PUBLIC RELATIONS FOCUSED ON RESPONSIBILITY:
A DISCOURSE ANALYSIS OF PR BASED TED TALKS (2012-2022)

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Abstract

In this study, our aim is to reveal the importance of public relations focused on responsibility and to analyze how the interrelated concepts of communication, social responsibility and sustainability are handled in TED talks and whether there is a difference in the definitions made in line with today's changing and developing conditions through content analysis. TED, one of the most prestigious organizations in the world with inspiring speakers and interesting topics, serves as an important channel in terms of understanding and making sense of what has happened in the public relations field in the last 10 years. For this reason, a total of 68 TED talks on the TEDx Talks Youtube channel, 27 on communication, 6 on public relations, 18 on social responsibility and 17 on sustainability, were analyzed in detail via content analysis Each concept was redefined with the key themes emerging from the analyzes. It has been concluded that public relations has become a necessity in conceptualizing that it is a discipline that creates social good and acts with social responsibility, sustainability and universal ethical values. This necessity has been clearly demonstrated in this study.

Keywords: Communication, Public Relations, Social Responsibility, Sustainability, TED Talks.

EXTENDED ABSTRACT

Public relations focused on responsibility involves developing and maintaining a positive image for an organization by emphasizing its commitment to being a responsible corporate citizen. This approach recognizes the importance of addressing the interests of stakeholders beyond the company's immediate shareholders, including customers, employees, suppliers, and the community at large.

To implement a public relations strategy focused on responsibility, organizations should:

1. Define their values: Organizations should have a clear understanding of their values and how they align with their business objectives. This includes defining their mission, vision, and guiding principles.
2. Identify key stakeholders: Organizations should identify the key stakeholders they need to engage with to build and maintain their reputation, including customers, employees, investors, suppliers, and the community.
3. Develop a responsible business strategy: Organizations should develop a comprehensive responsible business strategy that addresses issues such as environmental sustainability, social responsibility, ethical governance, and employee welfare.
4. Communicate effectively: Organizations should communicate their responsible business practices and achievements in a clear and transparent manner to key stakeholders through various channels, including social media, press releases, annual reports, and stakeholder meetings.
5. Monitor and evaluate: Organizations should monitor and evaluate the effectiveness of their responsible business practices and communications to identify areas for improvement and ensure they are meeting the expectations of their stakeholders.

By adopting a public relations strategy focused on responsibility, organizations can build trust and credibility with their stakeholders, enhance their reputation, and contribute to a sustainable and ethical business environment.

On the other hand, Public relations and sustainability are closely linked, as sustainability is increasingly becoming a key factor in the reputation and success of organizations. Sustainability refers to the ability of organizations to meet the needs of the present without compromising the ability of future generations to meet their own needs.

Public relations can play an important role in promoting sustainability by helping organizations communicate their sustainability efforts to their stakeholders. This involves developing a

sustainability communications strategy that includes messaging, tactics, and channels for reaching key stakeholders.

A sustainability communications strategy should:

1. Identify sustainability priorities: Organizations should identify their sustainability priorities, such as reducing their carbon footprint, improving social and environmental performance, and promoting responsible sourcing and supply chain practices.

2. Define messaging: Organizations should develop messaging that communicates their sustainability priorities and goals in a clear, concise, and engaging way. This messaging should be tailored to specific stakeholder groups to ensure it resonates with them.

3. Choose communication channels: Organizations should choose the appropriate channels for communicating their sustainability efforts to their stakeholders. These channels could include social media, press releases, annual reports, sustainability reports, and stakeholder engagement sessions.

4. Engage with stakeholders: Organizations should engage with their stakeholders, including customers, investors, employees, and suppliers, to understand their expectations and concerns regarding sustainability. This can help organizations tailor their sustainability communications to better meet stakeholder needs.

5. Monitor and evaluate: Organizations should monitor and evaluate the effectiveness of their sustainability communications to ensure they are meeting their goals and resonating with their stakeholders. This can help organizations identify areas for improvement and refine their communications strategy over time.

By integrating sustainability into their public relations strategy, organizations can build trust and credibility with their stakeholders, differentiate themselves from competitors, and contribute to a more sustainable and resilient future.

INTRODUCTION

Public relations, communication, social responsibility and sustainability are fields that interact with each other. Thanks to this interaction, each of them permeates a very wide area. From the decisions we make in our daily lives to shaping the future of the world we live in, these fields, which have deep meanings, play a major role in the welfare, relationships, ethics, sensitivities and future of society. With each passing day, interest in these fields is increasing and their existence is needed.

