



Middle Black Sea Journal of Communication Studies

International Peer-Reviewed Journal

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Book Review/Kitap İncelemesi

Middle Black Sea Journal of Communication Studies. 2017. 2(1): 24-25



Onur Bekiroğlu & Enes Bal (2014). Siyasal Reklamcılık. [Political Advertising]. İstanbul: Literatürk Yayınları. ISBN: 978-605-337-040-6

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Media and Politics... Those gigantic concepts are used nowadays for explaining and directing human activities in their social life. As the point of intersection of these two fields is the political communication that became the most engaged for giving the most effective works in the contemporary modern societies.

Political advertising is a form of campaigning used by political candidates to reach and influence voters. It can include several different mediums and span several months over the course of a political campaign. Unlike the campaigns of the past, advances in media technology have streamlined the process, giving candidates more options to reach even larger groups of constituents with very little physical effort. This book is written by Dr. Enes Bal and Onur Bekiroglu who discuss how the political media campaigns is used in the parliamentary elections in Turkey. The political parties who aspire to go for power in the democratic system insist for increasing the importance of the practice of political communication in order to convince the masses. Political advertisements in these applications are confronted as an important topic headed by a meticulous and professional effort. This book shows political advertisements are used as a key role of an effective and successful election campaign extensively by critics of rival parties on the one side and by the lack of respect for voters on the other side while the parties are mediating a positive contribution to the image by telling the parties about their programs. But mainly the authors wrote this book specially to discuss the political advertising campaigns issued in 2014 that has focused on Turkey's local election which was on March 30 2014. In this book theoretical knowledge is supported empirically, political party advertisements are published in the top ten circulation newspapers before the election period were analyzed. In the light of the findings, important clues were drawn about which message strategies the parties used in the political advertisements they published during the election campaign in order to draw the masses of voters to themselves and to move them away from their opponents.

This book contains 3 chapters; the first one is titled 'Political communication in social life'. This chapter mainly explains the concept of the political communication, its process and the role of its political participants such as the government, the political parties, the local governments, the civil organizations, media and so on... As it discusses the features and policies of the political communication.

The second chapter which is titled " Political Advertising and Political Advertisings' Applications" goes deeply through how the political advertising internationally and in Turkey is applied in all media (radio, TV, magazines, brochures and all the other materials) in order to create a powerful political media campaigns especially for elections.

And finally the third and last chapter "The published analysis of the political advertising of the local elections in 2014 in the press." Explains exactly the used methods and researches and for creating the campaign and how those methods have been applied. Besides to the full review and discussion for the local elections in Turkey in 2014, the authors shows how the political advertising campaign that has been made how it has affected the results.

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Book Review: *Siyasal Reklamcılık / Political Advertising*

The conclusion wrote by the two authors is that by the rising of the population number, the political advertising campaigns are the most powerful to aware people and let them be able to choose the powerful political party or candidate.