Araştırma Makalesi ● Research Article

An Analysis of Persuasion Techniques Used in Turkish Television Commercials (1980-2024)

Türk Televizyon Reklamlarında Kullanılan İkna Tekniklerinin Analizi (1980-2024)

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ÖZ

Bu çalışma, 1980'lerden 2020'lere kadar Türk televizyon reklamlarındaki reklam stratejilerinin ve ikna tekniklerinin evrimini incelemektedir. İçerik analizi ve istatistiksel yöntemler kullanılarak formatlar, süreler ve ikna tekniklerinin kullanımındaki değişimler vurgulanmıştır. Video reklamlar tüm dönemlerde baskınken, animasyonlu reklamlar 2010'larda zirve yapmış ve 2020'lerde düşüşe geçmiştir. Duygusal ikna (pathos) erken dönemlerde yaygınken, 2020'lerde rasyonel ikna (logos) öne çıkmış, tüketicilerin kanıt temelli mesaj taleplerini yansıtmıştır. Reklam süreleri zamanla artmış, özellikle gıda, içecek ve finans ürünlerinde hikâye anlatımı etkili bir araç olarak kullanılmıştır. Jingle'lar marka hatırlanabilirliğini artırarak işitsel markalaşmanın önemini vurgulamıştır. Ürün kategorileri ise gıda ve içeceklerden 2020'lerde dijitalleşmenin etkisiyle alışveriş ve tüketici platformlarına kaymıştır. Bu bulgular, reklamcılığın teknolojik ilerlemelere ve değişen tüketici tercihlerine uyum sağlama gerekliliğini ortaya koymaktadır. Gelecek araştırmalar, dijital reklamcılığı ve yeni teknolojilerin entegrasyonunu inceleyerek izleyici etkileşimi ve marka sadakatini artırma fırsatlarını değerlendirebilir.

ABSTRACT

This study examines the evolution of advertising strategies and persuasive techniques in Turkish television commercials from the 1980s to the 2020s. The research uses content analysis and statistical methods to highlight changes in formats, durations, and the prevalence of persuasion techniques. Video advertisements dominated all periods, with animated ads peaking in the 2010s and declining in the 2020s. Emotional persuasion (pathos) prevailed in earlier decades, while rational appeals (logos) grew in the 2020s, reflecting consumer demand for evidence-based claims. Advertisement durations increased over time, with storytelling emerging as a key engagement tool, especially in food, beverage, and financial products. Jingles enhanced brand recall, emphasizing auditory branding's role. Product categories shifted from food and beverages to e-commerce platforms in the 2020s, driven by digitalization. These findings highlight the adaptability required in advertising to meet technological advancements and changing consumer preferences. Future research could explore digital advertising and emerging technologies to enhance audience engagement.

1. Introduction

The emergence of the concept of advertising, which means promoting a product or service by paying a certain fee to various media (radio, television, newspapers, etc.) to promote a product or service and to be adopted by the target audience, dates back to the periods when people started shopping. Advertising activities, which in the past were carried out in the form of criers shouting information about the product or service, have become quite different today.

The developments in communication and satellite technologies have led to changes in advertisements. Advertising and advertising activities, which were first carried out only to announce the products to the public, are now carried out to create an image, inform society about the product, and explain the benefits that will arise from the use of the product to the public (Elden, 2016).

Advertising, an inevitable part of human life today, is one of the most important cultural factors that shapes and reflects life. Even if you do not read newspapers or watch television, you cannot avoid the images dominating your environment. Because advertising can appear everywhere at any time, it is life itself (Williamson, 2001, p. 11).

Today, explaining and adopting a product or service to the public is possible in multiple ways. In the early days of advertising, criers carried out advertising activities. Still, now they are carried out in the so-called traditional media through posters, newspapers, magazines, radio, television, etc. In addition to all these channels, advertising has also started to be carried out in digital media, which emerged due to the development of satellite and internet technologies.

Although television in Turkey started in 1952 with the closed circuit trials of the Technical University in 1952, it only came to the agenda at the end of the 1960s. On January 31, 1968, television began trial broadcasts with an agreement signed with the Federal Republic of Germany. In the second five-year development plan, the importance of television, which has the biggest place among the mass communication tools, must have been understood by the country, so it was decided to establish a national television network in 1971, and preparations began in 1970. The establishment of television was decided to start in big cities. Then, it aimed to increase advertising revenues and establish television in the eastern regions with the help of the finance provided by advertising revenues (Oskay, 1971). The use of commercials was due to the difficulty in covering television costs. The most crucial reason for TV to be opened to advertisement in Turkey was to meet the expenses of the newly established television, which was to take the most important place among the mass communication tools whose development was to accelerate. Television investment requires large financial resources, but due to the state's difficulty in meeting this organization's expenses, various financial sources were turned to to meet the service. Here, the TRT Corporation held the radio and television monopoly on behalf of the state. At that time, TRT Institution was financed by license revenues, advertising revenues, and state funding. The most important share of these revenues was advertising revenues (Tokgöz, 1982)

In order to advance technically, expand its broadcasting area, and meet its ever-increasing expenses, it started broadcasting television commercials on March 3, 1972. However, the contract was concluded on April 11, 1972. During this thirty-eight-day period, advertisements continued to be broadcast in the program on a trial basis (Gürbaşkan, 1976). Due to its superiority among the mass

media, television has been a popular tool for advertisers since March 3, 1972, when it started to receive advertisements. Here, television, which reflects the visual image of the media, has become unquestionably superior to other mass media due to its ability to appeal to the widest audience among mass media by combining the sound of radio and the dynamic characteristic of the movement.

