

## THE ABSTRACTS

### THE PROBLEMATICS OF CONTENT AND APPROACH IN THE STUDY OF POLITICAL COMMUNICATION

Necdet EKİNCİ

Political communication, which recently became comprehensible, is one of the important fields of communication. While political communication was previously recognized as political expression and propaganda, later on it started to be recognized as elections, election campaigns and propagandas, political approach and behaviors, and to vote. Therefore, any work that is effective in this field has got the potential to focus on this way of understanding. As a result of this type of understanding, political communication could not have been released from the vision of a discipline within the orbit of a field that is always related to election phase. Accordingly, political communication works still have “scope” and “approach” problems.

However, political communication is not limited to election phase of communication. On the contrary, it covers every moment of social life in the direction of power axis; activities related to ideological structuring of the government such as in country political system and communication methods formed by the interest groups existing within this system; supporting economic infrastructure; communication methods observed at the superstructure; integration of infrastructure and superstructure; mass media and education, are all included in the scope and approach of the work field of political communication.

Recently, it can be stated that, even though not adequate, there is a visible increase in the political communication related works. However, it is not possible to say that there are no “scope” and “approach” issues within political communication works. In other words, purpose of this work is to pull the attention of all political communication related persons to this issue and to start a discussion at this point.

**Keywords:** Political Communication, Rhetoric, Propaganda, Political Behavior, Approach Issue.

**THE INFLUENCE OF SOCIAL MEDIA IN DETERMINING NEW  
AREAS OF FREEDOM IN TURKEY AND ITS ROLE IN THE FORMATION  
OF POLITICAL COMMUNICATION AND COLLECTIVE IDENTITY  
DURING MUNICIPAL ELECTIONS**

**Soyalp TAMÇELİK**

The subject of this research is the role of the social media in the political communication and its effects on the formation of the collective identity and the main purpose is to determine the social media's effect as a place of building a collective identity, political rituals and identification on Turkish people.

This study is based on the theoretical frame related to Marshall McLuhan's the global village concept. The coverage of the study is limited to the dates between 17th of December 2013 and 30th of March 2014.

While searching for an answer to the question about what kind of effects could the social media have on a political area that is dynamic, fast-moving, unstable, unregulated and constantly updated; the main hypothesis of the research is that Turkish politics and cultural identity have important roles in the process of rebuilding.

It is indicated that the broadness of the social media's borders contributes to the evolvement of the political and cultural freedoms however it is also indicated that its perception as a threat is evenly evolved. As a result Turkey as a government and Turkish people as individuals have started to evolve rapidly with social media and they are surrounded by a new information system without privacy.

The research has shown that AK Party's perception and its reaction to the social media based crisis indicates that it is not ready to cope with this kind of crises. AK Party is ignoring social media's new relationship with politics, restricting this relationship to only introducing the party's activities and running its defence mechanism. What the Party can do about this situation is to re-plan a powerful media strategy.

**Keywords:** Turkey, Social Media, AK Party, Political Ritual, Identity, Twitter Diplomacy.

**THE ELECTION CAMPAIGNS CONDUCTED BY POLITICAL PARTIES PARTICIPATED IN 2013 TRNC EARLY ELECTIONS FROM THE PERSPECTIVE OF POLITICAL COMMUNICATION AND POLITICAL MARKETING**

**Elif Asude TUNCA - Nurten AVTÜRK KOLDAŞ**

In this study, within the frame of political communication and political marketing, the political communication campaigns of UBP (National Unity Party), CTP-BG (Republican Turkish Party-United Forces), DP-UG (Democratic Party – National Forces), TDP (Commonal Democracy Party) and BKP-TVG (United Cyprus Party – Communal Existance Forces) which were carried out on 28th July, 2013 Early Elections in TRNC will be compared.

Within this context the impacts of the communication campaigns of the political parties on the voters will be evaluated quantitatively.

**Keywords:** Political Communication, Political Marketing, July 2013 TRNC Early Elections, 2009 TRNC Elections, UBP, CTP-BG, DP-UG, TDP, BKP-TVG.

**ANALYSIS OF NEWS ABOUT THE SOLUTION PROCESS IN THE CONTEXT OF POLITICAL COMMUNICATION**

**Ali KORKMAZ**

Press institutions not only produce and disseminate news in the social arena but also help advance of various ideas and ideologies. Because of that various press institutions handle the same events through different means and point of views or they reflect their ideology to their target mass by means of agenda inputs. Press institutions only transfer their own views and ideologies, press institutions haven't been observed to prepare an objective news item and to transfer the news impartially, because of that the news don't reflect the reality. By inoculating ideology, press intitutions are holding a side at the written mass media. At this topic "Terrors Problem", which has been one of the biggest matters fort he last 30 years in Turkey and which has been on the agenda of common press for the first six months of 2013. Solution process and relevant developments has been analyzed through content analysis method to provide information on how the press reports distort reality.

In this study, it has been found out that the process is supported mostly by Star newspaper. It has been seen that in this newspaper there are not any negative article about the process. Zaman newspaper is the second one which also supports the process and Hürriyet newspaper is the third one. Nevertheless, Cumhuriyet newspaper is the last and least one which supports the process.

