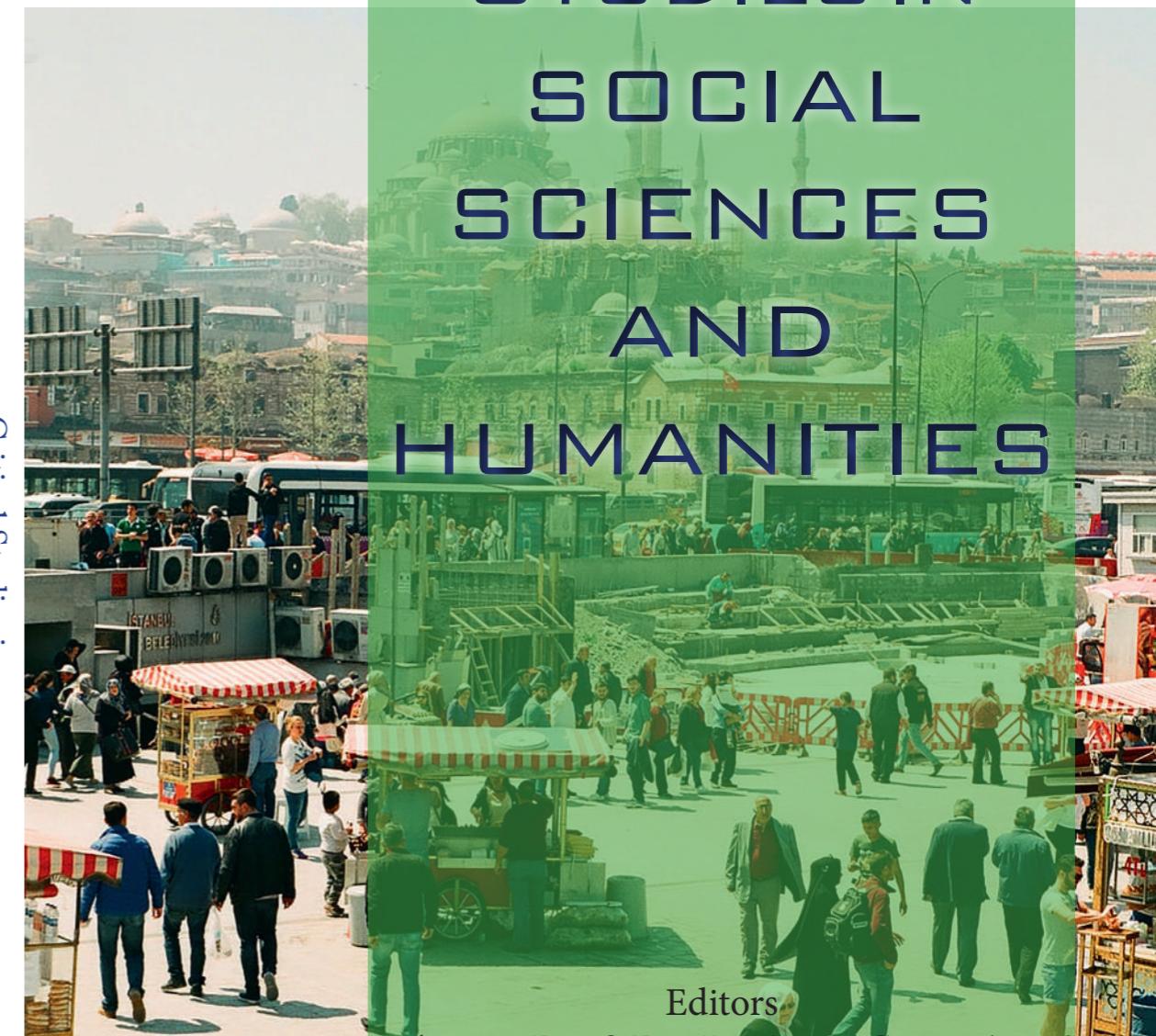


CRITICAL STUDIES IN SOCIAL SCIENCES AND HUMANITIES



Editors

Assoc. Prof. Dr. Mehmet Sarıoglu
Dr. Sercan Hamza Bağlama

Critical Studies in
SOCIAL SCIENCES AND HUMANITIES

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Social Sciences and Humanities

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PREFACE

Social Sciences and Humanities might seem to deal with different subject matters in different fields; however, they basically attempt to engage with key ideas and arguments which would help broaden our horizons and profoundly shape our lives. It is, therefore, of immense significance to increase the level of support that these two academic fields receive and to contribute them academically. This book, in this specific context, attempts to provide critical insights into new trends in a wide range of academic disciplines including literature, education, political sciences, philosophy, psychology, and cultural studies. It also aims to create a platform in order to facilitate, motivate and encourage cooperation around the shared values of scientific and academic rationality and freedom in the digital age.

We believe that this book will make a great contribution to the literature since it is a unique combination of expertise and hard work and consists of interdisciplinary academic studies by valuable academics across distinctive academic fields. We herewith would like to state that we owe a special debt of gratitude to all our contributors for their generosity with time and patience and that this volume would not have been possible without their support and effort.

Assoc. Prof. Dr. Mehmet Sarıoglu & Dr. Sercan Hamza Bağlama

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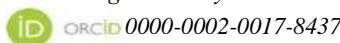
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CHAPTER I

THE EFFECT OF MACHIAVELLIAN ATTITUDE ON ACADEMIC ACHIEVEMENT IN HIGHER EDUCATION

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INTRODUCTION

Niccolò Machiavelli was an Italian statesman and political thinker who lived in the 16th century. He observed political relations and wanted to share his experience with the Florentine Republic statesman Lorenzo De Medici. The Prince (1513-1984) and The Discourses (1531-1984) are his famous books, especially The Prince contains his political recommendations. According to Machiavelli, “a prince who wishes to retain his power must learn not to be good, and to use, or not to use, that ability according to necessity” (Machiavelli, 2008: 255). The prince should not see himself bound by any value, morality or metaphysics. Because of circumstances will force him, he will have to act in the opposite way to higher values. So, “it is useful to seem faithful, frank, humane, compassionate and pious... thus he needs a flexible mind...” (Machiavelli, 2008: 283). If we look briefly from Machiavelli’s point of view we see that there were no previous right or wrong political behaviors, but successful or unsuccessful political behaviors in terms of the benefits provided by the results.

Today, Machiavelli’s political thoughts and advices are known as Machiavellianism. Machiavellians are people who act in their own interest and that ethics are not the main driving force in their actions (Robinson & Shaver, 1973). Machiavellians can manipulate others and use tools in their own hands or in their environment to achieve their goals, so they can act morally or immorally, simultaneously or depending on the situation. In a given situation, Machiavellians are ethically conscious of what is right or wrong, but they are cynical, unscrupulous, cunning, manipulative, cynical, deceitful, amoral and ruthless for their ends (Yunus et al., 2012; Paal & Bereczkei, 2007). They calculate their personal interest and decide to act on their own strategies and they are flexible enough to change their way of action and their means.

Christie and Geis (1970), the Mach IV scale they developed, measured the Machiavellian personality of the students and found that the high Machiavellians were more persuasive, manipulative, winner than others (Christie & Geis, 1970: 312). In addition to these traits Machiavellians were found to be untrusted, fond of status, fond of control and manipulative in immoral way (Dahling et al., 2009; Siegel, 1973; House, 1988). Regarded as opportunistic by lovers but realistic by those who do not, the Machiavellians do not like to be limited by moral principles to achieve their goals.

Organization theory points out both negative and positive effects of Machiavellian political attitudes in organizations. Machiavellianism is negative because Machiavellians simply want to achieve only their own goals and direct others to do so. What makes Machiavellian leaders different from ethical leaders is that they are more unreliable than others (Brown & Trevino, 2006: 604). In organizations, Machiavellians causes decreased satisfaction, and increased stress (Dahling et al., 2012:184-188), fluctuations in trust, a decrease in voluntary initiative (Becker & O'Hair, 2007: 248), and an increase in political behavior (Drory & Gluskinos, 1980: 82). In any case, thinking only of their own interests can have detrimental effects on the internal integrity of the organization.

Machiavellian leaders can adapt to changing conditions. If necessary or useful, they prefer to act collectively and closely, so that Machiavellian leaders can make positive contributions to organizational goals (Wilson et al., 1996: 295) In other words, Machiavellians pursue their own interests, but in changing and different circumstances this can be a positive contribution to organizational interests (Cooper & Peterson, 1980; Wilson et al., 1996). Their high management motivation (Bolino & Turnley, 2003), pro-social and coercive strategies (Hawley, 2003), attractive image (DePaulo & Rosenthal, 1979), friendly and cooperative manner (Wilson et al., 1996: 295) ability to focus on success (Cooper & Peterson, 1980), charisma and perceived greatness (Deluga, 2001), little trust (Brown & Trevino, 2006) can be functional for organizational purposes, even for their own benefit.

Today Machiavellianism and Machiavellians make up a large part of society. A highly competitive and performance based social life causes individuals prefer to act rationally and effectively for their own goals without any ethical concern. So, what Machiavelli said before “everything is ok to get your ends” becomes a motto of today’s society.

Higher education students are the future of society. Their attitudes in working and living environment will be very decisive for the society. Because of their Machiavellianism, we may find our society politically flexible but morally inadequate. In both cases it will have political and

social consequences. Therefore, measuring the Machiavellian attitude of higher education students can be seen as a mirror to the future of our society.

In this study, Mach IV scale was used to students' individual Machiavellian attitudes and its relationship to the grade point average (GPA). Using the scale, we want to find answers to the questions of how higher education students are Machiavellian? And how their Machiavellianism differ according to their socio-demographic characteristics, GPA (Grade Point Average) and departments? In particular we want to test the main hypothesis that academic success reduces Machiavellian attitudes.

LITERATURE REVIEW

The main characteristics of Machiavellians expressed by Christie and Geis (1970) are manipulative, focused on winning, unconvincing but highly convincing, able to communicate, act and improvise quickly depending on the situation. According to them, these characteristics are observed in varying intensity according to the personal level of Machiavellianism. After its general determination, Machiavellianism as a personal attitude is tested by many researchers in different parts of social life (Ralston et al., 1993; Siu & Tam, 1995; Wilson et al., 1998; Sutton & Keogh, 2000; Gunnthorsdottir et al., 2001; Pope, 2005; Walter et al., 2005; Becker & O'Hair, 2007; Kessler et al., 2010; Kiazad et al., 2010; Murphy, 2012; Al Ain et al., 2013; Monaghan et al., 2016; Azizli et al., 2016) by using the Mach IV scale.

When we look at the literature, we see many previous studies on the effect of Machiavellianism. The impact of Machiavellianism on managerial performance (Gable & Topol, 1991), management positions (Gemmil & Heisler, 1972), career (Corzine et al., 1988), ethical conduct (Hegarty & Sims, 1979; Rawwas et al., 1994; Ha, 2013), leadership (Hartog & Belschak, 2012; Volmer et al., 2016), psychopathy (Paulhus & Williams, 2002; Campbell et al., 2009), influence tactics (Grams & Rogers, 1990), personality (Mchoskey, 1995; Jacobwitz & Egan 2006; Paulhus & Williams 2002; Egan et al., 2014), organizational citizenship (Becker & O'Hair, 2007), political personality (Jonason, 2014) and tendency (Biberman, 1985), interpersonal relations (Cherulnik et al, 1981), personal success (Czibor & Bereczkei, 2012) are some of the subjects studied that we can mention here.

One of the main findings regarding the relationship between education and Machiavellianism was that educated individuals were less Machiavellian than uneducated individuals (Christie & Geis, 1970; Mostafa, 2007). The same observation is valid for educated marketers (Hunt & Chonko, 1984) but less educated business managers are low

Machiavellian than MBA students (Siegel, 1973). On the other hand, above-average educated men are more Machiavellian due to their occupational prestige and greater income expectations (Turner & Martinez, 1977). As studies show, being a Machiavellian also depends on circumstances.

In Christie and Geis's study (1970), college students were more Machiavellian than college-educated adults. According to them, the students' Machiavellianism also differs according to the region they live in. While higher Machiavellians live in more industrialized provinces, low Machiavellians are those who live in less industrialized provinces (Christie & Geis, 1970; 319). McLean and Jones (1992) pointed that business and marketing students had higher mach score than other students, on the other hand accounting and finance students had lower mach score than other business students. Webster and Harmon (2002) pointed out that the students' Machiavellianism changed over time, the new ones were more Machiavellian than the old ones. Tang and Chen (2008) observed that undergraduate business policy students were more Machiavellian than MBA groups. They also stated that ethics education has a positive effect on the student's ethical behavior, learning and education (Tang & Chen, 2008). According to Miesing et al., (1985) undergraduate students had higher Machiavellian score than graduates and adults. Siegel (1973) found that Machiavellianism had a negative impact on participatory leadership attitudes for students and managers. Beltramini, Peterson, Kozmetsky (1984) observed that business ethics is important for college students, especially female students were more concerned with ethical issues than males.

Especially the effect of academic achievement on Machiavellian attitude has been investigated before. Christie and Geis (1970), Ames and Kidd (1979), Yong (1994) did not identify a significant relationship, but Singer (1964), Okanes and Murray (1982), Kauffmann et al. (1987) found that grade orientation was associated with Machiavellianism. The subject of this study is the relevance between grade point average (GPA) as an indicator of academic achievement of higher education students and Machiavellian attitude. In addition, how the students' socio-demographic characteristics affects their Machiavellian attitude is another basic question of this research needs to be answered.

METHOD OF THE STUDY

The Sample

The sample is the students of higher education in Bursa, Turkey. The survey form questions were asked to the 1583 students between 01 and 31 December 2019.

Data Collection

In the first part of survey form, there are thirteen questions to reveal the socio-demographic characteristics that includes age, gender, class, marital status, number of children, grade point avarage (GPA), department, part-time job, membership of club, party or association, monthly income, family's living region, family settlement, possible job after graduation.

The Mach IV scale with twenty items constitutes the second part. Machiavellian attitudes of students in terms of "tactics," "views," and "morality" were measured with this scale. Following the format used in previous research, ten of twenty items (1,3,4,6,7,9,12,16,18,19,) were reverse (r) scored. Five-point Likert scale was used in the study. Machiavellian attitude of respondents is detected from their answers to 20 questions. Accordingly, Machiavellian attitude scores are listed as 40, 80, 120 to express what is most ethical (40), theoretical neutral (80) and least ethical (120). According to neutral score of Machiavellian variable, scores above 80 indicated that students who had high Machiavellian tendencies, but on the other hand below 80 indicated low Machiavellian tendencies. There is no cut-off point that makes it possible to distinguish between low and high Machiavellianism of students. According to the results, Machiavellian attitude scores of the students are between 44 (most ethical) and 121 (least ethical) and the mean was 86,1163 (standard deviation: 9.21074).

Data Analysis

Data of the study were analyzed with SPPS 13. Multi-correlation, two-way analyses of variance (ANOVA) and multiple regression were applied for analysis. Cronbach's alpha (0.646) was preferred for reliability and validity.

THE FINDINGS

The Students' Socio-Demographic Structure

As shown in table 1 gender, age, marital status, number of children, department, class, grade point average (GPA), part-time job, membership of club, party or association, monthly household income, family's living region, family settlement, possible job after graduation were socio-demographic features.

Table 1: Socio-Demographic Characteristics

Variables	N	%	Variables	N	%
Age			Gender		
20 or below	455	28.8	Female	913	57.7
21-30	1.119	70.8	Male	669	42.3
31-40	6	0.4			
			Part-time Job		
			Yes	242	15.3
Marital Status			No	1338	84.7
Single	1.567	98.9			
Married	16	1.1			
Class			Number of Children		
1	224	14.2	No	1559	98.8
2	320	20.3	1	7	0.5
3	655	41.6	2	3	0.2
4	324	20.6	3	6	0.4
5 and above	52	3.3	4 or more	2	0.1
Department					
Public Administration					
Econometrics	440	27.9	Membership of Club, Party or Association		
Economics	68	4.3	Yes	501	31.9
Public Finance	303	19.2	No	1069	68.1
Labor Economics	210	13.3			
International Relations	222	14.1			
Business Administration	63	4			
Monthly household income			Family's living region		
2.000 TL and below	80	5.1	Marmara	786	49.9
2.001-2.500	380	24.2	Central Anatolia	206	13.1
2.501-3.500	667	42.4	Mediterranean	109	6.9
3.501-5.000	287	18.3	East Anatolia	58	3.7
5.001-6.500	108	6.9	Aegean	161	10.2
6.501 TL and above	49	3.1	Black Sea	170	10.8
			Southeastern	68	4.3
			Anatolia	17	1.1
			Abroad		
Family Settlement			Possible Job After Graduation		
City	976	62.1	Public	794	50.4

County	488	31.1	Private sector	576	36.5
Town	55	3.5	My own business	206	13.1
Village	52	3.3			

As shown in the table 1, 42.3% of our sample is male and 57.7% female. 70.8% of the students are between 21-30 and 28.8% are 20 or below. Most of the students are single (98.9%) and had no children (98.8%). 27.9% of the students are in public administration, economics 19.2%, business administration 17.2%, labor economics 14.1%, public finance 13.3% and international relations 11.5%. 14.2% of the student are in first class, 20.3% second class, 41.6% third class, and 20.6% fourth class. In terms of GPA, 38.1% of the students are between 2-2.5 scores and 28.9 % are between 2.51 and 2.99 scores. 84.7% of the students has no work and 15.3% has a work. 68.1% of the students are not a member of party, club and association, but 31.9% of the students are member. 24.2% of the students' income 2001-2500 TL, 42.4% 2.501-3.500 TL, and 18.3% 3.501-5.000 TL. 49.9% of the students are from Marmara region, 13.1 and 10.8 % of the students are from Central Anatolia and Southeastern. According to the family settlement, 62.1% of students live in a city, 31.1% of students live in a county. While 50.4% of the students want to work at public sector, 36.5% of students want to work at private sector.

Correlation Analysis

The following Table 2 shows Pearson Correlation.

Table 2: Correlation Matrix of Variables

Variables	GPA	Age	Gender	Marital Status	Number Of Children	Department	Class
Mach	-0.045	-0.026	-0.148**	-0.023	-0.034	0.022	-0.067*
Sig. (2-tailed)	0.091	0.328	0.000	0.389	0.202	0.408	0.012
	Part-time Job	Membership of a club, party, association	Monthly Income	Living Region	Family Settlement	Possible Job After Graduation	
Mach.	0.056*	-0.006	-0.069**	0.049	0.056*	-0.027	
Sig. (2-tailed)	0.035	0.809	0.010	0.062	0.034	0.318	

* 0.05 indicates a level of correlation significance (2-tailed).

** 0.01 indicates a level of correlation significance (2-tailed).

Machiavellian attitude has a significant but negative relationship with gender (0.148 ($p<0.01$)), class (0.067 ($p<0.05$)), monthly household income (-0.069 ($p<0.01$))) However, we see that Machiavellian attitude has a significant and positive relationship with working in a job and family settlement, and the ratios were 0.056 ($p<0.05$) and 0.056 ($p<0.05$).

Regression Analysis

The relationship between Machiavellian attitude and socio-demographic variables was analyzed with multiple regression analysis as seen in the table 3. In here, the dependent variable is Machiavellian attitude but the independent variables are GPA and socio-demographic characteristics of students.

Table 3: Regressions Analysis Results of Machiavellian Attitude of Students

Model	Predictor Variables	Value of Non Standard beta	Value of Standard beta	T Value	P
1	(Constant)	89.812		116.546	0.000
	Gender	-2.524	-0.137	-5.128	0.000
2	(Constant)	92.150		78.178	0.000
	Gender	-2.701	-0.146	-5.448	0.000
	GPA	-0.597	-0.070	-2.617	0.009
3	(Constant)	94.051		67.983	0.000
	Gender	-2.641	-0.143	-5.331	0.000
	GPA	-0.641	-0.076	-2.811	0.005
	Monthly household income	-0.589	-0.070	-2.610	0.009
	F=13.404; p=000; R ² : 2.6	R=16.8;	R ² =2.8;	Adjusted	

Dependent Variable: Machiavellian Attitude

The result showed that three important variables, such as gender, GPA monthly household income had a significant effect on Machiavellian attitude. The beta value is -0.143 ($t=-5.331$, $p=0.000$) and direct effect of gender on Machiavellian attitude is significant and negative. Male students are less Machiavellian than females. This result is contrary to many studies. Because, many studies detected that female students prefer to stay away from doubtful activities than males.

According to the result, the beta value is -0.076 ($t=-2.811$, $p=0.005$) and the relationship between Machiavellian attitude and GPA is significant and negative. So, the results show that hard-working students are less Machiavellian.

One of the results of multiple regression is that the beta value is -0.070 ($t=2.610$, $p=0.009$) and the effects of monthly household income on Machiavellian attitude of students is negative but significant. It is very likely that students with high family income are less Machiavellian.

The low R² means socio-demographic variables elucidate only small proportion of variance in Machiavellianism scores. The model related with the students' Machiavellian attitude stated 2.6 % of the variance of the score.

ANOVA and T-Test

ANOVA and T-Test analysis were conducted to find whether there were differences between GPA, socio-demographic variables (family settlement, department, age, number of children, class, gender, part-time job, membership of club, party or association, monthly household income, marital status, family's living region, possible job after graduation) and Machiavellian attitude. The table 4 shows the results.

Table 4: ANOVA and T-Test Analysis

Variables	Machiavellian Attitude					
GPA	N	M	SD	T	F	Sig.
	59	90.1132	9.27499		3.015	0.010
	187	86.6369	9.50980			
	591	85.7108	9.10469			
	454	85.7500	9.02777			
	221	86.7839	8.78351			
	52	84.3404	11.63816			
Gender						
	906	87.4138	9.33384	5.634	0.371	0.000
	664	84.6861	8.88914	5.644		
Age						
	449	86.4870	9.03683		1.468	0.231
	1098	86.0243	9.23739			
	6	78.0000	18.52026			
Marital Status						
	1561	86.1296	9.23200	0.861	0.741	0.389
	15	83.7273	7.37687	1.074		
Number of Children						

No	1553	86.1219	9.21574			
1	7	86.8000	6.68581		0.713	0.583
2	3	87.0000	14.14214			
3	6	83.0000	7.30297			
5 and above	2	72.0000				
Department						
Econometrics	68	85.2097	7.82626		1.676	0.073
International Relations	62	86.7115	7.98225			
Public Administration	438	86.3995	9.49542			
Labor Economics	222	86.7673	8.49292			
Public Finance	209	87.1493	9.48248			
Business Administration	271	85.1429	9.00997			
Economics	298	85.0837	10.15748			
Class						
1	222	87.6406	9.38926		3.116	0.015
2	320	85.9117	10.26127			
3	655	86.0356	8.70145			
4	323	86.1742	9.31524			
5 and above	52	83.2740	7.42978			
Part-time Job						
Yes	242	85.0235	8.90852	-2.107	4.439	0.035

No	1334	86.3682	9.28089	-2.162		
Membership of Club, Party or Association						
Yes	501	86.2180	8.81005	0.241	0.058	0.809
No	1068	86.0801	9.35652	0.249		
Monthly household income						
1.500 TL and below	79	86.3485	8.07368			
1.501-2.000	380	87.2688	9.49425			
2.001-3.000	665	85.8982	8.80469			
3.001-4.500	287	85.6523	10.37381			
4.501-6.000	107	85.6916	8.97314			
6.001 TL and above	49	83.5208	6.88504			
Family's living region						
Marmara	784	85.8080	9.13566			
Central Anatolia	205	86.2459	9.08384			
Mediterranean	109	86.4375	7.88978			
East Anatolia	57	83.5800	12.34882			
Aegean	161	86.0929	7.99091			
Black Sea	170	87.7468	10.45642			
Southeastern	67	87.0192	8.88376			
Anatolia	17	87.3077	6.62551			
Abroad						

Family's Settlement					
	City	975	85.6178	9.41623	
	District	488	86.9058	8.93081	
	Town	55	85.5106	7.87366	
Possible Job After Graduation	Village	52	87.4444	9.37701	
	Public sector	792	86.3997	9.46378	
	Private sector	576	85.8164	9.49619	
My own business		203	85.8738	7.65497	

The GPA has a significant effect on Machiavellian attitude. The students with grades 1.79 and below were higher than the students with grades 2-2.5, 2.51-2.99, 3.5 and above, according to Tukey-Test.

In terms of gender, Machiavellian attitude of female and male differ considerably. Machiavellian attitude of the female students is higher than the males.

In terms of class we see that Machiavellian attitude differs considerably. According to Tukey-Test, the class 1 students' Machiavellian attitude were higher than the class 5 and above students.

In terms of part time job, Tukey test gave the following result that Machiavellian attitude of the students with part time job were lower than the students with no part time job.

In relation to the relationship between Machiavellian attitude and age, marital status, number of children, department, and membership of any club, party or association, monthly household income, family's living region, family's settlement, ANOVA did not indicate a meaningful relationship as in the table 4.

CONCLUSION

In their cult study in the literature, Christie and Geis (1970) found that Machiavellians were more successful because of their calculating and manipulative personality that were their ability to reach success but they did not find any significant correlation between Machiavellianism and students' grade point average (GPA) as an indicator of academic success. According to them, when success is attributed to an objective performance criterion such as a grade, it is not possible for the Machiavellians to be successful by manipulating or improvising, which are their personal characteristics. In the environments where face-to-face relationship and improvisation were possible, the success of the Machiavellians could increase by turning the situation in their favor in a way that would result. So, the Machiavellians had failed in tightly determined conditions.

The main purpose of the study was to set out the effect of Machiavellian attitude on GPA an indicator of higher education students success at university and to reveal the relationship between the Machiavellian tendency and the socio-demographic characteristics of the students. 1583 students in Bursa, Turkey were selected for the study. In the analysis of data, multi-correlation, multiple regression analysis and two-way analyses of variance (ANOVA) were used.

In this study we found a significant correlation between GPA and Machiavellian attitude. We found also the same result with Christie and Geis that while Machiavellian attitude was increasing, GPA was decreasing. In other words, students with high level of Machiavellian

attitude were more unsuccessful than those with low level of Machiavellian attitude. This confirms the hypothesis that the Machiavellians failed when success was attributed to the objective performance criterion like GPA.

Firstly, the relationship between GPA, Machiavellian attitude and socio-demographic variables was determined with correlation analysis. According to the results Machiavellian attitude is negatively and significantly correlated with gender, class and monthly household income. However, Machiavellian attitude is positively and significantly associated with working in a job and family settlement.

Secondly, based on the results of multiple regression analysis, it is possible to direct these evaluations towards the effects of independent variables on dependent variables: the students who are female, low GPA and low household income, have a higher Machiavellian tendency. That is to three important variables, such as gender, GPA and monthly household income had a meaningful effect on Machiavellian attitude.

Lastly, the effects of independent variables on Machiavellian attitude were tried to be shown individually by using T-Test. The analysis showed meaningful difference in Machiavellian attitude according to the GPA, gender, class and part-time job. That is the students having low academic success (GPA), female, no part-time job and at 1 class have higher Machiavellian orientation than others. On the other hands, variables such as department, number of children, membership of club, party or association, monthly household income, family's living region, age, family's settlement and possible job after graduation, marital status did not create a meaningful difference in Machiavellian attitude.

The results of this study demonstrated significant relationship between Machiavellian attitude of higher education students and their academic success. The results of the future studies to be carried out at other universities in Turkey on this subject may be a good data set to make comparisons about Machiavellian attitudes of higher education students. The fact that future research is aimed at revealing the impact of Machiavellianism on students' professional preferences, and their ideas on current social, political, economic and cultural issues and online-offline participation preferences will make an important contribution to the relevant literature.

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CHAPTER II

INTERSECTIONALITY IN ZADIE SMITH'S FICTION: RACE, GENDER AND CLASS

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Zadie Smith, born in 1975 to an English father and a Jamaican mother, has established herself as one of the most significant and popular writers of her generation. In her literary works, she explores the dynamic relationship among race, gender and class and narrates the tacit transformation of the lives of different minority groups within a multicultural society. She insightfully combines her knowledge of classic English novels with her articulation of the complex experiences of the colonial subject in the neo-colonial centre through her power of observation, humour and witty satire. Her subtle commentary on contemporary Britain through her multicultural characters compels readers to move out of their comfort zones and helps them realise the traumatic effects of migration on first- and second- generation immigrants. The positive and negative portrayal of her immigrant characters from different colours, faiths and ethnicities deconstructs the essentialist and reductionist arguments of the neo-colonial discourse which associate immigrants with backwardness, criminality and terrorism by deemphasising their positive qualities. Through different occasions in her works, Smith literalises the fact that immigrants are not a homogeneous group and that any positive or negative issue regarding immigrants should be contextualised within its own sociocultural and economic totality, which rejects racialized, nationalised and localised generalisations and undermines a normative hierarchy between locals and immigrants. This is perhaps one of the reasons why Smith is acclaimed as the voice of multicultural Britain.

In her fiction, Smith deploys the modes and strategies of realist, modernist and postmodernist practices and, therefore, subjectively fictionalises one dimension of the total structure of twenty-first-century Britain. Although she aesthetically narrates an imagined totality of sociocultural and political circumstances in their specific historical forms, she directly or indirectly manifests the actualities and socioeconomic forces shaping the lives of individuals and reflects the material social

process through her individualisation of social reality. This might help focus on and analyse social, cultural, ideological, economic and political histories in Britain in the twenty-first century mediated through the represented experiences of the characters in Smith's fiction.

In this context, this chapter will focus on Zadie Smith's fiction in which class is presented in relation to race, gender, ethnicity and nationality. Through an analysis of the arguments of class- and identity-based theories, the chapter will mainly investigate whether an intersectional model might be a functional analytic tool for the articulation of the victimisation processes of different characters sitting at the intersection of two or more categories, such as class, colour, sexual orientation, gender, and culture, in *On Beauty* (2005) and *NW* (2012). In other words, the chapter will reinterpret the social, cultural, ideological and political tendencies of the 'black' characters in the neo-colonial centre(s) in connection with particular and complex circumstances pertaining in the UK in the twenty-first century. Over the course of the chapter, it will be revealed that the major axes of social, cultural and economic divisions operate in an intertwined way, that neither identity politics nor class politics seems to entirely articulate social injustice and inequality, and that a new two-dimensional conception that would reconcile and encompass both redistribution and recognition should be developed. Through a close reading of the selected novels of Smith, the chapter will also suggest that the concepts of class and identity should be taken into account in a radically intersectional manner so that the deep sources of inequality, victimisation and oppression would be located more precisely.