Initially, the advertisements in newspapers and magazines, which were decorated with still pictures or visual messages, were replaced by radio advertisements with musical accompaniment, voice intonations, accents and different melodies. With the introduction of television as an advertising medium, advertising, which gained strength in the visual dimension, went far beyond the characteristics of advertising in both newspapers and radio (Çakır, 1996 p. 254)

The 1980s were years of significant developments in advertising. The January 24th Decisions and the measures taken deeply affected advertising. After the second half of the 1980s, advertising began to raise its standards. The biggest indicator of this was the transition to color broadcasting in 1984, and the first 30-second color TV commercial film of a furniture company was broadcast in the same year (Yılmaz, 2001, pp. 361-362).

The 1990s brought the emergence of private television channels. The opening of private television channels one after the other led to a noticeable increase in the competitors of TRT, which broadcasted as a single channel until the late 1980s. A competitive environment emerged with the shift of visual advertising to private television channels. In addition, advertising tariffs were reduced, which enabled more goods to be advertised. As a natural consequence, there has been an increase in the turnover of advertising agencies operating in Turkey.

In television commercials, every symbol on the screen has a meaning. Individuals decode the advertising message encoded with these symbols on the screen according to their cultural perspectives. Therefore, television commercials affect individuals' subconscious and mental processes and shape society's culture at a higher level. In this context, the task of television commercials is to organize the elements of visual expression, such as illumination, sound, image, shooting scale, and movement, which are necessary for the production of symbols in order to create a positive attitude toward the advertised goods or services in the minds of consumers effectively and harmoniously (Özgür, 1996, p. 234).

This study analyzes the persuasion techniques used in Turkish television commercials from 1980 to 2024 and examines how these strategies have evolved over time. It addresses the critical question of how persuasion methods in television advertisements have influenced consumer behavior and how they have adapted to changes in media consumption patterns. The study also investigates the dominant advertising appeals employed in different decades

and their effectiveness in shaping public perception.

Despite the increasing presence of digital advertising, television remains a significant medium for marketing in Turkey. Understanding the persuasive elements embedded in commercials provides valuable insights into consumer psychology and media strategies. This study contributes to the existing literature by offering a longitudinal analysis of advertising trends and their cultural implications.

The following sections of this study are structured as follows: Section 1 provides a theoretical background on persuasion and propaganda techniques in advertising. Section 2 outlines the research methodology, including the sample selection and data collection process. Section 3 presents the findings and discusses the evolution of advertising techniques. Finally, Section 4 offers a conclusion with key takeaways and recommendations for future research.

1.1 Persuasive Communication Methods in Advertising

All living things communicate with their environment for many different reasons and methods. Communication is necessary to inform and be informed, command, cooperate, contract, and express themselves. In this respect, even the most straightforward dialogues contain the intention to persuade. Sociologists argue that there are three methods to direct people's attitudes and behaviors. These methods are coercion, material benefits, and persuasion. Aristotle first analyzed the concept of persuasion. Persuasion is defined as influencing and directing one person in the desired direction using consistent ideas, effective appeals, credibility, and evidence with a conscious intention (Ross, 1990).

Persuasion can be defined as a process that seeks to change the salient values, desires, beliefs, and actions of others (O'Shaughnessy & O'Shaughnessy, 2004, p. 5); a change in attitude resulting from exposure to information from others (Olson & Zanna, 1993, p. 135). In other words, persuasion aims to influence attitudes (Ajzen, 2005, p. 3), which are the positive or negative reactionary tendencies of an individual towards an object, person, institution, or event. O'Keefe (1990) states that persuasion should include specific conditions. First, persuasion involves a goal and an intention to achieve that goal by the sender of the message. Second, communication is a means of achieving that goal. Third, the recipient of the persuasive message must have free will and not be coerced. In other words, persuasion is not accidental and coercive but inherently communicative. Therefore, it can be said that persuasion presents a goal-oriented intention by structuring it through communication without forcing the recipients

Advertising aims to encourage consumers to buy a particular product or brand by influencing their attitudes and behaviors. In other words, it tries to persuade the consumer. For advertising to achieve its purpose, it must be able to convey its messages effectively to the consumer.

Advertising is obliged to inform the consumer by informing them about the brand's products, giving information about the features of the product, and directing them to purchase (Shimp; 1993:263).

The origin of the first studies on the concept of persuasion is found in Ancient Greece. Aristotle examined the use of persuasion and put forward the study of "Rhetoric" by classifying and interpreting it. Rhetoric is defined as the ability to use the available means of persuasion in a given situation (Aristotle, 2020, p. 37; Zeybek, 2016, p. 144). In his book, he explained the "art of persuasive discourse" as the equivalent of the word rhetoric, in other words, persuasion and its process. In persuasive texts such as advertisements, all rhetorical elements have different values and different effects on the overall discourse. In rhetorical-persuasion- discourses, there are three important proofs of persuasion (Myers, 1994, p.23). Aristotle talks about artistic and non-artistic proofs in the act of persuasion. While the environment controls non-artistic proofs, artistic proofs are the characteristics of the persuader and are divided into three: ethos, pathos, and logos. Ethos is associated with trust, pathos with emotion, and logos with knowledge (Borchers, 2013, pp. 39-40; Steinberg, 2006, pp. 14-15). In other words, ethos is an ethical appeal that aims to persuade the target audience with the credibility or character of the persuader; pathos is an emotional appeal that aims to persuade the target audience by creating anger, fear, or sympathy; and logos is an informational appeal that aims to persuade the target audience with the use of logic or reason (Green, 2004).

1.2 Propaganda Techniques in Advertising

Although propaganda can take many different forms, it can be identified by its persuasive nature, large target audience, alignment with the agenda of a certain organization, and use of flawed logic and/or emotional appeals (Miller, 1939). In the 17th century, the term "propaganda" was first used to describe the spread of Catholicism in the New World (Garth & O'Donnell, 2012, p. 2). As its definition was expanded to include antagonism to Protestantism, it quickly acquired a negative connotation. The following definition was put forth more recently by the Institute for Propaganda Analysis (Ins, 1938):

Propaganda: Expression of opinion or action by individuals or groups deliberately designed to influence the opinions or actions of other individuals or groups concerning predetermined ends.

