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COMMUNICATION POLICIES REFLECTION ON GLOBALIZATION PROCESS AND THE ROLE OF ADVERTİSEMENT IN INTEGRATED COMMUNICATION ENVIRONMENT

Abstract

Globalization process has created important changes and transformations across the world. These political, social, economic and cultural changes have considerably affected communication. The number of mass media instruments have increased, informatics has improved and also reaching information has become easier after the globalization of communication. New communication instruments and environments have been created. Globalised communication has also affected people, reaching the information has become easier for them. Furthermore, they have much more options. Meanwhile, by this developments it has become more difficult to convince people compared to before. In a period that communication instruments have been varied and convincing has become more difficult, a new approach called as "Integrated Marketing Communication" is discussed. In this study, the conditions creating Integrated Marketing Communication and reasons for preference are analyzed. The new role of advertising in Integrated Communication Environment is discussed.

Key Words: Globalization, Integrated Marketing Communication, Advertising.

Küreselleşme Sürecinin İletişim Politikalarına Yansımaları ve Bütünleşik İletişim Ortamında Reklamın Yeni Rolü

Özet

Küreselleşme süreci dünya genelinde önemli değişim ve dönüşümlere yol açmıştır. Siyasal, sosyal, ekonomik ve kültürel alanlarda yaşanan bu değişimlerden iletişim alanı da büyük oranda etkilenmiştir. İletişimin küreselleşmesi sonucunda kitle iletişim araçlarının sayısı artmış, enformasyon çoğalmış, bilgiye ulaşım kolaylaşmıştır. Yeni iletişim araç ve ortamları oluşmuştur. Aynı zamanda küreselleşen iletişim insanları da etkilemiş, bilgiye ulaşmaları kolaylaşmış, alternatifleri çoğalmıştır. Böyle bir ortamda insanların ikna edilmesi, eskiye oranla çok daha zor hale gelmiştir. İletişim kanallarının ve ortamlarının çeşitlendiği ve insanların ikna edilmesinin zorlaştığı böyle bir dönemde "Bütünleşik Pazarlama İletişimi" yeni bir yaklaşım olarak gündeme gelmiştir. Bu makalede Bütünleşik Pazarlama İletişimini doğuran şartlar incelenmekte, tercih edilme nedenleri üzerinde durulmaktadır. Reklamın, bütünleşik iletişim ortamında oynadığı yeni rol de makalede ayrıntılı olarak ele alınmaktadır.

Anahtar Kelimeler: Küreselleşme, Bütünleşik Pazarlama İletişimi, Reklam.

1. INTRODUCTION

Our world has been experiencing a globalization process since nineties and the results of this process concern all of us deeply. It is impossible not to included in this process and to protect ourselves from its negative effects. Understanding this process and analyzing changes and transformations brought with this process and making correct deduction will be the best way to follow.

The globalization has changed mode of production and production has become stateless (Özkan, 2006, 5). Multinational corporation has become a decision maker of world economy thanks to the global production model. The multinational corporations, having a big share in total volume of trade have started to determine which part of the world will develop and has new technology as they could monitor technological developments. Economic globalization has set the ground for increase of foreign trade volume and then it has created interdependency (Kazgan, 2000, 74).

Globalization have removed the borders politically, increased inter-communal interaction and discussed many topics in international arena. Democracy and human rights has come into prominence along with political globalization one more time and nation-state has started to lose power. In this period, international institutions have gained importance and global community has emerged (Keyman, 2000, 24).

Globalization culturally has created “global culture” and native cultures have started to disappear in this period. The global culture popularized by mass media instrument has offered people, right on cue, ‘a life style’ and come under criticism for obliging people to ‘one single culture’ (Aslanoglu, 2000, 335).

When economic, political and cultural results are considered, it is obvious that globalization process has established a new order. This new order has both effected the international relation of the states directly and concerned the internal affairs of governments closely. The communities are closely related to this change and transformation process as the results of this process has direct effect on their life.

Along with globalization process, the big development in communication technologies has increased social effects of mass media instruments. These instrument have conveyed the transformation from global process to the communities and informed them. Therefore, the mass media instruments have undertaken responsibility of preparing people for a global transformation.

One of the most emphasized concept by globalization process is free market economy which increases production and promotes consumption. Advertising has played the most important role in free market economy to convince people to buy. Advertising has also played new roles in globalization process and has set a new course with “Integrated Marketing Communication” concept to fulfill its duty during changing process.

In this study, it is analyzed from where and how advertising has come to this route. Additionally, the change and transformation is discussed and hereinafter next route is emphasized.