The Concept of Intersectionality

Class-based theories in contemporary society are reminiscent of the class theory of Marx which is based on the exploiter and the exploited. According to the arguments of the traditional Marxist analysis of class, classes refer to an individual's objective position within the social relations of production and have nothing to do with an individual's subjective feelings regarding his/her own level of income, lifestyle or patterns of consumption; instead, it is about whether s/he owns the means of production or not (Callinicos and Harman 1987; Eagleton 2011). The bourgeoisie, owning the means of production and purchasing power in return for a low wage, and the proletariat, selling its labour power to the capitalist in order to survive, are the two basic class structures in a capitalist mode of production. The two classes are naturally antagonistic to each other since they have different interests. Power over production determines the distribution of political, economic, cultural, social and ideological power units; in other words, the bourgeoisie uses its power in order to protect its property, to perpetuate the existing order and the exploitation mechanism and to sustain its wealth. Consequently, the working class, the

majority in a capitalist society, experiences the process of debasement, impoverishment, victimisation and oppression, and the only emancipatory option for justice and equal distribution of wealth is the eradication of the system through a proletarian revolution (Marx and Engels 1848).

This polarisation model between the exploiter and the exploited was arguably considered to be reductionist and no longer functional in its original form in terms of articulating the class structure in the twentieth century (Aronson 1995). During the transition period from traditional industrial production to information technology and service industry in the second half of the twentieth century, some traditional occupations disappeared and new occupational groups, including technicians, supervisors and managers, emerged, and the Marxist class model was subsequently reformed and reconceptualised (Wright 2005). The fundamental arguments of Marxism regarding the concept of class have, therefore, been able to offer a still-relevant explanation of the structural operation of neo-capitalism because the destructiveness of capitalism has not changed, the exploitation of labour power has increasingly continued and the physical, psychological and alienating impacts of factory work upon wage-earners have perpetuated itself in the working experiences of non-productive ‘workers’ in banking, education, science and technology sectors in neo-liberalism (Bağlama 2018).

Although the concept of class has been tailored to account for the complexity of ‘changing’ class boundaries, following the expansion of modern capitalism into postmodern/late capitalism in the latter part of the twentieth century (Bauman 2004; Eagleton 2011; Hardt and Negri 1994; Jameson 1984), class-based theories, which seek a more egalitarian redistribution of wealth and resources, have undergone widespread critique from the perspective of alternative political ideologies prioritising ‘recognition of differences’. The tendency of traditional class-based theories to overlook contemporary social and cultural movements centred around otherised and marginalised identities and to examine different forms of oppression and victimisation as epiphenomena of class has been identified as an inadequacy of the Marxist paradigm (Michales 2006; Alcoff 2011). Addressing inequality, discrimination and subordination only through the lens of class and reducing diverse subject positions to a single, unitary and homogenous position have been regarded to be reductionist and deterministic because of their inability to articulate the entirety of sociocultural and economic discontent and deprivation in late capitalist society. Identity-based political theories, a new paradigm of social justice claim putting recognition at its centre, have claimed that the difference-blind politics of traditional class-based theories has not entirely rationalised current social and cultural circumstances because capitalism has taken on a more multicultural orientation as a result of transnational

contacts and this has led to the pluralisation of national identities and the politicisation of differences. In other words, it has been put forward that class-based theories have been unable to distinctively analyse the phenomenon of identity in the contemporary world due to their commitment to the concept of historical materialism and that they have, therefore, become anachronistic in terms of theoretically reconsidering recent social mutations such as postmodern/late capitalism and multiculturalism (Laclau and Mouffe 2014; Solomos and Back 1995).

The arguments of identity-based theories about class seem to be functional to comprehend the case in which the ‘black’ working class is victimised by the ‘white’ working class. Despite belonging to the same class structure and sharing similar interests, the ‘white’ working class assumes to be part of the ruling nation and internalises the illusory comfort that they are superior and more powerful. This, in return, leads them to compensate for the exploitation process they experience and to absorb their directionless anger against the fundamental operation of the system, which practically perpetuates hierarchical power relationships and cultural and racial assumptions in the neo-colonial centre(s). Marxist scholarship, in a similar way, has provided a sizable number of studies on the dialectics of identity and class within the totality of the social relations of capitalism; however, its theoretical intervention in such issues as racism, xenophobia, otherisation and intolerance as secondary to the concept of class might actually prevent the ‘black’ working class from becoming an active part of emancipatory struggles in late capitalism. Identity-based theories, in this context, reject the ontological centrality of the working class and argue that contemporary social movements have a pluralist character and cannot be articulated through a class-centred approach. They aim to politicise different forms of marginalisation and victimisation based on ethnicity, gender, race and culture and to unite the oppressed under a single ‘class’ and category in order to universalise the issue of emancipation beyond the particular demands of the proletariat so that the oppressed would be ideologically positioned towards rebellion and resistance through a group identity as in the case of contemporary Women’s movements or the Black Power movement (Gilroy 2002; Hall 1978).

Considering these arguments, contemporary left-wing politics has, on the other hand, posited that identity politics is oblivious to material conditions reproducing victimisation, does not relocate different forms of inequalities within the framework of the money-oriented world and does not propose an effective and systematic model. These arguments can actually be divided into two. The first argues that identity politics worships differences, is obsessed with the overuse of identities and problematizes symbols and identities rather than material conditions and distribution of resources. Deploying identity-related concepts in politics paradoxically

commodifies identities and presents multiple subjectivities as a unified and fixed group identity and suppresses differences. The sources of oppression, exploitation, poverty and subordination are consequently located within the scope of ethnicity, identity, gender, race and nationality. This eschews questions of economics and class relations, weakens the solidarity, class consciousness and overall power of the working class through proliferating racial, cultural, national, local and linguistic differences, and divides the working class. What seems to follow from this is that identity politics is unable to suggest a permanent and materialist solution to injustice and inequality and to challenge the prevailing mode of production, which is the second argument of class-based theories regarding identity politics. The obsession of identity politics with respect, tolerance and recognition and its obliviousness of material conditions creating oppression and discrimination are likely to result in a situation in which the marginalised perform *those* identities constructed by the powerful and attempt to gain control over their immediate daily matters in an individualistic and isolated way. Solidarity through cultural, racial, tribal, national and local ties might temporarily have a potential to radicalise and mobilise the marginalised; however, it does not seem to propose an anti-establishment and emancipatory framework for the eradication of those conditions perpetually reproducing victimisation, subordination, discrimination and poverty. It also deepens different forms of antagonism through an absolutisation of differences and might pitch different groups against each other (Bağlama 2018; Rectenwald 2013; Wallerstein 1991).

The main arguments of class-based theories might, in this respect, function to articulate the case in which a poor ‘black’ person is marginalised, exploited and victimised by another rich ‘black’ person in the neo-colonial centre(s). This emphasises the fact that the concept of class is still significant even in contemporary multicultural issues. However, as it has been focused above, the victimisation of the ‘black’ working class by the ‘white’ working class cannot only be understood through the lens of class; so, this also emphasises the significance of the concept of identity. In other words, the identity paradigm supplants exploitation and economic injustices, while the class paradigm supplants identity-based discrimination, otherisation and marginalisation. From this perspective, it would not be wrong to point out that neither one-dimensional identity politics nor one-dimensional class politics would thoroughly help explain contemporary socioeconomic and cultural situations.

A new conception that would reconcile and encompass the arguments of both class-centred and identity-based theories should, thus, be developed in order to accommodate each form of subordination within a broader theoretical framework. This two-dimensional intersectional

model might, from a Fraserian point of view, help develop theoretical and practical strategies in order to suggest and build a progressive alternative for the articulation, prevention and elimination of exploitation, economic marginalisation, deprivation, nonrecognition, disrespect and sociocultural debasement in the late capitalist era (Fraser 2003). Such an intersectional framework might also theoretically contribute to postcolonial theory and ensure the incorporation of a systematic critique of postmodern capitalism and globalisation within postcolonial studies. It might offer a cultural, economic and psychological exploration of multiple power relations in the current global conjuncture and locate the root causes of economic and cultural inequalities and injustices in the neo-colonial centre(s) in a radically intersectional manner.

Within the context of these arguments, the next section of the chapter aims to investigate whether such an intersectional model might theoretically be functional for understanding the complexity of the personal and collective experiences of different characters sitting at the intersection of two or more categories, such as race, nationality, colour and class, in Zadie Smith's fiction. A critical analysis of the double victimisation of the 'black' characters in the neo-colonial centre(s) within the scope of the operation of neo-racism might propose a more sophisticated map of social, cultural, national and economic inequalities and injustices and demonstrate that class politics and identity politics cannot be decoupled from each other.

Identity Politics versus Class Politics in NW

*NW*¹ (2012) takes its title from the postal code of northwest London and is mainly constructed around the lives of four major characters all of whom have grown up in the same impoverished neighbourhood of London. It fictionalises the transformation of the British class system through the deracialisation of neoliberalism and reveals the interpellation of the colonial subject into the dominant logic of the system in an inherently 'white' society. Analysing the represented experiences of some of *NW*'s major and minor characters might offer an exploration of the fact that the victimised can be the victimiser and, therefore, undermine the arguments of identity politics which locates the sources of victimisation only within the context of race, gender and colour.

¹ The novel has no defining story, follows a different self-contained narrative arc in each section and mostly depicts the lives of its characters on a day-to-day basis. In *NW*, Smith adopts multiple narrative styles and techniques including stream of consciousness, sudden shifts between first and third person, fragmented forms, and fluid mingling of interior thought and dialogue in order to mediate and reflect chaos, fragmentation, alienation, isolation and aimlessness in contemporary urban life, which actually makes *NW* an experimental novel.

The political, sociocultural and ideological tendencies of Keisha Blake, a black woman born into a working-class family, might help articulate that sort of sociocultural, mental and ideological *mutation*. Keisha, who changes her name to Natalie in the university, works as a barrister for huge and powerful companies, lives in a huge posh house and employs an Italian baby-sitter. Her upward class mobility reveals the fact that skin colour, ethnicity or racial background might be said to be no longer an identity-defining characteristic and that *anyone* who follows norms and values dictated by neoliberalism can, *to a certain extent*, enjoy economic mobility and can be socially included. It also suggests that racism in late capitalist society does not any more manifest itself through traditional racist arguments based on biological heredity because it has adopted a primarily cultural logic (Balibar 1991). This postmodern form of racism – neo-racism – does not, at first sight, postulate the superiority of one race or one group over another. It, instead, indirectly colonises every aspect of the lives of the colonial subject; homogenises racial, cultural and linguistic differences through the discursive construction of truth and reality; presents the cultural practices of the coloniser/the powerful as the superior one; appreciates the colonial subject performing *the identity* constituted by the neo-colonial centre; and subsequently integrates the colonised into the mainstream society in return for visibility, recognition and acknowledgement. In other words, the colour, race, gender or identity of the colonial subject is not significant as long as they think and act like ‘those’ in the mainstream ‘white’ society and become functional for them. ‘Whiteness’ or ‘blackness’ has, therefore, become a sociocultural and political category rather than a biological, racial and national signifier.

To give an example, in one episode, when Keisha does not attend the activities of the other law students, Dr. Singh, Natalie’s sponsor, arranges a meeting for Keisha to speak with Theodora who is a leading black female lawyer. She suggests Keisha to turn herself down and to follow the courtroom etiquette rules in order not to be perceived as an aggressive and hysterical lawyer by judges because of her skin colour (239). Upon the advice of Theodora, Keisha performs what she has been told without questioning, does not care about the association of the culture of a certain group with aggression and hysteria, which is an extension of the orientalist discourse and of racial denigration, and starts to build a successful career path as a black professional. Her economic and social mobility is in direct proportion to her moral interpellation into the centre since she internalises the moral narratives of the ruling class – the bourgeois morality – and subsequently recites the significance of time management, identifying goals, working hard and good education by emphasising that anything purely based on physicality cannot lead to success (287). That is why people in the mainstream society overpraise her legal ethics and strong moral character; to put it another way, her cultural

capital secures sociocultural visibility and sustains her political existence in the mainstream society.

As a black woman, Keisha is not interested in political issues and turns a blind eye to the Bosnian conflict (210). For her, having ‘proper’ friendships without marches, slogans and politics would be the best way of creating a better future for everyone regardless nationality, identity, religion and colour (213). Her apolitical comments regarding global issues and her ignorance of the Bosnian war resulting in widespread ethnic cleansing deconstruct the argument that the oppressed might be radicalised and mobilised for the benefit of the oppressed through identity-related antagonisms. This might seem to be true for some instances; however, such an action actually weakens the collective power of the oppressed because they become interested only in their ‘own’ interests and attempt to have a control over their daily matters rather than the totality. As in the case of Keisha, solidarity based on shared interests cannot, as a consequence, be created and sustained among the oppressed who have already internalised the narratives of the centre as the absolute truth.

When Keisha accomplishes herself as an upper-middle-class lawyer, she leads an upper-middle-class lifestyle and performs the social, cultural, moral, economic and ideological requirements of being part of the upper middle class. She spends her money on frivolous things in order to keep up with other people, buys a posh house, holds dinner parties and starts to mimic those in her new circle of friends. After a while, she, as a once-victimised black immigrant in London, unconsciously victimises her friends and relatives. To exemplify, in one episode, Leah and Michel are invited to an upper-middle-class dinner party held by Keisha and Frank. Although their presence provides a sort of *local colour*, especially for barristers and bankers attending the party, they feel shy, look down at their plates, let Keisha tell their stories for them and nod to confirm names, time and places (85). In the party, Keisha and Frank seem to have intellectual conversations about important issues in the world; however, they, as individuals who have grown up in immigrant families, indeed care about their own benefits and have a xenophobic and discriminatory perception about immigrants from a variety of backgrounds. In another episode, Keisha meets Tonya, her cousin, and compares herself to Tanya in terms of intellectuality and finds herself to be superior as a “big lawyer lady” (243). She does not want to make a deeper connection with her, avoids intimacy and retains a certain distance to hold her at bay (244).

It can be argued that Keisha’s inclination to commodify her relatives, to exercise control over her working-class friends and to look down on immigrants functions as a substitute for escaping from unbelonging, dislocation, inbetweenness and nothingness and for actualising her own existential being as an upper-middle-class black

woman within the boundaries of a class-and-race-ridden society. Through interiorising the discursively formed sociocultural, ideological and moral codifications of the centre, she performs *the identity* constructed by the hegemonic discourse of the centre in exchange for inclusion and tolerance. The case of Keisha, therefore, reveals that identity-based theories concerned only with recognition rather than material circumstances are unable to wholly articulate the root cause of victimisation in the age of neo-racism and that class should *still* matter. The scene in which Keisha downloads a dating application and arranges secret meetings with random couples also exemplifies the significance of the concept of class in multicultural Britain. When Keisha goes to the house of a poor couple named JJ and Honey, she does not feel relaxed (286); however, she feels comfortable and relieved when she meets a rich African couple who live in a gigantic house designed with a “good taste” (289).

In a similar way, Michel, the husband of Leah who is a black Algerian, works hard to move forward and climb the social ladder, to live in a proper house and to feel “proud” (29). Like Keisha, he constantly compares himself to his relatives back home and assumes that he is too advanced for them. He looks down on Jamaican immigrants, who live on benefits, and expresses that he is in the game since he is smart (30). He constantly has arguments with Leah to move into a new house because he would like to avoid “certain elements” and live in a better vicinity in which there would be fewer Caribbean people (90). Michel’s potential to victimise other immigrants can be articulated through a class-based argument; however, his desire for material wealth and mobility is also about the assumption that he will be ‘whiter’ and enjoy a position of dignity and honour because he, as a black man, would like to performatively fit into the ‘good and acceptable black immigrant’ category which is only possible through the redefinition and reconstruction of his personality and mentality within the scope of the reality of ‘whiteness’.

Neo-racism, in this respect, appreciates and recognises immigrants who imitate the phantasmatic idealisation of *the real immigrant identity* remoulded by the sociocultural order of the centre. In other words, this new immigrant identity, which is set as the ‘real’ one, replicates the cultural, ideological and moral narratives of the ‘white’ centre and, therefore, de-historicises and de-locates multiple identities, presents them as part of a fixed culture and suppresses different subjectivities in the name of multiculturalism. This process can be referred to as whitewashing sociocultural and ideological differences. Blacks, Muslims or Indians are always welcome as long as they act and think in accordance with the ‘real’ Muslim, black, or Indian identity constructed by the centre. It does not operate through a disciplinary mechanism; it is, on the contrary, based on voluntary acceptance and internalisation in order to stay in the ‘game’.

Only those immigrants who culturally and ideologically embrace the ‘proper’ immigrant image within a Eurocentric episteme are accepted, recognised and tolerated and become part of ‘us’. As ‘proper’ and grateful individuals approved by the mainstream society, they noncoercively use soft power on behalf of the colonial centre in order to ‘normalise’ the cultural practices and values of other fellow immigrants. The ‘normalised’ and ‘domesticated’ cultures of the colonial subject are, then, recognised as the original, and immigrants from a certain background are expected to fit into that ‘authentic’ immigrant culture shaped in relation to the reality of ‘whiteness’. Considering these arguments, the apolitical demands of identity politics for recognition and representation legitimise the discursive formation of the ‘proper’ immigrant identity through the manufacture of content, which leads to the perpetuation of the sociocultural order producing victimisation and oppression.

Despite the fact that the concept of class is *still* significant in terms of articulating the sociocultural and economic experiences of the colonial subject in Smith’s *NW*, it does not seem to be enough to comprehend social inequality, injustice and discrimination on its own. This is why the arguments of class politics should be taken into account in relation to cultural subordination and denigration in an intersectional manner. To exemplify, in one episode, Felix meets Tom Mercer, a white Norwegian boy who would like to sell his father’s car, and, while negotiating the car’s price, Tom wonders whether Felix sell drugs (130). In another episode, Felix visits his former girlfriend, Annie, in her flat and she has a quarrel with Felix about her own pointlessness and aimlessness in her life and continuously corrects and mocks Felix’s English (154). The victimisation of Felix can be understood within the framework of the class structure of capitalism since he is a working-class person; however, his victimisation *also* has a cultural aspect. Tom’s assumption that Felix might be a drug seller is about the negative portrayal of an ethnic, religious or cultural group and the racialisation of crime on different platforms. This leads to the fact that the criminal tendencies of an individual from an otherised ethnicity, religion or culture are generalised and perceived to be a shared ethnical, religious or cultural motive and trait. Thus, a ‘black’ working-class person *at first* needs to sustain his/her political existence and to prove that s/he is a ‘normal’ and ‘proper’ person in order to be recognised and accepted into the ‘superior’ white culture. Unlike the one-dimensional victimisation of a ‘white’ working-class person, the double victimisation of a ‘black’ working-class person because of both his/her class position and racial background, therefore, necessitates a theoretical synthesis of the politics of class and identity. It might help understand new forms of subjugation – a combination of economic and cultural dispossession – in the contemporary phase of globalisation.

Identity Politics versus Class Politics in *On Beauty*

On Beauty (2005), the third novel by Zadie Smith which is loosely based on E. M. Forster's *Howards End* (1910) in terms of its plot structure, portrays ethnic, cultural and ideological contradictions and clashes in contemporary society through the stories of the intertwined lives of two families with diverse political interests, The Belseys and the Kippsses. As in *NW*, *On Beauty* implicitly questions whether a multicultural framework regarding ethno-cultural diversity might practically operate for the benefit of immigrants in the age of neo-racism, and literalises the deracialisation of social and economic mobility in contemporary British society through the inclusion of the cultural 'other' in the system. The novel reveals the cultural and ideological transformation of the colonised into the coloniser in the neo-colonial centre, which, from a class-centred perspective, refutes the arguments of one-dimensional identity politics offering identity-based antagonisms as an effective means of resistance in late capitalism. However, the sociological dimension of the novel also suggests that one-dimensional class politics is unable to articulate the entirety of the multifaceted victimisation of black and mixed-raced colonial subjects.

In *On Beauty*, Monty Kipps is, for instance, a black conservative professor who academically supports the argument that equality is a myth, that multiculturalism is a fatuous dream, that art is a gift from God, that literature is a merely a veil for poorly reasoned left-wing ideologies, that minority groups demand equal rights which they have not earned, and that being black is not an identity but an accidental matter of pigment (44). Like Keisha in *NW*, his voluntary internalisation and utterance of the practices and forms of knowledge of the conservative Establishment regarding equality and justice enable him to fit into *the real immigrant identity* – a monolithic one – in an intellectual way and to sustain his political existence. Considering the noncoercive operation of neo-racism, he, in fact, voluntarily de-otherises himself in order to be socially and culturally 'legitimate', which is also in direct proportion to his level of usefulness for the neo-colonial centre. As H. Bhabha (1994) points out: "[G]lobal cosmopolitanism ... readily celebrates a world of plural cultures and peoples located at the periphery, so long as they produce healthy profit margins within metropolitan societies" (xiv). The scene in which it turns out that Monty robs poor black peasants in Haiti out of their art in return for a few dollars (362) and sells them to the rich supports this argument. Despite the fact that he is proud of being a conservative and religious person, he, as a grateful intellectual comprador, exploits the periphery on behalf of the neo-colonial centre and, in doing so, also becomes economically functional for the centre. In other words, he, as a black person, fundamentally subordinates himself to the reproduction of the

intellectual, economic and sociocultural orientations ascribed by ‘white’ supremacy in order to secure the legitimacy of his political existence.

In a similar way, the social and cultural tendencies of Kiki, an African-American woman married to Howard, reflect how she conforms to and consolidates the idealisation of *the real immigrant identity* in order to gain status and to achieve herself as a ‘proper’ and iconic black individual. As a once-victimised black woman, she now lives in a big house in a posh neighbourhood, participates in ‘proper’ outdoor activities in a predominantly ‘white’ community and is proud of raising his children as intelligent and sensitive individuals. Her gradual interpellation into the dominant logic of the centre², after a while, results in her victimisation of the other blacks in the novel at a cultural and economic level. To exemplify, in one episode, despite complaining about the fact that there are many immigrants from Mexico and Haiti (93), she, as a liberal and progressive person, employs a black Haitian cleaner in return for a few dollars (11). In another episode, she tries to flirt with a black Haitian guy selling jewellery in order to reclaim and exude her femininity and to brush off her unstable sense of self, and pretends to have more knowledge than she actually possesses; however, she is put off because the guy has a brutal accent³ (49).

In the novel, Zora, Kiki’s daughter, also has similar inclinations. As a mixed-race university student, she relocates and redefines her personality and intellectuality in relation to the imperatives of the dominant social order and fits into *the real immigrant identity* in order not to be trapped in the margins and to actualise herself within the operation of the coloniality of power. Her acceptance of the ‘personality’ offered and granted to her through the cultural politics of neo-racism permeates her sense of identity and she, subsequently, feels that she belongs to the neo-colonial centre, which, in a sense, results in her superiority complex. On one occasion, she would like to help Carl, an urban working-class black character, get a job as an archivist in the Black Studies Department’s library because she

² For their poetry class, Zora and her friends meet in a local restaurant which is owned by a Moroccan family. After Yousef has taken over the restaurant from his parents, he enjoys the presence of students from various backgrounds, converts the restaurant’s 150-foot basement into a club space, combines African soul and Arab nature with American entrepreneurship, and earns much through the exoticisation of the Oriental culture (212). This reveals Yousef’s economic interpellation into the neo-colonial centre and stands for the fact that oriental cultural practices might be part of the dominant metropolitan culture in proportion to their usefulness for the centre.

³ In a similar way, Carlene, Monty’s wife, also thinks that people with poor English should not be allowed to drive (265).

assumes that Carl does not have a voice and needs a very powerful voice to speak for him (263). Such a representation of Carl in relation to the hegemonic discourse stands for the fact that Zora, as a ‘black’ individual accepted into the mainstream society, can speak on behalf of the otherised subject (Spivak 1988) and define them through the epistemological tools of Eurocentrism. One another occasion, Zora learns that Carl has had sex with Victoria and accuses Carl of being ungrateful and states that Carl does not belong to Wellington (413). Like a ‘white’ coloniser during the era of European colonialism, Zora expects Carl to be thankful in recognition of her ‘benevolence’ and generosity, which indeed places herself in a position where she victimises another ‘black’ fellow in order to enjoy her economic and cultural superiority.

In this context, the exploitation and otherisation of the ‘black’ characters by Monty, Kiki and Zora cannot be articulated through the arguments of one-dimensional identity politics since the source of victimisation here is *more* about distribution of sources and material circumstances rather than race, gender, locality or nationality. This should not, from a different standpoint, mean that the concept of identity is external to the theoretical development of the exploration of the victimisation process of the colonial subject in the novel because the struggle of the ‘black’ characters for recognition and political existence is also related to their racial and ethnical background. Unlike Monty, Howard, for example, does not *firstly* need to sustain his political power in order to overcome the feeling of unhomeliness and cultural inferiority. However, Howard’s resistance to intellectually become part of the dominant system ironically leads him to be excluded and otherised as a white person. This defies the traditional dichotomy between ‘them’ and ‘us’ and reveals that inclusion does not seem to be based on race, identity or skin colour in late capitalism, which, therefore, emphasises the significance of an intersectional model for understanding the new forms of marginalisation and victimisation in the neo-colonial centre.

Contrary to class politics, identity politics focuses on the pluralistic characteristics of contemporary social events and attempts to radicalise and mobilise peripheral groups through identity concepts and different sociocultural conflicts. It lays emphasis on the fact that the use of such antagonisms might ideologically position peripheral groups towards challenging the dominant power structures and make them part of progressive movements in postmodern capitalism. Levi’s gradual politicisation and taking action against the exploitation of the Haitian immigrants towards the end of *On Beauty* reinforce the above-mentioned identity-based arguments. Levi, a mixed-race young person, comes from an economically privileged background and is already part of the mainstream ‘white’ society. His internalisation of the sociocultural and

ideological codifications of the neo-colonial centre reflects itself in his interactions with the other ‘blacks’. At the beginning of the novel, he assumes that black people belong to city life and finds those ‘blacks’ with a strong accent disgraceful and comic (81). As in the case of Zora, he attempts to exert his dominance and superiority over his ‘black’ friends and even would like to rename one of his Haitian friends, Choo, because he cannot pronounce his name and thinks that it is a *problem* (244-246). However, after joining a new cycle of friends from different backgrounds, he starts to read a book about Haitian history, becomes aware of his own black existence and feels disturbed by historical facts regarding thousands of black people who have been enslaved, raped, tortured, oppressed and suppressed by colonial powers. He subsequently supports the Haitian campaign and questions why his parents pay four dollars an hour to the Haitian cleaner and implies that his parents would not pay that amount if the cleaner was an American (429). He even steals the paintings of Monty in order to redistribute the wealth back to Haitian people (429).

Considering Levi’s ideological liminality, identity-based antagonisms seem to be instrumental for the radicalisation of those culturally belonging to peripheral groups; however, such a mobilisation is actually unable to result in a radical transformation of the dominant system. Instead of turning his struggle into a unified and collective one, Levi has an inclination to follow his personal impulses and experiences, which makes his reactions defiant and self-centred rather than revolutionary. Despite unveiling oppression and degradation based on ethnicity, gender, race and sexuality and helping peripheral groups dynamically create solidarity and arrive at a progressive consciousness, it does not undermine the discursive and practical hegemony of neo-racism, eradicate neo-capitalism and suggest an alternative socioeconomic order for the benefit of the exploited. In this context, the arguments of class-centred theories should also be employed in order to develop an emancipatory and intersectional framework within the larger context of contemporary global economics. Eschewing class relations would, otherwise, perpetuate the social, cultural, economic and ideological forces which viciously lead to victimisation and oppression.

Smith’s narrative in *On Beauty* fictionally reinforces these arguments and reveals the potential consequences of identity politics that lacks class consciousness. To give an example, after finding a job as an archivist, Carl feels significant and proud and assumes that he has become a college person. He does not even pay attention to the demands of the Wellington cleaners (376) and turns his back on them. In a similar way, Levi feels proud of working in a mega-store and likes the idea of being part of a family which is constructed on shared ideas, values, interests and goals, although he is not paid much as a sales assistant. In one episode,

when Bailey⁴, the store manager, plans to make everyone work during Christmas Eve and Christmas Day, Levi would like to organise a meeting with his co-workers to have a discussion about what might be done regarding their situation. However, only a few white workers show up, while Gloria and Gina, two Hispanic girls, Jamal and Khaled, two Muslim characters, do not even come to the meeting (191). As in the case of Keisha in *NW*, these instances suggest that that a revolutionary solidarity based on shared perceptions of collective victimhood cannot practically be created among the otherised who ideologically perform the identity formed by the neo-colonial centre.