The name TED is formed from the first letters of 'Technology', 'Entertainment', 'Design', the three main topics that shape our future. TED is an annual conference where the world's leading people with advanced knowledge attend to share ideas and experiences that excite them. According to participants, TED conferences are a journey into the future. TEDx was created by TED to allow individuals and organisations to host their own local events, and the "x" in TEDx stands for independently organised local TED events. TED provides general guidance for these independently organised events (tedxreset.com, 2022). This series of conferences, where experiences are shared and knowledge and information about many fields are shared, is important in today's digital culture.

Within the scope of the study, it is examined how the concepts of communication, social responsibility and sustainability, which we think form the basis of the field of public relations, are handled in our research universe, whether there has been a development in recent periods, whether this understanding exists in the discourse research we have conducted by addressing the conceptual dimensions of the field together with all developing technologies, social and economic situational processes. The necessity of acting with the awareness of sustainability and responsibility in public relations, which is an applied discipline, has been emphasised.

Literature Review
1. The Concept of Communication

The communication process, which has continued to develop throughout history with technological developments, has changed day by day. In this context, many definitions and approaches to the concept of communication have emerged. According to Oskay, communication is *"a product of the human way of being and a human-specific phenomenon that undergoes changes according to the developments in the human way of being"* (Oskay, 2007, p. 1). Communication, which is a human-specific phenomenon, has added a new dimension to the existing phenomenon and shaped the communication process by adding the information, it has acquired throughout time, to the communication process.

According to Fiske, in the most basic sense, communication is the realisation of social interaction through messages (Fiske, 2014). According to Aysel Aziz, communication is *"the transfer of information, thoughts and attitudes by using certain tools"* (Aziz, 2008, p. 5).

In addition to the definitions above, we can also cite the following definitions (Türkoğlu, 2009, p. 22-23):

"Communication is the transmission of information, ideas, emotions, skills, etc. using symbols."

"Communication is the search for meaning; it is a creative act initiated by human beings in which they try to distinguish and organise stimuli in a way that will guide them in their environment and meet their changing needs."

"Communication is the transmission of information, ideas, attitudes or emotions from one person or group to another, mainly through symbols."

"Communication is social interaction through messages."

"Communication is a process in which participants create knowledge and share it with each other in order to reach a mutual understanding."

"Communication is a process by which people collectively create and organize social reality."

There are many more definitions besides the ones mentioned above. With each passing day, communication tools are developing depending on technological advancements and thus the definitions of the concept of communication continue to increase. Accordingly, it would be more accurate to consider the development process of communication from the past to the present. From McLuhan to Ong, from Innis to Javelock, all thinkers who have dealt with the field of communication and its problems have agreed on the view that the media through which people communicate with each other affects their thoughts and ways of thinking, and as a result, either directly or indirectly, the society in which they live. Baldini describes the evolution of communication through three main revolutions. These are the chirographic revolution, the Gutenberg revolution and the electric and electronic revolution. Following these three revolutions, we encounter four different cultures: oral culture, written culture, typography culture and electric and electronic media culture (Baldini, 2000). In addition to these means of communication mentioned by Baldini, the era of digital communication, which is effective in today's world, is also added. The chirographic revolution took place in the 4th century BC with the invention of writing and the transition from oral communication culture to written culture. Since oral culture lacks the technology to read, write, transmit and receive information, it is even more deprived than written culture and electronic media culture (Baldini, 2000).

The Gutenberg revolution, the second revolution following the invention of theprinting press, led to a real revolution in communication. According to McLuhan, the invention of the printing press caused such profound differences in the way of storing, transferring information

and people' way of thinking that it is possible to talk about the existence of a new type of human being that can be characterised as typographic man (Baldini, 2000).

The third revolution is defined as the electric and electronic media culture. The invention of the electric telegraph by the American Samuel Morse gave a new impetus to the existing communication process by creating electronic culture (Baldini, 2000). The electronic revolution, as McLuhan stated, created the "universal village" and continues to develop rapidly in today's world.

Communication starts with oral culture and continues to develop with new means of communication. Today, the communication process continues to develop digitally with the internet, which is defined as a worldwide network.

According to Laughey, 21st century digital media are replacing old media, increasing the possibilities of communication between producers and consumers. New media and digital computer technology are inextricably linked. According to some commentators, it is possible to speak of a digital revolution that took place in the last decade of the 20th century (Laughey, 2010). Innis stated that media characteristics directly affect civilizations (Poe, 2015). With digitalization, developments continue without stopping. The phase of the Internet was called 1.0, then 2.0 came into play and the 3.0 phase was started while humanity was trying to adapt to this phase. After 4.0, which started the interaction relationship between people and technology, artificial intelligence came into play while society was talking about 5.0. In Alvin Toffler's book "The Third Wave", he categorised the development of humanity into three: the struggle of humanity against nature, the struggle of humanity against technology and the information age. Today, humanity is experiencing its fourth phase with the development of the internet and its fifth phase with the development of artificial intelligence (Güngör, 2018). Changing and transforming media networks have reshaped social behaviour and interaction patterns. It is an undeniable fact that media networks transform reality both individually and socially in terms of time and space. Activities in the field of communication, social responsibility and sustainability, which we think form the basis of public relations, are also undergoing change in this sense. These concepts, which interact with each other, affect many areas, including cultural and sociological. The dimension and depth that communication has gained also affects public relations processes and the methods of use are changing. In the focus of responsibility, communication is indispensable for public relations. It is only possible for the good, responsible production and consumption to be recognized by the society via announcements only through strategically transparent communication management in public relations processes.