1.1. Concept of Globalization

The phenomena of globalization which is described as gradually increasing dynamism of production factors and also goods and services of mutual economic integration beyond the borders has created important changes and transformations. Big developments have seen in communication, transportation and informatics beside globalization and geographical borders have lost importance between nations (Erdoğan, 2002, 7). Globalization has not developed within a single shape and content but in a multi dimensional structure with determined limits (Cenry, 2000, 446).

The free market economy and democracy are two basic elements for preparing. Globalization with political and judicial dimension has an international frame (Toprak, 2001,

14). The world economies have been integrated into each other with the change of trade, finance, technology beside globalization and the mobility of information and labor (Outtara, 1997, 21). There are some approaches assuming globalization as increasing interaction of national economic system (Khan, 2001, 5).

The globalization has not only created integration and interaction economically and but also has set ground for integration and interaction between countries and communities. Obstacles to goods, services, capital and information beside globalization have been removed (Stiglitz, 2002, 31).

According to Held (1999), describing globalization as gradually spreading interdependency perception deepens and accelerates across the world in every area of the world such as culture, environment, justice and economy, social, political. Economic activities has also become widespread in the area of political territories, regions and continents across the world. This interdependency increases with trade, finance, investment, immigration and culture flows. Big developments in transportation and communication have accelerated the spread of ideas, information, capital, goods and people. Events in somewhere have affected other parts of the world in a short time and have gained global status as a result of global interactions.

Globalization has created numerous changes in economic, social and cultural areas and spreading common values across the world. There are certainly positive and negative effects of this process. This process should be understood correctly and make a big effort to gain required qualification either not to be effected or effected very little (Özkan, 2004, 151).

When the results of globalization and happenings coming with globalization is considered, it is possible to say that a new system has been built. Rapid developments in communication technology have set ground for spreading and consolidation of this new system. Information also becomes important in this process.

Along with globalization, information has gained importance. Rapid developments in information technologies has also started to change community and economy. In this process market economy called by Drucker as “informatics capitalism” has transformed into a information economy. Business has now interested in production and distribution of information and informatics not goods and services (Drucker, 1994, 66).

The basic foundation of developing information economy as a network system is building “information superhighway” similar to internet and electronic mail. Information technology carries a dynamism having a unlimited, open ended and endless option. While the superhighway has been developing, the number of country to be in this highway will increase and finally the information networks has been developing. In this framework, internet has removed the time and location differences and built a global association by bringing individuals and institutions together (Düren, 2000, 59).

Information technologies, unlike other ones, start to have revolutionary effects on individual’s life and so social structure. For this reason, today, there is an information revolution and information society. Development of information technologies has created new classes in society and removed national territories along with changes in relations of production. Developments following to industrial revolution have gained momentum and of information revolution and hence information society with growth of technology (Yurdakul and Çağlayan, 1997, 4).

Information society shaped by information technologies differs from industrial society as it produces “information” rather than “substantial production”. Driving force of information society is information, the production of information technologies. Information has overtopped information societies with qualifications such as growth and product of information constantly, transportation in communication network and substitution for labor, capital and territory. With communication network, reaching the information becomes easier and faster (Erkan, 1994, 96).

Importance of information has increased in globalization process and concept of information society has become prominent. While positive contributions of globalization process to information society development increase, use of information strategically has gained importance. The concept of communication has been brought up by dissemination and conveying information by using it as a strategic value.

1.2. Globalization and Communication

Globalization process has also affected mass media instruments deeply which play important role in creating ideas and directing society. It has removed the territories and created globalization of communication policies (Özkan, 2006, 26).

For a correct assessment, changes and transformations in communication world brought by globalization process have to be understood correctly. Globalization process has changed many attitudes, business manner, perceptions and views in the area of communication. Therefore, new channels, perceptions and views have emerged. This is, in fact, change of paradigm. Accuracy of a road map is parallel to understanding dynamism of such a deep change.

1.3. Reflections of Globalization on Communication

Globalization of communication has opened the door for important changes in social and cultural areas. We could summarize these changes as follows (Uluç, 2003, 300):

-Spread of communication across the world has brought societies together, has made easier to reach information and increased information resources. Therefore, these changes have contributed to individuals' personal development and increased their self-confidence.

-Developments of mass media instruments technologically along with globalization process have brought freedom of choice. Broadcasting for individual's special interest has become possible with technological facilities and individuals could improve themselves in any area.

-Individuals were only reading or watching the mass media instruments but they have been involved in mass media with technological developments. Globalization process has played an important role in removing the barriers between mass media instruments and individuals and has promoted the interactive environment.