Conclusion

In *NW* and *On Beauty*, Smith's narrative fictionally mediates ethnic, racial and ideological contradictions in multicultural societies and uncovers the deracialisation of neoliberalism in relation to the operation of neo-racism. The represented experiences of the characters in Smith's fiction help explore new forms of subordination in late capitalism and accommodate the multifaceted victimisation of the colonial subject within a broader theoretical framework. Considering the social, cultural, political and ideological tendencies of the colonial subject in Smith's fiction, neither class politics nor identity politics seems to articulate the entirety of economic and cultural dispossession and propose an alternative and progressive model for the eradication of inequalities and injustices. The lack of a class-centred perspective in identity politics results in an undialectical treatment of identities as static entities, presents multiple subjectivities as part of a fixed identity and legitimises the noncoercive formation of the 'proper' immigrant identity by the centre. As in the examples of Keisha, Michel, Monty, Kiki and Zora, it is unable to make an effective and critical theoretical intervention in order to articulate the cultural and ideological transformation of the colonised into the coloniser. On the other hand, the tendency of class politics to analyse the subjugation and victimisation of the 'other' of the mainstream society as secondary to the relations of production cannot either rationalise the state of powerlessness, unbelonging, nothingness and political nonexistence experienced by the colonised in the neo-colonial centre. In this context, as the critical analysis of the double victimisation of the 'black' characters in the two novels reveals, a new two-dimensional intersectional model which would theoretically synthesise the arguments of both class and identity

⁴ Upon learning the meeting, Bailey breaks up the meaning, threatens everyone and tells Levi not to act like a "nigger" (191), to be respectful and to do some work rather than organising a plot against him (192). Considering the operation of neo-racism, this unearths that the otherised can only be included and tolerated when they socially and ideologically fit into the 'proper' immigrant identity.

politics should be developed. This would help reinterpret the major axes of social, cultural and economic divisions and understand the victimisation processes of different individuals sitting at the intersection of two or more categories, such as class, race, colour, gender and nationality, in late capitalist society.

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CHAPTER III

PAVESTONES OF THE PATH LEADING TO THOMAS HOBBS: IMPRESSIONS LEFT BY ISLAMIC PHILOSOPHERS ON MARSILIUS OF PADUA

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1. INTRODUCTION

Throughout history, inter-cultural relations have been shaped and formed as a derivative of the communication between diverse communities. Asymmetric distribution of the source/power means around the globe as well as the varying structure of the possible utilizations therefrom has at all times and in all ages made a specific power the hegemonic focus (İşler&Savaş, 2018: 761; Süphandağı, 2018). Whenever such power, further to its dominance in the economic and military perspective, succeeded to fortify the same in the intellectual field, became mostly one of the centers of attraction (Süphandağı, 1999: 11). The 13th Century of Marsilius from Padua pursues the era when the Islamic world realized its major breakthroughs in scientific and philosophical areas, while Islamic philosophers were fully the center of gravity. Particularly in the Abbasid era where the basic texts of the Ancient Greek philosophy were translated to Arabic under a major translation Project, were attributed Islamic contexts in the hands of major philosophers like Al-Farabi, and passing through the dies of Islamic geography/culture/faith, were transformed into an authentic gemstone. Further to the aforesaid, the Andalusian experience has nourished particularly imminent characters, led by Averroes and followed by Ibn Tufeyl, Al Kindi, Ibn Bace, Ibn Khaldoun. From amongst the foregoing, particularly Averroes became the foremost spokesman of Aristotle who was till then known to the West in an incomplete/erroneous/faulty manner and thus served as a transfer station linking Western Civilization to Ancient Greece. It is without question to claim that Averroes invoked more attraction in the West compared to the Islamic world. Averroes, influencing Western Christian theology through Thomas of Aquinas, was recognized as the guide of an intellectual drive accumulated particularly under the University of Paris, namely Latin

Averroism. Specifically, his approach resolving the relations/tensions between religion-philosophy, intellect-revelation, prophet-philosopher around the “theory of dual actuality” inflicted some very great repercussions on Western Civilization and was listed amongst the driving forces of the process leading to Renaissance and Reformation.

Inheritance of Islamic philosophers like Averroes and Al Farabi by Western thinking particularly and primarily through their Hebrew translations has influenced amongst others, Marsilius of Padua, constituting the subject matter of our study. In this study, it shall be attempted to discuss the nature and peripheries of such influence, promoting similarities between the paradigms of Marsilius with those of the Islamic thinkers. Notwithstanding the foregoing, the thinker from Padua is not to be dealt with as an ordinary imitator in the planetary gear of Islamic philosophers, but it shall also be emphasized at times the unique characteristics of the scriptor. It shall thus be postulated to demonstrate that Marsilius has transformed in its work titled “Defensor Pacis” the fundamental sources of Islamic civilization he contacted with, into a fruitful source.

In the study, it shall initially be referred to in short who Marsilius was and concise data regarding his basic work “Defensor Pacis” would be provided, and following brief reminders concerning Latin Averroism with the Paduan Philosopher amongst its foremost representatives, it shall be included basic inquiries pointing out to probable impact of Islamic philosophers on Marsilius cognizance. Later, it shall be attempted to indicate the similarities of the approaches in the work “Defensor Pacis” with those of the Islamic philosophers, particularly Al Farabi, which constitutes the objective of this study.

In the study, it is made use of the document screening method. However, as stated by Andres Martinez Lorca (2008: 4-5), it should as well be acted by keeping in mind certain causes aggravating analysis as an integrated whole the concepts adopted by Averroestic Western thinkers like Marsilius. From amongst such causes, it should primarily and particularly be considered the ecclesiastical oppression suffered by the subject matter scriptors. Said oppression has demonstrated itself throughout the Middle Ages in diverse forms like censorship, exile, burning of the books and even execution. Similarly, the Paduan thinker had his share of the church oppression, he was censored, sent to exile and even excommunicated and declared a heretic. Therefore, in this study, keeping reserved a possibility that the scriptor could have certain censored or suppressed/shelved books/ideas, it is based on the fundamental work of Marsilius (Defensor Pacis) surviving until today and inflicting widespread impact following Reformation. It was considered that the thinking

attributed to Marsilius of Padua are exhibited in his work titled *Defensor Pacis* and this book was consulted as the primary source of reference.

2. MARSILIUS OF PADUA AND HIS WORK DEFENSOR PACIS: A PRELUDE TO THOMAS HOBBES

Marsilius, born circa 1275-1280 to a bourgeois family in Padua, Italy, had a comprehensive education and adopted the Averroestic Aristotelian lineage (Ağaoğulları, 2019: 279). After being commissioned in the University of Paris for a short while as professor and rector, he returned to Italy to act as political advisor to the pro-imperial Ghibellines. In 1320, he went back to the University of Paris where he started writing his book “*Defensor Pacis*” (Defender of Peace) and completed it in 1324 together with his friend, John of Jandun. When it was realized two years later that he was the author of that book, he was excommunicated by the Pope. Following the burning of his book by the Church, he fled Paris accompanied by his mate John of Jandun and sought refuge by the Bavarian Duke, Ludwig IVth (Garnett, 2006: 3-4). Thereafter, Marsilius joining the Emperor’s Italian Campaign was later appointed as the Archbishop of Milan. Accompanying the Emperor in 1330 on the way back to Germany, Marsilius lived in the palace of Ludwig IVth in Munich until he died in 1343 (Ağaoğulları, 2019: 279).

The only work of the author surviving up to the present day is *Defensor Pacis*. At the time of being written, this book incurred the wrath of the church and was deemed as a book of heresy. It was scarcely read and attracted even lesser interest. A minor segment interested in the book merely attributed essence to the discussions on the authority of the church. It is worthwhile pointing out that the book was later granted its long-deserved rapport. At the times of Reformation, basic principles cited in the book were even implemented in certain European monarchies. It is a known fact that following translation of the book into English, Henry VIIIth and Cromwell were interested in the work so-called *The Defender of the Peace*, to such an extent that they made avail of certain fundamental assertions in the book (Black, 2008: 56).

The first noteworthy study about Marsilius was inscribed by Gewirtz in 1951. Gewirtz also published the first translation of “*Defensor Pacis*” into English. This was the first full and complete translation of the Paduan Philosopher into a modern Western language. Despite the aforesaid, “*Defensor Pacis*” was translated into Italian in 1363, whereas into German in 1545 (Güngör, 2012: 184-185). “*Defensor Pacis*” is currently considered as one of the fundamental texts of medieval political philosophy. It is seen as one of the milestones of the transition from medieval ecclesiastical doctrine to contemporary rational political thought. “*Defensor Pacis*”, listed amongst Western classics in the history of political thought, attracts

attention not only due to its secular-political references and anticlerical context but by its new perceptions regarding state and social community (Koch, 2007).

In his work “*Defensor Pacis*”, Marsilius dealing with a notion similar to the state of nature, conceptualizing the state of nature as belligerence and alleging that the sole way out of such status could be possible via the establishment of a state, further basing such state on secular foundations and coding the clergy as an apolitical group, are all reminiscent of Hobbes who live a few centuries later. Citing Antony Black, it would indeed be interesting to attract attention to the question “It is worthwhile wondering whether Hobbes read Marsilius? Because the perspectives of both thinkers towards the fundaments of state authority are quite similar. It should indeed be kept in mind that Hobbes has a more physical and psychological based viewpoint. Yet it is for the time being unanswered whether such similarity is a result of the interaction. There is no adequate evidence to allege that Marsilius has a direct and outright influence on Hobbes. But it would likewise not be accurate to claim that this is purely incidental, that there is absolutely no correlation/liaison between Hobbes and Marsilius, As a matter of fact, the theory of the state by Hobbes is, generally speaking, a rather critical phase of the history of Western thought. Thus, it is the subject matter of yet another discussion to study the influences of Islamic philosophy/experience on the scriptures of Hobbes through Marsilius (Black, 2008: 56-57).

3. MELTING POT OF MARSILIUS: LATÍN AVERROISM

Latin Averroism is the name given to intellectual thinking clustered around the same-named Andalusian philosopher who, in the 13th Century had a deep impact on the scholastic world perspective of the Christian world. Siger of Brabant and Boethius of Dacia are considered as the first Averroists. As initial representatives of Averroestic thought, these names suffered in-between years 1270-1277, substantial prosecutions and censors by the church. Their works are burned, their thoughts are banned (Lorca, 2008: 4). Latin Averroists, identifying themselves “philosophers” rather than and contrary to “theologists” survived and endured through resistance against the oppression of the church and this intellectual viewpoint was institutionalized under the University of Paris early fourteenth Century. School of Art History at Paris University where Marsilius also conducted his studies, became the most important center of “Averroist Aristotelian Thought” (Lorca, 2008: 4). Teachers of this school ambitiously studied and construed the works of the Andalusian Philosopher. Latin Averroism which grew and got widespread thanks to John of Jandun, one of its most fervent defenders and admitted as being the co-writer of the work “*Defensor Pacis*”, was later diffused to the academies at Bologna and

Padua through Marsilius of Padua and extended its field of influence (Marenbon, 2013).

Taking into consideration that there exists diverse interpretations and methods within Latin Averroism, and disputing that this school is not a uniform and homogeneous structure (Yıldırımer, 2012), Latin Averroists generated an antagonist drive against the church by focusing on construal brought forth by Averroes particularly concerning relations between intellect and revelation. Thanks to these names, Aristotle was re-initiated and introduced to the Western world in a rather “radical” manner. While erecting their own theory, Latin Averroism and Marsilius adopted as its point of commencement, “theory of dual actuality” by Averroes. Like other representatives of that school, Marsilius as well adopted the Averroist concept visualizing no conflict and contradiction between “actuality” reached by intellect and “actuality” imposed by revelation. According to the Averroist thinkers, the difference between the language and methods used by religious and philosophical disciplines is not an indication for any contradiction/discrepancy between these two sources of reality/actuality. Since the same actuality is expressed by religion and philosophy in different forms, the difference in-between is not of essence but at most formal. In other words, religion and philosophy are two different manifestations of the same essence (Lorca, 2008: 4-5). Notwithstanding the foregoing, secular theses of Latin Averroism was inspired by political concerns and commentaries of Averroes (Clintock, 1954).

4. INFLUENCES OF ISLAMIC THINKERS ON MARSILIUS: LITERATURE SCREENING

Averroist character of the academic circles of Marsilius of Padua calls forth the question regarding the extent of influence/exploitation provided primarily by Averroes as well as such other Islamic philosophers. Inquiring major studies concerning the Paduan thinker, it is possible to encounter certain stipulations about his ideological origins. As one of these, Norberto Bobbio (1993: 6) in his work titled “Thomas Hobbes and the Natural Law”, refers to the fact that Marsilius pointed out that human communities evolved from incomplete forms of organization to city-states as perfect organisms. According to Bobbio, Marsilius keeps track of Aristotelian approaches in his descriptions regarding the character of the stages with respect to the subject matter “evolution”. At this point, it is seen that Bobbio either neglected or missed the seal imprinted by Averroes tagging Aristotelian trend of the era.

Mehmet Ali Ağaoğulları (2019: 279), pointing out to the Aristotelian character referred to by Bobbio, writes “Upon passing through a comprehensive education at Padua, Italy, was a follower of Averroist Aristotelian lineage”. However, Ağaoğulları does not refer to from which

aspects is Marsilius a follower of Averroism. Neither does make any assessments concerning sources of remarks by Marsilius in his fundamental work “Defensor Pacis” about nature of mankind and the society, relations between religion and state, a predecessor to and heralding Hobbes and likely contributions of Islamic philosophers amongst others.

Actually, the first name pointing out to the influence of Islamic political thought on “Defensor Pacis” is Jeannine Quillet. Quillet (1979: 94-96) claims that Marsilius was under influence of Al Farabi rather than Averroes. By indicating to the annotation written by Al Farabi on “Nicomachean Ethic” by Aristotle, translated into Hebrew by Samuel Ben Judah in 1321, attracts attention to the similarities between Farabi and Marsilius. Quillet states that Marsilius was educated in Padua as a physicist thinker, whereas dedicating the rest of his academic career to studies on the philosophy of nature. Quillet, pointing out to the fact that Marsilius was introduced to Averroist remarks through his teachers and colleagues, admits that he was amongst “Latin Averroists” as the common name therefor. However, as stated also hereinbefore, Quillet defends that Marsilius was also very seriously influenced by Al Farabi. Thus, claiming that Marsilius both read the commentary written by Averroes to the book “Republic” by Plato and was informed about the comments written by Al Farabi on the book “Ethics” by Aristotle, highlighting influences of Islamic philosophers on the thoughts of Marsilius.

Yet another important researcher, Antony Black also believes that the fundamental source that Marsilius was influenced from, were texts by Islamic philosophers. Basic arguments of Black could be summarized as follows (Syros, 2011: 54-55):

Commentary written by Averroes to Plato’s “Republic” was translated to Hebrew by Samuel Ben Judah. Taking into consideration that the translation was finished in the town of Beaucaire and Marsilius resided (between years 1316-1318) in the town of Avignon near Beaucaire, there arises the possibility that Marsilius could have had Access to the said translation.

Marsilius being a “heretic” thinker excommunicated by the church could have led him to intimacy with the Jews, yet another “align” of the church. Taking into account that works by Al Farabi were translated to Hebrew before Latin and Jewish circles were familiar with such texts, the possibility of such a “connection” is enhanced.

It is quite likely to claim that such “Marsilius” originated comments to the effect that the notion of “conflict” is a natural character of every human community and any such conflict could be ended by means of an organization in the form of a state were inspired by Islamic philosophers.

It is seen that Marsilius was the first Western thinker commenting that each and every individual is equipped with different skill and capabilities from birth, such skills form discrete profession groups, while each of these occupational groups corresponding to separate social functions are buttresses of the state and urban communities (*civitas*) as well as a constituent clause. Marsilius was familiarized with these types of ideas not known to Europe in his lifetime, through the Islamic world.

Marsilius is indebted to Al Farabi and/or Averroes the notion of the human legislator.

Further to the aforesaid, Antony Black (2008: 53) points out that the similarities between Averroes and Marsilius are apparent in the codification of the books by both authors. According to him, both authors dealt with virtues right before discussing professional sections.

Martinez Lorca (2008: 6) claims that “*Defensor Pacis*” by Marsilius was very seriously based on the commentary written by Averroes on Plato’s “*Republic*”. According to Lorca, the origins of concepts like “social good” and “happy life” constituting the axis of Marsilius’s work is the Andalusian philosopher. According to Lorca, is indebted to Averroes his political thoughts in connection with self-sufficient ideal societies and developed around the concepts of state/*civitas*. He follows the same lineage while pondering that a self-sustained and developed life could only be possible within an urban ambient/life. He too, like the Islamic philosophers thinks that “*sine qua non*” (indispensable) condition for a peaceful, virtuous and good life as natural endowments of human intellect and capabilities are possible in organizing in the form of *civitas/state*.

Obviously, we are hereby reminded of the likelihood that the Paduan could have established a direct contact with the Ancient Greek thought rather than through the channel of Islamic Andalusia. However, Lorca states that this is not quite likely when the lifetime of the Paduan are taken into consideration. Because according to Lorca (2008: 3), “Until the 13th Century, the Christian world was acquainted with just two books by Aristotle, namely- complete works on logics, namely *Categories* and *Organon*- . This means that the Western world got to know such works by Aristotle such as *Metaphysics*, *On Human Spirit*, *Nichomachean Ethics*, *Rhetorica*, *Poetica*, thanks to Islamic Arab philosophers, particularly Averroes”.

Further, according to yet another researcher/analyst Quillet (1979: 104), contacts attempted to be established with the Greek world by Marsilius directly over Aristotle without interaction of the Islamic world is possible but problematic. Because according to him, Marsilius using Aristotle is incidental, intermittent and incomplete. Quillet thinks that the

book “Defender of the Peace” bears traces not from Aristotle but rather from Al Farabi and Averroes.

Finally, it would be worthwhile to refer to Leo Strauss. Strauss considers as the keystone of Marsilius’s political thought that social communities are handled as “neutral concepts” from religious and social viewpoints. According to him, Marsilius is clearly indebted to Al Farabi in respect of such comments. (Strauss, 2019: 278).

As seen, although some of the surveys conducted to that effect highlight Al Farabi while some others Averroes, the common conclusion to be arrived at from all of the foregoing studies is that Marsilius cannot be properly understood without contributions provided by Islamic philosophers like Al Farabi and Averroes. Despite awareness of Averroistic influences on the thought of Marsilius through mediation of Latin Averroism, it should also be ascribed essence to the studies attending the influences of Al Farabi on “Defensor Pacis”. In the next section, it is to be discussed which aspects and features of Marsilius’s “Defensor Pacis” bear traces from Islamic philosophers, particularly from Al Farabi.

5. MARSILIUS AND ISLAMIC PHILOSOPHY: INFLUENCES-SIMILARITIES-ORIGINALITIES

It is to be studied in this section the similarities between Marsilius and Islamic thinkers, particularly Al Farabi under sub-headings social classification, foundation-structure of the state, the character of the legislator and relations between religion and state in respect of the positioning of the clergy. Further to and besides the similarities, it shall also be taken into account/presumed existence of originalities specific to Marsilius and it shall be discussed the influences of Islamic thinkers on Marsilius.

5.1. SOCIAL CLASSIFICATION

Primarily, if we are to compare the comments of Marsilius about the basic groups/elements/strata constituting the social community with the classification made by Al Farabi, we see that the Paduan philosopher refers to essentially six divisions of professional groups, each covering certain specific requirements in a competent society. The first and foremost of such divisions is the governing class supervising justice and equity to avoid/prevent any conflicts which might arise between people or adjudicate them and enforce power as and when required. This social duty nominated as judicial element is materialized in the person of the prince. The segment coming thereafter is the military group formed by soldiers to fight externally against the enemies and internally against rebels. Clergy is in the third position. Their task is not to make laws or take in possession of and appropriate/enforce the truth but rather to ensure spiritual well-being,

training people under highlights of the fundamental principles of the Bible by designating what to do and what to refrain from doing. Whereas the other social groups comprise of artisans, fiscal officers and farmers (Ağaoğulları, 2019: 281).

Whereas it is seen in Al Farabi (1997) that social classification of the state comprises of five stages. The first one is the administrative segment governing the state, referred to “efadıl”. These are possessors of wisdom/actuality who are capable of distinguishing right from wrong by implementing their cognitive skills and power of judgment, acknowledging property as is (kema hiye). The second segment is “zev’il elsine” in other words masters of the tongue/language. They excel in their dominance in fields like a euphemism, Islamic law, rhetoric, poetry and elocution. They are assigned to educate and instruct the commoners/people. The third segment is “mukaddiran”, in other words, those excelling in fields such as arithmetic, accounting, geometry, astronomy. Whereas the other two segments are the soldiers assigned to defend the country and preserve domestic peace and order, in Al Farabi’s words “mücahidan” and tax assessor ”maliyyan”.

As seen, other than a few minor nuances, there is not much of a difference between the two thinkers in respect of classification.

5.2. FOUNDATION-STRUCTURE OF THE STATE

Regarding the character of the state, Marsilius considers the state in essence as a composition of such profession groups mentioned hereinbefore. Marsilius developed a political theory with the state as its foundations departing from an Averroist natural philosophy. In this theory, the entity appearing as state or civitas is based on a perfect and self-sustaining community model. Accordingly, a good living discovered through wisdom and practical experience has reached the limits of perfection under the name of the state and matured within premises of al madinah/the city (Lorca, 2008: 6). Because this is the minimum condition for living together in peace. Thereby it could possibly be stated that Marsilius is/was a follower of comments by Al Farabi-Averroes. Marsilius responds to the question why people are required to live in a state-civitas, from the nature of mankind composed of antagonistic elements. According to him, when people are to live together in their “natural states” without any state of their own and standard laws, there arises deep disputes and arguments rendering impossible to live together in harmony. If these are not regulated by laws and equity norms, they lead to war. So, says Marsilius (2005: 19-20), we are in need of equitable laws and an authority that shall legislate and preserve/maintain such laws. In other words, the society shall break apart if we lack laws, judges and a state. Although these thoughts/ideas are comments/remarks ascribed to Hobbes and identified

with him, it should not be forgotten that Marsilius lived a long time before Hobbes. What could be the origins of these types of approaches of Marsilius? When asked the foregoing question, possible influences of Islamic thinkers on Marsilius become meaningful. Because these types of thoughts could be considered new for the Western world, they are extremely widespread and recognized amongst Islamic philosophers. Similarity of Marsilius in this respect with Al Ghazali for example is striking. However, as stated by Black as well (2008: 52), it is in need of further investigation to determine whether or not Marsilius owed all of these to Al Ghazali or whether or not Al Ghazali and Marsilius were nourished from the same source.

Although it is possible to derive such pattern of thoughts pertaining to the origins of state from Augustinus, they were ideas that Europe of those times was not accustomed to. It was/is a widespread thought amongst Islamic communities to see conflict as a basic character of human nature and the society in general and consider the state as a mandatory instrument to overcome this conflict. In other words, these are arguments towards the origin and legitimacy of the state not yet discussed and endogenized by the West, while for the Islamic world they are utterly familiar (Black, 2005: 19-20).

Argumentation by Marsilius regarding origins of the state is similar to the approaches/paradigms of Islamic philosophers. Al Farabi (870-950) and Averroes (1126-1198) ponder than mankind possesses varying natural skills. Al Farabi defends that people are produces not solely of their own specific nature, but also of acquired habits/routines like art and tastes/inclinations. The result he is deriving these theses is that all people in a city should deal with a profession that is most convenient/suitable to their nature. This sort of job distribution has compelled people to live in a community of wider extent. Al Farabi-Averroes are emphasizing on job distribution as a result of such a requirement and due coordination of natural skills amongst men. Social community is constituted by conglomeration of various profession groups. These Professional groups are the founding mandate of both social unity as well as the state itself. They exhibit their own presence prior to the establishment of the state. In other words, they are antecedents of the state and constitute the grounds on which the latter would be formed. Thus, it could be stated that their existence is independent of social order and formation of the state as a compulsory requirement. In Al Farabi's words (1997) "virtuous city" (medinetul fazila) resembles a wholesome and perfect body. Similar to such a body, city incorporates organs performing diverse functions. "Organs" within a city move and act in harmony and under a specific order. Likewise, Marsilius (2005: 21-23) considers these, just like Al Farabi, functional elements of the state as social groups. With the purpose of

positioning the political power autonomous from the church, he inquires the origins and structure of the social community that the political power/government is erected on. Basic motive driving people to live in a city is the requirement to fulfill varying needs. Therefore, people living naturally in the form of a community pass through the stages of family and village, arrive at a political community (*civitas*), a form of competent society (*communitas perfecta*) where all requirements are met in full. Such competence is nesting all necessary elements and thereby making possible not only living/existing, but a good pattern of lifestyle as well. Which in turn, is possible upon production of everything by separate professional groups and exchanging the same thereafter (Ağaoğulları, 2019: 280).

Yet another Islamic thinker Nasreddin Tusi (1201-1274) is pondering similarly that when diversity of passions and ideas is taken into consideration, each and every desire corresponds to a unique occupation. According to Tusi (2007), for men it is of essence to select and be engaged with occupations most befitting and convenient with their own nature/skills/tendencies to fulfill and satisfy their own welfare and prosperity. As an innate character element, man is civil (*medeniyyun bittabi*). It is not possible to sustain with its existence without mutual assistance/cooperation. Mutual assistance is based on serving some by some others and taking from some and giving to some others without disturbing equilibrium, equality and commensuration. Thereby, various professional groups become meaningful in a city/*civitas* environment since they are in need of one another and they would end up insufficient/incomplete on their own. Whereas the policy/decision maker organizing and coordinating all of these professional groups and positioning each and every one of them on its/their ontological grounds is the divine wisdom. Tusi considers that diversity in skills, resources/facilities and tendencies and mutual dependency/indigence constitutes the cause for socialization. According to him, if everyone had been created of the same nature and had tendency for the same arts and crafts, the relevant community would be perished. To this end, divine wisdom has desired each person to be created with a different nature/character trait, each and every one of them to be interested in different occupations, to deal with diversified engagements.

Similar to the Islamic philosophers, Marsilius (2005: 21) too defends that the society could be deemed as advanced/competent only when formed as an integral whole. Because according to the Paduan thinker, man is born naked and unarmed. Thus, each and every one of us is created in need of the skills of others due to the fact of being born short/deficient. Since we cannot acquire any and all requirements we are in need of on our own, it is unavoidable for us to live together. Marsilius also refers to the fact that job distribution would be dividing the society into different profession groups

and these shall be constituents of the state. He is the first person in the West to verbalize the foregoing (Black, 2008: 53).

5.3. HUMAN LEGISLATOR

Similarities between Al Farabi's legislator and Marsilius's legislator are likewise striking (Quillet, 1979: 108). Marsilius's (2005: 22) human legislator is reminiscent of Al Farabi. Such person is the supreme ruler deciding who is suitable for which task. This is the authority deciding for the social positions, members of various profession groups – which groups are also the building blocks forming the state – clustered within any specific community. From Marsilius's viewpoint, profession groups represent the grounds on which law and state are erected. It is worthwhile pointing out that Marsilius is the first Western thinker who saw state as a composition thereof (Black, 2008: 53).

In the thinking of Al Farabi and Averroes, human legislator appoints and assigns individuals in compliance with the status groups and in accordance with their respective professional tendencies. Here, Platonic interpretation filtered and refined by Al Farabi passing the same from the melting pot of Islam is on stage. In other words, this could be handled solely by a “prophet-sultan” capacity requiring an innate cognizance of people. Statement reading “Eflatun-i İlahi (Divine Plato) clad in prophet’s coat” summarizes Al Farabi’s righteous and wise statesman seeing everything thoroughly and properly (kema hiye). Likewise, executor/human legislator of Marsilius is in this respect the authority. Task incumbent on him comprises of seeing who has a tendency for which skills/capacity and direct such person to the profession most befitting his own nature and competence. It is noteworthy to point out here that Marsilius comments the statesman who is not from the clergy (klerikus) would also be deciding who is to become a priest from birth. As Marsilius was acquainted with Plato’s “Republic” only in parts, it is rather hard to say that he acquired these directly from Plato. And there is no reason at all to state that he is indebted to Al Farabi for these types of remarks (Black, 2008: 54).

Similar to the Islamic philosophers, Marsilius thinks that turmoil and conflicts could be overcome by laws. Here, it can be said that for Marsilius the human legislator is of secondary essence. Westerners thought in general that people initially determined and set forth a human legislator, which is followed by the law. That is, the priority was not actually in the law, but rather in the person of the human legislator. This was later the viewpoint of Hobbes as well. The idea that conflicts could be avoided by the laws dictated under the oppressive authority of the hegemonic power was prevailing. Marsilius changed the order of law-human legislator. It is

worthwhile inquiring further whether these are thoughts original to Marsilius or whether influences of Al Farabi are at stake (Black, 2008: 55).

5.4. RELIGION-STATE RELATIONS

Marsilius aims to alter the relations between Church and State, between Pope and Emperor. Although general comments of Marsilius concerning church and state are specific to the West, they also bear striking traces from the Islamic religion-state model. The Paduan expressing that turmoil and conflicts in any state have various reasons similar to an illness, points out that causes leading to revolutions (*statis*) were handled by Aristotle in a detailed manner, yet there exists a very important reason not known to him, which he could not possibly have known. According to him, this cause is the Papal doctrine that in the past gave rise to the collapse and fall of the Roman Empire and sustaining helplessness at present on several states. Marsilius assesses the Pope claiming rights over political governance as a major disaster (cited by Ağaogulları, 2019: 280).

“I am standing before you as the herald of truth to reveal and expose the lies of bishops and calling out to you with all my might, to you the kings, princes, commoners, peoples of all tongues: Do you not see that this Roman bishop is granting himself governance authority over all princes, all kings. Could it be considered a vermin that is more dangerous and harmful for the convenience, welfare and merriment of mankind than this?”

Marsilius refuses any superiority to the clerical authority compared to the civilian authority. According to him, the duty of clergy comprises merely of using such powers granted by Christ to govern the divine. And who would be selected as priests is an extension of the political principles regarding job division. The basis for diversity and unity of the city is the scale of different competencies displayed by the people. Such diversified capabilities act through their asymmetrical features as components of an integrated whole/an organism. While people are not allowed to decide on their own free will as who possesses which skills, so to which profession is required to be directed. At this point, will power of the prince is introduced, assigning each individual to such profession befitting his nature. Thus, priests as well become a part of the profession groups appointed by the prince and obligated to carry out and perform a specific function (Springborg, 2016: 357). Church or the Pope should not claim any right over the political power. Further, clergy constitutes just one of the social segments like all other profession groups. Here, religion is a social institution rather than a political one. The church is not positioned superior to the social community but within and inherent to *civitas*. To this end, the church is included in the realm of authority of the social political authority, in other words the prince (Ağaogulları, 2019: 281). Thereby, Marsilius of

Padua could be deemed as the pioneering name of political theological paradigms where religion is subject to the state, already widespread amongst Moslems yet started to be recognized/discussed by Western political thought through Thomas Hobbes (Black, 2008: 51). Because as referred to hereinbefore, in his pattern of thinking priesthood is processed as a rational concept. Essentially, priests are just instructors. They are entitled to neither legal/legislative nor judicial/jurisdictional authorities/powers whatsoever. Their basic tasks comprise of imposing/indoctrinating a salutary doctrine in respect of the other world and instruct/teach people such religious principles currently believed by the social community. Thus, priests comprise merely of a pedagogic sect like all other instructors acting in the name and on behalf of the common wealth. They are equipped with neither undisputed authority nor any founding role over legislation or jurisdiction (Ağaoğulları, 2019: 278).