2. The Concept of Public Relations

When the historical adventure of public relations is examined, it is seen that the applied activities have differentiated over time. Both the fact that the activities have changed over time and it is an interdisciplinary field have led to the definition of the concept in different ways from the past to the present in the context of theory and practice. Due to the confusion that has arisen as a result of many definitions, a clear consensus on the definition of the concept has been disaccorded. However, it is possible to list some basic definitions that have been put forward from the past to the present regarding the concept of public relations as follows:

Alaeddin Asna (1998, p. 13) *"It is a managerial art that includes planned efforts by private or legal persons to establish and develop honest and solid ties with the specified masses, to direct them to positive beliefs and actions, to direct their own attitudes by evaluating the reactions, and thus to maintain mutually beneficial relations."* defines PR by this statement and emphasised that public relations is a management function which is based on ethical principles and satisfactory two-way communication process. According to Betül Mardin's definition, (Mardin, 1994, p. 3) public relations:

"It is the planned activities carried out to determine the necessary promotion policy for public or private sector organisations to have a positive image, to direct the organisations in this direction, to ensure the flow of information between human groups and organisations, and to achieve the intended result by gaining the necessary effectiveness of this information flow."

In the 1970s, Rex Harlow conducted a definition study by analysing 472 different definitions obtained from 65 experts. The comprehensive definition emerged as a result of the study is as follows:

"Public relations is the term that helps to establish and maintain mutual communication, understanding, acceptance and cooperation between an organisation and its target audience, includes the management of problems, responds to the public, assists management to inform the public, defines and emphasises management's responsibility to serve the public interest, and preempts trends. A privileged management function that serves as an early warning system to help predict change, assists management to capitalise on changes effectively, and uses ethical communication techniques and research as its primary tools." (Hutton, 1999, p. 200-201, as cited in Okay & Okay, 2014, p.10).

While Cutlip, Center and Broom define public relations as efforts to influence the opinions of the public with mutually beneficial, honest and responsible practices based on two-way

communication (Pohl & Vandeventer, 2000), Grunig and Hunt define public relations as *"public relations activities are part of the management of communication between an organisation and its public."* Public relations is the whole of planning, execution and evaluation activities in line with establishing a strategic communication in order for an organization to achieve its goals with both internal and external target audiences (Grunig, 2005). Emphasising the importance of social responsibility in public relations, Grunig and Hunt pointed out that it is a necessity for organisations to have social responsibility by saying that *"excellent organisations always consider the consequences of their decisions not only on the organization but also on the society."* One of the main purposes of public relations is to balance the interests of both the organization and society by applying two-way symmetrical communication (Grunig, 2005).

Edward Bernays, public relations competent, defines public relations as providing harmony and understanding between the public and organisations in his work titled *"Crystallising Public Opinion"* published in 1923. In the following years, Bernays emphasised public relations as a social responsibility practice and stated that it is the key to the future of America. However, the concept of social responsibility is a way out not only for America, but for the perfection of the whole world. It is a narrow point of view to consider this situation only within the scope of institutions. In this case, social responsibility is an important issue that should be addressed starting from the individual (Özgen et al., 2019).

According to the British Institute of Public Relations, planned and continuous activities to ensure mutual goodwill and understanding between the institution and their target audiences are called public relations (Davis, 2006). The Mexican Statement, agreed on by World Assembly of Public Relations Associations held in Mexico City in 1978, public relations were expressed as follows: *"Public relations practice is the art and social science of analysing trends, predicting their consequences, counselling organisation leaders, and implementing planned programmes of action which will serve both the organisation's and the public interest."* In the definition accepted at the meeting, it was stated that public relations is a science and also an art, it was adopted as a social science and organisations are responsible to the public (Okay & Okay, 2014).

According to public relations historian Stuard Ewen, there are two general definitions of public relations: In daily life, we use the concept of "PR" (Public Relations) to describe "manufactured reality". From the standpoint of the public relations profession, public relations is a practice, which seeks to build "mental environments that encourage the public to see it as real". The target is to influence the way people perceive the world and how people will behave in this world (Ewen, as cited in Erdoğan, 2006, p. 35).