Using mass media instruments for training people has accelerated with globalization process and it has become enable to study university and have profession on internet.

One of the most important social effect of mass media instruments is observed on business life. People could work from home through developed mass media instruments. This has brought many facilities for both employers and employees. Therefore, this has seriously contributed to national economy.

-Mass media instruments have changed individual's shopping habits and shopping through internet has and benefiting from opportunities of mass media instruments have gradually become widespread.

-Developments of mass media instruments have reflected on government services and relation between government. Therefore, individuals are carried to electronic environment. The project of e-government is a good example for it.

Changes and transformations brought by global process in communication technologies have rapidly reflected on individuals' daily life and largely effected consumer behaviors and purchase decision.

We could make an assessment that target group centered communication efforts should understand changes and transformations to accomplish successful results.

Changes brought by globalization process in communication environment and instruments and new order has an integrated structure. Interrelated and interactive structure

replaced to structure with one effective or prominent communication instrument. Efficiency of integrated communication environment has gradually increased as a new perception created by globalization process.

1.4. Integration of Communication; Integrated Marketing Communication

In cold war period, before the fall of Berlin Wall, removing the territories and technological developments, the actors of communication were already known. The roles of these actors were separated from each other with certain lines. Any of actors did not intervene to the other's role. Moreover they saw this as an important achievement. Before globalization there was no interaction. There was an asymmetric communication context. Target audiences were reached through one-way information transfer. In fact, there was a propaganda rather than communication.

Request, desire and expectation of target audience were not important in communication perception of Cold War as there was no serious competition environment. There were very few brands and limited producers. Consumers had to content with facilities. In such an environment companies could not improve. There was no consumer pressure over companies.

When cold war ended, the wall fell down, the territories were removed and the voice of democracy, human rights, freedoms and judicial requests raised, the world has started to evolve into a new order.

A new international order has been built politically in the world. This new order has restructured with a vision based on democratization, human rights, freedom of individual and rule of law. "Soft power" has replaced "hard power" of cold war in the international level. Public diplomacy has become prominent. Economic, commercial, social and cultural collaborations between countries have increased. Emergence of new global powers has brought new structures and regulations (Özkan, 2012, 9).

1.5. Basic Characteristics of Marketing Communication

Marketing Communication points out a constant dialogue between institutions and consumers. Every approach and implementation about marketing is a kind of communication. For instance, different messages and emotions through product design are sent to consumers. Distribution is a kind of communication. Products sold in prestigious stores conveys messages about value of product. Marketing communication includes price, distribution, advertisement of production and works in store. This process continues after consumer purchases the production and it also includes after-sales services (Odabaşı and Oyman, 2005, 36; Babacan, 2008, 60).

There are numerous variable to create consumer's opinion about productions and institutions.

The concept of "marketing communication mix" includes all varieties. The success of marketing efforts mostly depends on success of marketing communication as it conveys information about production and institution through numerous variables. Basic characteristics of marketing communication can be summarized as follow (Odabaşı and Oyman, 2005, 38):

-Marketing communication is based on general model of communication and includes all communication elements.

-Marketing communication wishes that the messages are created in minds of consumers and hence effect their purchase decision. Marketing communication has convincing characteristic. Convincing communication has created new habit and reorientation process. This process should last until consumers receive, attend, understand and realize the message and show the target habit.

-Manager of marketing communication should analyze consumer experience and create the messages for this area.

-Marketing communication is duplex communication. Information and experience

exchange is conducted two-way. New technologies notably enable new facilities for such communications. Conducting consumer researches, measuring tendency, acknowledging consumer more closely are important to create effective message strategies.

-There is a coherent message union and harmony among elements which create marketing communication. Concept for this harmony and message coherence is “Integrated Marketing Communication”.

Integrated marketing communication could be generally defined as a process which coordinates all communication activities of an organization. Integrated marketing communication requires an approach which coordinates all different elements in marketing efforts to convey to the consumers a single voice, combined message and image (Bozkurt, 2005, 16; Elden, 2009, 60).

Integrated marketing communication is both process and concept as it has contributed to the long-term corporate identity and required an approach using communication executively. All characteristic activities of marketing communication which will create superiority and difference in the market are also assumed concepts as they create a general synergy by integrating with marketing mix (Bozkurt, 2005, 16).

Integrated marketing communication is also seen as providing effectiveness of message, mutually beneficial, two way and a long term communication process (Bozkurt, 2005, 17; 2008, 11).