Although the literature has a standard definition of propaganda, different researchers have varying definitions of the aforementioned propaganda techniques (Torok, 2015). For example, Weston (2000) mentions at least 24 propaganda methods, Miller (1939) considers seven, and the Wikipedia article contains 67. The most commonly used techniques are mentioned and defined below.

1.   BANDWAGON APPEAL: It is in our nature as

humans to want to blend in. Moreover, this method adheres to precisely the kind of herd mentality. The main goal of bandwagon propaganda is to influence the intended audience to act. It is all about making people feel compelled to join the "in the crowd." Marketers frequently use terms like "join the crowd" or "trending now" to reinforce this sensation for their goods and services (Hobbs & Mcgee, 2008).

2.   TESTIMONIAL AND EXPERT OPINION: This well-liked marketing tactic uses well-known or famous people to promote goods and services. In this instance, viewers are likely to consider the fame and credibility of the celebrity endorsing the product. This builds confidence and enhances that specific brand's trustworthiness. As a result, some companies may also hire professionals—essentially experts—like doctors and engineers to advertise their goods and services (Delpit, 1988)

3.   TRANSFER EMOTIONAL APPEAL: Transferring something is either positive or negative value by association to a person, a product, or a cause is known as the transfer technique. For instance, a business owner may be seen as more reputable or trustworthy if they appear in their commercial with an American flag in the background. When a speaker or candidate uses transfer, they try to influence us by subtly using an image that we respect—like a religious or nationalistic one—to support their points of view. Though they are not the only images utilized in this propaganda method, religious and patriotic images are employed most frequently. Occasionally, science itself serves as a medium for conveying the message (Leza et al., 2024).

4.   PLAIN FOLKS: The ultimate objective is to show how the product is intended for everyone and will benefit everyone. In the realm of advertising, this approach is frequently employed as the public is beginning to question sponsored celebrity endorsements. Consumers today are searching for authentic experiences rather than the glossy pictures they see on TV. By using this tactic, the audience is persuaded that the concept is that of the people or the common man and that it represents the common sense of everyday people rather than that of celebrities or authorities. The notion is communicated using everyday language, slang, and mannerisms that are relatable to the typical individual (Gambrill, 2010).

5.   GLITTERING   GENERALITIES: Propagandists employ emotional appeal or ambiguous remarks, together with glittering generalities, to sway their audience. Thus, to generate uplifting tales, advertising agencies employ terms like "inspiring you from within" and " kick-start your day." This improves the product's appearance, which boosts sales. Brands may employ lyrical language, metaphors, or hyperboles to draw in more attention for more effect (Jowett&O'Donell, 2006).

6.   HUMOUR APPEAL: Using humor as a marketing tactic can help attract customers and increase brand or product recall. When humor is connected to a certain interest that the customer seeks, it can be employed effectively. Using humor in marketing pitches makes people smile and laugh, and it forges an emotional connection with the company. A cleverly constructed humorous appeal in advertising improves the product's assessment and buying intent. Advertising is made more enjoyable and acceptable by humor. It is perfect for a medium of amusement. It makes messages and jingles easy to read. It can be mixed and matched with people, scenarios, comedians, etc (Miller, 1939)

7.   SNOB APPEAL: The Snob Appeal tricks people into thinking they will join an exclusive or unique group if they purchase a product or service or adopt an idea. In other words, the snob appeal plays on people's wishes for luxurious lifestyles, to be regarded as notable members of a particular club or society, to be affluent, or to be otherwise deserving of special treatment. In other words, in contrast to the bandwagon strategy, snob appeal argues that the use of the product makes the user superior to others in terms of intelligence, wealth, or other attributes. In other words, this technique suggests that purchasing a particular product elevates the consumer's social status, making them part of an exclusive or elite group. Research shows that snob appeal is particularly effective in luxury brand marketing and social media advertising, where exclusivity is a key driver of engagement (Waqas & Khan, 2024).

8.   ANTI-BANDWAGON   APPEAL: The   anti-bandwagon appeal strategy plays on people's need to stand out. This might show the product as a means for users to embrace their uniqueness and exhibit their flair. It gives the impression that acquiring this good opposes what other people typically say, do, or purchase (Uryupina, 2023).

9.   REPETITION: In an advertisement, the repetition approach entails repeating words, phrases, images, thoughts, concepts, or noises. Customers should be able to recall the advertisement. The repeated exposure to a brand name, slogan, or jingle increases familiarity and trust. Studies in advertising psychology confirm that repetition leads to increased recall and preference (Crick, 2025).

10. BRIBERY APPEAL: One way to bribe someone is to offer them something more. This could be a good deal or something for free. The aim is to persuade customers that they are receiving a fantastic deal. Something "extra" is offered to the customer. This technique offers consumers an added incentive, such as a discount, bonus item, or exclusive deal, making them feel they are getting extra value (Schweizer, 2024).

11. FACTS AND FIGURES: The Statistics Appeal, like the Rational Appeal, uses data, figures, and empirical evidence to convince people to buy a product, subscribe to a concept, or use a service. Many advertisers utilize statistics and figures to emphasize their products' perceived value or features since research indicates that consumers generally trust numbers, even when they are erroneous or taken out of context. This technique uses statistics, percentages, and

empirical data to convince the audience of a product's superiority. Numbers tend to be perceived as objective evidence, even if they are misleading (Leza et al., 2024).

12. RATIONAL APPEAL: Rational appeal aims to persuade the target audience using facts, evidence, and logical arguments. It successfully presents a case by appealing to the audience's sense of reason. As a result, it is frequently employed in circumstances that call for a thorough justification or explanation. The utilization of real and verifiable information, together with clarity and conciseness, are essential components of rational appeal. Presenting a logical case that is backed up by facts and evidence is how rational appeal persuades audiences.Logical arguments, data, and clear explanations are used to convince consumers by appealing to their sense of reason rather than emotion. This is particularly effective in financial and technology-based advertisements (Jowett & O'Donnell, 2024).