Because of all these definitions, it has occurred in the literature that the concept of public relations has been tried to be defined by many practitioner experts and academics, and many more people have developed a new definition for the concept. Nowadays, with the rapid experience of digitalization, the forms of communication are changing. The advancement of information and communication technologies affects the field of public relations and necessitates the field of digital public relations. In direct proportion to the developments in communication technologies, the types of communication used in the field of public relations are being reshaped which causes the emergence of new definitions in the digital context.

The use of internet technology in public relations activities and the application of public relations activities by using digital media to communicate with target audiences in this direction are defined as digital public relations (Kharisma & Kurniawan, 2018). According to the definition of Herbert, digital public relations is public relations communication maintained on the world wide web and it is necessary to restructure it on traditional public relations techniques (Herbert, 2005). With regard to Petrovici, who believes that public relations should be a part of the digital revolution in order to both demonstrate its potential and develop good practice, digital public relations is more than a necessity today. Digital public relations is about establishing effective and mutually beneficial relationships between organisations and their publics. Digital public relations is the art of managing and consolidating an organization's online reputation (Petrovici, 2014).

In reference to the definition of Gifford, digital public relations is publishing an online bulletin to inform stakeholders about the organization's services and innovations in these services, and disseminating information via the internet using potential power of journalistic networks. Strategies based on the digital platform offer desirable benefits at a nominal cost (Gifford, 2010). According to Yaxley, digital public relations is to establish valuable relationships with respectable audiences, to reflect positive reputation and to maintain it (Yaxley, 2012).

It is not correct to say that digital media has changed public relations in some ways (Grunig, 2009). In the light of definitions, despite the fact that it has been stated the means of implementation of public relations have changed with the developing technologies, it can be claimed that it has not changed much in terms of its content. The basic objectives of traditional and digital public relations are the same. With the change of application tools depending on the developments in communication technologies, public relations also adapt to these changes.

3. The Concept of Social Responsibility

In spite of the fact that the idea of social responsibility was put forward in the early years of the 20th century, Howard R. Bowen gained great fame with his book "Social Responsibilities

of the Businessman", which was the first to bring a modern perspective to the subject. In his book, which became popular in a short time, Bowen stated that social effects should not be ignored in all future decisions that companies will take. Unfortunately, it is not correct to talk about a certain expression as an ongoing definition of social responsibility. However, a study shows that 69% of 439 managers took a general statement and focused on the following definition; *"Social responsibility is the serious study of the effects of a business's behaviour on society"* (Carroll, 1999, p. 270).

Most of the studies show that social responsibility conceptually emerges with the increase in the number of large companies. Since the middle of the 19th century, with industrialization, the transition to mass production companies has accelerated and allowed companies to become effective non-social organisations outside the state. The negative effects of this process, such as causing a moral vacuum in economic life, have also emerged, especially in the relations of employers and workers. The exploitation of workers and the increase in poverty caused by industrialization led to initiatives that started in the form of claiming rights at the beginning (Arslan & Berkman, 2009).

Because of the financialization movement that took place after 1980, the function of financial markets, market players and financial institutions increased in the economy. In this context, the company has moved from the ledger records, which is the place of determination of the total value of its assets, to the financial markets, and intangible company assets, which are not in the accounting books such as the reputation of the companies, human resources, cognitive assets have also begun to gain importance (Bekmen, 2014). Since 1990, awareness of multinational companies by the media and awareness of human rights violations by the public through the campaigns of non-governmental organisations has caused the social image of these companies to erode, the stock market and brand value to decrease, and then to trigger consumer boycotts (Parlak, 2009).

This transparent environment, caused by the rapid spread of communication tools such as the internet and satellite television, has not only made it difficult for companies to keep their mistakes a secret, but has also made it very risky. A case that occurs in the morning in a production facility at the other end of the world can make the headlines in the evening newspapers (Carter & Rogers, 2008). This historical transformation process has revealed the concept of social responsibility, which we can briefly define as minimising the negative effects of businesses on society and the environment and maximising their positive effects. Social responsibility means that companies measure the economic, social and environmental impacts of their activities against their stakeholders and if there is a negative impact; It is the implementation of processes and

procedures that will reduce these negative effects and contribute to the development of society (Ersöz, 2009). According to Kotler and Lee, social responsibility; It is a concept that is evaluated in the name of work ethics, such as being honest with the consumer, accepting that consumers have authority and valuing them, and behaving to the extent required by a fair understanding. This phenomenon, also known as Corporate Social Responsibility, is a task carried out in order to achieve a higher welfare of the social environment through its activities and the assistance of corporate resources, which foresees working in favour of the society and benefiting both society and the business (Kotler & Lee, 2006).