Thoughts of Marsilius concerning relations between human legislator and clergy could be summarized as follows (Lorca, 2008: 6-7):

In any state, human legislator is all or a substantial majority of the citizens.

Roman bishops are not allowed to act beyond authorization granted by the human legislator. Sanctioning power is solely on part of the human legislator. Clergy have neither any authority towards legislation nor any power regarding judicial enforcement.

Bishops are not entitled to decide that certain people are heretics (religiously deviant) and sanction/punish the same (this is a clear and outward objection to the ex-communication power of the church).

Bishops are not allowed to decide who shall be performing which profession, in which profession group they are to be included. Such an authority belongs to the priest representing legislation in person.

6. CONCLUSION

Marsilius of Padua verbalized thoughts identified with Thomas Hobbes before Hobbes. Marsilius, holding faith that nature of mankind and social community is pro-conflict, defended that people could live and exist in peace only around a governmental organization and through coercion of laws that all are obliged to adhere to. According to him, people at their own “natural status” meant that they could at all times be driven to a state of war.

While Marsilius stated his opinions on state depicted as a compulsory way out from the status of nature/war, he at times posed ideas unusual and exception for his era. According to him, people are not able to meet all requirements for sustaining their lives on their own. To this effect it was necessary to exist various profession groups in a coordinated

manner. This could only be possible in organizations like “villages” and “towns” as incomplete social institutions but rather within premises of a civitas-state. Exactly like parts/limbs of the body, such profession groups would perform specific functions and enable functioning of a perfect organization. The only condition required therefore was primarily the presence of laws making possible co-existence in peace and tranquility. However, it was of crucial essence who would be the members of the profession groups constituting the foundation of the state and antecedents thereto. According to the Paduan thinker, it was the human legislator as the authority to decide who has a tendency to which profession, thanks to its competent character and dominant jurisdiction. Although such human legislator made reference to the entire people or a majority thereof, that was a power represented in person of the prince. Thus, such civitas states where everyone was engaged with occupations befitting its nature, consisting of profession groups and living in peace under sanctions of laws were prerequisites of both individual as well as political virtue. Further, yet another paradigm of Marsilius ultimately courageous and anomalous/eccentric for his time was regarding his approaches to the clergy. He was granting no legal or jurisdical authority to the clergy considered as one of the professional organizations summarized briefly hereinbefore. His legislating authority was the entity expressed as “human legislator”, a phrase charged with secular implications. Clergy was just one of those profession groups. Any hierarchical superiority of the same was out of question. Their duty could not be becoming a secular instrument for suppression and consequentially a policy-making focus. They were just a group assigned to assume spiritual taming of people and meeting such religious needs required in their daily lives. Thus, coding clergy as “politically neutral” against the civilian “human legislator” was amongst the most remarkable aspects of Marsilius doctrine. It was obviously valid for the Western world that these thoughts were not then known. These were of such character considerably known to the Islamic communities. This condition ascribed more meaning to the question for certain researchers “What could the resources of Marsilius outside the Western world? Researchers pointing out to the similarities between the scripture of Islamic philosophers and basic paradigms launched in Marsilius’s primary work “Defensor Pacis”, defended that such doctrines which could be regarded as new for Western thought could have been shaped and formed through the influence of Islamic philosophers. It was claimed that these approaches coincided particularly with basic political views of Al Farabi and Averroes.

It would be wrongful to deal with these as fictitious/tentative approaches. Primarily, the University of Paris, School of Art where Marsilius was educated being the epicenter of Latin Averroism, so to say, and almost all researchers agreeing on taking Marsilius as an Averroist thinker, all end up in considering that the influence of Averroes in the

writings of Marsilius as normal. It is likewise seen that particularly Al Farabi's "Medinetul Fazila" (Virtuous City) constituted a source/model for Marsilius. Thoughts attributable to Al Farabi like a man could only evolve and mature within premises on an "al Madinah"/city, communities outside cities are short/incomplete organizations, the state is based on coordinated profession groups, clergy are likewise included in such profession groups, the authority to decide for who would be equipped with a tendency towards which profession shall be the wise overseer coming to the forefront with its philosophical/intellectual quality are clearly similar to the approaches/paradigms in Marsilius's "Defensor Pacis".

Despite all of the aforesaid similarities, as expressed by Black (2008: 55-56) as well, these should not mean that Marsilius is a crypto Moslem. Neither should it be derived any result to the effect that Marsilius yearned to transform Europe into a form similar to the religious-political organizations of Moslems as a result of their own experiences. It would be more reasonable to interpret what he attempted to do as taking into consideration the thoughts and ideas of Islamic philosophers and convert these into fruitful resources under conditions of his native country. Taking into consideration that Marsilius has also ideas specific to him, it is an indication that the relationship in-between is further beyond imitation. For instance, the idea of "citizens' organization" belonging to Marsilius is an original idea. Such an organization reflects the will power of a substantial majority of the citizens. It is derived as a result of elections or from the resolutions adopted by the general assembly of citizens. This body both elects legislators and dismisses them as and when deemed necessary. It is not quite possible to defend that these bear Islamic influences. It could be expressed that these are thoughts and ideas inspired by Italian city-states where the Paduan was born and brought up.

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CHAPTER IV

INTERCULTURAL COMMUNICATION

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INTRODUCTION

As societies become more global, acquiring an understanding of other cultures and customs becomes a necessity (Brislin& Yoshida, 1994: 28). In a global environment, the ability to communicate effectively can be a challenge. Even when both parties speak the same language, there can still be misunderstandings due to ethic and cultural differences (Matthews & Thakkar, 2012: 3). With the tremendous developments in communication; it is safe to say that intercultural contacts increased intensely. Intercultural communication, in the simplest terms, is the verbal and non-verbal interaction between people from different cultures. To understand intercultural communication fully, first and foremost, we need a closer look into culture and communication.

CULTURE

We can see in the literature that many important scholars, such as Lado (1957), Hall (1959), Saussure (1959), Vygotsky (1962), Chomsky (1968), Seelye (1976), Wittgenstein (1980), Quine (1980), Kramch (1988), Byram (1989), Hall (1959), Widdowson (1990), Adorn (1993), and Foucault (1994) piqued interest in studying and defining culture.

Like all living things, human beings maintain their existence by interacting with nature. Unlike other living species, only man puts his culture together in interaction with nature. Culture, consisting of tools and materials, values that sanctify these tools, forms of organization when doing businesses with these tools, methods of working and coordination of work, and explanations and beliefs aimed at the differentiation created by the division of labour among people, increases the effectiveness of human being against nature (Oskay, 2007: 1).

As we grow up according to our countries', regions', and even neighbours' rules and traditions, we develop cultural beliefs and values that will remain with us throughout the rest of our lives. How and where we live creates immediate perceptions about who we are and how we are likely

to behave. We are all familiar with the labelling and branding that are implicit in a statement, such as "Oh, you're from *that* neighbour (or *that* part of town)." It doesn't matter whether it is the best or worst neighbourhood or part of town; you've been identified by where you live. Almost everyone who lives in Dallas knows that if you are from Highland Park, you're from one of the oldest, wealthiest neighbours, with one of the best public school systems in the city. On the other hand, almost everyone is aware of what "being from the wrong side of the tracks" can connote. Of course our families, friends, teachers, experiences, and religious beliefs reinforce this kind of labelling and branding affect our beliefs and values as well. These things ultimately become part of every person's foundation no matter what culture we claim (Cotton, 2013: 4).

Sollon et al. (2012: 3) states, the biggest problem with the word culture is that nobody seems to know exactly what it means, or rather, that it means very different things to different people. Some people speak of culture as if it is a thing that you have, like courage or intelligence, and that some people have more of it and some people less. Others talk about culture as something that people live inside of like a country, a region, or a building-they speak, for example, of people leaving their cultures and going to live in other people's cultures. Some consider culture something people think, a set of beliefs or values or mental patterns that people in a particular group share. Still, others regard culture more like a set of rules that people follow, rather like the rules of a game, which they can either conform to or break, others think of it as a set of largely unconscious habits that govern people's behaviour without them fully realizing it. There are those who think that culture is something that is grand, something one finds in the halls of museum and between the covers of old books, while there are others who believe that true culture is to be found in the everyday lives of everyday people. There are those who cherish culture as the thing that holds us together, and others who deride it as the thing that derives us apart.

Each discipline has brought a different approach to culture and defined it from different perspectives. With the effect of globalization and developments in mass media, the interaction between cultures has increased, and culture has been one of the most discussed topics recently (Öğüt, 2018: 27).

Edward Twitchell Hall (1914-2009), one of the most important names in the domain of culture, approached the culture in terms of communication by saying "Culture is communication; communication is culture." In his book, *Silent Language*, Hall explained his thoughts on culture as follows (1959: 29): "Culture controls our life. Culture is not an exotic concept explored by an elite group in the south, but in an unexpected way, it is a mortar that shapes all of our daily lives. Culture is our behaviour that we don't think about because we assume that it is universal, or we

think it is unique to us." To Baumann (1996:2), culture is not a real thing, but an abstract and purely analytical notion. It does not cause behaviour, it, however, summarizes an abstraction from it, and it is thus neither formative nor predictive.

According to Güvenç (1991: 104), apart from what exists in nature, everything that man produces is culture. Culture also refers to cumulative civilization of a community or even entire communities. The way a certain society does business becomes meaningful with culture. Especially today, being the study domain of sociology and anthropology, culture has been the prominent element in interaction. Culture is learned, historical, and continuous. Culture is a social phenomenon and an idealized system of rules. Most important of all is that culture changes. As a product of the adaptation process, the components of a certain culture are harmonious, and it tends to form an integrated system.

For many of us, our first encounter with the strangeness of culture is with the different practices that can be found in different cultural environments. Cultural practices can be defined as ways of doing something which relate to particular cultural environments and may therefore be unfamiliar to newcomers. They concern everyday activities where there are choices about eating, washing, clothing, communicating, timing, surroundings, being together, and so on. It can also be defined as geographical or physical entity from which an individual derives a sense of cultural identity at a particular point in time. This could be anything from community to a notion of nation or civilization (Holliday, 2013: 27). As culture is everything mankind do, and it is created through communication, we need to probe them in the same context.

COMMUNICATION

Communication, in general, is the use of symbols to represent ideas so that meanings can be shared. Street signs, magazines, podcasts, conversations, weblogs, and books are all examples of communication. These forms of communication use some kinds of symbols-sounds, movement, or images- to represent ideas (Solomon & Theisis, 2013: 4). The usage of Latin word "communis" in the Western language show that communication derives from a word meaning partnership or community formed by analogues (Oskay, 2007: 8).

Communication is a requirement that emerges with the existence of human beings. The pictures drawn on the cave wall, the smoke produced by the Indians by lightning fire, and the tom-tom voices of the African natives are primitive methods used by primitive people to meet their communication needs (Yüksel, 1994: 9). Historians think people started communicating with speech at least 150.000 years ago (and possibly much earlier than that). By 30.000 years ago, they were communicating with

symbols, including pictures drawn on the cave walls. The first alphabet soon followed, and once people had an alphabet-and a way of creating words and sentences-communication really took off. Prehistoric humans used fire to send smoke signals-the earliest known form of telecommunication or long-distance communication. By 3000 B.C.E., most historians agree that some civilizations were using mail to send letters from place to place. Flash forward about five thousand years to the invention of electricity, telecommunication devices started popping all over the place. In the past quarter century, telecommunication has changed more than in all of history (Donovan, 2013: 9). When it comes to communication, it has always been the necessary condition for the existence of the man and the society. Without communication, it is impossible for mankind to maintain his own and social existence (Erdoğan, 2002: 17).

Human beings have always lived in society since the first periods of history, forming families, tribes, clans, and other communities. Communication is also required for people to live by establishing communities and to engage in production activities. Human beings both survived and reproduced existing social relations only through communication and interaction (Yaylagül, 2010: 12). At the same time, human beings contributed to the formation of culture and civilization in a multidimensional way by producing human, icons, and symbols. In this context, communication played a key role in the transfer of culture and made a great contribution to shaping the history of civilization (Anik et al. 2017: 46).

Communication is the exchange of information between two or more parties (Howard & Tracz, 1990: 1). It is the ability to transmit thought from one mind to another, bypassing all physical, mental, and emotional blocks (Read, 1972: 4). Communication is social interaction through messages (Fiske, 1990: 16). It is the act or process of sending a message from a source to receiver through a certain channel and with the participation of the noise element (Devito, 2004: 61).

To communicate with one another is a compulsive urge of human beings. There can be no mutual understanding without communication; mutual understanding is the core of human relations. Communication is like birth, death, breath, and wanting to be loved as a part of life itself. It includes both present and past information. Communication is effective when the shared message is understood with one another. There can be no communication if the information is not understood by the receiver in the same sense as it was intended to be by the communicator. The last century witnessed the rapid transmission of communication by electronic media which became possible due to the rapid advancement of sophisticated communication technologies. The information technology revolution has

transformed the communication-conscious human society into a global village (Rayudu, 2009:5), which has increased the significance of intercultural communication.

INTERCULTURAL COMMUNICATION

According to Bystrov & Yermolenko (2011: 15-16), to understand the processes and principles of intercultural communication, we should explain the terms "culture" and "communication." Culture is a notion taken from the field of anthropology. It refers to the practices and products of a particular group of people or society. Thus, culture is said to reflect a group's way of life, its customs and beliefs, its ideas, customs, achievements, and art. We may also identify cultures by national origin. Normally, a culture is fixed within a given time period, which may be defined broadly, e.g. "ancient Greek culture" or more narrowly "1980s pop culture." We may also speak of the culture of a specific segment of society, e.g. "youth culture," "working-class culture," "mass culture." The term "communication" refers to an action or activity. It is an exchange of information, ideas, or feelings that may occur between people, e.g. communication between teachers and students or between living things in general, e.g. ants have an effective system of communication. Intercultural communication, on the other hand, is evident from the term itself: It is the communication between people representing different cultures. The addresser and the addressee belonging to different cultures should be aware of the intercultural differences. Intercultural communication is often personal, occurring in a special context, when one participant discovers the cultural differences of other communicators.

Horan (1976: 26) also states, to understand intercultural communication, there should be a basic understanding of the terms culture and communication. Culture can be defined as learned behaviours of a group living in a geographical area-i.e. behaviours related to knowledge, values and beliefs, attitudes, religions, concepts of self and the universe, hierarchies of status, role expectations, spatial relations, time concepts, etc. Culture is a variable, ever-changing, gradually but continuously, and to further complicate understanding, there are individual differences within any given culture. Communication is, of course, the act of communicating—the act of understanding and being understood. Intercultural communication, therefore, is the act of communication when the message sender is from one culture and the receiver is from another culture.

Communication between people from different cultures is called intercultural communication. Due to the differences in perception, interaction, verbal, and non-verbal communication between individuals, the focus is on taking into account the characteristics of the source and the

recipient, such as knowledge, experience, and value especially during the encoding and decoding of the message (Gürüz & Eğinli, 2019: 27).

Intercultural communication approaches problems of interaction between people of different cultures in situations, e.g. daily life and marriage, family, commercial, and official organizations, etc. For this reason, topics, such as perception, stereotyping, acculturation and enculturation, cultural change and modernization, immigration, and cultural identity issues fall within the scope of intercultural interaction. Intercultural communication is interdisciplinary and its purpose is to understand and explain the communication between people from different cultures and to make predictions about communication processes. Achieving this purpose is only possible by examining and recognizing the cultures of the individuals participating in the interaction. Intercultural communication is an area of research and study of communication sciences, cultural anthropology, folklore ethnology in the description and analysis of local and foreign cultural systems, linguistic in the description and analysis of the verbal interaction, intercultural psychology, and intercultural pedagogy (Kartari, 2016: 56). Therefore, the phenomenon of intercultural communication generally refers to the mutual interaction and communication between members of different cultures. The phenomenon of intercultural communication with this content also points to how a difficult communication process will take place when the source and the receiver are in different contexts, and there is a more or less limited symbol sharing between them. Because intercultural communication operates as symbolic and interactive process of exchange between people belonging to different cultural communities, which also includes the quality of meanings (Jandt, 1998: 36, Kim, 2001: 17, Toomey&Chung, 2005: 39).

The content and psychological roots of intercultural communication are based on each individual's own culture. Belonging to a certain culture, speaking of the language of that culture, way of thinking, perceptions and behaviours are transmitted through culture-specific standards, and they become an important part of a person's identity. Considered in this context, the main purpose of intercultural communication is to understand and structure the communication between people who have different identities and personalities. For this purpose, intercultural communication is in the field of interest of many disciplines. Communication, anthropology, sociology, psychology, politics, history, literature, business, and international relations are the main areas in question (Önlü & Saran, 2019: 17).

Gudykunst (2000: 314) states that cross-cultural and intercultural are often regarded as interchangeable. They are, nevertheless, different. Cross-cultural research involves comparing research in two or more cultures (e.g. comparing self disclosure in Japan, the USA, and Iran when individuals

interact with members of their own culture). Intercultural research involves examining behaviour when members of two or more cultures interact (e.g. examining self disclosure when Japanese and Iranians communicate with each other). Understanding cross-cultural differences in behaviour is prerequisite for understanding intercultural behaviour.

DIFFERENCES AND INTERCULTURAL COMMUNICATION

Cultural differences among members of any group- be it multinational business team or an international family- are frequently the source of misunderstanding and can lead to conflict. With powerful techniques for resolving or at least reducing conflicts, scholars, and teachers from around the globe demystify the intricate and important relationship between conflict and culture. Because the fault lines that divide us as peoples and nations have become deeper, more raw, and more lethal in our nuclear age, it is essential that we enhance our understanding of conflict and its terrain so that we can navigate the physical, physiological, and spiritual chasms that threaten to swallow us, creative potential, and all (LeBaron & Pillay (2006: 12).

Difference is one of the foci of cross-cultural and intercultural communication research, and there are several approaches when it comes to theorizing differences in intercultural communication. The difference-as-problem approach views culture and difference in a static, essentializing way. This essentialist approach maintains that cultures have certain essence, without which they could not exist; a view that is both exclusive and excluding. An alternative approach to culture and difference is the dialogic perspective. Dialogic theorists' major interests include dialogue, self-other relation, dialectics, fragmentation, and resistance (Xu, 2013: 383).

As one of the central constructs in interculturalism, the notion of difference is employed to demarcate the cultural difference of the other. This process of the identification of the other is enacted according to parameters that focus on nationality, language, and cultural characteristics that essentialise cultural differences (Ferri, 2020: 409). Piller (2011: 16) defines culture as an ideological construct called into play by social actors to produce and reproduce social categories and boundaries in his book. To her, it must be the central research aim of a critical approach to intercultural communication to understand the reasons, forms, and consequences of calling cultural difference into play.

HISTORY OF INTERCULTURAL COMMUNICATION DISCIPLINE

The history of intercultural communication discipline as an academic field of study dates back to the aftermath of the Second World War and especially the Foreign Service Institute (FSI), which was

established in 1946 to train diplomats of U.S. foreign affairs unit. However, even before this date, many institutional developments in the USA revealed the need for intercultural communication skills and knowledge. As early as the 1920s, intercultural interaction began to be institutionalized with various language and academic youth education programs in the USA and Experiment in International Living established in 1932 and The American Institute of Foreign Trade established in 1946 (Sarı, 2004: 3). Leeds-Hurwitz (2010: 22) states that there are very few studies that examine the development and history of intercultural communication. To her, if we want to understand the emergence of this field, we must first examine the requirements that reveal these studies. According to Yağbasan (2016: 73), it can be said that the history of intercultural communication discipline began with the work of Edward T. Hall in the early 1950s. Institutional developments, such as FSI in the history of the discipline show that the type of information that can be evaluated under the title of intercultural communication serves the global goals of the USA especially after the Second World War. Until the 1970s, social scientific activity in the field developed within the framework of such expertise. Since the early 1970s, the discipline started to gain an academic character. After these years, we can see that the discipline has settled in an academic framework with undergraduate and graduate programmes, institute and research centres, specific publications, journals, scientific community, and organizations. This dynamism gained in the 1970s continued with theoretical studies in the 1980s. In this period, it can be observed that research that feeds theoretical discussions has also accelerated and accumulated. In the 1990s, practical and theoretical dynamics, such as globalization, cultural diversity, and multiculturalism started to enrich the realm. To Yağbasan, epistemic development of the intercultural communication discipline is in parallel with other disciplines within the social sciences. Intercultural communication studies have developed under the influence of the dominant paradigms in social sciences and communication studies. However, although the mainstream studies that can be evaluated within the positivist paradigm constitute an important corpus, it is difficult say that critical studies can develop sufficiently in the field. Studies that adopt hermeneutic and interpretative approaches have increased recently, and yet there are still a limited number of studies.

Although intercultural communication as a field of study has a relatively short history, it is very complicated as there are multiple disciplines and sub-disciplines involved with different trajectories in different parts of the world. Some scholars have worked outside their main field of study while many others have not and are much less familiar with developments in other fields. One's understanding of the field is therefore shaped by one's disciplinary roots and breadth of one's knowledge and experiences in intercultural communication research and practice. This

review is based on the belief that it is most helpful to have a broad, inclusive overview of the field (Jackson, 2014: 27).

INTERCULTURAL COMMUNICATION COMPETENCE

With the blurring of national and cultural boundaries in globalization, intercultural relations have been strengthened and turned more complicated. The globalizing world is characterized by interdependence and mutual penetration, where people from different cultures increasingly encounter with each other. When people engage in an intercultural dialogue or international trade, they are inevitably facing the challenge from communication barriers, such as cultural stereotype and prejudice, identity conflict, language deficiency, and the lack of interaction skills. Only through the acquisition of intercultural communication competence (ICC) can these problems be solved in the process of global interaction. ICC constitutes an indispensable capacity for people to survive and establish productive relationships in the globally interconnected world (Dai & Chen, 2014: 1).

It is especially important to enhance our intercultural communication skills as the world we live in keep getting smaller and smaller figuratively. As Rothman (2008: 15) states, a commitment to intercultural competence is not only a commitment to learning more about other cultures and to the development of culturally appropriate communication skills. It also involves the commitment to personal awareness, to personal growth, to understanding, and to unlearning (as possible) any biases, stereotypes, or prejudices. The complete elimination of all biases within ourselves will remain an elusive, though always worthwhile, goal to pursue.

In practice, the importance of ICC emerged from the time when human beings recognized the need to encounter "the other" with a different culture in interaction and to experience what it means to relate to "otherness." (East, 2012: 60). ICC is directly related to human understanding, tolerance of differences, self awareness, and keeping an open mind about things. Chen & Starosta (1999), Baker (2011), Bradford et al. (2000), Byram & Zarate (1997), Chen (1989), Kiet (2009), Sinicrope & Watanabe (2007), Zhaoa (2002), Hofstede (2011), Spitzberg (1989), Sercu (2002), Deardoff (2006), Mirzaei & Forouzandeh (2013), Atay et al. (2009) probed ICC in different contexts.

In their own culture, people usually know the behaviour that is expected of them and that is considered inappropriate, and this generally encompasses a small spectrum of possible ways of behaving. When people from different cultures meet, an individual's usual behaviour might not be appropriate for others, and they in turn might not react to behaviour in the way the person would expect. Thus, it is essential in intercultural situations

to be able to expand and adapt one's own repertoire of behaviour (Prechtl& Lund, 2007: 474). This is especially important for us to be able to meet the requirements of the 21st century.

CONCLUSION

Fundamental advances in information and communication technologies, as well as the imperative of innovation, are making communication across borders even more important (Clausen, 2006: 15). Many aspects of globalization are facilitated by the new communication technologies (Rogers E & Hart, W12 2002), which make intercultural communication more relevant as it is seen in the literature that it has been a subject to many studies from different fields; Colibaba et al. (2020), Köksal and Yürük (2020), Shuo (2020), Jing & Zhang (2019), Hochstaetter (2020), Wang (2020), Bailey & Gruber (2020), Pickerin (2019), Shliakhovchuk&García (2020), Jhaiyanuntana& Nomnian (2020), Liu & Zhang (2020), Shestopal&Silantjeva (2020), Koriakina (2020), Liu & Fang (2017), Montalbano (2015), Saras et al. (2016), Qian (2017), Evans (2017), Roth & Roth (1999), Senkbeil (2017). Because we live in a world, which gets smaller figuratively by the day, intercultural communication needs a diversity-based approach to be a successful process and understood fully.

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CHAPTER V

INVESTIGATING THE QUALITY OF INFORMATION: AN ANALYSIS OF DISCUSSION PROGRAMS ON TV REGARDING COVID-19 OUTBREAK

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1. INTRODUCTION

Covid-19 has been announced by The World Health Organization (WHO) on March 11, 2020. The world was shocked by the outbreak of the novel coronavirus Covid-19 in Wuhan province, China, and a couple of months later, life was dramatically changed after pandemics. As the World Health Organization (WHO) reported more than 118,000 cases were seen and 4,291 cases were resulted by deaths in 114 countries, within three months (Bavelve et. al, 2020). National governments in most of the countries have taken serious precautions to gear down the outbreak of the virus. Under these circumstances, the General Directorate of Public Health prepared The Pandemic Influenza National Preparedness Plan under the coordination of the Ministry of Health in the light of WHO regulations and suggestions in Turkey (Demirbilek, et. al, 2020, 489). A series of precautions followed the plan such as televising educative materials regarding Covid-19; 14-days quarantine rule was accepted for extern-visitors, social distance and dressing masks also came to our lives.

Within two months, precautions against the outbreak of the virus were started to implement for public places such as airports, bus stations, train stations, shopping malls, cinemas, theaters, barbershops, beauty salons/centers, and hairdressers so on. During the beginning of the pandemics, as a part of new normal daily life, the motto "Stay home and be safe" was adopted in order not to be alive without being affected by the virus. Turkish people watched the death rates on the scoreboard declared by the Ministry of Public Health, listened to Covid-19 stories of recovered patients on TV, and the next day, they returned to their daily routines. Even though the normalization process is implemented these days, pandemic danger still maintains its importance and national governments continue to control and take precautions against this threat.

Beck (1992, 23) states that risks such as those created by late modernity include radioactivity, which has been completely beyond human perception, but also toxins and pollutants in the air, water, and food as well as accompanying short-and long-term effects on plants, animals and humans. Based on Beck's definition of risks, Covid-19 can be defined as one of the essential risks for this late modernity. According to Beck (1992,75), risks are especially open to social definitions and can, therefore, be altered, dramatized, or minimized during the definition process. Also, the mass media, as well as scientific and legal professions have become more crucial for the definition of risks(Beck, 1992, 23). Turkish people socialized through their mobiles and spent time on social media. Yet, they frequently tended to watch TV to comprehend the new coronavirus and its effects on their lives during the Covid-19 pandemic. With the necessity for accurate information about the coronavirus, people head for following serious television programs.

Bavel and his friends (2020, 460) indicate that fear is one of the essential emotional responses during pandemic fear. According to this approach, feeling negative emotions and being over-anxiety in the face of the danger can be infectious. Appealing to fear leads people to change their way of behaving if they feel capable of dealing with the threat. On the other hand, when they feel helpless, they have defensive reactions (Bavelet et. al., 2020, 460). Bavel and his friends (2020, 471) offer a communication strategy that will have to balance between negative and positive feelings without triggering excessive feelings of anxiety and fear. Otherwise, people can be over-anxiety or they can underestimate the risk. Similarly, Beck (1992, 75) asserts that people may deny or ignore the threat as the danger grows.

At the beginning of the Covid-19 outbreak, Turkish media generated an artificial panic by exaggerating the effects of the disease and creating a brain fade over the virus information. This artificial panic resulted in two reactions to the coronavirus: over-anxiety or indifference. Evidence of this attitude can be seen in people's behavior of mask usage. While some people tightly abide by social distance and mask-wearing rule, others insist on not wearing masks even though they have to pay a heavy fine arising out of not wearing masks.

Another aspect of media truth was the quality of information during the coronavirus outbreak. Truth, fiction, opinions, and conspiracy theories were mixed up through the media and people had to sort out what was happening in reality. It is because some scholars enounced before "false messages about the Covid-19 spread faster than the virus itself" (Kulkami et. al., 2020, 235). When reviewing the literature in the media during the Covid-19 outbreak, it is seen that the concepts related to the accuracy of information such as "misinformation", "disinformation",

"infodemic" etc., are commonly discussed. Although misleading or false information on social media and its damage to public health were discussed in a vast majority of studies, the quality of information on mainstream media was left out. Turkish people followed the pandemic through the news on television.

People mostly preferred to watch television programs about coronavirus to gain information. Among these programs, conversation programs came to the fore in terms of providing information regarding the new coronavirus. The quality of information that is given by the media becomes more prominent during pandemic than the other times. In line with this importance of media, the quality of information was investigated through the conversation programs on television during the beginning of the outbreak in Turkey. In this research, 15 conversation programs on television were purposefully sampled according to pre-determined criteria between the dates from 31st of January to the 1st of April 2020. Cnntürk and Habertürk were selected for being serious news channels in Turkey. Data was gathered from youtube and analyzed in MaxQda 11 program.