1.3 Objective

This study aims to analyze television commercials throughout Turkish TV history, highlighting changes in propaganda techniques based on the service or product category. Additionally, the study seeks to examine the evolution of persuasion techniques over time. To address these objectives, a content analysis will be conducted to answer the following questions:

1. Which propaganda techniques are used in different categories, and have they gone under change in different periods?

2. Which proofs of persuasion are used in commercials, and have they changed within the scope of time?

3. Has the duration of the commercials changed in time?

4. What type of commercials are preferred (video/animation/image), and has it changed within the scope of time?

5. What is the visual and verbal frequency of the brand name within a commercial, and has the frequency changed?

6. What categories of products/services showed a person in their commercials?

7. What categories of products tell a story in the commercial film?

8. What categories of products use a jingle?

9. Is there a relationship between jingle usage and repetition?

While extensive research has explored advertising practices globally, the longitudinal analysis of Turkish television commercials remains limited. In particular, there is a lack of studies examining the interplay between propaganda techniques and evolving consumer preferences in Turkey's unique socio-cultural context. This study addresses this gap by analyzing Turkish television commercials from 1980 to 2024, focusing on changes in advertising formats, durations, and persuasive appeals. The findings aim to contribute to the broader discourse on advertising evolution and provide actionable insights for practitioners and policymakers.

By employing content analysis and statistical methods, this research offers a comprehensive overview of the dynamic shifts in Turkish television advertising, shedding light on the strategies that resonate with consumers across different eras. The following sections outline the methodology, findings, and implications of this study.

2. Methodology

2.1 Research Design

Since the study aims to analyze the TV commercials from past to present in Turkish TV history, a qualitative research method, Content Analysis, was used. Although the structure of qualitative research is dynamic, it is important to have a clear theoretical framework, ensure that data collection activities are consistent with each other based on their intended purposes (even if multiple data collection methods are permitted), and plan for how the research will be reported to the reader (İslamoğlu & Alnıaçık, 2015). The content analysis method is employed in this study to analyze the data gathered from qualitative research.

2.2 Universe and Sample

This study's universe consists of all television commercials broadcast on Turkish television channels between 1980-2024. This includes advertisements aired on national and regional TV networks across different time slots.

The sample was selected through a randomized stratified sampling method from commercials aired during prime-time commercial slots immediately following the evening news. The rationale behind selecting prime-time commercials is their high viewership rates and their potential influence on consumer behavior.

For historical commercials, advertisements from previous decades were sourced from YouTube and television archives, considering that YouTube serves as a major repository of historical commercials. However, it is acknowledged that reliance on digital archives may result in excluding certain advertisements that were not uploaded online.

2.3 Data Collection and Analysis

The analyzed advertisements were analyzed in 5 different categories, 10 years apart (1980s, 1990s, 2000s, 2000s, 20010s, and 2020s). 50 advertisements from each category were randomly included in the study, but since the 2020s are not yet completed, 20 representative advertisements are included in the study. The analyzed advertisements were processed on a tally sheet according to the following

characteristics: Date, Brand, Product Category, Duration, Type, slogan use, brand frequency, music, person, story, proofs of persuasion, and propaganda techniques.

The coding process involved categorizing each commercial based on predefined variables, including product category, advertisement duration, type (video, animation, or image), use of slogans, brand frequency (visual and verbal), presence of music or jingles, use of storytelling, and application of persuasion techniques. These variables were selected based on their relevance to the study's research questions.

To ensure reliability, two independent coders analyzed the advertisements. Discrepancies were resolved through discussion, and inter-rater reliability was calculated using Cohen's kappa, achieving a value of 0.85, indicating substantial agreement

Data were analyzed with IBM SPSS V23. Compliance with normal distribution was examined by Shapiro-Wilk and Kolmogorov-Smirnov tests. Mann-Whitney U test was used to compare non-normally distributed data according to two groups. Kruskal-Wallis test was used to compare non-normally distributed data according to three or more groups and multiple comparisons were analyzed with Dunn's test. Fisher-Freeman-Halton test was used to compare categorical variables according to groups and multiple comparisons of proportions were analyzed with Bonferroni corrected Z test. The results of the analysis were presented as mean±s.

2.4 Limitations

The study's methodology has some limitations, including potential biases arising from the reliance on YouTube as a data source and the focus on Turkish television commercials, which may limit the generalizability of findings. Future research could expand the dataset by incorporating commercials from alternative archives and exploring cross-cultural comparisons.

deviation and median (minimum-maximum) for quantitative data and frequency (percentage) for categorical data. The significance level was taken as $p < 0.05$.

3. Findings

Descriptive statistics about the advertisements are presented in Table 1. When the historical distribution of the advertisements is analyzed, there are equal numbers of advertisements from the 1980s, 1990s, 2000s, and 2010s (n=50, 22.7%), while fewer advertisements from the 2020s (n=20, 9.1%). In terms of product categories, the highest frequency was observed for food and beverages (n=58, 26.4%), followed by clothing and care products (n=37, 16.8%) and print-telecommunications media (n=28, 12.7%). The lowest rate was observed in shopping and consumer platforms (n=14, 6.4%).

The average duration of the advertisements was 33.67±19.31 seconds, with a median of 30 seconds, a minimum duration of 5, and a maximum duration of 135. According to ad types, video format was used at the highest rate (89.5%), while animation (6.8%) and visual (3.7%) were preferred at lower rates. While 64.1% of the advertisements included a slogan, 35.9% did not. The brand name was mentioned visually an average of 3.2±2.91 times, with a median of 2, a minimum of 0, and a maximum of 24. verbally, it was mentioned 3.3±2.99 times, with a median of 3, a minimum of 0, and a maximum of 28.

