect on the society by the individual, in addition to the aspect that affects the individual. This case stems from the fact that communication is not a one-way, but a two-way process.

Communication is mutual transmission of emotions and thoughts. Above all, communication is a way of behavior. Individuals use communication in every part of their lives. The communication process is experienced by different means and at different times, from daily life to formal relationships. All different means, such as the language used in speaking or in official correspondence, body language, petitions, letters, messages, communication in the social media, fax, telephone all refers to the abundance of communication means in today's world. In addition to those methods, different means, such as smoke, pigeons, letters and envoys were also used in the past. Humankind has reached the communication age through all these courses. As in all aspects of life, the individual is also in communication in the political realm. This process, which is named as *political communication* refers to the facts that the individual has information regarding the political system and makes comments about it. This particular study studies "e-meeting," the new technique in political communication. The study examines the theoretical backgrounds of the concepts of political communication and innovation, and then handles the concept of e-meeting within this scope.
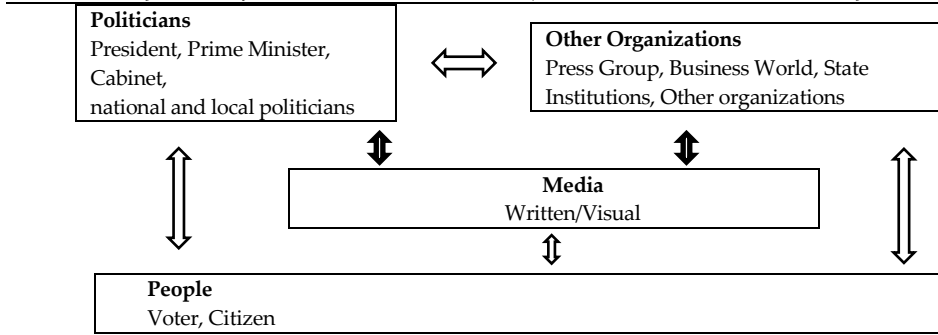
Political Communication

In every historical period, especially in democratic systems, political leaders have communicated with people to obtain their legitimacy, and aimed at providing their confidence. Politics, which is followed in this axis of thought, also refers to political communication (Meriç 2017: 25). The concept of politics, which has existed since the emergence of the relationship between rulers and the ruled, has been examined as an effort to rule people. Generally speaking, political communication involves domination,

ruling, coming to power, influencing the target population (people), efforts to persuade and rule, and ideological messages within this context (Uztuğ 2004, p.81-85, Arici 2015, p.54-55). According to Uslu (1996, p.790), political communication is the continuous one or two-way communication effort which a political view or organ makes using different communication techniques depending on the time and the conjuncture to provide public confidence and support, and afterwards to be able to come to power within the political system in which it is effective. However, the fact that communication can also be one-way causes the communication to turn into propaganda. Yet, because public feedback is an important component for legitimacy in democratic political systems, political communication should be viewed as a two-way procedure. Indeed, when communication is defined as a transferring process, the end of the process should also be taken into consideration as its beginning.

Political communication is the communication process that refers to the circulation of political messages consisting of all kinds of political matters among political actors, people and other public organizations. The most effective tolls in this process come into prominence as a kind of political communication actors. While the conventional written, audial and visual media were considered as sources of political communication until recently, we now have to add the Internet and the social media (Bostancı 2015, p.12-13). Political communication is a process that examines the relationships between individual-individual, individual-people, individual-organization, people-organization or organization-organization.

The most important phase in democracies is elections, since they bring out an ultimate and concrete conclusion. Although political communication should be observed in many areas under the influence of the political system, from economy and health to culture and social life, it is generally handled with an approach to limit the issue with the election process. Therefore, the concept is generally examined more within the context of such issues as elections, election propagandas, meetings, messages from candidates and parties, political attitudes and voting (Kılıçaslan 2008, p.10).