Atakan and Eker İşçoğlu define the idea of social responsibility as follows: *"Companies reduce their activities that have negative impact on social and environmental issues and increase activities that will be beneficial to them. According to the World Business Council for Sustainable Development, social responsibility is the ethical behaviour of companies towards society and the responsible behaviour of management towards all stakeholders"* (Atakan & Eker İşçioğlu, 2009, p. 126).

According to another definition, social responsibility is companies' undertaking responsibilities beyond their economic goals and legal obligations to provide social benefits in the long term. In other words, while trying to realise the economic goals of the company, it also serves social purposes in order to contribute to the society (Arslan & Berkman, 2009).

In this context, social responsibility means that companies use their resources voluntarily for the benefit of the society, taking into account the legal and ethical responsibilities of protecting and improving the welfare of the society, by showing an approach beyond the profitability expectation of the companies towards the society.

4. The Concept of Sustainability

Many of the problems we face today have actually started to persist with the encouragement of the capitalist system and the growth passion of companies. Every passing day increases the problems with many issues, which are happening across the globe such as; hunger, poverty, health issues, gender inequality, environmental pollution, drinking water and hygiene problems, clean and low cost energy issues, the hazards of climate change, the destruction of life on land and underwater, the injustice in the operating conditions, responsible approach to production and consumption, urbanisation, infrastructure problems, lack of peace. These developments force humanity to seek an order. The concept of sustainability has become a vital agenda topic at this point. Sustainability as a context is based on the necessity of harmony, vitality, change and conti-

nuity, which are necessary for all processes carried out under the headings of human, planet and profit. This situation is a very serious cause of injustice.

It will be useful to look at some developments in the world with sustainability without going into the definitions of the concept of sustainability. Although sustainability has appeared as a word for the last 40 years, it should not be confined to this time period due to its deep meaning. However, when developments, revolutions, wars, and the desire to live in a more 'simple', ' quiet' and 'peaceful' manner began to be discussed, the dates indicated the beginning of the 1960s. Reports showing that the point reached during these dates was not good and that the situation would not be good began to be published one after another. In the 1970s, the problems of the planet at that time were discussed in the light of scientific data, but they were not placed on the world agenda (Kadıbeşegil, 2012). The World Commission on Environment and Development (1987) referred to the definition of *'sustainable development' in the Brundtland Report; It has done it as 'the fulfilment of the needs of the present without compromising the ability of future generations to meet their needs'* (UN, 1987). Subsequently, at the The United Nations Environment Assembly (UNEA) Conference (1992), held in Rio de Janeiro, it was accepted that social, environmental and economic elements interact with each other, and it was stated that maintaining the balance between these concepts is essential for obtaining long-term sustainable results. Then, the Kyoto Protocol (1997) and the Dow Jones Sustainability Indices (1999) serve as an important junction for sustainability in terms of both the necessity of the greenhouse gas concentration in the atmosphere to be at a level that will not pose a threat to the climate, and the independent inspection of the measurements. When we reach the millennium, The United Nations Global Compact (2000), the G-8's Climate Change Declaration (2005) and the COP 15/CMP 5 United Nations Climate Change Conference (2009) are important developments in terms of the expansion of the concept of sustainability and the creation of contractual commitments (Saydam, 2016).

As can be seen, the concept is being discussed at the international level with each passing day and is positioned as an important and comprehensive agenda item. Due to the structure and meaning of the concept of sustainability, it has been described by many sciences with different approaches and definitions. The concept of sustainability means making the development permanent and ensuring its continuity (Nemli, 2004). In the Sapporo Sustainability Declaration, the definition of sustainability is defined as a concept that focuses on securing the future and the continuity of human security and welfare (G8 University Summit, 2008). What is meant is that a change is needed in the way of thinking and outlook on life without reducing the quality of life. It is observed that the essence of this change is to get rid of the widely existing consciousness of consumption without thinking about the before and after, and aim at environmental management, social responsibilities and economic solutions, which is a universal culture of togetherness and

solidarity (Özmehmet, 2008). One of the important points in sustainability is the existence of a culture of solidarity. Today, any damage done by any country or individual in the world concerns the rest of the world. Therefore, no one should be left out or behind this sophisticated game.

The concept of development is also an important threshold for the sustainability approach. In sustainable development, the intention is not quantitative growth but qualitative. It has a meaning far beyond numerical indicators. It is the construction of order with an approach built based on universal ethical codes. United Nations Environment Program (UNEP), sustainable development; It is defined as 'focusing on qualitative development, protecting and developing natural capital, increasing the existing quality of life, meeting the needs of future generations with social equality, accepting the existence of cultural diversity, and making efforts to have an equality approach in all areas' (UNEP, 2014).

As can be understood from the definitions above, sustainability has three dimensions, which are environmental, social and economic that constitutes the intersection point for all aspects. These three dimensions must be in a relationship with each other on the basis of continuity. Jacobs also contributes to this idea and states that sustainability has three components (Jacobs, 1995). These are indicated as follows, respectively:

Future-oriented: With a long-term perspective, it is necessary to value the needs of future generations as much as the needs of the present.