Integrated marketing communication supports integration in promotion mix and consumer-focused approach. Integrated marketing communication accepts different communication functions as a whole such as advertisement, public relations and sales promotion. To Integrated Marketing Communication approach, all marketing programs are managed centrally and hence effective communication is achieved with coherence of message. In this process, communication activities have been associated with organizational goals and this process has been managed by preparing a single communication plan. In Integrated Marketing Communication all communication instruments have been integrated into marketing mix. Technology has been used completely, consumers and customers have been focused, two-way communication has been conducted and the results could be measured more easily (Odabaşı and Oyman, 2005, 64; Gürüz, 1998, 29).

1.6. Reasons for Preference of Integrated Marketing Communication

Institutions and brands have started to choose Integrated Marketing Communication method to convince target group and manage their image and prestige. The reasons for preference of Integrated Marketing Communication could be arranged as follows (Bozkurt, 2005, 27; Kaya, 2003, 367):

-Change of power balance in the market: At the last step of distribution consumers and retailer have seized the power of producer companies surviving a long time with mass marketing approach. The retailers, which are closest to the consumers and have facility to research consumer tendency, have often turned this condition into an opportunity and have put own goods on the market. Therefore, they become a serious rival to produces. The power balance has started to operate to the detriment of producers.

-Current Fierce Competition Environment: Each day, numerous productions and brands have been getting into the market. Competition conditions have gradually become more serious for development of technology as it enables to produce more production rapidly. Competition opportunity for production is no longer possible as similar productions are produced with information and technological facilities. Modernist and satisfying consumers' expectation have replaced this situation.

-Change in consumer tendency: Technological developments, changes in production process and growing competition have changed tendency of consumers. Dependency on brand

has been declining, alternatives have increased parallel to productions increase and convincing the consumer has gradually become difficult. Consumers have used more variety as they have much more information. They show more inquisitive, researching and active attitudes.

-Decreasing effect of traditional advertisement environment: Traditional advertising environments such as TV, radio and print media has grown rapidly. Therefore the number of traditional advertising environments have increased and structure has become more complex. Effectiveness and efficiency of advertising have started to decrease within complex structure. While the number of advertisements has increased, consumers have also reacted seriously and convincing characteristic of advertising and its contribution to purchasing decision has decreased in this period.

-Changing expectation of advertiser: Advertisers have expected different things as effect of traditional media has weakened and advertising contribution to sales has decreased. Advertisers' confidence have been broken and they have started to look for a new way and method. These have set ground for acceptance and spread of Integrated Marketing Communication. Increase of traditional advertising environment expenditure could be among of Integrated Marketing Communication tendency elements.

As it is understood; Integrated Marketing Communication is the best approach for change and transformation brought by globalization. For achievement of communication strategies integration and approaches; addressing various elements for the same goal in an environment that production methods and environment have changed, competition in the market has increased, consumer behaviors have changed, communication channels have varied and traditional communication instruments have lost effect.

Relations, personal selling and publicity have important roles in In Integrated Marketing Communication. Advertising does not isolate itself from technological developments, changing tendency of consumers, competitive environment in the market and change of paradigm and hence it might most easily harmonize itself to this transformation process. Advertising is also leading sector contributing to the Integrated Marketing process for its dynamic structure, high level of intellectual staff, modernist and distinctness perception.

1.7. Advertising New Role in Integrated Communication Environment

While Integrated Marketing Communication approach has become widespread, function and role of advertising have started to increase. Advertising, also, has become a sine quo non element for both consumers and producers beside increasing expectation. Business of producing has highly expected that advertising will provide assist for some problems such as rapidly increasing competitive pressure, difficulty in direct connection with customer and convincing the consumers to prefer a good or service. Advertising, for consumer, is a kind of guide enables them to choose most suitable one among thousands of production in the market. For today's consumer, advertising is a phenomena which introduces various goods and services, gives information about where consumers could find these goods and services, their price and usage besides entertaining people (Göksel et al., 1997, 146; Kocabaş et al., 2004, 60; Dyer, 2010, 71).

1.8. Fulfilled Tasks by Advertising in Integrated Marketing Communication

Advertising fulfills these tasks as an element of Integrated Marketing Communication (Evans, 1988, 5, Kocabaş and Elden, 2009, 23; Okay, 2009, 47).

-Advertising motivate consumers for having more information about a good or service. Consumers will take purchasing decision easily as much information as they have. For convincing consumer, all information should convey to the consumer correctly. Advertising play a strategic role in this period.

-Advertising also conveys information about point of purchase and use of goods and services. Consumers learn benefits of a production through advertising.

-Advertising consolidate prestige and reliability of a brand. Constant advertising creates perception of a constancy advertising perception and reassures reliability.