Table1. Components of Political Communication (*Bostancı 2015:14, Lilleker 2013, p.16*)

Politicians President, Prime Minister, Cabinet, national and local politicians	⟺	**Other Organizations** Press Group, Business World, State Institutions, Other organizations

Media   Written/Visual

People   Voter, Citizen

Significant Issues in Political Communication

In political communication, the main purpose is to influence, convince and, in the end, provide their support for a certain political thought. At this point the following issues regarding political communication are quite important (Aziz 2003, p.45-48):

- Reliability of the source
- Having a persuasive quality
- Content of the message
- Taking individual features into consideration
- Repeating
- Choosing the right communication channel

In addition to those; using a good and fluent language, mode of dressing, physical appearance, right timing, listening to the other party, not exceeding the limits of insistence, sincerity and respect in communication emerge as important concepts in the political communication process. In order not to get into a scrape, that the source is reliable in the above statements is quite important. Today, it is very common that information spreads rapidly, and baseless information is formed to generate perceptions, especially due to social media. In the political communication process, proving the released information to be a lie or wrong causes the political actor's reliability to disappear and also leads the actor's later messages to be questioned. Having a strong persuasive skill is closely connected to the aim of the political communication. The basic target of political actors in communication is to draw the voters to their own political lines. At this

point, persuading voters is indispensable. Therefore, persons with developed communication and persuasion skills should direct the political communication process. This issue is paid attention to by political parties while selecting their spokespeople. The spokespeople who are also the target of questions of the media communicate messages to the public as people with strong communication and persuasions skills. The contents of messages are also important in political communication. It is must for the success of the political communication to use an understandable language and to benefit from such statements as idioms and proverbs which make the message more fluent and summarized, taking into account the ethnic, denominational and cultural specifications of the target population and to select convenient words. Individual characteristics in the target population should also be taken into account. Where those people belong to, their sacred values, personal and cultural characteristics, their demand and expectations should be regarded in the communication process. Repeating is a technique used to deliver a message which lasts long in minds and is not forgotten. However, repeating should be kept within accepted limits and not reach tiresome levels. Lastly, the source should be chosen in communication according to the qualifications of the message and the target population. For example, it would not be right to communicate on the social media with people aged over 65 who have a smaller rate of using this medium.

Actors and Functions in Political Communication

Political Communication is a process in which the public opinion, which exists as an autonomous area between the representative organ and the social life, establishes a relationship with politics (Kentel 1991: 40).
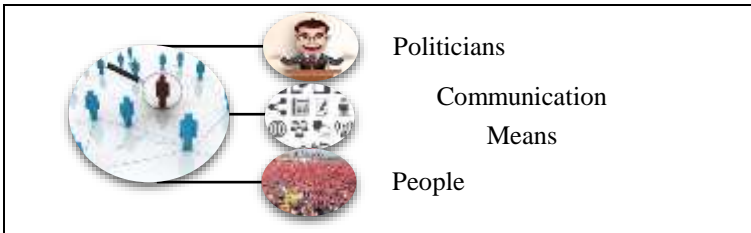

Figure 1. Actors in Political Communication

In another saying, political communication is the intentional transition of political information from a transmitter to a receiver with the intention of directing the addressee to the targeted direction (url2). Political Communication has the following functions (Öztürk 2017, p.15-16):

- Communicating political messages
- Increasing effectiveness and persistence of messages
- Measuring public expectations
- Keeping the channels of feedback open
- Establishing advantage against political opponents
- Allowing the possibility of becoming a current issue

According to Çobanoğlu (2007, p.46), political communication also serves the following functions: Providing transfer of news, information and culture, being a carrier of politics and supporting it, contributing to the social values to be transferred to the political realm, directing and convincing the society and politicians in both ways, helping monitoring of the government, encouraging political participation, establishing affinity and integrity within the society, and working poles in some instances, succeeding to change the agenda and determining public expectations.

Political communication is handling the role of communication in political life in the axis of mass communication means and public opinion polls, particularly during election campaigns (Wolton 1991, p.51-52). The relationship that the individual establishes with politics is viewed as political communication. Political communication is referred to as the interactive process directed at transmission of information between politicians and voters through the media. The concept of political communication, which is described as getting to know and introducing to one another in the political arena (Kentel 1991, p.40), is a product of the understanding of liberal democracy. From the professional point of view, it emerged in the United States after World War II, and initially the necessary studies were done in that country. Afterwards, especially due to the developments in communication technologies, it rapidly spread throughout the world. The first applications of communication in modern sense were made by use of the communication devices which we call conventional media or traditional media. Although political propaganda was made with the printed media (mostly newspapers) on the onset, the influence of newspapers was limited relative to that of radio and television which were introduced later.