2. LITERATURE REVIEW

Each outbreak is accompanied by a flood of information. Yet, there is also a variety of confusion and rumors inside this information. Kulkami et. al. (2020, 265) remarks the flood of false information is called "a tsunami of information". Besides, false information or misinformation is described as "infodemic" during the Covid-19 pandemic (Thomas et. al., 2020, 31; Allahverdipour, 2020). Infodemic is also defined as a problem during the outbreak in existing literature, which stems from sharing "misinformation" or "unintentionally false information" (Pennycook et al. 2020; Legido-Quigley et al. 2020; Garrett 2020; Mian and Khan 2020; Baines and Elliott, 2020). Recently, the Reuters Institute at the University of Oxford has declared that "reconfigured true information" may be essential to overcome the Covid-19 outbreak crisis (Brennen et al. 2020). Infodemic is not only a threat against accurate information but also a threat against public health that results in fear and panic. Dissemination of misinformation is linked with fear and uncertainty as well as the lack of trust in the health system and provides people with a false sense of security (Thomas et. al., 2020, 32).

In most of the recent studies, social media has been found responsible for infodemic during the Covid-19 outbreak (see Kulkami et. al., 2020; Zarocostas, 2020, Milan and Khan, 2020). Milan and Khan (2020, 1) state social media accounts and websites have no reliable evidence to prove their assumptions that the virus is produced in the laboratory. Nevertheless, it is claimed that the virus was produced in a laboratory in China throughout 20 million social media posts, although

scientists from multiple nations have examined the genome of COVID-19 and reach the obvious conclusion that the virus emerged in nature from an animal source.

Zarocastos (2020, 395) states that social media is infodemic due to easy access and the higher amplification rates of information. Considering the studies, it is claimed that social media will lead to mental health problems like anxiety, stress, and depression among people. Conspiracy theories, fake news, and misinformation have already increased during the Covid-19 pandemic. It has become difficult to distinguish scientific evidence and facts from less reliable sources of information. The information environment related to the pandemic highlights the significance of effective scientific communication. The media tend to report the number of infected and dead people rather than those who recover or experience only mild symptoms. Mass Media frames negative news that can trigger negative feelings of individuals. In this way, the media can lead people to neglect the health of others (Bavel et. al., 2020, 461).

In a similar vein, Ashrafi-Rizi and Kazempour (2020,1) draw attention to the type of information during the outbreak. Ashrafi-Rizi and Kazempour (2020,1) examined all media outlets that were produced and published during the coronavirus and classified the information under 11 titles: Valid information, comforting information, perplexing information, misinformation, disinformation, shocking information, contradictory information, doubtful (untrusted) information, progressive information, postponed information, confidential information. First, valid information is defined as applicable to others and is based on reliable scientific evidence. For instance, handwashing is approved valid information to protect from the virus. Second, the researchers observed that some of the messages include entertainment such as jokes and animations on coronavirus which decreases fear and anxiety. This kind of information is called comforting information. Third, Ashrafi-Rizi and Kazempour (2020,1) discovered that some high-level scientific information on coronavirus is being sent to the general public or adolescents with inadequate expertise, which may affect their fears of becoming even worse. Another type of information is shocking information which makes the recipients appalled. During the beginning of the crisis, it is believed that the virus is only spread from China to the world. Within the study, innovative information that leads to development is called "progressive information"(Ashrafi-Rizi and Kazempour (2020,2).

Ashrafi-Rizi and Kazempour also attached importance to two prevalent information types throughout the outbreak: Misinformation and disinformation. Ashrafi-Rizi and Kazempour (2020, 2) assert that disinformation differs from misinformation in the sense of being

intentional. Misinformation is primarily due to inaccurate knowledge or lack of information, whereas disinformation derives from the purposeful acts of its producers. This may rely on political, economic, cultural, or other purposes. The widespread fake news on the internet about the virus is seen as an example of “misinformation”. Although misinformation is unintentional, disinformation may have political reasons such as news regarding the President of the Iranian president and all his cabinet suffering from coronavirus (Ashrafi-rizi and Kazempour 2020, 2).

At the beginning of the coronavirus outbreak, scientists and experts frequently disagreed on the information about the virus and how to control the spread of the virus. Mask-wearing had been the hottest topic around the discussions about the virus. Some of the scientists underlined the importance of mask-wearing to protect against the virus, but some dissented. Ashrafi-rizi and Kazempour (2020, 2) defined this type of information as “contradictory information”. Ashrafi-rizi and Kazempour (2020, 2) coined the term "doubtful or untrusted information" for the information which is invalid and does not depend on any scientific evidence. The sentence that eating garlic can protect against the virus is used as an example of “doubtful information”.

Individuals prefer information that supports their current beliefs and they find it hard to obtain facts which may contradict them. Searching for the fact inside inaccurate explanations can be misleading for the people. People may fail to recognize biased, second-hand information from the content of mass media. The mass media have frequently suggested that Covid-19 can kill aged people, while it cannot damage young people. Therefore, science is distorted for the sake of spreading misinformation (Agholive et. al., 2020, 12-13).

3. METHODOLOGY

Qualitative Content Analysis technique was used for the analysis of the data in this study, where the quality of the information given about Covid-19 through the conversation programs was investigated. Qualitative content analysis supports to define and explain a case systematically and objectively (Schreier, 2012). The success of qualitative content analysis lies in-depth examination of the researched case by using categories, concepts and coding to make the available information more comprehensible (Hsieh & Shannon, 2005). A content analysis, which is frequently used in media research, enables the analysis of the interviews and texts on concepts, titles or topics from an inductive perspective (Jensen, 2002, 247). Qualitative content analysis is based on interpretation of media texts (Patton, 1990, 5).

According to Creswell (2009, 187), the categories of research can be carried out on the concepts emerging in the theoretical framework, as

well as the concepts to be obtained from the analyzed data. In the study, the valid information, misinformation, contradictory information and disinformation categories, which are the types of information related to the quality of the information in the epidemic discussed in the theoretical framework, were used in coding.

However, it was decided in the analysis section which information types would be evaluated under which category. The main reason for the use of qualitative content analysis in media research is that it can reveal the frequency of a theme or word in the text. This process includes different processes such as comparing categories, identifying themes for or against one, and conceptualizing the elements that make up the meaning of the text (Jensen, 2002, 247).

Since qualitative content analysis requires in-depth analysis and takes time, it is preferred to take smaller samples from the examined media texts. According to Patton (1990, 169), purposeful sampling can be taken from a single data (purposefully sampled). In the quantitative content analysis, the power of the sample taken is expected to represent the universe randomly and statistically, while in the qualitative content analysis, the sample is not expected to represent the universe. In this regard, while the quantitative content analysis includes tables and statistical ratios in which the sample is calculated according to the size of the universe, the best answer to the research questions of the sample and more information can be obtained in the qualitative content analysis.

In qualitative content analysis, sample types are not the same as quantitative content analysis. In qualitative content analysis, one of the convenience, purposive and snowball sample types can be preferred (Higginbottom, 2004; Creswell, 2013).

In the study, purposeful sampling technique was preferred because it was desired to choose among the publications focused on the "coronavirus" and "pandemic" process of the related publications in line with the research questions. In the purposeful sampling technique, the researcher determines some criteria in determining the sample. Two basic criteria were taken into account while taking the sample. The first was the date range published by the programs, and the other was the medium in which they are broadcast. In the study, the range is chosen starting the date when the first conversation program was made in Turkey after the first coronavirus chosen in Wuhan to the processes when strict measures were taken in Turkey due to coronavirus. Secondly, conversation programs on Habertürk and CNNTürk channels were included in the framework of the sampling since they were mostly followed in Turkey and regarded as the serious news programmes. Since the web pages of the news channels were constantly updated, programs previously broadcast on these two channels

were accessed through YouTube. Another reason for attempt to reach through YouTube was to see how much the conversation programs are watched in YouTube.

The sample of the study consists of discussion programs released on HaberTürk and CNNTürk regarding to the coronavirus and pandemic process between January 31st and April 1st on YouTube. In the relevant date range, 'coronavirus' and 'coronavirus discussion programs' were searched from the tab of YouTube interface. As a result of the search, a total of 25 programs broadcasted on both channels were found. However, 5 of the publications reached were not through the broadcasting of all programs, but by taking sections from interesting conversation in the program. However, when the publications were examined, it was determined that 5 of the programs included person stories rather than information related to coronavirus and were prepared to get opinions about what was going on abroad.

In the study, the aim was to study the quality of the information given about “pandemic” and “virus” rather than personal experiences. For this reason, 15 programs that were considered to be informative programs directly related to the subject were included in the sampling frame. Table 1 contains information about the programs included in the sample.

Table 1: Information about the selected programs for the study

	Name of the Program:	Date of the Program:	Channel of the Program:	Total Time:	Number of Views:
1	Tarafsız Bölge	16.03.2020	CNNTÜRK	3:14	74.011
2	Enine Boyuna	31.01.2020	HABERTÜRK	3:22	25.570
3	Tarafsız Bölge	11.03.2020	CNNTÜRK	2:51	148.056
4	Teke Tek Bilim	29.03.2020	HABERTÜRK	3:52	80.875
5	CNNTÜRK Masası	22.02.2020	CNNTÜRK	3:44	406.861

6	Tarafsız Bölge	23. 03.2020	CNNTÜRK	3:16	28.814
7	Teke Tek Bilim	08. 03.2020	HABERTÜRK	2:51	101.185
8	Tarafsız Bölge	18. 03.2020	CNNTÜRK	3:57	17.175
9	Nasıl?	02.02. 2020	CNNTÜRK	2:58	147.362
10	Türkiye Konuşuyor?	27.02. 2020	HABERTÜRK	1:40	16.508
11	Türkiye'nin Nabzı	09.03. 2020	HABERTÜRK	2:08	97.695
12	Nedir? Ne Değildir?	26.03. 2020	HABERTÜRK	2:19	12.321
13	Gece Görüşü	19.03. 2020	CNNTÜRK	3:34	15. 391
14	Akıl Çemberi	31.03.2020	CNNTÜRK	3:52	12.777
15	Açık ve Net	15.03.2020	HABERTÜRK	48 minutes	735.179

A total of 40 pages of text were deciphered after watching 15 conversation programs included in the sample. Deciphered texts of each program were coded in MAXQDA 11. According to Ronson (1993), determining the review unit is one of the most important factors that will determine the reliability of content analysis. The investigation unit can consist of a letter, word, sentence, paragraph or page. The sentence was chosen as the examination unit for the study. A reading was carried out according to the relationship between sentences in order to deduce meaning and to determine categories. The analyzed sentences were first analyzed according to the main codes, and were subjected to analysis for

the second time according to the sub-codes that emerged as the research progressed.

In total, 603 sentences were included in the coding process. In qualitative research, coding can be either determined according to the results obtained in the previous literature review, or extracted from the examined text. In the determination of the main codes, the "misinformation" and "disinformation" codes mentioned in the study on the "valid information", "contradictory information" typologies (types of information) of Ashra r- rizi and Kazempour (2020) were determined. The information provided by the expert guests regarding the epidemic of coronavirus and Covid-19, the ways of protection, the measures to be taken, the solution suggestions about what the state, the citizens and the media should do were examined under the code "valid information". The program texts were examined under the code of "contradictory information" considering that controversial issues might arise in a new subject such as Covid-19. It was observed in the conversation programs that the issues that were misunderstood by the public or caused rumors among the public were made an item of agenda. Issues that were controversial in social media were discussed under the code of misinformation. It was observed that "conspiracy theories", which could also be seen as disinformation, took place before and after the announcement of the Covid-19 pandemic.

4. FINDINGS

It was observed that 4 of their programs were intensively on air before March and the others were on air in March. The most important reason why the situation appears is to be so lies in the fact that the first Covid-19 case was first observed in Turkey in March and many strict measures such as closures of schools and community areas and bans on going out were taken and implemented in this month for the purpose of stopping the speed of pandemic. Regarding Covid-19, 4 information typologies were determined: "valid information", "contradictory information", "misinformation" and "disinformation". When assed the programs, it was explored that the most used information type was valid information, which is valid and correct information regarding coronavirus and pandemic. Even though, the most common type of information was valid information, the second most common type of information was disinformation due to conspiracy theories, which is followed by misinformation consisting of false or misinformation. Regarding the complexity of using language in the programs, it was revealed that except for two programs, experts preferred to use simple expressions to describe the virus, in order to use intensive statistics or a medical language. Though, public could manage to understand the language speaking among the guests.

When the programs evaluated, it is seen that some of the guests expressed their personal opinions and guesstimated about the virus, even though they did not possess specialization on the viruses. Because of this situation, experts in infection diseases and the other guests frequently confronted in the programs. The subjects of the expert guests disagreed were evaluated under the "contradictory information" information typology. In particular, it was observed that there were different opinions about the mask and vaccine. It was identified that the opinions about mask-wearing before no virus detected in Turkey changed after the spread of the virus. In previous programs, the mask was considered compulsory only for healthcare professionals, while it was observed that all citizens were recommended to use the mask in the following programs.

4.1. VALID INFORMATION

When the texts were examined, it was seen that accurate and valid information was presented in 96 places in the conversation programs. This information includes information about the structure of the virus, its origin, when and how it occurred, as well as which age groups were most affected by the virus, the spread rate and mutation of the virus. Coronavirus and pandemic was mentioned in 44 places. Another striking finding was about the spreading speed of the virus. All of the experts announced that the virus was faster than that of Sars. Yet, the mortality rate is 2%, while it was 10% in Sars.

Expert guests have been shown to make recommendations to stop the Covid 19 outbreak. When examined, it was found that expertise guests made suggestions in 73 places throughout the programs. It was revealed the suggestions consist of recommendations to government officials about how public transportation should be or arranging social distance in public places, as well as to media organizations to release public spots about the virus on TV. In similar vein, the importance of early diagnosis of cases was emphasized to stop the pandemic and break its power in the programs.

Citizens were also warned about the virus and the protection ways were demonstrated by the guests in 49 times throughout the examined text. In this context, citizens were offered measures such as keeping social distance, not being in very community areas, washing hands frequently and washing hands upon a contact with a place. In the programs, the most discussed topics were the shopping bags, the cleaning of the food in the bag, and what to do during the purchase of the cargo from the outside in order to be protected from coronavirus. Science Board members representing the Ministry of Health were also invited to the programs. The members of the Scientific Committee stated the measures taken by the state to stop the Covid-19 pandemic. Throughout the texts, measures taken by the state mentioned in 23 places. Among these effective measures to

prevent the spread of the virus, such as quarantine for those who came from Umrah and abroad for 14 days were existed. The information provided by the Scientific Committee was accepted as valid information of being accurate and reliable sources of information in the study.

Scientific Committee Members, invited to the programs, emphasized that there were no ways to eliminate the virus because of the absence of vaccine and it could be transmitted to everyone. However, the state took measures to prevent its transmission to everyone at the same time. According to the Scientific Committee, there is no health care system that can deal with a large number of patients in hospitals not only in Turkey but anywhere in the world. Nevertheless, it was highlighted that there were empty hospitals for the pandemic in Turkey, and there would be no difficulties in relation to staff, intensive care units and supporting units. Scientific Committee Members, often joined conversation programs and provided information on the current situation of Turkey and the actions to be taken during pandemic. It was shown up that Scientific Committee Members also endeavored to validate inaccurate information which was spreading among the people in the programs.

Throughout the programs, another important issue was the definition of the cases and the number of the tests. It was explored that the importance of determining accurate case definition and increasing the number of tests were encountered in 35 places through the examined texts. The claims about inaccurate case definitions and having inadequate test kits were denied by the Scientific Committee Members in the programs. They underlined that case definitions differed according to the emergence of the first Covid-19 case in Turkey, before and after. They frequently emphasized that Turkey could produce its own test kits and only the test kits which could give results fast were supplied from China. Two important pieces of information about the test kit were discovered from the analysis of the texts. First, the public was informed about the PCR test, which provided reliable results but for a longer time the rapid tests from China. Second, the information was shared with the public that there were no PCR tests in places other than those foreseen by the Ministry of Health and unauthorized tests made in some private hospitals were rapid tests.

Among the selected programs, only 2 of them were about human psychology during Covid 19 times. This might be stem from the priority of the information on Covid-19 outbreak and the virus, though the media might give place human psychology during pandemic times as well as giving place to conspiracy theories. After the two-day curfew was announced the day before, people had panicked and run to the markets. The panic was showed the importance of producing a program including the psychology of the society. Psychiatrists, invited to the programs, stated that fear spread faster than the virus on the social psychology that went

shopping in panic. Among the programs assed, it was seen that only 1 program was addressing the psychology of children and young people. Even though, the psychology of young people had become more essential, in particular after the announcements of curfews they stayed at home and isolated from their friends and schools.

4.2. CONTRIDUCTORY INFORMATION

When the conversation programs were examined, it was seen that scientists disagreed on different topics. There were conflicting opinions about the topics such as wearing mask, vaccination against the virus, the life span of the virus and its durability in the air, the way how the stop virus spread, and reliability of WHO and qualification of scientist. Conflicting views occurs 82 times in the programs. Wearing

Masks and the infection way of the virus were the two most mentioned topics in the conversation programs. Through the analysis of the texts, wearing masks were mentioned in 27 places, where the infection way of the virus was mentioned in 14 places. One of the striking finding from the analysis was that expertise guests were not recommended wearing mask before 25th of March but after this date, they strictly recommended wearing mask when they were at public places. Regarding the issue of wearing masks in public, expertise guests stated negative opinions in 18 places where positive opinion in 9 places.

The vaccination issue was another conflicting issue. When examined, expertise guests presented a negative opinion in 17 places, whereas positive opinion in 10 places. One of the crucial ways of the protection of the virus is to be aware of infection ways. Despite, it is discovered that confusing information was presented in accordance with the infection way of the virus. Throughout the texts, expertise guests expressed that the virus would contaminate through air, feces, food and beverages, but mostly (in 12 places) the virus was infected through droplets. Some of the experts claimed that the virus remained in the air for 3-4 hours and for long hours on the solid objects, while infection and microbiology experts indicated that it would remain for 6 hours and would be enough to leave the clothes in a separate room for one day. In the booklet published on the website of the Ministry of Health, in parallel with the second opinion, it is informed that the virus is not very resistant to the external environment in general. It is noticed that it loses its activity in a few hours on inanimate surfaces, but the duration of contact is also important in keeping the virus alive (Covid-19 SARS-Cov-2 Infection General Information, 2020).

Regarding to the contamination of the virus, Scientific Committee Member underlined that protective measures have been taken as the virus infects the people through the air while entering the patient's room, from

the first emergence of the Covid-19 case in Turkey. They added that precautions had been strictly implemented for the healthcare professionals who were in close contact with the patients. Additionally, The Ministry of Health also included the information that the virus was transmitted by droplets in its published booklet (Covid-19 SARS-Cov-2 Infection General Information, 2020).

The second controversial issue was the quality of the expertise which was argued in 15 places in examined texts. It is seen that apart from the expertise of medicine, the other field expertise invited to the programs. Therefore, scientist and non-scientist experts came across on conspiracy theories.

Scientists emphasized that nothing without evidence could be alleged, therefore these claims were groundless. In addition, it is seen that screen-face guests, who produced alternative methods, were also invited to conversation programs. In terms of the specialization field of the guest, only 19 of the 60 guests were working at infection diseases and microbiology. 14 of them came from different branches of medicine. And the others were journalists, researchers and economists.

The last controversial issue was the reliability of the World Health Organization (WHO). It is claimed that World Health Organization (WHO) lost its reliability because it was too late to report the pandemics by some of conspiracy theorists. Contrary, the guests who have expertise of medicine indicated that WHO was one of the most reliable institutions and saved people by vaccinating them against Ebola, which was a trouble for humanity in 1970s and killed 44% of the world.

4.3. MISINFORMATION

Misinformation is discovered as another type of information throughout the programs. Misinformation was found in 89 places in the coded texts. Misinformation exists in two ways in the texts. One of the emergences of misinformation stems from the comments of the expertise guests who were invited to the programs. From the analysis, it was found out that some of the guests from different branches of medicine presented their personal idea as accurate and valid information about the virus. The second occurrences of misinformation arise from rumors among people, emerged as false or inadequate knowledge information. Drinking sheep's head and foot soup, gargling with salt water, swimming in the sea, spreading laurel leaves on the mask, drinking vinegar, and having Turkish gene were suggested to protect from the coronavirus by the experts. Another form of misinformation consists of hiding the real number of cases and tests, spreading the virus through money, infecting the virus from pets and losing its effect with the warming of the air.

In the selected period, social media was the source of claims, especially those that the number of cases and tests did not reflect reality. Based on the research, it was determined that the information that emerged as misinformation had some common features. First of all, there is no valid, scientific and data-based evidence of this information included in the conversation programs. Second, this information is based on the personal comments of the participants. Misinformation has the feature of being a very dangerous type of information, especially in times of crisis. This confusing information is not only an obstacle to reach the truth, but it also makes people more terrified while facing with an unknown situation.

4.4. DISINFORMATION

When the Covid-19 pandemic began to severely affect America, American President Donald Trump claimed that he could not understand how, but China found and spread the virus. Just like supporting this assertion exactly, it was seen that the topics under the title 'Is the virus a biological weapon?' were discussed. While misinformation expresses unintentional false or incomplete known information, disinformation is the production of information deliberately manipulated for the purpose of supporting one side. In similar vein, the claims of biological weapons according to coronavirus were approved as disinformation in the study. With this research, it is brought out that "disinformation" code was the most frequently used code among the examined codes. Disinformation was obtained in 98 places throughout the examined texts. Covid-19 pandemic was a biological weapon used by global powers was voiced in the programs. The claims on the virus as a biological weapon are based on the argument that it is a production of advanced technology in Wuhan, where important laboratories of China and the world are located. As the theory, global powers compete with the American government and even one of the aims of Georgia Guidestone monument in America is to decrease the world population. As it was seen, guests combined different arguments such as global epidemics, biological wars, global currency and wars, the disintegration of the EU, the pharmaceutical industry, Hollywood films, coining Wuhan as the symbol etc. to strengthen 'biological weapon' theory. These claims were refuted by other experts who participated to the programs. Even though, the programs on conspiracy theories was the most viewed programs on you tube channel among the other conversation programs during the selected date.

5. CONCLUSION

Similar to the spread around the world, it was seen that the speed of information spread was faster than the speed of the spread of the virus itself in Turkey. It is discovered that the misinformation, transmitted through social media was also reflected in the discussion programs. It was

observed that citizens participated in the discussion programs by asking questions via tweeters and YouTube. Among the questions asked by the citizens, misinformation in social media was included. Therefore, one of the importance's of these programs can be seen in the correction of the information by the invited expertise guests. Informing the citizens correctly and transparently may prevent rumors among the public, as well as prevent panic and indignant situations. In this respect, when the quality of the information included in the programs examined, it is found that valid information, was the most common among other types of information. In contrast to social media, conversation programs reinforced the sense of trust to traditional media.

In democracies, one of the primary tasks for the media is to provide accurate information to the public and to ensure the truth of the information. In the analyzed period, it can be said that CNNTürk and Habertürk news channels kept the public's agenda and enlightened the citizens accurately through the answers of the questions about the virus to the expertise guests. However, the programs, entitled as ' biological weapon threat' makes artificial panic among the people. This artificial agenda, created by the media, also distracted the public's attention instead of providing accurate information about the new novel coronavirus. However, the 'biological weapon claims' were refuted by the scientists, the claims brought to the public agenda with the support of conversation programs. Public occupied with the conspiracy theories for a while, during the beginning of Covid-19 pandemic in Turkey.

Another essential issue regarding to the programs is the misinformation about the virus. Some of the information as sheep's head and foot soup, Turkish gene etc. against the virus misled the people. Citizens who did not watch the entire program and only saw the text on the screen perceived the headings covered misinformation as real. Media professionals should pay more attention in order not to re-produce misinformation while preparing and presenting a program in extraordinary times. The media is expected to be more sensitive to give accurate information to the public during the pandemic times.

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CHAPTER VI

TRANSITION TO POST-PANDEMIC WORLD: ISM-MICMAC ANALYSIS OF THE AFTER-EFFECTS BASED ON ANXIETY FACTORS

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INTRODUCTION

The concept of resilience was never understood better by awakening the new era of the pandemic, COVID-19. People were used to be resilient by the change of digitalization as they have already been working from home, e-shopping rather than physical shopping, or spending a significant amount of time at their homes where it is likely to be called our sacred places in this era (Taylor et al., 2020). Assumably, as the house is pathogen-free, it will likely continue to be a safe place for people as a new syndrome called COVID Stress Syndrome has emerged. This syndrome is identified with fear of infection, fear of touching surfaces or objects, avoiding foreigners as they might have contaminated COVID-related checking pessimist thoughts, and nightmares (Taylor et al., 2020).

On the other side, despite the lockdown, some sectors have never stopped, such as healthcare workers, food sector or municipal workers, etc. As is the release point of the pandemic, China has been subjected to be center of much research in terms of the psychological impacts of those worked during peak time (Tan et al., 2020, Wang et al., 2020, Li et al., 2020). Findings are generally posed that any precaution (hand sanitizers, masks) taken by the institution/company is associated with less psychiatric symptoms.

There are so many levels needed to be analyzed in this matter, such as Government, institutions/companies, individuals (workers, non-working stay home population-elder, patients, and children). The peak is in decline and the normalization period has started; the after-effects of COVID-19 are in question. Isolation seems detrimental, causing a psychosocial burden in society (Sim and Chua, 2004; Shigemura et al., 2020).

LITERATURE REVIEW

ANXIETY AS A CONCEPT

Anxiety refers to a situation that includes psychological, emotional, and mental distress, including anxiety, especially future events (Jackson and Everts, 2010). Anxiety is an emotion that has similarities between worry, fear, and delusion. An emotion is dominated by anxiety and fear, produced by something happening or not. Worry and fear are emotions that originate in certain ways. Anxiety is rather momentary, arises, and disappears. One can identify anxiety as the feeling of danger to the individual. These are emotional and observable reactions that lead to pressure and tension in humans, such as sadness, tension and anxiety, delusions, fear, rush, and restlessness caused by stressful situations.

Anxiety is the feeling of fear experienced without knowing what the problem is. There are negative emotions felt for unwanted situations that may occur over a possible future problem. Numerous events from the past have caused the individual to be anxious and continue to do so. Today's global epidemic (Covid-19) is also an important source of concern for today's people.

CONCERN ABOUT THE EMERGENCE AND SPREAD OF THE DISEASE

First of all, one can say that the blaming statements made by countries regarding the Covid-19 epidemic, which are not palpable and visible, reach all over the world almost every day through the media and continue to be an important source of concern. The mutual accusations raised between countries following the epidemic process and developments spread many unfounded claims feeding social tension and panic. It is witnessed that scientists are accused of incompetent and unauthorized unethical work and sharing from the countries and laboratories. How long China concealed the first case and how late it was to isolate has been a matter of debate, and it seems that the discussions will remain so on. It is claimed that Covid-19 was transmitted to humans by natural mutation. In addition, there are various opinions that Covid-19 was produced in the laboratory, then it got out of control and caused an epidemic, and even that this virus was spread to the world by someone

consciously. Among other theories, various studies and articles are shared by those who consume bat soup made from bats purchased from the Huanan Seafood Market in Wuhan city or spread from a snake species. (www.tuba.gov.tr)

All these posts cause people to worry even more about the disease's mode and conditions of infection.

AFTER-EFFECTS OF ANXIETY FACTORS

This epidemic brought some sanctions that need to be done at the individual level. Health sanctions such as social distancing, wearing masks, washing hands frequently, and hygiene are the main rules that everyone should do and obey. The necessity of being in social environments by maintaining a social distance of 1.5 meters and wearing a mask, understanding the severity of the disease as one thinks, and the uncertainty of how long this process will continue worries people. Again, it can be seen that the information about handwashing, which is frequently reminded by the authorities, turns into neurotic behaviors (exaggerating handwashing), which is the behavior of the individual as a result of frustration.

Worklife with Covid-19 has entered the process of rapidly adopting a new concept. The concept of Working from Home has been on the agenda of researchers, especially in the last decade. However, while these studies were previously evaluated for more economical and perhaps arbitrary reasons, Covid-19 has been put into practice in many sectors, especially in the service sector. It has started to be used as an important business model in sectors such as education and banking, especially in terms of reducing the risk of infection of the disease.

People are working from home without going to the workplace, being able to carry out home and work-related activities in an integrated manner, flexibility, saving, saving time, compensating the dead time in transportation, comfort, flexibility and being energetic, while not being able to meet face to face with colleagues, working from home. Lack of experience can cause negativities such as decreased social contact, work-life balance problems, inability to focus, ergonomics problems at home, insufficient technology, and equipment needed (Akça and Küçükoguz, 2020). Especially since March 2020, the obligation to work from home and the uncertainty of how long this process will continue, together with the lack of progress regarding the vaccine for the Covid-19 outbreak, is another important factor that worries people. In times of crisis, the high probability of layoffs primarily to those who work away from the workplace increases the anxiety experienced in this period.

Theoretically, it is said that the only constant is the change itself, but in practice, changes are not readily accepted. It is known that especially the changes in the spiritual aspect of culture are not easy, based on the knowledge that the material and moral values and achievements that societies have produced from past to present are dealt with within the scope of culture. It is difficult to change the customs, traditions, and habits related to them. In this context, the ongoing cultural structure of societies, a sudden and unexpected change with the Covid-19 epidemic, transformation, and some restrictions it brings along are another cause of concern for individuals. The banning of activities in mass and crowded areas, the closure of places of worship, social distance, handshaking, hugging, weddings, funeral ceremonies, and the lack of time for some of them, which are implemented by the authorities within the scope of combating the epidemic, are other sources of anxiety.

COVID-19 ANXIETY LITERATURE

Since the emergence of the COVID-19 disease in December 2019 and its name as a pandemic, the number of people infected with the disease has exceeded 12 million and the spread has been seen in more than 200 countries. After the pandemic was declared on March 11, 2020, countries implemented a lockdown strategy to prevent the virus's spread. This situation has created severe adverse effects on individuals. These negativities experienced in individuals have been included in many studies.

Dsouza et al. (2020) evaluated the causes of 69 COVID-19 suicide cases (between 19 and 65 years old; 63 cases were male) in their article. They cited reasons such as fear of COVID-19 infection, financial crisis, loneliness, social boycott and quarantine pressure, COVID-19 positive, COVID-19 work-related stress, unable to return home due to lockdown, lack of alcohol, etc.