Welfare: As a social entity, the measure of the benefits that an individual obtains in his life is the level of welfare. In the economic sense, it includes a traditional component such as income, as well as issues affecting his life such as environmental, social and quality.

Equity: This component contains the element of balance. In other words, it is an effort to maintain the balance in the economic sense and to protect the balances through ethnic groups, gender and cultural life etc. Only where this balance exists, an order can be established.

In summary, sustainability is to increase the living standards of a society by providing environments where the social, environmental and economic structures of the present and future generations can live. Since the late 1980s, this concept has been a versatile concept that has been used in local, regional, national and especially international policies aiming at almost all environmental protection and economic development sensitive to development (Pezzoli, 1997). Awareness of the limited resources on the planet, that growth is not just numbers, and the necessity of making a qualitative improvement should not be ignored. For this reason, a sustainable

planet understanding means a growth that will both meet the consumption demands of people, prevent the consumption of resources and prevent the low quality of life. This period that we have been through, the pandemic period for the last two years, the economic contractions, the fact that companies sell only by producing goods and services. As a result of this, achieving financial success are not considered sufficient. At the same time, they should be corporate citizens sensitive to the environment, society, and their employees and adopt a transparent corporate governance approach. Public relations have great importance in matters such as accurately and clearly explaining the attitude and approach of this understanding to institutions, its target audience and its employees, informing the target audiences of developments by actively using communication tools, and checking the compliance of sustainability reports with international standards.

5. Method
5.1. Aim and Content of the Research

In this study, our aim is to reveal the discourse on these phenomena based on the basic concepts of "communication, public relations, social responsibility and sustainability" by utilising YouTube videos of Tedx Talks published between 2012 and 2022. In line with this purpose, the researchers analysed in detail the Tedx Talks on the YouTube channel of Tedx Talks and how the discursive construction is shaped in these speeches. In order to emphasise public relations as a value, the basic discourses were revealed through the concepts of communication, social responsibility and sustainability.

5.2. Limitations of the Research

The limitation of this study is that it covers the communication, public relations, social responsibility and sustainability themed videos published on Ted Talks' YouTube channel between 2012 and 2022. The speeches identified within this framework were subjected to discourse analysis.

5.3. Research Methodology

This study was conducted using discourse analysis, one of the qualitative research methods in social sciences. Since discourse analysis focuses on language as a narrator, details need to be carefully examined.

In this study, a total of 68 TED talks, including 27 communication talks, 6 public relations talks, 18 social responsibility talks and 17 sustainability talks on the TEDx Talks channel, were analysed in detail in a discursive context.

In the analysed talks, it was determined how the diegetics in the fields of communication, public relations, social responsibility and sustainability were shaped, from which perspective they were expressed and which words were used more frequently, and they were classified, categorised and conceptualised accordingly with various keywords.

5.4. Analysis of Data

In this part of our research, the data obtained from TED talks were analysed and interpreted in detail through discourse analysis. Table 1 shows the frequently used expressions in the field of communication.

COMMUNICATION		
Advantages of Digitization	**Disadvantages of Digitalisation**	**Importance of Communication**
Digitization is both a potential dynamism and a danger	Information pollution	Communication is an emotion-based approach
Making a good impression	It has side effects such as more violence cyberbullying	It is the sharing of sense
Raising the level of awareness	Increasing estrangement makes it harder to share true feelings	Trying to understand is the beginning of communication
Strengthening innovation and creativity	To otherise	Interactive communication
	Identity crisis	Media literacy
		Improving academic education

Table 1: Statements Regarding the Communication Field

In line with the discourses in Table 1, the concept of communication is sharing based on mutual understanding, agreement and emotion. In a place where there is no marginalisation, we can talk about interactive communication.

Developing and changing communication tools have necessitated digitalization. This new state of "constant connectivity" has changed our daily lives and the way we live. It is also possible to talk about the advantages and disadvantages of digitalization. Digitalization is seen as both a

potential strength and a danger. Communication with digitalization raises the level of awareness of individuals and strengthens innovation and creativity. Regardless of the field, it is necessary to know and use communication very well in order to create a good impact among the individuals we communicate with. For this, individuals should be given importance to develop professional communication skills and a good education system should be created.

A framing was made on the discourses we obtained from the TED talks we watched in the field of public relations. In this context, information on the frequently used words in the speeches is given in Table 2.