The use of radio in political communication was first observed in the United States where regular broadcasting started. That tool was also used effectively in Hitler's Germany. The first radio broadcasting took place in Turkey in 1927. The radio was given the mission of cultural and political communication in Turkey. The radio was used as a political propaganda tool in the hands of the parties which held the political power before and after the introduction of the multi-party system. As for the television, another mass communication tool, it is known that the first regular broadcasting was started by BBC on November 2, 1936. In a very short period of time, the television was accepted as the address of information in a number of fields, from news to entertainment, and from culture to politics. The effective use of this tool by politicians coincides with the same period. In 1936, Roosevelt's address to the public was broadcasted on television. It was the US presidential elections in 1948 when the television was used as a propaganda means. In professional sense, the first political commercial was made by Eisenhower during the 1952 election process. In Turkey, the first television broadcast was made by Istanbul Technical University on July 9, 1952. It was January 31, 1968 when the TRT (Turkish Institution of Radio and Television) started its broadcasting. An amendment was made on the legislation in 1993 for private television channels to be able to broadcast, and the media plurivocality was made possible. Although the political communication initiatives through the media are newer in comparison with those in the West, it can be said that it started after the introduction of the multiparty system. Because having multiple parties in the political system means competition, struggle and race for power. Therefore, providing the public support is essential. In 1980s, there started a new era in terms of political communication applications in Turkey. While political campaigns had been governed, either directly or indirectly, by politicians before this period, they gained a professional qualification by being carried out by actors of political communication, such as advertising agencies and public opinion poll companies. Lastly, the Internet and the social media, which emerged as a result of the rapid development and transformation in information and communication technologies, are viewed as a new means of political communication (Genel 2012, p.23-24).

What is Innovation?

The word "innovation" is the equivalent of the word "innovatus" in Latin and means "doing something new or different." In the Turkish language, the concept is used to refer to newness. Although the concept is more commonly used in business administration and marketing, it has also reflections in every field of the social life. Innovation, as a concept, is used in a number of cultural, economic and political spheres, since temporal change and innovation are in question in all those fields. However, for the concept of innovation to be thoroughly perceived, it would be more right to move along with concrete changes and innovations rather than abstract ones.

According to Barker (2002:16), innovation should be assessed as changing, taking risks and going beyond what is already known. As a concept, innovation is the act of making new things, introducing new ideas, going outside the conventional limits, and so coming up with a product. According to Schumpeter, the scholar who first used the concept from a scientific aspect, the concepts of innovation and invention are different from each other. The driving power of development is not the inventor, but whoever actualizes the renovation. Because, no invention that is not turned into renovation can move forward what is already available. There is no doubt that innovation is a concept that is run across in every field, not only in technology. As can be remembered from the definition of the concept, innovation means going out of the routine, and coming up with a line which is different from the traditional one. Therefore, it is observed in many fields including organizational or institutional structures, in management, marketing and politics. Because, in almost every one of those fields, generating a surplus value at the end of the process through several renovations is the ultimate target. Evaluated in a result-oriented fashion, innovation is a concept that is emphasized with interest by both states and civil society organizations (Yazıcı 2018, p.73-74).

Innovation is the process of generating new outputs with surplus value from innovative ideas. In other words, it is introducing *new* products, services and ideas for the purpose of coming up with a surplus. Technically, innovation consists of the processes of idea, concept, prototype, manufacturing and marketing (url3). Innovation is a matter that should be fol-

lowed by organizations to keep up with the rapidly-changing and improving world. Innovation is not to discover the undiscovered, but to establish a new idea or perspective over what already exists. Innovation, a concept based on continuous changing, offers an opportunity for being different. Innovation may be a technological one based on research and development, but also on non-technological fields as marketing, business administration and organization. Besides, innovation is classified as Product, Service, Process, Marketing, Organizational and Business Model Innovation. Social Innovation, which has recently attracted much attention, may also be added to them.

An Example of Innovation: Social Innovation

Social innovation, in its broadest context, is the effort of solving social problems, which have not been so far satisfied, using innovative methods. Although this concept has long been known in the world, awareness about this concept is relatively new in Turkey. Social innovation is solving economic, social, political, cultural and ecological problems with innovative institutions, processes, policies and applications. While generating a new product, service and program is regarded as social innovation, sometimes offering new strategies and approaches for a certain program or service; and sometimes coming up with new ideas, institution, source of labor, organizational structure, process, policy or communication technique. The concept of social innovation is one that should be emphasized by many people in solving social problems, from nongovernmental organizations to universities, and from public and private sector institutions to political organizations. What is required to do is offering a new perspective for the society and social problems, other than inventing something new. When it is thought that societies have a capacity to change and transform, it will be possible to reach a solution with a new idea, a new method and an accompanying application (Özçağdaş, 2013).

Is innovation possible in politics? The answer to that problem is in fact hidden in the concept of politics. Politics is a concept which is defined from a number of perspectives, some of which are as follows: struggle to come to power, regulating and managing state affairs, meeting social demands and expectations, and the process of reconciliation of conflicts.