-Advertising plays an important role in creating and positioning an image of new brand in the market, and perception of this by consumers positively. Positive image of a brand at the beginning leads a big growth and helps acceptance of product.

-Advertising is also an effective instrument for consumers education.

1.9. Role of Advertising in Marketing Problem and Solution

Before the role of advertising, “problem of marketing” should be primarily solved. Marketing problem could be described by classifying this problem according to elements of marketing mix generally (Torlak, 1989, 32; Uztuğ, 2008, 297):

-Problems related to goods and services: Product complexity, suitability for use and needs, level of differentiation, substitutability and suitability of brand etc.

-Problems related to price: Suitability of price and changing price for rivals, characteristics of price discrimination etc.

-Problems related to distribution: Effectiveness of distribution channels, physical characteristics of distribution, finding goods and services in desired place and time etc.

Problems related to promotion: Suitability of promotion instruments to the other marketing instruments, characteristics of concerning consumer group etc.

In above, it is summarized that there are distinctive contributions of advertising to solve the marketing problems. Advertising could help to solve this problem as follows (Göksel et al, 1997, 157):

-Advertising give information about production, price, distribution system or benefits of product to consumers. If elements of marketing mix are not known enough, marketing could give information to solve this problem.

-Advertising shows that how this product could solve consumers’ problem. Advertising firstly draws attention of consumers to the unknown problem and offers a solution.

-Advertising could play role when marketing or producer company has problem resulted from consumer’s misperception and could solve the problem. Therefore, advertising could undertake few roles such as changing consumers’ perception, clarifying, creating positive image of marketing and produces company in the eyes of consumer.

As it is observed that Advertising - in the view of new era’s marketing approach “Integrated Communication”- does not only aim to sell the product. Advertising also undertakes roles in managing communication, image and prestige and also educating consumers.

Advertising shows a close cooperation with other elements of promotion mix in integrated communication approach. Coherent cooperation and good communication will make easier to achieve successful results.

In Integrated Marketing Communication, success of one or two element will not enough for the success of this process. For a whole success, this process should be managed successfully as a whole.

1.10. CONCLUSION

We are experiencing in an era that information and informatics have increased along with obscurity. In this era, there is no rational welfare, stability and security of cold war world. In this century when the walls have been fallen down, borders have been removed, communication has been globalized, there is a great interaction brought by multinational corporations, intense competition, giant brands, consumption focused individuals and communication.

Globalization process has lead to important changes and transformation in communication world. These changes should be evaluated correctly to understand developments in the area of advertising correctly. Changes and transformations in communication technology brought by globalization process have reflected individuals' daily life rapidly and purchasing decision, notably consumer behavior have been dramatically affected. Advertising sector is obliged to understand this new situation and consumers are obliged to have successful results.

One of the most important reform brought by globalization process in communication sector is the "Integrated Marketing Communication" approach. Current conditions require an Integrated perception. Advertising, public relations and sales promotion efforts could act limitedly and have very little effect separately. For successful results it is obliged to use of all communication instruments and methods within a plan coordinately. This also includes communication integrity and a common message and creates a consumer-centered perception.

Advertising in Integrated Marketing Communication motivates consumers to have more information about a good or service, point of purchase, use of a good and undertakes some roles such as consolidating image and reliability of a brand and helping to place newly introduced product in the market. In Integrated Marketing Communication approach, advertising also plays important roles in communication of brand, managing image and prestige. Advertising shows a coherent cooperation with other elements of promotion mix. Permanent success could only be possible with such cooperation.

Advertising draws attention with two basic characteristics: Giving information and convincing... First of all advertising gives information to consumers/aimed group about goods or services and plays role in correctness, reliability and convincing of this information. Consumers should be convinced to take purchase decision. Advertising in complex convincing process is facilitating elements for purchase decision.

Advertising is assumed as "art of creating demand". New needs, constantly, emerge for each term, environment and our skills. Advertising plays role in both meeting these needs and putting pressure over fulfilling by keeping them on the agenda. Advertising has constantly spread strategy of creating need through communication instruments.

Advertising environments for reaching advertising messages to the target group/consumer have currently increased and varied. Social media, with spread of the net", has also become a strategic channel for advertisers. Social media instruments present important opportunities for reducing the cost, reaching the young groups and meeting specific target groups. However, use of social media should be known very well and detailed strategy of this should be created.

Advertising is a kind of communication based on reliability. In advertising environment, reliability should be provided very carefully. It is obvious that messages through unreliable instruments could not have desired effect.

Current developments show that new role of advertising within Integrated Marketing Communication will increase gradually. Advertising sector which could follow global transformation, decoding social changes in time and comply with the technology will have permanent success.

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