In terms of the use of music, instrumental music (39.5%) was preferred most frequently. In addition to jingles (30.9%) and commercials without music (25.5%), 4.1% used a different type of music. Regarding the use of people, 80.5% of the ads featured human figures, while 19.5% did not. The proportion of ads with a story was 67.3%, while the proportion of ads without a story was 32.7%. Among the persuasive evidence, pathos (57.7%) was most frequently used, while logos (36.4%) and ethos (5.9%) were less preferred. Among the propaganda techniques used in the advertisement, rational appeal (20.9%), humor (19.5%) and emotional appeal (19.1%) were most frequently used. In comparison, repetition (12.3%), snob appeal (10.5%), anti-bandwagon (8.6%) and facts and figures (8.2%) were used less frequently. Less frequently used techniques included bandwagon (8.2%), bribery (6.8%), plain folk (6.4%), expert opinion (5.5%), patriotism (5.0%) and glittering generalization (3.2%)

Table 1: Table 1. Descriptive statistics for the commercials

	Frequency (n) / mean±s. deviation	Percentage (%) / median (min. - max.)
Date		
1980'sa	50	22,7
1990's	50	22,7
2000's	50	22,7
2010's	50	22,7
2020's	20	9,1
Product category		
Cleaning and Renovation Supplies	20	9,1
Clothing and Care Items	37	16,8

Financial products	20	9,1
Food and Beverage	58	26,4
Home and Lifestyle Products	24	10,9
Print and Telecommunication Media	28	12,7
Shopping and Consumer platforms	14	6,4
Transportation	19	8,6
Duration	33,67±19,31	30 (5 - 135)
Type		
Animation	15	6,8
İmage	8	3,7
Video	197	89,5
Slogan		
No	79	35,9
Yes	141	64,1
Brand frequency (times visual)	3,2±2,91	2 (0 - 24)
Brand frequency (times verbal)	3,3±2,99	3 (0 - 28)
Music		
İnstrumental	87	39,5
Jingle	68	30,9
No	56	25,5
Yes	9	4,1
Jingle		
No	152	69,1
Yes	68	30,9
Person		
No	43	19,5
Yes	177	80,5
Story		
No	72	32,7
Yes	148	67,3
Proofs of persuasion		
Ethos	13	5,9
Logos	81	36,4
Pathos	127	57,7
Propaganda technique*		
Rational appeal	47	20,9
Humour	43	19,5
Transfer emotional appeal	43	19,2
Repetition	27	12,3
Snob appeal	23	10,5
Anti-bandwagon	19	8,6
Facts and figures	18	8,2
Bandwagon	18	8,2
Bribery	15	6,8
Plain folks	14	6,4
Testimonial and expert opinion	12	5,5
Patriotism	11	5,0
Glittering generalization	7	3,2

In Table 2, the distribution of persuasion proofs by time was analyzed using the Fisher-Freeman-Halton test. A significant difference was found in persuasion proofs across years ($p<0.001$). Pathos (emotional persuasion) was used at the highest levels with 74% in the 2000s and 66% in the 1980s. Pathos decreased to 58% in the 2010s and 50% in the 2020s. There is a difference between the 1990s, 1980s, and 2000s.

Logos (logical persuasion) peaked at 60% in the 1990s and remained at lower rates in the other years (22-45%). Logos, which was 34% in the 1980s, dropped to 26% in the 2000s and 22% in the 2010s before rising again to 45% in the 2020s. When the difference between the years is analyzed, a

difference is found between the 1990s and the years 2000s and 2010s.

Table 2: Comparison of proofs of persuasion by time

Date	Proofs of persuasion			Test stat.	Prob.
	ethos	logos	pathos		
1980's	0 (0)a	17 (34)ab	33 (66)a		
1990's	2 (4)ab	30 (60)b	18 (36)b		
2000's	0 (0)a	13 (26)a	37 (74)a	36,651	**<0,001**
2010's	10 (20)b	11 (22)a	29 (58)ab		
2020's	1 (5)ab	9 (45)ab	10 (50)ab		

**Fisher-Freeman-Halton test, a-b: There is no difference between years with the same letter within each column

Ethos (ethical persuasion) reached its highest level with 20% in the 2010s, while it was used at low rates between 0-5% in other periods. When the difference between years is analyzed, a difference was found between 2010 and 1980 and 2000.

Table 3: Comparison of commercial types by time

Date	Type				Test stat.	Prob.
	Animation	İmage	Video	Visual		
1980's	2 (4)ab	0 (0)	45 (90)ab	3 (6)		
1990's	2 (4)ab	0 (0)	46 (92)ab	2 (4)		
2000's	1 (2)b	0 (0)	49 (98)b	0 (0)	24,646	**<0,001**
2010's	10 (20)a	1 (2)	39 (78)a	0 (0)		
2020's	0 (0)ab	2 (10)	18 (90)ab	0 (0)		

*Fisher-Freeman-Halton test, a-b: There is no difference between years with the same letter within each column

In Table 3, the distribution of advertisement types according to time was analyzed with the Fisher-Freeman-Halton test and a significant difference was found between years in advertisement types (p<0.001). When the multiple comparisons of the ratios were analyzed, it was seen that the ratios of video and animation differed according to the years. Video was the most dominant ad type in all periods and reached the highest rates in the 2000s (98%). In other years, video ads ranged between 78% and 92%, representing 90% in the 2020s. In 2010, they were used by 7%. There was a difference between 2000 and 2010.

Animated ads reached their highest rate of 20% in the 2010s, while in other periods, they were limited to between 0-4%. This increase can be explained by the development of animation technologies and the shift in consumer interest towards this type of advertising. However, the absence of animated ads in the 2020s indicates that this trend is short-term. When the results of multiple comparisons between years are analyzed, a difference was found between the 2000s and 2010s.

Image ads were used only 2% in the 2010s and 10% in the 2020s. This type of advertising has a very limited place and

is generally not preferred in advertising strategies. Visual ads were used at a rate of 6% in the 1980s, dropped to 4% in the 1990s, and were completely abandoned in the 2000s.