When those definitions are examined, politics, which is regarded as struggle to rule the society and the state in a changing and transforming world, cannot be thought to remain indifferent. It is required that politics continually renew itself in the sense of administration and in the processes of determination or application of policies, and at the phase of political communication. Because, a political system, the legitimacy of which is the public itself, is a field of competition for political parties and candidates at the same time. Having a new and different position towards the society and societal problems may be an important step to win elections. Similarly, in accordance with the requirements of the day, the political system may generate an innovation within itself. For example, the recent change of the governmental system is an innovation implemented in the political system all by itself. A new governmental system has been adopted in line with democracy as a response to the problems in the parliamentary system. Different innovative developments draw attention in the field of political communication, which is the subject matter of this particular study. For example, commentaries of political leaders on Twitter have replaced traditional press releases. Those commentaries are directly broadcasted as breaking news on news sites. From another perspective, the changes and innovations in political campaigns during the election process attract attention. It is possible to examine the e-meetings organized by Temel Karamollaoğlu, Leader of Saadet Party and the Presidential Candidate, before the presidential and parliamentary elections on June 24.

Innovation in Politics: E-Meeting

Politics is a concept about the society. It depends on managing the society and the state which is organized over the society. In parallel with this understanding, there appears a power struggle. The starting point of power in democracies is the ballot box. Therefore, persuading voters and providing their support is one of the basic purposes of politics. Determining policies taking the ever-changing societal structures and dynamics into consideration, and applying those policies using the resources suitable to the current conditions cannot be disregarded by politicians. Reviewing both the organizational structure and the understanding of management of the

state according to the necessities of time, and renewing them are imperative for sustainable politics.

Especially after the transition to the multi-party system, Turkey has witnessed the political struggle of different opinions and ideologies, and therefore different political parties organized around those opinions and ideologies. In this struggle, political communication has gained an important ground. Political communication in the power struggle of the political parties, which settled in the center over time, gained even more importance. The effect of such variables as socio-cultural and ideological identification gets weaker in political behavior, and it is replaced by the identification of the political party and the party leader. In this respect, it is seen that the process of political communication is evaluated with an understanding that places the party and the party leader in the center. It is possible to observe this fact in the political campaigns that have taken place in recent years in Turkey. Innovations are being made in accordance with the current conditions not only in the area of political communication, but also in the overall institution of politics whose purpose is to rule the society and the state. For example, the following are some of the innovations that have taken place in the Turkish political history: The presidential government system and corresponding administrative changes, meetings with reeve in the Presidential Palace, attendance of persons from the mainstream community to those meetings, increasing the number of seats in the general assembly, social media politics, replacing conventional press releases with Tweets sent by politicians, troll politics, political evaluations made after the Friday prayer, leader-focused election campaigns, political party commercials in the format of short film, election music peculiar to the leader, television programs consisting of evaluations of questions and answers which hosts press members and political leaders, messages given in the plane after international trips, etc. are all examples of innovation in politics. One of them is e-meeting.

E-meeting is a concept which was used by Temel Karamollaoğlu, Leader of Saadet Party and the Presidential Candidate, during his election campaign before the June 24 elections, and in this way introduced to the political communication literature. It aims at reaching people using several social media networks on the Internet. The e-meetings, which started in the city of Sakarya, continued with those held in the cities of İzmir, Tekirdağ, Antalya, Ankara, Diyarbakır, Gaziantep, Hatay and Elazığ. The

idea of e-meetings which were organized with the slogan of "If the media belongs to the sultan, the social media is ours." has the characteristic of an important innovation. Depending on globalization and the developments in the information technologies, the idea of reaching masses on the social media which covers a significant part of daily lives of our day is not new. There is a possibility of following political developments and establishing the political agenda through the social media both in Turkey and in the world. Therefore, politicians continually send messages and information from their social media accounts. However, expansion of meetings, which refers to the togetherness of masses during political campaigns, to the Internet environment is quite a new idea. There are some requirements, advantages and disadvantages of e-meetings, which can be categorized as follows:

Features of E-Meetings

The positive and negative aspects of e-meting can be listed as:

Requirements of E-meetings:
- Necessary technological and informatics infrastructure
- Need for technical support and expert support/ personnel
- People equipped with the necessary information and experience to use this infrastructure

Advantages of E-meetings:
- It provides broad participation due to easy access
- It is open to different masses of voters
- Since it is open to different masses of voters, its area of persuasion is wider
- It is compatible with the current information age (digital communication)
- It allows questions and answers (Interactive communication)
- It is affordable and its physical cost is low.
- It offers the possibility or listening to/watching the meeting again.
- It does not hinder daily responsibilities
- It is not limited to a certain location. It addresses to the whole world.