Maaravi and Heller (2020) examined the concerns of four hundred and seven (120 men and 287 women) adults (over 18 years old) from the United Kingdom in the 'COVID-19 situation. Their findings showed that health concerns were greater than economic concerns. Grossman et al. (2020) surveyed 243 Israeli seniors (mean age = 69.76, SD = 6.69, age-range = 60–92) using a web-based public platform. The survey is about loneliness, sleep problems, anxiety caused by COVID-19. They stated that all these problems vary from old to old.

Taylor et al. (2020) conducted a study based on the stress and anxiety symptoms associated with COVID-19 from Canada (N = 3479) and the United States (N = 3375). As a result, the most common symptoms; (1) Fears of danger and contamination, (2) fears of economic consequences, (3) xenophobia, (4) compulsive control and assurance seeking, and (5) traumatic stress related to COVID-19.

Mertens et al. (2020) conducted an online survey ($N = 439$) three days after the World Health Organization declared the coronavirus outbreak a pandemic (i.e., between 14-17 March 2020). Fear of coronavirus was assessed by the newly developed Coronavirus Fear Questionnaire (FCQ), which consisted of eight questions on different aspects of fear (e.g., subjective anxiety, safety behaviors, priority attention) and an open-ended question. The predictors included psychological vulnerability (i.e., intolerance to uncertainty, anxiety, and health anxiety), media exposure, and personal attention (i.e., personal health, risk, and risk control for loved ones). The concurrent regression analysis found four determinants for FCQ: health anxiety, regular media use, social media use, and risks to loved ones ($R^2 = .37$). Besides, 16 different concerns were identified based on the participants' open-ended responses, including the health of loved ones, the overload of health care systems, and economic consequences.

Mann et al. (2020) used a sample of adults from the United States ($n = 513$); this study examined the demographic and individual relationships of concern about financial difficulties on March 17, 2020. Confirmatory factor analysis models, a one-dimensional approach, best explained the covariance between types of economic anxiety. Zero degree and semi-partial correlations with economic anxiety were estimated. Younger adults tended to report more anxiety than older adults. Black participants reported significantly more anxiety, whereas participants without children living at home reported less anxiety. The items used to measure economic anxiety are organized in three dimensions (i.e., worry about work, home, and financial difficulties). Finally, a recent study found that age and neuroticism are associated with the willingness to accept social constraints, which are also related to economic anxiety in this study.

In this study, by considering COVID-19 during the eight most common concerns in Turkey, the analysis identified the root concern with the ISM MICMAC. The relationships between these identified concerns have been revealed.

DATA AND METHODOLOGY

In this study, it is desired to reveal the root cause of these worries. Thus, demonstrating how the worries that occur on individuals during the COVID 19 period affect each other structurally would help determine how the first step can be taken to produce effective solutions. Analyzes with ISM and MICMAC have been applied to reveal the structural relationship between worries. Many studies in the literature use these two methods together and emphasize the structure between the factors. These studies were carried out in order to reach the root causes of the negative situations encountered. Since the relationships between worries will be examined

similarly in this study, the findings will be discussed through ISM and MICMAC analysis together.

The eight worries were selected through three academics after pandemic research in the very same subject and constructing a new work-life and normal life combination for the future. The number of worries was eighteen; however, after asking colleagues as a pilot study, the worries were lessened to eight.

DATA

The data used for this study were collected between May and June 2020, with the help of a questionnaire prepared on Google form. The number of individuals participating in the survey is 457. The response time of the individuals was approximately 5 minutes. These worries transferred to Google form were determined by taking expert opinion. These worries are presented in Table 1 below.

Table 1: The worries that occur on individuals during the COVID 19 period

No	Worries
W1	Carries risk of infection. (The workplace/family environment where he/she lives is crowded and risky, etc.)
W2	Carries risk of not being able to recover in case of illness. (The course of the virus is uncertain, not yet available methods such as drugs and vaccines.)
W3	Sense of loneliness and feeling pessimistic about the future. (Feeling that the disease will never end, etc.)
W4	Changing habits and the pressure on the mind of new learning (Results of the new normalization process)
W5	Loss of cultural values (Kinship, wedding, funeral, worship situations, etc.)
W6	Highly controlled life difficulty. (Using masks, maintaining social distance, etc.)
W7	Loss of income (Losing business, earning less, etc.)
W8	Fluctuations in the national economy and its consequences.

METHODOLOGY

INTERPRETIVE STRUCTURAL MODELING (ISM)

Interpretive Structural Modeling (ISM) is a qualitative tool developed by Warfield in 1974 to describe the relationship between various components of a subject or a problem (Chander et al. .2013, p.176).

The steps in the ISM methodology are as follows (Chander et al. .2013, p.176; Khanam et al. .2015, p.202):

Step 1: Defining the variables/criteria related to the problem with the help of expert opinion and literature review,

Step 2: Creating a structural interplay matrix between variables/criteria defined in Step 1,

Step 3: Creating the Initial Reachability Matrix for variables/criteria,

Step 4: Creating the Final Reachability Matrix by checking the pass-through for variables/criteria,

Step 5: Dividing the Final Reachability Matrix obtained in Step 4 into different levels,

Step 6: Drawing a directed graph based on the relationships obtained in the Reachability Matrix.

MICMAC ANALYSIS

Godet developed MICMAC analysis (Cross-Impact Matrix Multiplication Applied to Classification) in 1973. (Chander et al., 2013: 181). MICMAC analysis is used to analyze and better understand the role of different components of a system (Jha and Devaya 2007, p. 419). The MICMAC analysis aims to determine the driving and addictive power of the factors based on the variables that affect the decision process and classify these determining factors into four categories.

These four categories; consists of autonomous factors, dependent factors, linkage factors, and independent factors (Chander et al. .2013, p.181; Khanam et al., 2015, p.211; Majumdar et al., 2016, p.438):

First Category: They are autonomous variables with low dependency and low driving power.

Second Category: Dependent variables with high dependency but low driving power.

Third Category: High dependency as well as linkage variables with strong driving power.

Fourth Category: They are independent variables due to high driving power, although dependency is low.

RESULTS

The COVID 19 process in societies has created various worries for individuals. As these worries turn into a highly effective situation on individuals, they are among the issues that need to be resolved. 457

individuals answered the questionnaire form prepared by considering the concerns in Table 1. 64% of the respondents are women, and 36% are men. Looking at the age range, 45% is in the age range of 25-34, 31% is in the age range of 35-44, 16% is in the age range of 18-24, and 7% is in the age range 45-64, and the rest is 65 and over. 21% is a graduate, 8% is a doctorate, and the rest is a high school graduate. Most of the respondents are teachers and academicians.

To create the Interpretive Structural Model (ISM), system variables/criteria must first be determined. The variables/criteria in this study are the worries that occurred over individuals during the COVID 19 period in Table 1 in the Data Section. After determining the variables/criteria, bilateral relations were evaluated by individuals. There can be one-way or a two-way interaction between variables, and variables can be independent of each other. The following notation is used to express these situations.

V: variable i affects variable j (there is a one-way relationship from i to j.)

A: variable j affects variable i (there is a one-way relationship from j to i.)

Variables x: i and j affect each other (there is a bilateral relationship between i and j.)

O: i and j variables do not affect each other.

A structural internal interaction matrix in Table 2 was created using this notation. The evaluations in the matrix are shaped according to the response of the majority of individuals.

Table 2: Structural internal-interaction matrix

Worries	W8	W7	W6	W5	W4	W3	W2
W1	V	V	V	V	V	V	X
W2	V	V	V	V	V	V	
W3	V	V	V	X	X		
W4	V	V	X	V			
W5	O	O	A				
W6	V	V					
W7	X						
W8							

When the fourth stage is reached in the application of the method, a reachability matrix must be created. To create this matrix, 1 and 0 numerical values are used in the internal interaction matrix instead of the letters that we express relations. Here, if variable i affects variable j 1; If the variable i does not affect the variable j, 0 is written. In this system, since the definition is made one way from i to j, the entire matrix field must be filled. The matrix's diagonal elements will take the value 1 because each variable has access to it (Hwang and Lin, 1987). Table 3 shows the initial reachability matrix created according to the system described above.

Table 3: Initial Reachability Matrix

Worries	W1	W2	W3	W4	W5	W6	W7	W8
W1	1	1	1	1	1	1	1	1
W2	0	1	1	1	1	1	1	1
W3	0	0	1	1	1	1	1	1
W4	0	0	1	1	1	1	1	1
W5	0	0	1	0	1	0	0	0
W6	0	0	0	1	1	1	1	1
W7	0	0	0	0	0	0	1	1
W8	0	0	0	0	0	0	1	1

The transitivity feature of the connections between the variables must be checked. For example, a one-way relationship has been defined from the W5 variable to the W3 variable. A one-way relationship is defined from W3 variable to W4 variable. In this case, there is also a relationship from W5 variable to W4 variable according to the transitional property. The final reachability matrix in Table 4 was obtained by evaluating the relationships in the final matrix obtained as a result of repeated matrix multiplication operations until the reachability matrix became stationary.

Table 4: Final Reachability Matrix

Worries	W1	W2	W3	W4	W5	W6	W7	W8	Driving Power
W1	1	1	1	1	1	1	1	1	8
W2	0	1	1	1	1	1	1	1	7
W3	0	0	1	1	1	1	1	1	6
W4	0	0	1	1	1	1	1	1	6
W5	0	0	1	1	1	1	1	1	6
W6	0	0	1	1	1	1	1	1	6
W7	0	0	0	0	0	0	1	1	2
W8	0	0	0	0	0	0	1	1	2
Dependence Power	1	2	6	6	6	6	8	8	43

The final reachability matrix is divided into levels by bringing it into a canonical form. For this separation process, the reachability set, antecedent set, and intersection sets of each variable must be determined. The reachability set consists of all the variables that a variable reaches with and with its arrows. The antecedent set consists of one variable itself and other variables that can access this variable. The intersection set is the intersection of its reachability and precursor sets for each variable (Malone, 1975). If the reachability set and the intersection set for a variable are equal, the variable level is I. Table 5 shows the leveling table for the initial state.

Table 5: Level Partition-Iteration I

Worries	Reachability set (R)	Antecedent sets (C)	Intersection set (RC)	Level
W1	1,2,3,4,5,6,7,8	1	1	
W2	2,3,4,5,6,7,8	1,2	2	
W3	3,4,5,6,7,8	1,2,3,4,5,6	3,4,5,6	
W4	3,4,5,6,7,8	1,2,3,4,5,6	3,4,5,6	
W5	3,4,5,6,7,8	1,2,3,4,5,6	3,4,5,6	
W6	3,4,5,6,7,8	1,2,3,4,5,6	3,4,5,6	

W7	7,8	1,2,3,4,5,6,7,8	7, 8	1
W8	7,8	1,2,3,4,5,6,7,8	7, 8	1

Variables at I level; W7 and W8 will be at the highest level hierarchically. After determining the I level, the same process is repeated with the remaining variables. Table 6 shows the results of the second iteration.

Table 6: Level Partition-Iteration II

Worries	Reachability set (R)	Antecedent sets (C)	Intersection set (RC)	Level
W1	1,2,3,4,5,6	1	1	
W2	2,3,4,5,6	1,2	2	
W3	3,4,5,6	1,2,3,4,5,6	3,4,5,6	2
W4	3,4,5,6	1,2,3,4,5,6	3,4,5,6	2
W5	3,4,5,6	1,2,3,4,5,6	3,4,5,6	2
W6	3,4,5,6	1,2,3,4,5,6	3,4,5,6	2

As can be seen in Table 6, W3, W4, W5 and W6 variables constitute the II level. After determining the II level, the same process is repeated with the remaining variables. Table 7 shows the results of the third iteration.

Table 7: Level Partition-Iteration III

Worries	Reachability set (R)	Antecedent sets (C)	Intersection set (RC)	Level
W1	1,2	1	1	
W2	2	1,2	2	3

As can be seen in Table 7, W2 variables constitute the III level. After determining the III level, the same process is repeated with the remaining variables. Table 8 shows the results of the fourth iteration.

Table 8: Level Partition-Iteration IV

Worries	Reachability set (R)	Antecedent sets (C)	Intersection set (RC)	Level
W1	1	1	1	4

After determining the fifth level, the leveling process is terminated because there is no exposed variable. After the separation process is finished, the final interpretive structural model is created. The resulting final interpretive structural model can be seen in Figure 1. Worries at the top level of the model “Loss of income” (W7) and “Fluctuations in the national economy and its consequence” (W8). These worries affect each other and are hierarchically affected by lower levels. When the two worries obtained as a result of the analysis are analyzed, it is seen that the most common worries are during the COVID 19 period “Sense of loneliness and feeling pessimistic about the future” (W3), “Changing habits and the pressure on the mind of new learning” (W4), “Loss of cultural values” (W5), and “Highly controlled life difficulty” (W6) were the second level variables. In addition to being related to each other, the worries encountered at this level affect the barriers in the first level directly or indirectly. “Carries a risk of not being able to recover in case of illness” (W2) is at the third level. “Carries a risk of infection” (W1) worrier encountered at the last level is located at the bottom of the building and is not affected by the upper-level worriers.

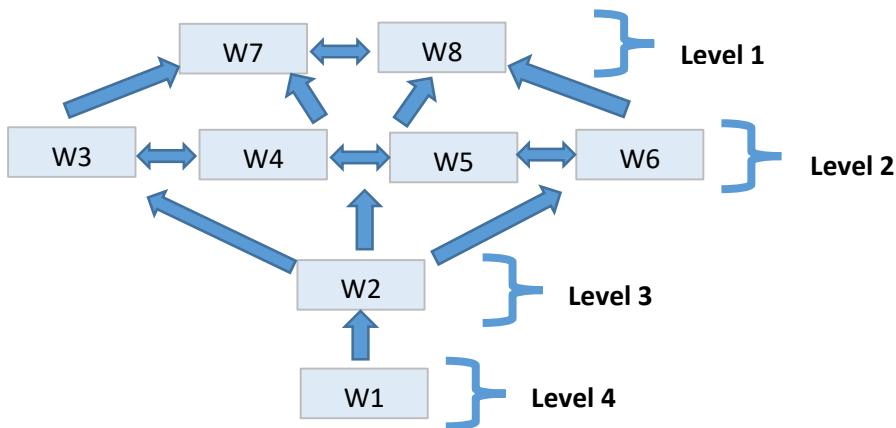
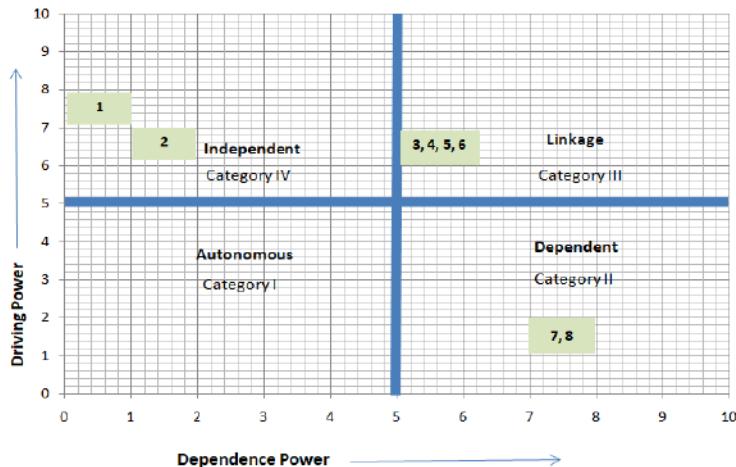


Figure 1: Final Interpretive Structural Model

Figure 2: MICMAC Diagram



Considering the effect and dependency levels obtained from the final accessibility matrix, variables are given in the MICMAC diagram shown in Figure 2.

According to Figure 2, there is no barrier in the first category. Worries 7 and 8 in the second category are factors with high dependency but low driving power. These worries are strongly linked to the entire system. The worries numbered 3, 4, 5, and 6 in the third category have strong driving power as well as high dependency. Any effect on this factor affects the top-level variables. Any movement on this factor will have an impact on other factors. The worries numbered 1 and 2 in the fourth category are factors with low dependence but high driving power.

SOLUTIONS AND RECOMMENDATIONS

This study offers some insights into the worries of a new pandemic on the individual level. Within the scope of the results, the importance of the main categorization of the worries, centers by carrying the risk of infection and then the others systematically. Based on their driving power and dependence, eight challenges have been identified, and their importance has been prioritized.

Worry about infection risk was identified as the most substantial challenge with the highest driving power and lowest dependence. In the center of the transmission can be found as one of the important factors in this research. Remembering that the results are limited to users' perspective in Turkey, the disease's infection is one of the top issues when considering the anxieties of the pandemic. Therefore, this finding is very relevant to what people feel when they think about their relatives. The risk of not being

able to recover has become the second-highest driving power but the lowest dependence. Like the infection situation, we can understand that people are checking the risk of not being able to recover from the illness. Likewise, cultural and psychological appropriateness has been the third independent challenge, with high driving power. This finding can be interpreted as the girder, as it has diverted into six other worries in linkage and dependent challenges sections. Having moderate driving power and dependence, the sense of loneliness and feeling permitted, habit changing, loss of cultural values, and highly controlled lives become the important challenges belonging to linkage categories. However, those worries are linked to others that are placed in the dependent field. The dependent field can be identified as the pandemic's economic dimension as the loss of income and the fluctuations in the national economy and its consequences. In conclusion, people find it difficult to recover economically in the long run.

This research cannot suggest any ranking, such as indicating the importance of pandemic effects, seeing that the worries are related to one another. However, by addressing the various worries, the authors can underline the current worries that would help the academics and practitioners, NGOs, commercial companies, healthcare providers, managers, and policymakers in the same field. From the strategic management point of view, one can acknowledge the importance of worries in terms of influencing each other (driving power vs. dependency). Moreover, the results apply to many areas, such as individual levels, from psychological to economically. This contribution may offer a list of challenges in terms of pandemic effects to create a native outlook that may help overcome the worries in work life and individual level. Furthermore, the results analyzed in this research are away from the reductionist approach that disease infection is the most important driving power, vice versa. The connection between the given worries offers a map to analyze the participants' current situation, on the other hand, which could also be the drivers of embracing of new normal.

FUTURE RESEARCH DIRECTIONS

There has been significant research progress in new normal after pandemic research in the developed economies; however, it is a novel topic for emerging economies. Therefore, the amount of research conducted will be increased following a nation's development. However, during the establishment of this book, the authors struggled against COVID-19, as did the rest of the world. Having witnessed the change from what was normal to the global "new normal" through digitalization and acknowledging the importance of the Internet in our lives, the authors believe that pandemic of COVID-19 awareness has increased in these isolation times. The use of IT has broadened the minds, and the world has become even flatter due to

the COVID-19 pandemic. Learning and teaching platforms were transformed urgently to cope with the change.

This research has some limitations. The majority of the pandemic research is in English, so the participants in this study do not reflect Turkey. Optimistically, the research highlights the gap of pandemic anxiety, as it is a promising concept due to the country's population.

Further, through subjective judgments, ISM has been used to develop a model of eight worries. The number of worries can be increased, and different techniques can be used to create more models. Various assessments can be done with qualitative data, as well. The post effects of pandemic seem a fruitful topic.

CONCLUSION

This research identifies the worries of adopting pandemic effects in the scope of an emerging country. The individual effects leading to economic effects at the macro level are investigated. If the difficulties addressed are to be overcome by the managers, decision-makers, and designers of commercial companies or government agencies, the integration of the aim of new normal—the idea of coping with the disease and continuing the normal day life—will embrace the increasing number people. In this context, this research assumes contextual interdependencies of given worries. Furthermore, by offering a map of worries to working life, the importance of levels from the individuals' minds to extensive will be acquired, as post-pandemic effects are still growing.

It is important to note that this chapter of the book argues that post-pandemic worries should be investigated both nationally and internationally. Within the national context, from an emerging-country perspective, it can also be concluded that the individual level of spreading the illness is the driving power of the other worries.

In terms of this chapter's implications, the worries influence others through driving power vs. dependence power. This point of view can increase the efforts to overcome difficulties. Another important aspect is seeing a map of the worries as a holistic view, leading to the desire to prevent the disease from economic worries.

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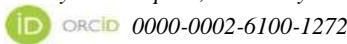
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CHAPTER VII

BRAND GENDER

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INTRODUCTION

Brands determine certain personality characteristics for their brands, when they create brands. Considering brands as living assets and attributing certain human characteristics to them has been in the marketing literature for many years. However, discussing brands in terms of gender within the frame of personality dimensions coincides with the following years. It is an important decision area whether businesses will position their brands as feminine or masculine. Of course, brand gender is an issue that is emphasized in the planning of brand elements.

Whether brands are to be positioned and perceived as masculine or feminine, rather than being male or female, just like people, has an impact on consumer preferences. Because being a woman does not always bring femininity, or being a man does not always brings masculinity.

In this study, first, the concepts of brand personality and brand gender will be focused on, and then the factors that affect the formation of brand gender will be discussed separately.

BRAND PERSONALITY

Azoulay and Kapferer (2003, 143) stated that the personalization of brands has been common since celebrities started supporting brands. They stated that the use of celebrities in marketing campaigns facilitates brand positioning and can influence consumers who identify with celebrities. Thus, they stated that it could be claimed that brands also have a personality, just as anyone has a personality.

Brand personality is defined by Aaker (1997) as, “the set of human characteristics associated with a brand”. The consumer can see a brand as a person or even a friend, when there is a harmony between brand personality and consumer self-expression. Sometimes characteristics of human attributed to a particular brand are used by the person to express his/ her own image or personality (Kim, Han, Park, 2001, 196); consumers evaluate the degree of similarity between the personality characteristics

conveyed by the product and the personality characteristics they want to reflect about themselves (Ekinci, Hosany, 2006, 128). Here, the self-concept (Wilkins, 2004), which expresses the way people perceive themselves, is important. Brands that aims to establish emotional bonds with consumers consider their approach to self-concept (Malar et al, 2011, 35). The way consumers' self-images are symbolized by brands or products are taken into account in connection with brand personality (Thakur, Kaur, 2015; Yılmaz Alarçın, 2019).

It is discussed from different angles why the brand personality is important. First, brand personality is a research tool in determining the personal meaning of the brand for the consumer. The second is that the informational brand personality is required for the advertisement items. Third, brand personality is considered as a more global construct as the main determinant of brand value (Aaker, Fournier, 1995). It has been suggested that a strong positive brand personality can be used as a tool of differentiation when the product characteristics are very similar for competing brands (Murphy, Moscardo, Benckendorff, 2007, 6; Geuens, Weijters, de Wulf, 2009, 97; Sung, Kim, 2010, 640).

A brand personality that consumers feel close to affects the purchasing decisions of consumers, improves their loyalty, and thus positively affects the brand value. Because a brand with an attractive personality is perceived as a trustworthy and loyal partner, and this situation benefits brands (Lieven et al, 2014, 372).

Brand personality is addressed in five dimensions by Aaker. These are "sincerity", "competence", "excitement", "sophistication" and "ruggedness". Features such as "down-to-earth, wholesome, honest, cheerful" within the scope of sincerity; features such as "daring, imaginative, spirited, up-to-date" within the scope of excitement; features such as "reliable, successful, intelligent" within the scope of competence; features such as "charming, upper class" within the scope of sophistication and features such as "outdoorsy, tough" are included within the scope of ruggedness (Aaker, 1997, 352).

Lin (2010) states that brand personality includes also the demographic characteristics such as sex, social class and age. For example, while Mercedes cars are associated with high social class (Lin, 2010, 6); Chanel brand is defined as female (Ekinci, Hosany, 2006, 128). In addition to associating brands with biological sex, it is also possible to express them with gender roles such as masculinity or femininity.

THE CONCEPT OF BRAND GENDER

It is common for brands to use their sex appeal in their marketing activities. Victoria Secret girl, Biscolata man are examples that have been

in the minds of consumers. While the target audiences of the brands can be of a certain sex, the fact that the brands have a certain sex is a tool for the consumers to express themselves through the brand. Depending on whether the target audience is male or female, the decision-making process varies in areas such as emotional expression, communication and speaking style, characteristics that are important in determining self-esteem, and things perceived as ethical (Ndubisi, 2006, 49-50). While the sex difference of the target audience affects many areas in branding, from color selection to product sizes and the same elements are used in creating brand gender.

Gender is accepted as an important construct in branding. While brands attract consumers to brands associated with their fellows more easily, they find it difficult to attract consumers to brands associated with their opposite genders. For example, because diet colas are perceived as feminine, brands such as Coca-Cola Zero and Pepsi Max have been created to appeal to male consumers. Due to the perception of shower gels as a feminine product group, Gillette tried to give messages that are more masculine in its advertisements (Avery, 2012, 322). Similarly, in perfumery products, some male consumers did not want to buy products with the same name as women's brands due to the feminine perception and it caused men's perfumes to be put on the market under different brand names.

In fact, biological sex and gender differ from each other. Sex is defined as a physiological concept and refers to the biological characteristics that distinguish men and women from each other. Accordingly, the anatomical, hormonal and reproduction based differences and so on between men and women are emphasized. Gender, on the other hand, is a concept that is associated with men and women and is used to indicate non-biological socio-cultural and psychological characteristics (Lindsey, 2016, 4). As a social entity, it is inevitable that individuals who are affected by the society and culture they live in will be affected by gender roles.

Academic studies in evolutionary psychology and social perception emphasize the differences in characteristics related to gender and their relationship to attractiveness. It is stated that consumers are likely to benefit from brand gender in their evaluations of brands within the framework of social perception principles. As a result, it is predicted that there will be a positive relationship between brand gender positioning and brand value (Lieven et al, 2014, 372).

Positioning strategies often aim to associate brands with masculine or feminine personality characteristics. Grohmann (2009) developed a new scale for brand personality based on the fact that it would not be

appropriate to use human personality scales in measuring the gender dimensions of brand personality. Grohmann specified the masculine brand gender characteristics as “dominant”, “aggressive”, “adventurous”, “daring”, “sturdy” and “brave”, and the feminine brand gender characteristics as “fragile”, “sensitive”, “graceful”, “sweet”, “expresses” and “tender”. Here, four brand gender dimensions related to brand personality are mentioned. Brands with low feminine-high masculine characteristics refer to “masculine”; brands with low masculine- high feminine characteristics refer to “feminine”; brands with low masculine and low feminine characteristics refer to the “undifferentiated” and finally the brands with high masculine- high feminine characteristics refer to the “androgynous” brand gender. In summary, Grohmann evaluates brand gender within the framework of masculinity and femininity and defines the gender characteristics that consumers associate with brands (Grohmann, 2009, 105-108).

FACTORS AFFECTING BRAND GENDER FORMATION

Some brand elements are effective in brand gender formation. Lieven et al (2015) evaluated the factors affecting brand gender as “brand name”, “brand logo” and “type font” in their study. The same factors are discussed here.

BRAND NAME

A brand name is a complex symbol that represents a variety of ideas or qualifications, not only through its sound and / or meaning, but also through the set of associations it has formed as a public object over a period of time (Francis, Lam, Walls, 2002, 99). Brand names are created in many different forms. Natural persons, places, animals, birds, objects or just invented names are chosen as brand names (Keller, Heckler, Houston, 1998, 48). Choosing the appropriate brand name is an important part of marketing programs and contributes to brand awareness (Keller, Heckler, Houston, 1998, 48; Lee, Ang, 2003, 323).

Sound and meaning are factors to consider in the brand name creation process. The perception of the brand by consumers as more feminine or masculine, sharper or softer, lighter or heavier can be achieved with the letters and sounds used in the brand name (Klink, 2000; Klink, 2001; Aaker, 2009). Sound symbolism added to the embedded meaning of a brand name further enhances both product liking and positioning (Klink, 2001, 27). A message about size, movement, shape, brightness, youth and gender can be given with the help of the sounds used in the brand name (Robertson, 1989, 68; Aaker, 2009, 219).

For English brand names, high-front vowel sounds such as “e” and “i” compared to the low-back vowel sounds such as “a”, “u”, “o” express a small size; light; dynamic movement (Robertson, 1989, 68; Klink, 2000, 14; Lieven et al, 2015, 150); lightness; thinness; softness; femininity; friendship and beauty (Klink, 2000, 14; Lieven et al, 2015, 150). While the consonants of “s”, “k” and “l” indicate light; the consonants of “m”, “d”, “br” and “gr” denote darkness. While consonant combinations such as “sl” imply slip action; the consonants of “g”, “j”, “ch” and the semi-vowels of “w” and “y” denote youth and joy. While acute sounds associated with high-front vowel sounds indicate angular shapes, flat sounds associated with low-back vowel sounds refer to round shapes (Robertson, 1989, 68). While masculinity is associated with plosive and guttural sounds and low-back vowel sounds; femininity is associated with soft voices like “s” and “c”, weak and loud like “f” and high-front vowel sounds (Robertson, 1989, 68; Aaker, 2009, 219). Stop sounds increase perceived masculinity of the brand name and fricatives sounds increase perceived femininity of the brand name (Guèvremont, 2015, 105).

BRAND LOGO

Logos are essential defining elements for brands, because visual stimuli are better recognized than words. Logos, which are the visual representation of a business or brand, are a very important tool to convey corporate identity and brand identity in rapidly changing markets (Grinsven, Das, 2016, 256). Logos can improve brand image, facilitate brand identification, and lead to more positive brand attitudes (Luffarelli, Stamatogiannakis, Yang, 2019,90).

Henderson and Cote (1998, 20) categorized the design features in the logo. According to the authors, the first feature, naturalness, combines representativeness and organicness. The second feature is harmony that combines symmetricity and balance. The third feature is the elaborate that combines activity and depth. Other features are “parallelness”, “roundness”, “proportion” and “repetition”.

Machado et al (2015, 79) distinguishes between organic designs and cultural designs under natural designs. Organic designs denote logos containing creatures such as vegetables, plants, animals, in other words, objects in the nature. Cultural logo designs include non-biological “manufactured objects” such as buildings, ships, wares, or other cultural signs.