PUBLIC RELATIONS		
Value Issue	**Communication Management**	**Financial Gain**
Public relations' value issue	Directing public perception	Support to make a profit and selling
The PR specialist's reputation issue and detection as a spin-doctor	Opinion leader	
	Constructing a new diegetic	
	Networking	
	Scientific approach	
	Strategic communication	

Table 2: Statements Regarding the Field of Public Relations

Based on the determined discourses, we can define public relations as follows. Public relations is a measurement-based scientific approach that has the power to manage public perception by building original and different diegetics on the basis of honesty, ensuring that the strategic communication target is achieved by using the right channels, finding a common path between the organisation and its target audience and requiring long-term planning.

The reputational problem of public relations and its exposure to criticism as a spin doctor are the issues mentioned in the speeches. However, when public relations acts with an understanding of social responsibility and sustainability, it can benefit society and the environment in a holistic way, both inside and outside the organisation. When the understanding of social responsibility and sustainability is encoded into the entire genetics of the organisation, a holistic understanding is formed. When acting with a holistic understanding, the organisation's business practices and infrastructures are realised in a correct, honest and ethical manner.

Table 3 presents the discourses on the words frequently used in the TED talks we watched in the field of social responsibility.

SOCIAL RESPONSIBILITY			
Corporate Culture	**Social Benefit**	**Digital Integration**	**Financial Gain**
Considering the human factor in the organisation	Considering the health of the community	Using of technology	Generating incremental profits
Creating a collective consciousness	Protect the environment	Digital transformation	
Creating a bidirectional and contributing structure	Creating employment		
Long-term thinking structure	Raise awareness		
Thinking about employee well-being	Sustainability of social responsibility		
Infuse the principle of being a global citizen into public			
Keeping the human element at the centre			
Human communication			
Being an inspirational leader			
Transparent communication structure			

Table 3: Statements Regarding Social Responsibility

As a result of the discourses in Table 3, the concept of social responsibility is a set of thoughts and behaviours that adopts bidirectional and transparent communication by keeping the human element at the centre, requires long-term thinking, creates awareness, inspires leadership and creates value to make the health of society the most efficient by creating collective consciousness.

All TED speakers emphasised that the concept of social responsibility is the development of voluntary behaviour to meet a social need, with the welfare of society in mind. Individuals and organisations in society should engage in activities for the protection of the environment and the health of the community, and should strive to make social responsibility sustainable.

A framing was made on the discourses we obtained from the TED talks we watched in the field of sustainability. In this context, information on the frequently used words in the speeches is given in Table 4.

SUSTAINABILITY			
Social Benefit	**Digital Integration**	**Corporae Commuinations**	**Financial Gain**
Generating real solutions	Making sustainability more effective by incorporating digitalization processes into sustainability business plans	Improves value	Profitability/Sustainabiity improves finance - Seems to be the key to financial success
Creating Prosperity	Innovation	Motivation among employees	
Improving the environment for reasons such as the climate crisis	Transformation tools such as digital transformation tools, artificial intelligence, block chain, and big data must be used as they will contribute to sustainability.	Sustainability must be explained through in-company training	
Considering affected stakeholders	Smart agriculture, smart transportation, smart buildings are elements that will support sustainability. For this reason, digitalization must be integrated into sustainability.		
Definitely getting stakeholder feedback			

Table 3: Statements Regarding Sustainability

In the light of these discourses, we can define the concept of sustainability as follows. Sustainability is an innovative process that improves reputation by receiving feedback from partners, creates prosperity, generates real solutions for the organisation, provides social benefit, motivates employees and contributes to long-term profitability.

It is seen that the concept of sustainability is addressed by the speakers in terms of corporate sustainability. However, the concept of sustainability should not only be addressed from a corporate perspective. Sustainability is very important in terms of its impact areas and magnitudes and concerns all segments of society.

5.3. Result of the Research

As a result of the discourse analysis research, it is seen that the concepts of communication, public relations, social responsibility and sustainability are shaped within the framework of certain concepts such as social benefit, contribution to reputation and long-term gain, and that there is a common denominator that the digitalisation process should be adapted to the new world order. These four concepts are in absolute interaction with each other. It is emphasised that these concepts, which are fundamentally inseparable, are a cultural process and a genetic code. The important factor in this interaction is that digitalisation and digital transformation should be interpreted and implemented well for both institutions and individuals. Digitalization should be done in the most accurate way, applied to all operational processes of public relations and all institutions should prepare themselves for this in order to ensure a structural transformation.

In order to be effective in terms of digital transformation of public relations, digital social responsibility and digital sustainability in the new world order, all digital merger tools such as artificial intelligence, big data and blockchain must be integrated with these concepts and used in the operational processes of organisations. Therefore, based on the discourses in the speeches, it is an undeniable fact that digital transformation is indispensable for each of them. If the fields of public relations, social responsibility and sustainability are exposed to the disadvantages of digital communication, different perceptions of the concepts will emerge and these fields may be negatively affected. The power and importance of words are emphasised in public relations conversations. Public relations should create value-oriented messages with the power of words. Without being exposed to the disadvantages of digital communication, a new diegetic can be built, public perception can be guided and all innovative generations can be inspired. The speakers emphasise that public relations is a field based on scientific persuasion. The new diegetic construction to be created should be based on scientific foundations. Otherwise, the public relations profession will not be perceived well, will be exposed to spin doctor criticism and will not receive the value it deserves.