- It is an important political communication channel for small parties.
- It offers assurance to people who keep distance from political arena due to political identification concerns
- It generates a new area for political participation.
- It begins at the planned time.
- Since it is more planned, the political messages have subject integrity in comparison with those in conventional meetings.

Disadvantages of E-meetings:
- It is deprived of enthusiasm in field meetings.
- It is deprived of visual advantages of party posters and advertisements, and political slogans.
- Since there are voters of all political views, it may cause conflict.
- It is more prone to provocation.
- It is very easy to leave the meeting.
- The meeting can be interrupted because of a technical flaw or malfunction.
- It does not mean anything for those who does not use the Internet or have connection.
- It is far away from the heat of face-to-face communication
- Concern of revealing the political ID can be observed when logged into the system with personal profile.
- Since the message is addressed to the whole country during the meeting, the massages may not cover regional demands and expectations.

Conclusion

Albert Einstein defined insanity as "doing the same thing over and over again and expecting different results." It is sometimes necessary to think about a new thing, come up with a new perspective and take new steps to be able to be successful in life. Because, as a dynamic process, it is exactly what life expects of the individual. Since the individual is a social creature, he is in a continuous communication and interaction with his environment. The process is one in which the individual is sometimes its subject and sometimes its object. Therefore, as an interactive process, communication influences the

individual in any case. How the communication, which has three elements as the message, the transmitter and the receiver, will be provided is the source of communication. As in every field of life, communication is also observed in political arena. Politics is an institution that handles people's problems and produces solutions to them. Therefore, for both politicians and the individual/people, communication is a necessity to solve problems, meet demands and expectations, and for legitimacy and sustainability of politics. In political communication, people's power and aim at influencing the decisions to be made are observed, as well as the aim of getting to know the people since it is up to the people's content to come to power. Therefore, it is necessary to regard political communication not only as people's communication towards the political system, but also as politicians' struggle directed to understanding and analyzing people. In the end, political communication emerges as a process of two-way and interactive communication. The public opinion polls made by political institutions to look for an answer to the question "What do people think?" refers to this reality.

Innovation means doing something new or different. It is possible to handle changes made in several areas, from businesses, economy and health to politics in this context. No matter how hard it is to measure innovations made in the social domain in terms of surplus, it will not be wrong to regard this new perspective, process and application directed at solving social problems as an innovative initiative. Politics is one of those fields. At this point, the questions "Is innovation necessary in politics?" and "Is innovation possible in politics?" come up to mind. Answers to both of those questions are "yes." There is a need for innovation in politics, which is defined as regulating and managing state affairs, solving social problems and meeting demands, because politics should revise itself according to the changing and transforming world. The yesterday's perception of and expectation from management are different from today's governance. Politics should act taking this fact into consideration and have an innovative understanding. Depending on this, the institution should determine its understanding, process and techniques of management. Proposing an answer to the second question, it is possible in the realm of politics just as it is possible in any other field. Although politics is perceived as an abstract concept, it is a concrete field with its institutions, structure and processes. Therefore, innovation can be made in this field.

One of the most important concepts in politics is political communication. Since the route to coming to power passes through the public, it is of utmost importance to understand people and inform them about yourself. An understanding which places the individual in the center has been observed in this process which was once accepted mostly as presenting political information by way of one-way propaganda. New means of communication tools are used in this process and new approaches are allowed in communication. For example, social media is a channel which has often been used in political communication in recent years. There are times in which the information released by political leaders on Twitter appear on news sites as breaking news. Social media's becoming a part of our lives has facilitated this process. The e-meetings organized by Temel Karamollaoğlu, Leader of Saadet Party and the Presidential Candidate, during his election campaign before the June 24, 2018 elections have been an innovation initiative in political communication. As explained above, those meetings have some requirements. Besides, the advantages and disadvantages of e-meetings should be taken into consideration in the process of communication. With all that, e-meetings, which allowed an important area for political participation are compatible with the codes of the digital age of the current time. It will not be a mistake to state that e-meetings will be in agendas of other parties and candidates, and preferred in future. When viewed from this aspect, e-meetings should be considered as innovation in political communication. Besides, it constitutes a new perspective for future communication means in this area.

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