Table 4: Comparison of commercial duration by time

	Mean±s. deviation	Median (min. - max.)	Test stat.	Prob.
1980's	28,40±9,45	30,00 (10,00 - 60,00)ab		
1990's	27,26±16,20	20,00 (5,00 - 90,00)a		
2000's	36,88±16,50	35,00 (15,00 - 80,00)b	17,324	**0,002**
2010's	37,54±21,84	30,00 (10,00 - 130,00)b		
2020's	45,15±32,75	42,50 (10,00 - 135,00)ab		

*Kruskal-Wallis test, a-b: There is no difference between times with the same letter

There was a difference in the median duration of commercials by time (p=0.002). The median duration was 30 seconds in the 1980s, 20 seconds in 1990, 35 seconds in 2000, 30 seconds in 2010, and 42.5 seconds in 2020. When the multiple comparison result was analyzed, a difference was obtained between the 1990s, 2000s, and 2010s.

Table 5: Comparison of visual and verbal frequency of brand name by time

	Brand frequency (times visual)		Brand frequency (times verbal)	
	Mean±s. deviation	Median (min. - max.)	Mean±s. deviation	Median (min. - max.)
1980's	3,18±2,30	2,50 (1,00 - 12,00)	4,32±4,53	3,00 (0,00 - 28,00)
1990's	2,72±1,84	2,00 (1,00 - 9,00)	2,90±1,90	2,50 (0,00 - 11,00)
2000's	2,72±1,75	2,00 (0,00 - 8,00)	2,74±2,03	3,00 (0,00 - 9,00)
2010's	4,18±4,82	2,00 (0,00 - 24,00)	3,22±2,70	2,50 (1,00 - 17,00)
2020's	3,15±2,01	3,00 (1,00 - 8,00)	3,35±2,80	2,50 (1,00 - 12,00)
Test stat.	1,678		4,626	
Prob.	0,795		0,328	

*Kruskal Wallis test

There is no statistically significant difference between the medians of the visual frequency of the brand name over time (p=0.795). It was 2.5 in the 1980s, 2 in 1990s, 2 in 2000s, 2 in 2010s and 3 in 2020s.

There is no statistically significant difference between the medians of the verbal frequency of the brand name by time (p=0.328). It was 3 in the 1980s, 2.5 in 1990s, 3 in 2000s, 2.5 in 2010s and 2.5 in 2020s.

The median frequency of visual use of the brand name differs according to jingle use (p<0.001). While the median frequency was 2 for those who did not use jingles, it was 4 for those who did. The median frequency of verbal use of the brand name differs according to jingle use (p=0.001). While the median frequency was 2 for those who did not use jingles, it was 3 for those who did.

Table 6: Comparison of visual and verbal frequency of brand name according to jingle usage

	Absent		Present		Test stat.	Prob.
	Mean±s. deviation	Median (min. - max.)	Mean±s. deviation	Median (min. - max.)		
Brand frequency (times visual)	2,51±1,63	2,00 (0,00 - 9,00)	4,72±4,29	4,00 (0,00 - 24,00)	3307,000	**<0,001**
Brand frequency (times verbal)	2,72±1,74	2,00 (0,00 - 10,00)	4,59±4,48	3,00 (0,00 - 28,00)	3693,500	**0,001**

*Mann-Whitney U test

Table 7: Comparison of jingle, person and story usage by product category

	Cleaning and Renovation Supplies	Clothing and Care Items	Financial Products	Food and Beverage	Home and Lifestyle Products	Print and Telecommunication Media	Shopping and Consumer platforms	Transportation	Test stat.	Prob.
jingle										
no	11 (55)	28 (75,7)	11 (55)	36 (62,1)	17 (70,8)	25 (89,3)	7 (50)	17 (89,5)	17,774	**0,011**
yes	9 (45)	9 (24,3)	9 (45)	22 (37,9)	7 (29,2)	3 (10,7)	7 (50)	2 (10,5)		
Person										
no	5 (25)	6 (16,2)	2 (10)	7 (12,1)	4 (16,7)	10 (35,7)	5 (35,7)	4 (21,1)	10,508	0,147
yes	15 (75)	31 (83,8)	18 (90)	51 (87,9)	20 (83,3)	18 (64,3)	9 (64,3)	15 (78,9)		
Story										
no	5 (25)	17 (45,9)	3 (15)	16 (27,6)	6 (25)	12 (42,9)	7 (50)	6 (31,6)	10,666	0,153
yes	15 (75)	20 (54,1)	17 (85)	42 (72,4)	18 (75)	16 (57,1)	7 (50)	13 (68,4)		

*Fisher-Freeman-Halton test, frequency (percentage)

Table 7 analyzes using jingles, people and stories according to product categories with the Fisher-Freeman-Halton test. A significant difference was found between categories using jingles (p=0.011). Ads without jingles were represented in the highest proportions, especially in the print and telecommunications media, with 89.3%, and in the transportation category, with 89.5%. In contrast, ads with jingles were most common in cleaning and repair supplies (45%), financial products (45%) and shopping and consumer platforms (50%).

There was no significant difference between categories regarding person usage (p=0.147). The use of personas was highest in financial products (90%), food and beverages

(87.9%), and home and lifestyle products (83.3%) and lowest in print and telecommunications media (64.3%) and shopping and consumer platforms (64.3%). The proportion of ads that did not use people was highest in print and telecommunications media (35.7%) and shopping and consumer platforms (35.7%).

Ads with stories were found most frequently in financial products (85%) and food and beverages (72.4%). Non-story ads were more frequent in print and telecommunications media (42.9%) and shopping and consumer platforms (50%). However, there was no significant difference between categories regarding story use (p=0.153).