When it is evaluated in terms of brand gender, logo designs are interpreted in terms of masculinity or femininity. In a study, participants stated that they perceive the logo as feminine or masculine in relation to the colors and shapes in the logo. According to this, Lancome is described as a feminine brand due to the rose in its logo and Wilkinson is expressed

as masculine because of the two swords featured in its logo (Ulrich, Tissier-Desbordes, Dubois, 2011, 140).

It is stated that organic and cultural logo designs are related to the perception of femininity and masculinity, respectively. (Machado et al, 2015; Machado, Fonseca, Martins, 2020). It is also stated that heavier and angular shapes in logo design affect consumers' perceptions of brand masculinity, and conversely, slender and rounded features reveal consumers' perceptions of brand femininity (Lieven, 2015, 149; Browne, 2017, 5; Machado, Fonseca, Martins, 2020).

TYPE FONT

Besides the aesthetic perception, elements such as visual effects in font size, stroke thickness, font proportion, distance between words and font features, lines, and so on, should also be taken into consideration while designing a type font (Wang, Chou, 2011, 25). It is stated that the type font has an impact on consumers' brand perception (Lieven et al, 2015; Grohmann, 2016). Lieven et al (2015, 150) stated that the effects of angular / round and heavier / slender features on perceptions of masculinity / femininity may also apply to brand design elements such as type font.

Standard type fonts come in two forms as "Serif" and "Sans serif" type fonts. Serif type fonts have small line or strokes that are added to the end of the main strokes of the letters. These type fonts are mostly used in texts because they are easy to read. Sans serif type fonts are also unadorned, without any additional decoration (Perry, Wisnow III, 2003, 81; Heising, 2014, 18). It is stated that Times New Roman, one of the Serif type fonts, has a classic, elegant and feminine impression, whereas the impression of Sans serif type font is modern, contemporary and effective (Damayanti, 2013, 70-71). Serif type fonts used in logos are perceived as moderate, sophisticated, graceful and authoritative. The Sans serif type fonts in the logos are also qualified as more clear, simple, contemporary and friendly (Perry, Wisnow III, 2003, 81-82).

The Display type font is indicated as masculine, while the Script type font is found as friendly and feminine (Shaikh, Chaparro, Fox, 2006; Damayanti, 2013; Lieven et al, 2015; Grohmann, 2016). In general, slender and round forms type fonts indicate brand femininity, whereas the heavier and angular fonts indicate brand masculinity (Lieven et al, 2015; Grohmann, 2016).

Accessibility and simplicity are emphasized with lowercase letters, while the message of strength, power and authority is given in capital letters on the logos (Perry, Wisnow III, 2003, 82).

CONCLUSION

Creating a brand for businesses requires intense working and is a long process. It is important to plan and manage the brand well in many dimensions, both in terms of its survival for a long time and its success. Efforts should be made to give the same messages in all integrated marketing communication studies in order to create a common image in the minds of the consumers. As a matter of fact, it will be useful for brands that decide to position their brand personality on masculine or feminine gender, to plan their communication activities in this direction in the next process. Brand elements such as brand name, brand logo and type font should be planned in a way that supports the brand gender that is tried to be created. It can be brought forward that it would be beneficial to give correct messages about brand gender for consumers who try to identify themselves with the brand.

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CHAPTER VIII

A LITERATURE STUDY on SCIENTIFIC RESEARCH CONDUCTED WITH PSYCHOPHYSIOLOGICAL TECHNIQUES in NEUROMARKETING*

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1. INTRODUCTION

In today's business sense, recognizing human behaviors is a necessity for making the existence of businesses permanent. For years, it has been thought that people make decisions with rational assumptions in logical measures. This routine in the process occurred in the form of thinking-perceiving-buying/not buying. Unfortunately, the process is not so simple. The simplest indication which shows that this is not the case is the shopping habits of consumers. How can we explain a consumer behavior such as buying another pair of shoes though not actually needed? Or why does a consumer want to replace his currently new computer with a newly launched one? Here, the understanding which claims that the mentioned process works routinely remains silent in the face of these questions. To reiterate, the attitudes and behaviors shows that people are not only rational beings, they act with emotions and irrational behaviors need to be analyzed. In this regard, due to the possibility of serious differences between what consumers say, creating marketing strategies based merely on traditional methods will declare an invitation to serious cost (Girisken, 2015).

Consumer buying behaviors representing the essence of marketing science and its reflection on firms show how neuromarketing lends itself to the marketing science and obviates the confusion of meaning in this respect. In 1961, Marshall's questioning of the economic human model is a response to these criticisms. Marshall favors the approach that individuals cannot be totally rational in their economic decisions in their lives, and he acknowledges that the factors around them have influences on their economic decisions. With regards to linking economic decisions

* This study was derived from the PhD thesis entitled Research on The Effect of Advertising on Consumer Through Behavioral Experiments in Neuromarketing which was completed in 2016.

of individuals to the market, it has been argued that Marshall's argument is an important contributor to marketing (Erdogan & Dogan, 2012). Hence, if the economic behavior of a person as a consumer was still being evaluated in the perspective of the economic human model, most probably the consumer behavior would enter a vicious circle, and marketing knowledge could not reach its present level theoretically. In such a situation, the most painful table would be that a discipline such as neuromarketing that appeals to the contemporary would not be present in today's science.

Due to these and similar needs and the convergence of neuroscience and marketing with technological movements, the concept of neuromarketing has been on the agenda. Many scientific researches have been carried out using various neuromarketing techniques in the field of marketing and it continues rapidly to be done in order to bring out the unknown or curiosity with the advancing technology. The aim of this study in which scientific researches carried out at international and national level by using the psychophysiological techniques of neuromarketing are investigated in terms of academic literature is to investigate what is aimed with the academic studies in the field of neuromarketing to what extent these targets are attained and to bring out how comparison between traditional marketing and neuromarketing is made and to contribute to national and international literature of neuromarketing.

2. LITERATURE REVIEW

2.1. Neuromarketing

Neuromarketing, which has succeeded in attracting considerable attention not only in the field of advertising but also in academic researches and business practice in recent years, is a new application that has succeeded in integrating neuroscience and consumer psychology. The field enriches the marketing research portfolio and goes beyond the consumer's oral statements. Being able to measure the emotional and unconscious reactions of consumers through the tools it uses, neuromarketing has opened a new era in marketing research. This is accomplished by detecting the source of consumer behavior and using the brain imaging techniques and other biological measures to detect the persuasion process of consumers on the way to purchase decision. Trying to understand the factors influencing the consumer in this process is in the scope of this practice (Kong *et al.*, 2013).

Having recently attracted attention by gaining the interest of academic community and business practice in the subject, neuromarketing has come a long way in a short time. In order to form a conceptual framework led by this interest, many explanations have been made in academic literature about what neuromarketing is. Genco *et al.*, (2013), describe neuromarketing as any marketing activities illuminated by

neuroscience findings and views. According to Martinez (2012), neuromarketing is the integration of many different disciplines, such as neurology researching the human brain, cognitive psychology, which relies on thought and behavior, and a mixture of science and art that is responsible for satisfying the needs of consumers and thus developing new concepts for goods and services to maximize profit. Bercea (2013), describes consumer behavior as an interdisciplinary field that explores the brain and seeks to understand it. Lindstrom (2014), sees neuromarketing as the key to unleashing the subconscious minds, emotions, and desires that guide daily purchasing decisions. Pop and Iorga (2012), who define neuromarketing as a process of combining neuroscience and its output with the marketing world, have used the concept of consumer neuroscience. According to Lee *et al.* (2007), neuromarketing is a measurement-based methodology that combines brain wave movements with clinical psychology to improve the understanding of the inner vision responses that people give to products, brands, and advertisements. According to Babu *et al.*, (2012), neuromarketing is the application of cognitive neuroscience to the world of marketing and marketing research. Butler (2008), suggests that neuromarketing tries to understand the biology of human behavior. Hubert and Kenning (2008), used the description "just a simple work tool" for neuromarketing. Georges *et al.*, (2013), describe the neuro-marketing as knowledge of the human brain information process of ideas production mechanisms in order to influence the decisions of the mass with which businesses cooperate.

Garcia and Saad (2008), argue that the theoretical, empirical and practical content of neuromarketing continues to be developed considering its status as a young discipline. Neuropsychological theoretical research is based on neurobiology and neuroimaging techniques are used to test the hypothesis, improve existing knowledge or measure the effect of marketing stimuli in the consumer's brain (Bercea, 2014).

Alwitt (1985), found that there is a strong link between behavior and consciousness. Reiman *et al.* (2011), state that advances in brain imaging pave the way for researchers to increase their knowledge of how individuals work with different stimuli and how they take decisions. Researchers use brain imaging methods to compare brain activation in a given task with brain activation in a control task. Zurawick (2010), Kenning and Plassmann (2005), and Calvert *et al.* (2004), distinguish the techniques used in neuromarketing research as recording metabolic activity in brain and recording electrical activity (Bercea, 2014). These techniques are; Functional Magnetic Resonance Imaging (fMRI), Steady State Topography (SST), Facial Coding, Transcranial Magnetic Stimulation (TMS), Positron Emission Tomography (PET), Galvanic Skin Response, Magnetoencephalography (MEG), Facial Electromyography,

Implicit association test, Electroencephalography (EEG), Eye tracking, Measurement of Physiological Responses.

fMRI is one of the special tools of neuromarketing. Thanks to this technique, an increase in blood flow level can be measured. As part of an experiment, the subject is scanned while lying on the back in a long, narrow tube. The tube is surrounded by magnets and once the magnets are activated they form electric fields. In addition, this device has the ability to accurately determine an increase in activity in a particular area of the brain when a stimulus / stimulant condition is exhibited. Subjects need to be immobilized during the experiment in order to avoid damage to collected data (Sebastian, 2013).

The ability to visualize brain functions using fMRI is based on increased neuronal activity in a region of the brain followed by a change in regional cerebral blood flow. Mechanisms known as neurovascular binding are still not fully understood, but the basis of increased perfusion of active brain tissue is Blood Oxygenation Level Dependent BOLD - and its effect is hemoglobin. This is the oxygen that carries the molecules with different magnetic properties in the blood depending on the oxygen state. While oxy-hemoglobin is diamagnetic, deoxyhemoglobin is paramagnetic, i.e. it deforms the local magnetic field which leads to local signal loss. Increased oxygen consumption in the active brain is balanced by the blood flow response (Kenning *et al.*, 2007).

PET is a very powerful and flexible imaging technology. Radio-labeled small molecules have tremendous flexibility in querying biological processes using a range of target searches, including peptides, antibodies and cells. PET allows quantitative imaging of relatively low targets besides the introduction of mass effects with extremely high sensitivity. (Cherry *et al.*, 2008).

Electrical events occur during brain functions and an electrical circuit analogy that provides communication between the senses can be made for the brain. EEG is a method of printing electrical potential variations that are slightly different from each other, while being evoked by typical electrical potentials as well as by receptor activity. The first EEG measurement was developed in 1929 by German psychologist Hans Berger. Electrical actions are measured with an EEG device by electrodes placed on the skin of sculpt or directly in the brain cortex. EEG waves are not physically periodic but are rhythmic waves. The observed potential fluctuation frequencies range from 0.5 to 70 Hz, with widths ranging from 5 to 400 microvolts (μ V). As the brain activity level increases, the EEG wave frequencies increase and the amplitude decreases. The electrodes measure the tension differences in the head skin in μ V range in this regard, the EEG can detect multiple neuronal activities. The measurement results are very accurate because the electromagnetic waves spread simultaneously in the environment where they are present. The fact that the

number of electrodes is large increases the accuracy of the measurement and is useful because it can make healthy measurements. While discussions are ongoing regarding the standardization of this issue, the Neurofocus firm notes that at least 16 electrodes are required (Yucel & Cubuk, 2014).

MEG is sensitive to changes in magnetic fields induced by electrical brain activity. The temporal analysis can be compared with the EEG. For example, temporal sequencing of different cortical activities, including decision making, can be given. However, unlike EEG, MEG also depicts activity in deep brain structures. The inverse problem is also true for MEG, so resource localization depends on valid assumptions. The integration of different brain imaging techniques increases the current resource localization models (Kenning and Plassman, 2005).

MEG resembles fMRI in format and shows stimulated areas in the brain. Like in fMRI, MEG takes snapshot but MEG is faster. Temporal resolution of MEG is 1/1000 sec., this time is 1 - 3 sec at fMRI. However, it should be noted that besides these improvements, MEG is more expensive than fMRI (Sutherland, 2007).

One of the tools neuromarketing utilizes is the Galvanic Skin Response (GSR). Human beings show their feelings not only by brain activities, but also by other parts of the body. During a fear, excitement, or sadness, the heartbeat accelerates, and responses are given through skin by sweating or by electrical activities. In particular, the change of electrical resistances of regions without hair on the body due to any stimuli can occur because of the activity of sweat glands. This technique is used in marketing to measure responses to technical websites and advertisements (Giray & Girisken, 2013).

Facial coding which is used especially in detecting the emotional reactions to advertisements, is used in many aspects such as a company's shelf layout, website and product package. The momentarily emerging emotional reactions of individuals with the ability to perceive in the first 40 milliseconds become meaningful when they are combined with perception-mimic and basic facial muscles. The value, arousal and dominance dimensions of sensations can be evaluated depending on the expressions forming on the face as a result of perceptions (Ekman & Friesen, 1971; Bozoklu & Alkibay, 2014).

TMS consists of modulating cortical activity with electromagnetic induction. In transcranial magnetic stimulation, two types of electrical stimuli are used; low and high frequency stimuli. The effect is converted into neural activation and the subject is immobilized. A cortical area is temporarily activated by the help of these techniques. This technique, which is less costly than fMRI and PET, has a disadvantage because it cannot go beyond the hearing and visual field in the brain called neocortex. This situation prevents further work to be accomplished (Sebastian, 2013).

FST is used to control activity during dynamic stimulus arrays such as TV ads. This technique measures the steady-state visual stimulus potentials and records the signals from 64 electrodes in a light header at a rate of 13 times per second. In addition, vibratory electrical responses of the brain to the visual stimuli can also be measured (Belden, 2008).

Measurement of Physiological Responses, the researchers can also reveal the immediate emotional state of the subjects through the measurement of physiological responses such as heart rate, blood pressure, saliva and stress hormone (Bercea, 2014).

According to Implicit Association Test (IAT), the concepts that have the same segmentation in the human mind automatically recall each other. This technique, which is used to measure the implicit attitudes of individuals, enables the identification of hierarchies by comparing the products. With this technique, reaction times, basic attitudes and evaluations are measured. Brand positioning, categorized segmentation, open packaging features and measurement of using celebrities in ads are within the scope of use (Bercea, 2014).

According to Bendle *et al.*, (2015), the eye tracking technique provides a real-time recording to which visual attention is directed. The situation also can reveal any change in pupil width. This measurement is a useful indicator of emotional stimulation. High-definition video cameras are placed sideways without blocking the consumer's eyes. While other cameras capture relevant information, a small, non-invasive light guides the camera to see what is being examined. Generally, studies are carried out on fixed subjects. However, there is a need for additional hardware to monitor the view of the subjects in motion.

2.2. Researches Carried Out Through Psychophysiological Techniques in The Field of Neuromarketing

Using various neuromarketing tools in the field of marketing, many scientific researches have been carried out so far and the technology continues to be done with the aim of bringing to light the unknowns or secrets of brains. It is more useful to present these studies as a table in order to open up more space for researches carried out before. The table is compiled by a detailed investigation of the research in the field of neuromarketing. The table has been prepared considering research methods, researchers, the subject of the study, the period of research and the findings obtained at the end of the research.

Table 1: Researches Carried Out Through Psychophysiological Techniques in The Field of Neuromarketing

Method	Researchers	Research Subject	Findings
fMRI	<i>Milacek & Herian (2012)</i>	Exploratory research on how audiences perceive TV programs	It was observed that different TV programs activated different parts of the brain
	<i>Limbio Business (2012)</i>	The effects of the Grosser beer advertisement on the brain	Grosser TV advertising interaction is described as a highly emotional and appealing story.
	<i>Gemma Calvert (2010)</i>	The effect of health warnings on cigarette packs	Warning labels on cigarette packs did not have a negative effect on drinkers.
	<i>Daimler-Chrysler (2010)</i>	The potential customer's response to sixty-six different cars	The study showed that sports cars stimulated the reward and support part of the brain
	<i>Hnutson, (2010)</i>	Model prediction on individual buying behavior	The research team was able to estimate the purchase decision of each product presented to the subjects.
	<i>Lieberman (2012)</i>	The effectiveness of TV marketing campaigns designed to help stop smoking	The results showed that campaign B was more effective than the A and C campaign.
	<i>Van der Laan et al., (2012)</i>	A study on the effect of packaging design on the food preference function of the consumer	Packaging plays an important role in the manipulation of the product regarding its health and weight level. The attractiveness of healthy products is high
	<i>Lehmann & Reimann (2012)</i>	The relationship between time and money in our purchasing decision	Research provides evidence of insula activity over time versus money. The evaluation of the product in terms of popularity rating increases in the busy moments of consumers
	<i>Levy et al., (2011)</i>	Estimation of consumer preference during passive display:	Activation in stratum and mFPC (Mid-Prefrontal Cortex) predicts follow-up preferences without choice.

	from Preferred to non- preferred	That is, the areas of the brain responsible for the value and choice are active in both cases with or without preference.
<i>Krienen et al., (2010)</i>	How does mid prefrontal cortex respond in making friends and connecting with others?	Brain regions along the frontal midline have a high contribution to social recognition and similarity.
<i>Clithero et al., (2011)</i>	Research on money-related regions of the brain	Results showed that there were different patterns representing the participants.
<i>Bakalash & Riemer (2013)</i>	discovering emotional stimulation and memory triggered for advertising by using fMRI	The activation of the large amygdala in response to advertisements having put a mark in the memory reinforces the emotional stimulation created by the ad and the relationship between advertising and memory
<i>Esch et al., (2012)</i>	Evaluating brands by using explanatory information and experienced emotions	Brands can trigger emotions as well as visceral (internal organs) responses during coding, access and evaluation
<i>Knutson et al., (2007)</i>	Neural determinants of purchases	Purchase decisions include product willingness and exchange.
<i>Mason et al., (2009)</i>	The subject of social influence neural mechanisms	The ventromedial prefrontal cortex (VPFC) responds to socially marked symbols while the caudate activity originates from non-socially contextual symbols
<i>Plassmann et al., (2007)</i>	Neural correlation of customer loyalty	The middle orbitofrontal cortex is the code that is willing to pay.
<i>Plassmann et al., (2008)</i>	Neural representation of experiential satisfaction	Price affects taste perception differently.
<i>Santos et al., (2011)</i>	The role of ventromedial prefrontal cortex (VPFC) in the	This supported the idea that ventromedial prefrontal cortex (VPFC) might be insignificant in the decision-

	evaluation of brands	making process. The ventromedial prefrontal cortex is much more active than the decision-making process after selection
<i>Schaefer & Rotte (2007)</i>	Favorite brands that modulate the reward circuit as cultural objects	Activation in the ventral striatal region reflected a function in which observers' favorite brands were previously associated with positive characteristics. There is a social empowering behavior here.
<i>Weis et al.,(2006)</i>	Product memory	Feedback affects strong activation in brain regions associated with memory function and emotion (lower prefrontal cortex, right hippocampus, right amygdala)
<i>Klucharev et al., (2008)</i>	Product memory	Caudate activity (prefrontal cortex, hippocampal, parahippocampal gyrus / brain fold, caudate nucleus) mediates the persuasive effect of experts.
<i>Erk et al., (2002)</i>	Rewarding the attitude towards the product with status	Status symbols trigger the reward response.
<i>McClure et al., (2004)</i>	Reward effects of taste perception for preferred brands	Brands influence taste perception in a different way.
<i>Reimann et al., (2010)</i>	Packaging design	Aesthetic packages are highly rewarding.
<i>Paulus & Frank (2003)</i>	Brand preference	The middle prefrontal cortex, anterior cingulate cortex and left anterior insula play an important role in the selection decisions.
<i>Deppe et al., (2005b)</i>	Information processing reward effects for preferred brands	Mobility increases in the areas involved in the processing of emotions and self-reflections
<i>Deppe et al., (2005a)</i>	Brand creditability	In particular, the structures involved in the processing of emotions play an

		important role in the integration of framing information about the implicit decision during decision making.
	<i>Yoon et al., (2006)</i>	Brand Personality Personality
	<i>Dietvorst et al., (2009)</i>	Interpersonal mentalization between sellers and customers
	<i>Hedgcock & Rao (2009)</i>	Exchange decisions between preferences and attraction effect
	<i>Kenning et al., (2007b)</i>	Can the perceived attractiveness of an ad be related to neural mobility?
	<i>Schaefer et al., (2006)</i>	Revealing the relationship of brand information with neural activation
EEG	<i>Pradeep et al., (2010)</i>	Finding better solutions to improve Baby care products business online
	<i>Rossiter ve Silberstein, (2001)</i>	Being able to obtain good ads from neural

		activation patterns	
	<i>NeuroFocus, (2013)</i>	Determining the problem of a useless new snack food packaging	The tests found that the new packaging did not attract the consumers emotionally and had no effect on the memory.
	<i>Ravaja et al., (2013)</i>	Estimation of the purchase decision: The role of hemispheric asymmetry on the frontal cortex	The results of the study showed that the left frontal activation would be a relatively more positive decision to buy in the pre-decision period.
	<i>Vecchiato et al., (2011)</i>	Analysis of the frontal activity of consumers while watching add	There is an asymmetric increase in theta and alpha waves in the right and left hemispheres (hemispheres) of the brain in relation to the activities of pleasant / unpleasant ads
PET	<i>SBS and Neuro- Insight (2013)</i>	Working on vehicles that appeal to women	The results show that women are affected by different types of cars.
	<i>Smith et al., (2002)</i>	Neural correlation of attitudes about monetary gain or loss, risk and uncertainty	Interactions between attitudes and beliefs have triggered changes in dorsomedial and ventromedial regions.
MEG	<i>Vieceli et al., (2012)</i>	investigating the emotional and cognitive responses of fanatical and non-fanatical fans of AFL (Australian Football League)	The results describe that fanatical fans as regular admirers are different. These conclusions made an academic contribution by bringing new insights into the way that commitment processes emotional and cognitive actions are handled and how this information can be used by organizations
	<i>Ambler et al., (2000)</i>	What effect does effective advertising have on neural activity as compared to	Cognitive pictures: Strong activation in posterior parietal regions. Strong use of work memory

Eye Tracking	<i>Brown (2012)</i>	cognitive advertising?	Sensory pictures: VPFC, amygdala and brainstem activation. Processing emotional stimuli
	<i>Treistman & Gregg (1979)</i>	The effectiveness of A4 print ads in South Africa	Researchers have shown a preferential scan path sequence starting in the middle of the page and ending at the bottom right corner
	<i>Smead et al., (1981)</i>	Using the intention of buying together with eye tracking	Using the intention of purchasing together with eye tracking gave better results than their individual use.
	<i>Anonymous (1984)</i>	Effect of product introduction and protocols on eye movements	a paired comparison was made between the number of fixings with brand, average number of fixings, preference time, and search time percentage dilemmas.
	<i>Russo & France (1994)</i>	Evaluation of outdoor advertising through eye tracking	Individuals have looked at brands more than once with the aforementioned advertising.
	<i>Lohse (1997)</i>	Comparison of buying preferences with eye fixing sequences	The steps of alignment, evaluation and verification in purchasing decisions for the Market have been observed.
	<i>Pigeon et al.,(1997)</i>	Investigation of consumer Eye movement patterns on yellow page advertising	This study explored how consumers look at yellow pages. According to the results of the survey, consumers noticed more than 93% of the quarter page images and only 26% of the simple lists. They have detected color ads before colorless ads. They have seen color ads for 21% longer than colorless equivalent ads. Dark lists have been examined 42% more than flat lists.
		Use of eye tracking in	Consumers paid attention to the product for less than seven second.

<i>Janiszewski (1998)</i>	Canadian type packaging Effect of imaging characteristics on visual exploration research behavior	Areas placed in more visually competitive environments have received less attention. Increasing attention-grabbing competitiveness created by the information contained in a field has reduced the likelihood of the viewer to recall discovery information. In addition to the targeted search model, a discovery search model can explain the differences in sales and attention on a catalog page.
<i>Pieters & Warlop (1999)</i>	Visual attention during brand selection: the impact of work motivation and time pressure	The participants under the pressure of time reacted by focusing on the picture with a shorter fixation.
<i>Pieters et al., (1999)</i>	Visual attention for repeated print advertising: A test of the crawl path theory	Integrated models have been developed for the use of visual attention and results in written advertising sections
<i>Kroeber & Riel (2001)</i>	The effects of emotional picture elements in advertisements analyzed through eye movement	A particularly interesting area seems to be the interpretation of fixation patterns. In other words, the elements that have been focused on once and in a row have played an important role in the effects of persuasion
<i>Chandon et al., (2002)</i>	Value measurement of the marketing point of purchase with commercial eye tracking	They have used eye tracking data to differentiate the brand evaluations as memory-based and visual aid based
<i>Anonymous (2002)</i>	Marketing materials hint	The Gallup applied science company has demonstrated how written ads are read by individuals, how they draw attention and how they are

			kept in mind through eye tracking methods
	<i>Maughan et al., (2007)</i>	Examination of bus stop advertisements through eye tracking technique	Positive correlation was found between the number& duration of fixation and evaluation of advertising.
	<i>Day et al.,(2006)</i>	The effects of flash suppressors upon decision-making distractors and stimulation source multiple attitudes.	It has been demonstrated whether individuals fix their eyes to advertising and whether they have eye movements.
	<i>Coulter (2007)</i>	eye movement bias and the effects of numbers on price rounding behavior	The effect of price rounding behavior was examined by eye movement. Fractional numbers have been found to be more attractive.
SST	<i>Pynta et al., (2014)</i>	The social power of television in the construction of social media audience participation	Focusing on the use of the second screen (sharing images between television and internet enabled devices), Pynta has discovered that such use can significantly increase the neural indicators of audience participation in the television program.

Source: Prepared by the authors.

As can be seen in Table 1, it does not go unnoticed that fMRI, EEG and eye tracking techniques are mostly used in researches on neuromarketing. It is understood from the researches that traditional marketing analysis is not included much. It is seen that researchers have completed their studies by using neuromarketing techniques almost entirely by keeping the number of participants limited. This is an indication of how much marketing researchers have adopted neuromarketing techniques by abandoning traditional marketing methods or moving away from traditional marketing methods. Considering the common aspect of studies in the field of neuromarketing, it can be said that it consists of a combination of brain, behavior and emotion correlations.

Neuromarketing is a recently developing field in Turkey and different academic studies are being conducted as a result of this. In universities, graduate and doctorate programs are opened, research and

application centers are established, workshops are organized and conferences, seminars and congresses are held on neuromarketing. For example, METU and Bogazici universities have been conducting academic studies with joint neuroscience and neurotechnology doctoral programs. Uskudar University opened the MS program in Neuromarketing. Hitit and Firat Universities have established research and application centers for neuromarketing. This crawling interest in neuromarketing has increased particularly in recent years and has found place in academic literature. When we analyze the research on neuromarketing in Turkey by means of the following table, the rising focus on the field can be seen in the last two-three years and it can be concluded that most of the studies are conceptual.

Table 2. Studies Conducted in the field of Neuromarketing in Turkey

Researchers	Research Subject
Candemir & Candemir (2019)	Neuromarketing-New Generation Marketing Approaches-With Case Analysis
Yucel & Cubuk (2014a)	The Experimental Travel of a Neuromarketing Research and the First Tips of the Research
Hur & Kumbasar (2011)	Eye movement based Research Solutions Eye Tracking Technology
Erdemir (2015)	A Guide to Understanding Neuromarketing Studies
Özdogan (2008)	A Conceptual Study on Eye Tracking and its use in Marketing
Sezgin & Ucar (2015)	The Reflection of Neuroscience on Organizational Behavior: Organizational Neuroscience
Ustaahmetoglu (2015)	An Evaluation on Neuromarketing
Erdemir (2015)	Neuromarketing in Turkey: Optimization Strategies for Establishing Emotional Appeal and Heightening Advertising Effectiveness
Yucel & Cubuk (2014b)	Brand equity from view of neuromarketing
Yucel et al., (2015)	Coffee Tasting Experiment From The Neuromarketing Perspective
Yucel and Çubuk(2013)	Comparison of approaches of neuromarketing and subliminal advertising
Aytekin & Kahraman (2014)	A new research approach in marketing: neuromarketing
Tunali et al., (2016)	The review of neuromarketing studies of advertising and marketing researches and ethical dimension discussion of neuromarketing
Tekin et al., (2017)	Research on Consumers' Brain Activations by Means of Electroencephalography Method
Baybars (2016)	Luating Neuromarketing Studies Through the Lens of Philosophy of Social Sciences
Utkutug & Alkibay (2013)	Neuromarketing: A Retrospective Review of Researches on Assessment of Advertisement

	Effectiveness by Means of Psychophysiological Techniques
<i>Salman & Perker (2017)</i>	The Investigation of Neuromarketing Study and Evaluation in the World and in the Turkey
<i>Akin & Sututemiz (2014)</i>	Neuromarketing and It's Ethical Aspect According to Practitioners
<i>Firat & Komurcuoglu(2016)</i>	Neuromarketing For An Effective Advertisement
<i>Akgun & Ergun (2016)</i>	A Conceptual Research on Neuromarketing as a New Marketing Approach
<i>Tas & Seker (2017)</i>	Neuromarketing and Management Information Systems
<i>Giray & Girisken (2013)</i>	Is it possible for the brain to perceive the stimulus that the eye cannot feel at the conscious level? An Experimental Design on Measurement by Neuromarketing Methods
<i>Bozoklu & Alkibay (2014)</i>	Evaluation of Emotional Responses to TV Ads in the Context of Neuromarketing: Comparison of Facial Muscle Analysis and Questionnaire Method
<i>Girisken et al., (2014)</i>	An Experimental Design on Measurement of Consumer Responses to Marketing Suggestions by Neuromarketing Methods: A Case Study of Gsm Operators' Selling Smart Phones on Corporate Websites
<i>Ozdogan et al., (2008)</i>	A conceptual study on neuromarketing
<i>Tekin et al.,(2016)</i>	What is and is not Neuromarketing: a conceptual overview
<i>Ural (2008)</i>	New approach in marketing: a theoretical evaluation on neuromarketing
<i>Kececi (2015)</i>	What happens if neuroscience enters marketing? Neuroscientific Examination of Neuromarketing
<i>Yorgancilar (2016)</i>	In TV Commercials, The Theme of Women and Sexuality on The Mind of Consumer: A Neuromarketing Application
<i>Uyar (2016)</i>	A New Approach to Marketing: A Theoretical Perspective on Neuromarketing
<i>Ozkaya (2015)</i>	Research in Brand Management: Functional Magnetic Resonance Imaging Technique
<i>Uzbay (2015)</i>	Is it Possible To Understand The Brain By Only Neuroscience? New Expansions And Approaches From Neurological Sciences To Social Sciences In The Brain Century
<i>Sadedil et al., (2016)</i>	Comparison of Conventional Marketing Researches and Neuromarketing Researches in Regard to The Efficiency of Marketing Messages
<i>Ozturk & Guven (2015)</i>	In Neuromarketing, The Place of Semiotic Object Use In Application And Semiotic Engagement

<i>Girisken et al., (2014)</i>	Neural Correlates of Behavioral Reactions to Gsm Operator's Web Sites for Smart Phones
<i>Koyluoglu (2017)</i>	Conceptual study to eye tracking method in neuromarketing through interdisciplinary methodology
<i>Girisken & Uzel (2015)</i>	The Effect of Gender on the Experiences of Online Shoppers: An Eye Tracking Study
<i>Cakir et al., (2015)</i>	Neural Correlates of Purchasing Behavior in the Prefrontal Cortex: An Optical Brain Imaging Study

Source: Prepared by the authors.