The key concepts that have saved public relations from criticism are social responsibility and sustainability. At this point, it is necessary to open a short parenthesis on sustainability. When we look at the results of the discourses on the concept of sustainability, it is seen that the concept of sustainability is defined in terms of corporate sustainability. Looking at the concept only from a corporate perspective is insufficient to specify and explain the concept. If all people as individuals consider the concept of sustainability from a broader and supra-institutional perspective, the understanding and awareness of sustainability will also be developed.

Sustainability is in fact a balance between the present and the future, built on ethical foundations. It would be wrong to interpret this balance only on institutions. All individuals should look at life from the perspective of sustainability and have the values needed for a good future and positive social transformation. In order for behaviours and lifestyles to be shaped in this context, a world with the opportunity to learn and benefit from quality education should be created (Milutinovic & Nikolic, 2014). It is important not to forget the fact that the concept is starting to be applied in daily life and economic activities by raising awareness by everyone. The discipline of public relations plays an important role in ensuring this spread, correcting misconceptions and guiding both society and institutions. The activities carried out within the framework of this understanding differentiate public relations from other communication disciplines.

Public relations has the power and potential to develop civil society and democracy, to reveal the individual and libertarian sides of people, to make individuals who are in herd psychology conscious, and to develop the sense of responsibility of individuals and institutions towards society, the environment and nature. When the discipline of public relations is used effectively, it makes significant contributions to the development, future and welfare of society. Thus, by focusing on social good and humanity, many problems can be solved when used on the basis of a public relations understanding for the benefit of humanity. In this respect, public relations practitioners should focus on social responsibility, sustainability and social benefit roles in order to establish a relationship based on mutual understanding between the organisation and its target audiences.

In this context, public relations enables a company to create and develop relationships with its ever-changing social and technological environment and to conduct strategic communication management by focusing on transparent communication with partners. Social responsibility and sustainability is a process. Their communication dimensions should not be ignored. Target audiences need to be convinced of the benefits of all processes and awareness needs to be raised. It is indispensable to ensure the participation of partners in all processes or to create awareness. This requires a series of communication efforts. Public relations is a field that manages the communication process carried out in line with the rules determined in order to ensure coordination, information flow, motivation, integration, evaluation, training, decision-making and supervision among all departments and elements that make up the institution in order for the institution to achieve its goals and objectives and to continue its functioning in a healthy way (Özgen, 2022). For this reason, while conceptualising public relations, it should not be ignored that it is a field in which the processes carried out in a way that creates social good and benefits the society are communicated. In this research, it is clearly stated that public relations should be conceptualised on the basis of social integration, two-way communication, ethical codes, honesty, scientific persuasion, mutual benefit, social responsibility and sustainability.

Conclusion and Discussion

The concepts of public relations, sustainability, communication and social responsibility, which are the subject of the research, have an important role in today's world. Especially in the recent period, many issues such as climate, environment, injustice, poverty, employee rights, health problems, access to potable water etc. increase interest in these concepts. Keeping the planet habitable will be possible with conscious and aware societies. The discipline of public relations also plays a critical role at this point. In terms of public relations, the discipline of public relations has lost its focus in a process that has not adopted universal ethical values, responsibility awareness, transparent and consistent communication management. Public relations should be what constitutes "the communal benefit". It should also include the communal benefit in all its processes. Therefore, it is necessary to consider public relations as a cultural and genetic value and the basis of integration with society, even in profit-oriented processes.

In our study, various definitions related to the concepts of communication, public relations, social responsibility and sustainability have been included as a priority. Then, the discourses in the speeches on the Ted Talks channel belonging to each field were divided into categories and examined. The need for social integration, two-way communication, ethical codes, honesty, scientific persuasion, mutual benefit and the need for organisations to implement public relations activities with an understanding of responsibility for society and the environment constitute the theoretical basis of existing discourses.

Public relations should not be conceptualised and implemented without incorporating sustainability, social responsibility and interactive communication. With any definition and conceptualization made without these concepts, the field of public relations can be confused with advertising, propaganda, marketing or manipulation. However, the expressions used in the definition of public relations prevent the current confusion. In consideration of the discourses revealed in this study, it is emphasised that public relations is a communication discipline that carries out benefit-oriented activities for the entire society and that conceptualization should be conducted in this direction. This study constitutes a source for future studies on the importance of social responsibility-oriented public relations and it is proposed to investigate whether there is a value in practice in the studies that will be conducted later.

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