Table 8: Comparison of product categories by year

Product Category	Date					Test stat.	Prob
	1980's	1990's	2000's	2010's	2020's		
Cleaning and Renovation Supplies	6 (12)	7 (14)	3 (6)	3 (6)	1 (5)		
Clothing and Care Items	10 (20)	10 (20)	5 (10)	9 (18)	3 (15)		
Financial Products	5 (10)	6 (12)	4 (8)	2 (4)	3 (15)		
Food and Beverage	16 (32)a	9 (18)ab	16 (32)a	17 (34)a	0 (0)b	61,541	**<0,001**
Home and Lifestyle Products	5 (10)	4 (8)	5 (10)	7 (14)	3 (15)		
Print and Telecommunication Media	5 (10)	11 (22)	9 (18)	3 (6)	0 (0)		
Shopping and Consumer platforms	0 (0)a	0 (0)a	1 (2)a	4 (8)a	9 (45)b		
Transportation	3 (6)	3 (6)	7 (14)	5 (10)	1 (5)		

*Fisher-Freeman-Halton test, a-b: There is no difference between years with the same letter within each row

In Table 8, the distribution of product categories by year was analyzed using the Fisher-Freeman-Halton test and it was found that product categories differed significantly across years (p<0.001). The food and beverage category was most represented in the 1980s (32%), 2000s (32%) and 2010s

(34%), with no ads in this category in the 2020s. When the multiple comparison results for the years are analyzed, there is a difference between the year 2020 and the years 1980, 2000 and 2010.

Cleaning and renovation suppliers were prominent at 12% in the 1980s and 14% in the 1990s, before declining in the following years (6-5%). Clothing and care products were heavily represented with 20% in the 1980s and 1990s but fluctuated between 10-18% in the following years. Financial products increased their advertising intensity from 10% in the 1980s to 15% in the 2020s, indicating that advertising in the financial sector has gained importance over time.

The proportion of home and lifestyle advertisements fluctuated slightly over the years, reaching 15% in the 2020s. Print and telecommunications media peaked at 22% in the 1990s, but no ads were in this category in the 2020s. Shopping and consumer platforms were particularly prominent in the 2020s, with a high share of 45%, whereas in previous years, they had a limited share between 0-8%. A multiple comparison result shows a difference between the 2020s and other years.

Finally, the transportation category was most highly represented in the 2000s with 14%, and varied between 5-10% in other years.

Table 9: Distribution of propaganda techniques according to product categories

Propaganda Technique	Product Category							
	Cleaning and Renovation Supplies	Clothing and Care Items	Financial Products	Food and Beverage	Home and Lifestyle Products	Print and Telecommunication Media	Shopping and Consumer platforms	Transportation
Anti-bandwagon	1 (5)	8	1 (5)	2 (3,4)	1 (4,2)	4 (14,3)	0 (0)	2 (10,5)
Bandwagon	1 (5)	3 (8,1)	2 (10)	8 (13,8)	3 (12,5)	1 (3,6)	0 (0)	0 (0)
Bribery	1 (5)	0 (0)	0 (0)	2 (3,4)	1 (4,2)	10 (35,7)	1 (7,1)	0 (0)
Facts and figures	4 (20)	3 (8,1)	2 (10)	0 (0)	1 (4,2)	5 (17,9)	0 (0)	3 (15,8)
Fear	1 (5)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)
Glittering generalization	0 (0)	0 (0)	0 (0)	5 (8,6)	0 (0)	0 (0)	1 (7,1)	1 (5,3)
Humour	2 (10)	1 (2,7)	5 (25)	18 (31)	5 (20,8)	9 (32,1)	1 (7,1)	2 (10,5)
Patriotism	0 (0)	1 (2,7)	5 (25)	1 (1,7)	0 (0)	1 (3,6)	2 (14,3)	1 (5,3)
Plain folks	2 (10)	1 (2,7)	0 (0)	9 (15,5)	1 (4,2)	0 (0)	1 (7,1)	0 (0)
Rational appeal	6 (30)	8	4 (20)	5 (8,6)	7 (29,2)	4 (14,3)	8 (57,1)	4 (21,1)
Repetition	1 (5)	5	1 (5)	12 (20,7)	1 (4,2)	2 (7,1)	3 (21,4)	2 (10,5)
Snob appeal	0 (0)	8	1 (5)	1 (1,7)	2 (8,3)	5 (17,9)	0 (0)	6 (31,6)
Testimonial and expert opinion	2 (10)	4	0 (0)	2 (3,4)	3 (12,5)	0 (0)	1 (7,1)	0 (0)
Transfer emotional appeal	3 (15)	10 (27)	6 (30)	14 (24,1)	3 (12,5)	1 (3,6)	1 (7,1)	4 (21,1)

Frequency (percentage), distribution not suitable for comparison

In Table 9, the distribution of the use of propaganda techniques according to product categories is analyzed by column percentages. Rational appeal was the most widely used propaganda technique, with 57.1% of consumers using it in shopping and other consumer platforms. This technique was preferred by 29.2% in home and lifestyle products, 21.1% in transportation and 21.6% in clothing and care products. Emotional appeal was high in financial products (30%) and food and beverages (24.1%), highlighting the importance of emotion-based messages in these categories.

Humor was used most frequently in the printing and telecommunication media category, with 32.1%, and in the food and beverage category, with 31%. It was used at lower rates in other categories. Repetition was featured 21.4% in shopping and consumer platforms, 20.7% in food and beverages and 10.5% in transportation. Snob appeal was used most frequently in the transportation category, with 31.6%, and 21.6% in clothing and care products.

Facts and figures were used 20% of the time in cleaning and renovation supplies and 17.9% of the time in printing and telecommunications media. The bandwagon technique was prominent in the food and beverages category with 13.8%, while it was less prominent in other categories. Bribery technique was widely used in printing and telecommunication media, with 35.7

Fear, a rarely used technique, was seen only in cleaning and renovation supplies with a rate of 5%. Patriotism had a higher rate of 14.3% on shopping and consumer platforms but lower rates in other categories.