**Keywords:** Solution Process, Peace, Common Press, Content Analysis.

## THE ROLE OF ANADOLU AGENCY IN THE POLITICAL COMMUNICATION

**Muzaffer ŞAHİN**

Mass media is an essential factor in political communication. Facilitating the relationship between the governing bodies and the public as well as covering the works in election period, political communications are carried out through various media channels. Newspapers, magazines, radio, television, internet, the new social media and mobile media are some of the broadcasting channels through which political communication is conveyed. One of the debates today is on which particular media channel is the most successful in conveying political communication by its technique; is it the television, the newspaper, or the social media? It should be noted that aside from all above media channels, news agencies are critical to the supply chain of news media for both domestic and international news distribution. As major suppliers of the domestic and international news broadcasting, news agencies are fundamental to the political communication. Considered as major suppliers of the media news, news agencies are also described as 'global news wholesalers' and are generally known by their short names or logos. In Turkey, one of the most effective political communication channels is the Anadolu Agency (AA). The fact that AA has served as a public agency for almost a century now is a fundamental characteristic that distinguishes AA from the private news agencies that are active domestically. Thus, since its establishment AA has been granted institutional privileges and protected by the government. In 1925, its founder Mustafa Kemal Atatürk transformed AA's official status into a joint-stock company, which has contributed to the Agency's strength on political communication. With the new legislation no.6518 brought in 2014, the state's control over the work of Anadolu Agency has been largely relinquished to further AA's existing constitutional status of 'autonomy and impartiality' all of which have created its freedom supported by substantial legal framework. With the constitutional support, AA has been central to the political communication of the Turkish government, the parliament, state and political parties but yet endorsed to stand against bureaucracies and the governmental influence.

This study is based upon defining the role and presence of Anadolu Agency in the political communication. Rather than focusing on the term political communication itself, this article emphasizes the function of news agencies in political communication, particularly the AA and its contributions to the political dialogues.

**Keywords:** Political Communication, Media, News Agencies, Anadolu Agency, AA.

**THE PERCEPTION OF POLITICAL REPRESENTATION IN VAN IN  
TERMS OF SOCIO-POLITICAL PAREMETERS: A STUDY ON VAN CITY  
CENTER**

**Hüseyin BAL - Selahaddin BAKAN - Yunus KOÇ**

Political representation concept which can be defined as deciding for one or more individual has more than one meaning. The most important reasons for this meaning chaos is the fact that the political representation has experienced different stages throughout history.

Indeed the absolute truth was religion before the enlightenment period. Thus the political representation has encountered as a religion-based concept. During the enlightenment period “universal reason” replaced the “religion” as the determiner of absolute truth. In the post enlightenment period the idea that there is no absolute truth and that everything is relative, became dominant. Now, the universal reason does not show the representation concept to the individual, and the person himself was beginning to shape this term in his mind by questioning it.

The change for perception of representation has begun in Turkey with the foundation of the Republic. This republic focused on basic western modernization parameters. The universal reason (central sense) was claiming that it has the authority to determine what and how an individual must speak, dress, believe, write, live and think. We witness that this argument was cracked by Özal period and broken by AKP movement by a process in which the sacred and the inviolable began to be questioned. The universal reason which was determining what and how the political representation was, disappeared and the political representation began to be shaped by individuals’ comment.

In this work, the topics such as what the political representation means for Van people, how should it be, and to whom and what the representatives are responsible were analyzed in a period that the individual shapes, defines and directs the center by this definition.

**Keywords:** Representation, Political Representation, Democracy, Sovereignty, Potency, Social Contract, Van.

**MULTI-PARTY POLITICAL LIFE, POLITICAL PARTIES’ ELECTION  
DECLARATIONS AND PROPAGANDA POSTERS (1950-2011)**

**İsmail KÖSE**

In Turkish political system elections had a long but unsuccessful past. To have multiparty democratic elections at least two political parties must be represent-

ed in the parliament and also the democratic culture must be matured in this level. There were some attempts to transform Turkish Parliament into a multi-party system during last decades of Ottomans but none of those had any success. Moreover, two attempts after the foundation of Turkish Republic also could not result in the expected success.

After the end of WWII in Turkish Political system the third attempt for a multiparty system was put in force but People's Republican Party (CHP), using all state means, achieved a great success and this was in fact the last big success of CHP in the multiparty political life. Because CHP had used state means and DP was a new party there was no need for a comprehensive election campaign. After the elections of 1950 to the year of 2011, during the 65 years multiparty political life to receive voters' vote political parties day by day paid more and more attention to propaganda affairs.

**Keywords:** Multi Party Political Life, RPP, DP, Political Parties, Ballot, Voters.

## **POLITICAL PERSUASION AND CAMPAIGN MUSIC: A REVIEW ON TURKEY**

**Selim ÖZTÜRK**

This study focused on music and songs used in political campaigns which made the most permanent effect in the minds of societies. Firstly, political communication, persuasion theories and communication models were explained. The types of strategies of persuasion pursued among these theories and models by the parties that greatly influenced Turkish political history through music and campaigns were analyzed within the article. The article briefly overviewed propaganda concept and propaganda music used during the Cold War. Then, political campaign music used are evaluated in terms of the masses the parties address to and socio-economic developments influencing the voting. The effect of popular culture on elections strategies are elaborated while reviewing the era of 1980-2000. While reviewing the era of post-2000, political communication strategies, implemented by AK Party and CHP, are analyzed comparatively by taking the periodical conditions into consideration.

**Keywords:** Political Communication, Persuasion Theories, Communication Models, Turkish Political History, Propaganda, Popular Culture, Campaign Music, Campaign Strategies.