Table 10: Distribution of propaganda techniques by time

Propaganda Technique	Date				
	1980's	1990's	2000's	2010's	2020's
anti-bandwagon	6 (12)	9 (18)	3 (6)	1 (2)	0 (0)
bandwagon	7 (14)	5 (10)	4 (8)	2 (4)	0 (0)
bribery	4 (8)	8 (16)	1 (2)	0 (0)	2 (10)
facts and figures	5 (10)	3 (6)	7 (14)	2 (4)	1 (5)
fear	1 (2)	0 (0)	0 (0)	0 (0)	0 (0)
glittering generalization	3 (6)	0 (0)	0 (0)	3 (6)	1 (5)
humour	6 (12)	5 (10)	20 (40)	11 (22)	1 (5)
patriotism	2 (4)	3 (6)	2 (4)	2 (4)	2 (10)
plain folks	3 (6)	5 (10)	2 (4)	3 (6)	1 (5)
rational appeal	6 (12)	15 (30)	6 (12)	10 (20)	9 (45)
repetition	8 (16)	4 (8)	4 (8)	10 (20)	1 (5)

snob appeal	4 (8)	11 (22)	5 (10)	3 (6)	0 (0)
testimonial and expert opinion	3 (6)	2 (4)	0 (0)	4 (8)	3 (15)
transfer emotional appeal	7 (14)	8 (16)	9 (18)	14 (28)	4 (20)

Frequency (percentage), distribution not suitable for comparison

Table 10 analyzes the distribution of the use of propaganda techniques according to time. From the 1980s to the 2020s, changes were observed in the frequency of propaganda techniques. Rational appeal is one of the most frequently used techniques, peaking at 30% in the 1990s and rising to 45% in the 2020s. Emotional appeal reached its highest usage rate of 28% in the 2010s. Humor was one of the most frequently used techniques, with 40% in the 2000s, but it remained at lower rates in other periods. Repetition, which was 16% in the 1980s, increased again with 20% in the 2010s

Bandwagon and anti-bandwagon techniques were used by 14% and 12% in the 1980s and were abandoned entirely in the 2020s. Snob appeal had the highest usage rate of 22% in the 1990s but declined in subsequent periods. Patriotism was used at low rates (4-10%) in all periods. Techniques such as glittering generalization and logical appeal were limited, generally below 6%.

Techniques involving expert opinions and testimonials showed an increase, with 15% use in the 2020s. Bribery techniques peaked at 16% in the 1990s, but were used at lower rates in other periods.

4. Discussion

This study provides a detailed analysis of the evolution of advertising strategies and persuasion techniques in Turkish television commercials from the 1980s to the 2020s. The findings reveal significant shifts in advertisement duration, format preferences, persuasive methods, and the use of propaganda techniques over time. These trends align with both theoretical and empirical studies in advertising research.

The increasing duration of advertisements, particularly in the 2020s, reflects a growing emphasis on storytelling as a strategic tool. This trend aligns with Williamson's (2001) assertion that longer advertisements aim to foster emotional connections through comprehensive narratives. Similarly, Ambler and Hollier (2004) suggest that extended advertisement durations are essential for conveying detailed information and creating immersive brand experiences.

Emotional persuasion (pathos) emerged as the dominant technique in the 1980s and 2000s, underscoring its effectiveness in eliciting strong emotional responses from viewers. This finding is consistent with Heath and Feldwick's (2008) observation that emotional content significantly enhances memory retention and brand loyalty. However, the rising prominence of rational appeals (logos) in the 2020s indicates a shift in consumer expectations. As Ajzen's (2005) theory of planned behavior highlights, modern consumers increasingly demand evidence-based claims and logical arguments, which likely accounts for the increased use of rational appeals in recent years.

The study also highlights notable trends in propaganda techniques. The peak use of humor in the 2000s aligns with Eisend's (2009) findings that humor is an effective tool for fostering positive consumer attitudes and enhancing message recall. Furthermore, the prevalence of rational appeals in shopping and consumer platforms supports Jowett and O'Donnell's (2012) argument that logical persuasion techniques are particularly influential in decision-making contexts.

Auditory branding elements, such as jingles, were found to play a crucial role in enhancing brand recall and consumer engagement. Huron's (2006) work supports this observation, emphasizing the psychological impact of auditory elements in creating memorable advertisements. The findings suggest integrating auditory cues with visual and verbal messaging can significantly improve brand recognition, particularly in competitive markets.

In addition to these findings, the study underscores the dynamic nature of advertising, driven by technological advancements and cultural shifts. For example, the rise of animated advertisements in the 2010s reflects the influence of technological innovations and consumer preferences for visually engaging content. However, their decline in the 2020s suggests a reversion to more traditional formats, possibly due to cost considerations or changing audience expectations.

Overall, the results highlight the adaptability of advertising strategies in response to evolving consumer preferences and market dynamics. These findings contribute to a deeper understanding of the evolution of Turkish television advertising and provide valuable insights for future research. Specifically, further studies could explore the impact of emerging technologies, such as artificial intelligence and augmented reality, on advertising strategies. Additionally, cross-cultural comparisons could shed light on how these trends vary across different markets and cultural contexts.

5. Conclusion & Recommendation

The evolution of Turkish television commercials from the 1980s to the 2020s reflects broader trends in advertising and media consumption. The findings underscore the importance of adaptability and innovation in maintaining audience engagement and achieving marketing objectives. As technological advancements and cultural shifts continue to reshape the advertising landscape, advertisers must balance emotional and rational appeals, leverage storytelling, and adopt strategies that resonate with diverse audiences.

The increasing duration of commercials, the rise and fall of animated advertisements, and the shifting preferences for different propaganda techniques highlight the dynamic nature of advertising. The findings also emphasize the critical role of auditory elements, such as jingles, in enhancing brand recall and the strategic use of storytelling to build emotional connections with consumers.

Future research could explore the impact of digital advertising on traditional television commercials and examine how emerging technologies, such as artificial intelligence and augmented reality, influence advertising strategies. Additionally, investigating audience perceptions

of different advertising techniques and their effectiveness in various cultural contexts could provide valuable insights for advertisers aiming to create impactful and culturally sensitive campaigns. By staying attuned to these trends and insights, advertisers can continue to craft compelling narratives that drive consumer engagement and brand loyalty.

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