Neuromarketing is an area for newly accelerated in Turkey, as shown in table 2, it is seen that the form of more available literature studies. Considering the application studies, it is understood that EEG and eye tracking techniques are frequently used. The reason for this is that neuromarketing is a new field, its costs are high and it is difficult to find subjects. However, this mobility at the national level in the field of neuromarketing is promising.

3. CONCLUSION AND SUGGESTIONS FOR FUTURE RESEARCH

The fact that neuromarketing is a new field has caused some restrictions in the academic community. In this study, which was designed as a literature review, more resource shortages were experienced. Subsequently, since the field of neuromarketing is a multi-disciplinary field, sorting the researches in the marketing axis has created another constraint. At this point, a suggestion can be made that the academic community should be more sensitive about neuromarketing.

The awareness that the desired goals cannot be achieved only by being intertwined with the social sciences has transformed the marketing science into an interdisciplinary collective mind-based interdisciplinary research formats just like other sciences. This team work, which integrates information and developing technological methodology at both human and mechanical levels, has reinforced that classical methods and theorems are inadequate in explaining the purchasing decision of a person with a complex structure in general and in a specific way, and in explaining the directly affected behavior. Thus, the pluralism in the methodology and the fact that individuals cannot stay away from the innovative and sustained external factors around them have been the cause of the neuromarketing to come to existence inside marketing science. Following the transfer of marketing to experimental environments, it has become possible to explain the basics of behavior towards consumer decisions and actions through the triple spiral of marketing, biology and neurology. With the help of developing many techniques considering the brain, other senses were associated with the brain and mind maps were generated. This innovative

maneuver in the marketing field has gone beyond conventional knowledge and has renamed the individual and his behavior contrary to the subjective

In the light of this information, neurological activations in the brain reflect the reality. Therefore, neuromarketing is a strategically important research area in monitoring how individuals react to messages. Many scientific researches in a field of such importance have significantly reduced the margin of error of the companies that want to determine their customer demands and needs through various advertisements and campaigns, and have enabled them to minimize their costs and helped the customer to increase the level of customer satisfaction by helping them confront alternative products that are confusing at the decision-making stage.

The researches about neuromarketing, which is a multi-disciplinary field of study, have been limited to marketing. Although it is tried to be associated with the disciplines in social sciences (sociology, philosophy, anthropology, etc.), it has remained inadequate. Therefore, this association needs to be further increased. It can even go beyond this association and become more integrated with technology. Artificial intelligence applications in service marketing are the best examples of this integration. On the other hand, it is important to construct different subjects such as online purchasing intentions and consumer emotions with different disciplines in order to obtain more rational outputs.

Finally, neuromarketing, not engaging in utopian things such as looking for a buy button in the human brain and manipulating the consumer, will be used in a wide form by both business professionals, marketers and advertisers as well as by the academic community in the future as it sheds light on mental activations. In this study, the researches which have been conducted so far have been examined to shed light on future researches in the field of neuromarketing, and certain results have been reached. As a result of the aforementioned investigation, it has been concluded that purchasing behavior should be evaluated not only logically but also emotionally.

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CHAPTER IX

MILLENNIAL PAIN IN THE TRANS-CAUCASUS AND AZERBAIJAN

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INTRODUCTION

At the dawn of the second millennium, the only words to utter for the rhetoric process stretching from the dissolution of the USSR (Union of Soviet Socialist Republics) to the "end of history" thesis lie in the wise answer of the then Prime Minister of China, Zhou Enlai, to the question "What do you think about the French Revolution" in 1950: "It's too early to say anything". It is too early to make a consistent prediction on the question of what will happen for the Caucasus (Transcaucasia - Azerbaijan and others) in the perspective of historical development. However, in this part of the book, History and Geopolitics give clues about what and how we can think. From this point of view, Azerbaijan is closely examined.

The great "geopolitical disaster" (Putin, 2005), (Osborn, 2019) experienced at the dawn of the millennium made the romantics and idealists happy and hopeful that the peoples of the Caucasus would have the right to self-determination. Nevertheless, the new utopia of independent democracies, which would flourish in the World peace environment, experienced its first shock with the Chechnya rebellion. In the XX. century, the Eurasian geography witnessed two major collapses. It was revealed in a short time that it would be difficult to expect the emergence of successful states like the Scandinavian countries, which gained their independence following these collapses, in the Asian territories. The emergence of authoritarian regimes, many of which were dependent on and affiliated to Russia, was perhaps considered as a result of the need for a new Russian Empire to prevent the formation of "black holes". Perhaps the absence of the USSR worried the "Military-Industrial Complex", but "it is still too early to say anything". However, it is also a fact that the periods of "conjunctural time" have nearly run out. This situation bears a number of predictions that are likely to come true. The desire for independence of the small country of Chechens, which was

located in this geography and initially provoked sympathy, changed its nature after a while, leaving its place to terrorist acts. It was then suppressed by state terrorism in which innocent civilians were slaughtered being exposed to brutal violence. As in the Arab Spring demonstrations, radical religious militants, whose sponsors are now known, occupied TV screens, the problems became internationalized, and Eurasia and the Middle East were thrown into a different universe.

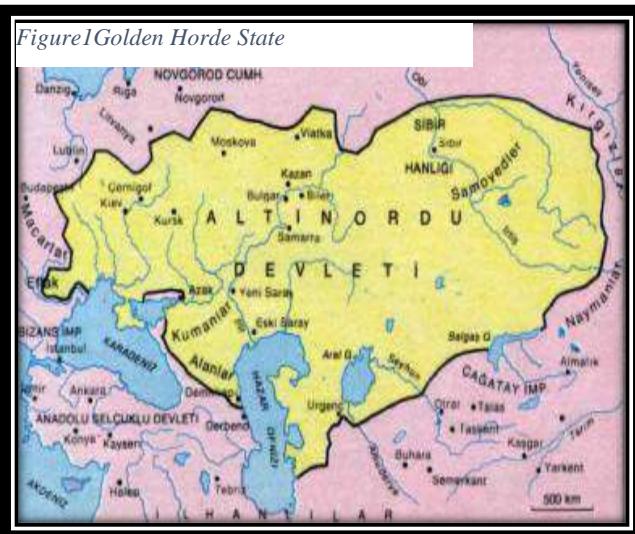
In the range of hybrid struggles ranging from the plunder of the assets belonging to underdeveloped countries by those holding the financial power in the context of conjunctural history to the geopolitical and biopolitical control struggles of the rival countries stalemated by hegemonic power struggles, too many images are displayed on the political screen consecutively. We take a close look at the futures of Transcaucasia, which is home to the countries exposed to economic, military, ideological and political pressures among the great powers that have got stuck in the hegemonic struggle, and Azerbaijan, which is one of the shining stars of this geography, through a historical and geopolitical perspective.

IRREPRESSIBLE RISE OF THE RUSSIANS AND THE CAUCASUS

The mountainous region extending from the Taman peninsula in the east of the Black Sea to the Absheron peninsula in the west of the Caspian Sea is called the Caucasus. Stretching from the Black Sea to the Caspian Sea, being 1200 kilometres long and tens of kilometres wide, the Caucasian mountain range forms the northern border of Georgia and Azerbaijan and the geography these countries are located in is called Transcaucasia, i.e. Trans-Caucasus/beyond the Caucasus. The northern part of the mountains is called Caucasia/Caucasus (Ekici,2017:63).



The Caucasus witnessed the Ottoman-Iranian conflicts between the XVI. - XVIII. centuries, and the Ottoman-Russian conflicts between the XVIII. - XIX. Centuries (Alieva&Asker,2013).



Having been able to keep Turkestan under control after the XVIII. century, the Russians use a discourse implying that they have always been “predominant and indigenous” there in political environments of today and act offensively. The Russians seized

the control of the Caucasus in 1829s. (with the Treaty of Edirne (Adrianople) they signed with the Ottomans, Treaty of Turkmenchay with the Iran and others). However, this control did not mean that they established full sovereignty under the conditions of that period.

The Turkish domination in the Black Sea began between 1454 and 1461 with the seizure of Abkhazia and the Empire of Trebizond. Having gained its independence from the Golden Horde State in 1430, the Crimean Khanate later paid homage to Mehmed the Conqueror, from whom it received assistance in its fight against the Genoese in 1475. Following this development, the Ottomans and the Grand Duchy of Moscow became contiguous/neighbours in a way.

The Golden Horde State had friendly relations with the Seljuks and their successors, the Ottomans. As a matter of fact, it is known that Berke Khan saved the Seljuk Sultan Kaykaus II from Byzantine captivity (Bibi,1941), (Aksarayi,2000). It is possible to label the Golden Horde and the Ottomans as the two greatest states of the Middle Ages. At a period when the Ottomans were developing, the Golden Horde started to withdraw from the stage of history. Ilya Zaytsev wrote that until the end of the XVI. century, the Ottoman Empire was not seriously interested in the regions north of the Crimean Khanate(Зайцев,2004). However, a threat that was coming from the East and also consisted of Muslim and Turkish majority, i.e. the threat of "Timur", caused these two states to converge and

even to form an alliance with other regional powers of the era. The late establishment of this alliance, the underestimation of the Timur threat by the members of the alliance, and Timur's wise policies caused this alliance to fail. As a result, both countries were defeated by Timur

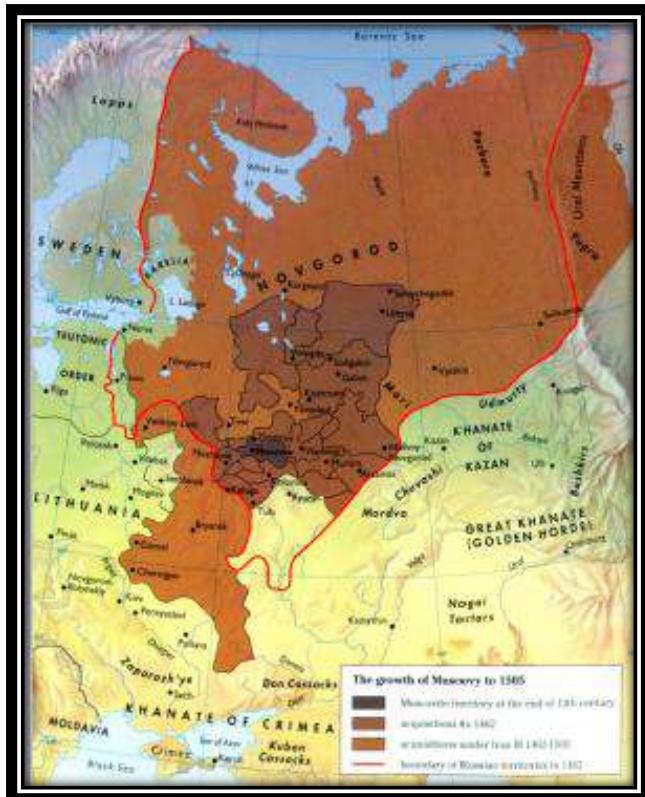


Figure 1 Russia XVI. Century

(Kamalov&Mirlaliyev,2008). After Timur withdrew in 1396, it is known that the Golden Horde Khanate fell into a decline and dealt with internal conflicts. While the Golden Horde was going through its final days, the Ottomans expanded their territories by capturing the Crimean peninsula and the coasts of the Sea of Azov during this period. While the Khanates of Sibir, Kazan, Crimea and Astrakhan were established in addition to Nogai Horde in the years between 1430-1460, the Uzbek and Kazakh khanates began to form in the eastern territory of the Golden Horde. This fragmented structure in the Caucasus and the Volga Basin pave the way for Russia to develop in these directions (Kamalov&Mirlaliyev,2008). The clashes between the Khanates of Turkic origin gave rise to the states that harmonized themselves with the ecosystem in the development of political history, while others lost their sovereignty. Having acceded to the Crimean throne, Meñli I Giray defeated the Golden Horde in the battle that took place on the Ugra River between 1480-1481 thanks to the alliance with the Russian Knyaz Ivan III, which provided a great advantage for the Russians. The Golden Horde domination over the Russians came to an end

(Kurat,1940). In 1502, the Crimean and Nogai troops dealt the Golden Horde a deathblow and the Golden Horde withdrew from the stage of history (Kamalov&Mirgaliyev,2008). These developments provided the Russian Tsars with sufficient knowledge about the political conflicts in the region and the structures of the Khanates, and this was benefited in the conquest of Turkestan. The states or khanates with Turkish majority in the region were not able to pursue ethnic politics and achieve political integrity throughout history. However, it is important to underline that that period was not one when political events were heard as quickly as today and underwent strategic analysis. The consciousness of group solidarity was largely dependent on communication opportunities.

The policy of Tsarist Russia to take over trade routes and to occupy Eurasia, which was initiated by occupying Astrakhan in 1554, continued with the occupation of the entire Caucasus starting from Peter I (Tavukcu,2018). Since the Tsardom period, in Kissinger's terms, Russia has been pursuing incubating policies in their weak periods and despotic and expansionist ones in their strong periods. It is observed that the Russian foreign policy has been shaped in a way to "expand the state in every direction" since the Tsardom period. As a matter of fact, it expanded 100.000 km² on average per year between 1552 and 1917, which means it expanded more than the surface area of many European states each year (Kissinger,2016).

Trying to legitimize its occupation through the rhetoric of civilizing the Caucasian peoples, Russia faced serious resistance in the Caucasus, where it had been attempting to achieve dominance, and millions of Circassians and Turks who had been subjected to massacres were forced to leave their lands and sent into exile. The exile and ethnic cleansing

EXPULSION AND DEATH OF THE MUSLIMS						
Region	Surviving Exiles	%	Dead	%	Remaining	%
S. Greece, 1821-30	10,000	29	25,000	71	none	0
Bulgaria, 1877-78	568,000	38	262,000	17	672,000	45
Bosnia, 1875-78	245,000	35	dead and exiled		449,000	65
Balkan Wars, 1912-13	813,000	35	632,000	27	870,000	38
Crimea, 1772	100,000	*	*	*	*	*
S Caucasus, 1827-29	26,000	*	*	*	*	*
Crimea, 1854-60	225,000	*	75,000	*	*	*
Caucasus, 1864-67	800,000	*	400,000	*	*	*
S. Caucasus, 1877-78	70,000	*	*	*	*	*
Anatolia, 1912-21			2,736,000	19	11,619,000	81
S. Caucasus, 1914-20	273,000	*	410,000	*	*	*

actions that Turks and Muslims were exposed to during the weakening of the Ottoman Empire are shown in the table.

Source: Justin and Carolyn McCarthy, Who are the Turks, a Manual for Teacher American Forum for Global Education, 2003, p.56

We observe that the policies that reinforced the dominance of Russia in the region were shaped during the Czarina Catherine II period and that these policies impaired the ethnic integrity by bringing the religious structure forward (Asker&Alieva,2012:111). At the end of the XVIII. century, the Czarina Catherine II rejected the demand for the prohibition of Islam, and accepted the element of religion as "the main socio-political unit in a similar way to the Ottoman Empire". The structure called "Millet" system of the Ottoman Empire became the cornerstone of the social and political order and political communities were based on the representation of their religious groups. This attitude aimed to create a tolerant environment that would prevent great rebellions from happening.

The Muslims were expected to consider the Tsarist monarchy as "legitimate" in this structure and to display loyalty. According to Fuller, the Muslim communities' loyalty to the Tsar continued until the First World War and the Russian Revolution (Fuller,2010). Although it is seen that certain communities fought in the Russian Army (Kozaks-Cossacs and some Kipchaks) throughout the history of three hundred years of war between Russia and the Ottomans, the North and South Caucasus did not embrace it easily. The communities that cooperated with the Russians did not include all Caucasian and Central Asian peoples and every period, as Fuller stated. For instance, the "jihad" launched in 1829 against the Russians who were supported by the people of Dagestan, Chechnya and Ingush extended beyond the Kuban River. The Imam Sheikh Shamil, elected as the leader of the riot in 1834, maintained the twenty-five-year war against the Russian Empire. Having begun in Dagestan and continued in Chechnya, this war included the whole of Circassia for a whole. The Ottoman Army, which entered the territory of the Western Caucasus in 1855, had to evacuate this land in March 1856 because of the pressure placed by England and France. The Russian Army did not encounter any resistance while entering Abkhazia in January 1859. The fact that the peoples of the North Caucasus fought very bloody wars against the Russians between 1829-1859 was not taken into consideration. During this period, the number of Russian soldiers increased to 250.000 in these regions(Bilge,2005). The pressure placed on the Ottoman Empire by the Western states at that time was an indication that they wanted these peoples and lands to be under the Russian rule. This attitude was assumed by the Germans in the First World War for the allied Ottoman Army to withdraw from Baku. The Western states have always preferred the Russian presence in the Caucasus and Central Asia rather than the Turkish presence in every

period of history. During the Cold War period, the NATO membership of Turkey was structured upon a different rationale, and there was no indication that this attitude was abandoned. Turkish presence seems to be an obstacle in their geopolitical shaping and architecture.

INTERNAL AND EXTERNAL DEVELOPMENT MOVES OF THE RUSSIAN FEDERATION

Stephen Kotkin states that although national themes are common in non-Russian republics, nationalism is not allowed to change the official socialist ideology. Cultural nationalism has never been allowed to become an independent power. Kotkin argues that the separatist threats are weak and multinational solidarity is strong in both Russia and non-Russian republics. However, although Russification and its career advantages, reciprocal dependencies of the planned economy, the Russian-dominant structure and widespread injustices left resentful effects on the USSR, there was a multilingual, multicultural world in many ways (Kotkin,2001).

As a result of Putin's centralist policies, the issue of Chechnya, which had importance for Moscow, was resolved, more stability was achieved for the Russians in the North Caucasus compared to the past, and the control of Moscow over the other autonomous republics was strengthened (Kemaloğlu, 2016:1-14). Today, in the seemingly federated regions of Russia, the Russian sovereignty is welcomed and a geopolitical attitude of Western origin is exhibited. The fact that the aggressive moves which Russia might make towards the future of the Republics of Turkish origin that managed to gain their independence would not go beyond a rhetoric opposition and a set of economic limitations without much influence from the point of the Western world became evident in the Georgia-Crimea and Ukraine conflicts. Azerbaijan and Trans-Caucasus are risky areas where aggressive moves can be encountered. In Kissinger's words again: "The USSR was not a reliable actor throughout its history, as Tsarist Russia had been" (Kissinger,2016).

The occupations that Armenia carried out thanks to the financial support and de-facto military assistance of Russia eliminated the geopolitical influence potential of Azerbaijan and precluded the possibility of establishing a direct connection between Turkey and Turkestan.

Despite the significant achievements in the field of economy during the Vladimir Putin period, the Russian economy could not get rid of its dependence on energy resources, and the industry that entered into crisis after the collapse of the USSR could not leap forward in any branches other than the weapon industry, and due to the disappearance of kolkhozes and sovkhozes, agriculture and animal husbandry were not given due attention. Therefore, although the Russian Federation, which is very suitable for the development of agriculture and animal husbandry, should be exporting

products from these sectors, it imports them on the contrary. The same also applies to all fields other than the fields of energy and weapons (Kemaloğlu, 2016:1-14).

Following the referendum that the pro-Russian government conducted on March 11, 2014 and the Crimean Turks boycotted to participate, the Autonomous Republic of Crimea declared unilateral independence from Ukraine. In a statement he issued on March 21, 2014, Vladimir Putin said Crimea would be annexed to the Russian Federation. As of this date, Russia regarded Crimea as its own territory and declared it as its 22nd Autonomous Republic, but no country recognizes Crimea as a Russian territory (Kemaloğlu, 2016:1-14). This does not change the de facto status. Crimea did not become a Russian territory in the historical process. It is an occupied region.

Following the annexation of Crimea to Russia, separatist movements also emerged in the east of Ukraine and hundreds of people lost their lives in the conflicts. Although a ceasefire has been achieved between the parties today, the east of Ukraine will undoubtedly continue to be a problem for the centre in the long run. The developments in Ukraine have also been a turning point in terms of Russia's relations with the West. After the dissolution of the USSR, Russia's relations with the USA and the EU became seriously tense for the first time (Kemaloğlu, 2016:1-14).

Having lost its influence in the Middle East following the collapse of the USSR, Moscow began to become influential in the region again thanks to Vladimir Putin, and developed cooperation with Iraq in the field of energy, Iran in nuclear energy, Libya and Egypt in military technologies and energy, and Syria in military and trade. However, the Arab Spring, which broke out in the region, brought this cooperation activities and the increasing influence of Russia in the region to a standstill. The investments that Russia made, the debts it wiped off, the loans it granted, the projects it started to develop in the last ten years suddenly came to nothing. The new Western-backed governments in the states where the Arab Spring took place reviewed their relations with Russia to start with. For this reason, the Russian authorities even claimed that Russia was the target of the Arab Spring (Kemaloğlu, 2016:1-14).

Considering the former Soviet geography and the geographies where the USSR used to be influential and powerful as its "backyard" so to speak, the Kremlin grew jealous of any intervention in them and did not hesitate to pursue a very aggressive policy. The Crimea and Syria operations are examples of this policy. Russia has enough trump cards in its hands to make itself strong again in the former Soviet geography. However, Putin's effort to make Russia "a country that does not listen to advice but gives" costs Russia a lot in economic terms. Therefore, it will not be easy for

Russia to maintain this policy and a new so-called Cold War with the West for a long time. If this tension increases, new Russian occupations and interventions in the Trans-Caucasus will not be a surprise (Kemaloglu, 2016:1-14).

MILLENNIAL PAIN IN AZERBAIJAN

The second half of the 1980s and the early years of the 1990s passed into the history of Azerbaijan as the second period of independence struggle. The factors affecting this national independence struggle are the economic, political and social problems experienced in the Soviet Union in the second half of 1980s and their reflection on Azerbaijan, the territorial claims of Armenia against Azerbaijan and the historical legacy of the national struggle dating back to the 1918-1920 period (Kurban&others, 2018). The second half of the 1980s is the period in which the socio-economic problems were revealed and reflected on the social life considerably in the Soviet Union.

During the times when the Soviet Union was economically depressed, the decision allowing the activities of civil institutions and political parties that prescribed democratization of the political system was adopted. This democratization process, which started from the top, was one of the factors affecting and facilitating the political struggle in Azerbaijan, as in every part of the country. To summarize, the economic crisis that the USSR faced encouraged the transition to the market economy, and while the attempt to realize the market economy, which centres on private ownership in the socialist system, which is based on the rejection of private ownership, as a way out shook the foundations that the socialist system rests on, it also gave rise to the need for democratization in the political system. The democratization attempts in the political system ended the monopoly of one-party regime, and gave opportunity to the multi-party system, which created an appropriate environment for political struggles in the dependent republics (Kurban&others,2018).

In addition to the *Perestroika* and *Glasnost* policies that the central administration implemented because of the pressure placed by the socio-economic situation in the country, which played the part of the facilitating factor in the beginning of the national political struggle in Azerbaijan, another significant factor was the Nagorno-Karabakh conflict, which progressed based on the territorial claims of Armenia against Azerbaijan.

PERESTROIKA AND GLASNOST AND DISSOLUTION OF THE USSR

Brought forward by Mikhail Gorbachev in the late 1980s, the reform policies, namely *glasnost* and *perestroika*, led to an unexpected outbreak of independence movement in the Soviet Union. Perestroika paved the way

for the leaders of the states to have more control over their territories and ultimately demand their independence from the Soviet Union (Aleskerov,2007:241-242).

Perestroika was regarded as a political move aimed at recreating the Communist Party of the Soviet Union, which was in power in the 1980s. This was followed by Gorbachev's glasnost policies. As more openness was achieved, everyone realized that the Communist government needed change or restructuring.

The aim of perestroika was initially to make socialism more beneficial for people, but perestroika made the political, social and economic tensions that already existed in the Soviet Union even worse. Today, some historians believe that this brought the end of the Soviet Union (Aleskerov, 2007:238).

Previously, it was thought to improve the socialism principles of the USSR, to disentangle them from Stalin's influence, to use Lenin methods in solving difficult socioeconomic and political problems. It was hoped that by regenerating the system, it would work again (Кириллов,2012).

However, after Gorbachev started the glasnost and perestroika processes, the events came out of his control.

The August 1991 Moscow coup was a turning point in the recent Russian history. This meant the beginning of the last years of the USSR and a new post-Soviet era (Aleskerov,2007:241-242).

In Belovezhskaya Pushcha near Minsk on December 8, 1991, the rulers of Russia (B. N. Yeltsin), Ukraine (L. M. Kravchuk) and Belarus (S. S. Shushkevich) declared that the Union Treaty, which had been signed in 1922, was denounced, the USSR was dissolved, and the Commonwealth of Independent States (CIS) was established (Caxapov,2016).

On December 25, 1991, M. S. Gorbachev resigned from his post as President of the USSR. This meant the end of perestroika (Caxapov ,2016).

Apparently, some of the results of the August coup were that the republics denounced the signing of the Union treaty, the dissolution of the USSR, and the defeat of perestroika (Кириллов,2012).

As a result of the developments following the Moscow coup in August 1991 and the events that progressed rapidly and differently than expected, the USSR was dissolved. This dissolution occurred as a result of the declaration of independence by 15 republics, which had been founded by the 1936 Constitution and whose borders had not changed much until the dissolution(Yalçınkaya,2006).

STRUGGLE FOR INDEPENDENCE IN AZERBAIJAN

The process leading to independence in Azerbaijan, which was once part of the USSR, did not go smoothly. After the demonstrations in the whole country, especially in Baku, became increasingly radicalized, and the demonstrators destroyed the North and South borders between the two Azerbaijans on December 31, 1989 and in the early January of 1990, the Soviet army entered Baku and carried out a massacre with the order of Mikhail Gorbachev, the General Secretary of the USSR Communist Party, on January 20, 1990. Although the massacres carried out by the Soviet army in Baku weakened the independence movements at the beginning, the demonstrations started again after a while, and the Declaration of Independence was approved by the Azerbaijani Parliament on August 30, 1991, following the failed Moscow coup of August 19-21, 1991, which had the feature of deathblow to the existence of the USSR. Actions were taken on the legal ground for independence in Azerbaijan before and after this incident. These were the Law on Sovereignty dated September 23, 1989, the Law on Economic Independence dated May 25, 1991, the adoption of the Constitutional Act on the independence of Azerbaijan dated October 18, 1991 and the referendum dated December 29, 1991 (Kurban&others,2018).

AZERBAIJAN IN POST-INDEPENDENCE PERIOD AND TURKISH POLICY REGARDING AZERBAIJAN

It was precisely in such a period that the post-Cold War changes in the Caucasus, which was engraved in memories as being a sovereignty area of the Russians, shook the Russian hegemony at its core by following the requirements of the coming conjunctural environment. Young states that gained independence especially in the South Caucasus embarked on a quest to find an advisor, or in other words, a model, for themselves in order to be integrated into the global system in a short time. In a more authentic political expression, an actor was sought to fill the void of influence that had been created following the elimination of Soviet domination in the region. In this atmosphere, Turkey was adopted as a role model, which was partly due to the instigation of the West, and it accelerated the process of cooperation with the countries in the region. It was not difficult for Turkey to establish multidimensional relations with Azerbaijan, with whom it shares the same history, ethnic identity, religion and language, taking a leading role. While Turkey is intensifying its relations with Azerbaijan on the one hand, it is not alienating Russia, the arbiter of the Eurasian region, on the other. However, through the perspective of Russian hegemony, the Caucasus is under the Russian rule and the Caucasus region, which has a strategic location and is symbolized as a geographical corridor, is the heart of Eurasia.

The Caucasus is known to be located right next to Turkey and a strategic geography extending along the range of legendary Caucasus Mountains between the Black Sea and the Caspian Sea. Having been subject to plans throughout history due to its attractive location, the Caucasus has always been a territory that many countries, especially Russia and some European countries, set eyes on and exerted great efforts to conquer (Tavkul,2006). When examined through the historical perspective, the Russians have placed this geography under their sovereignty in terms of security, political power, and superiority achieved thanks to rich energy resources, and they are trying not to give away the region (Yanar,2002).

The dissolution of the Soviet Union in 1991 was a turning point in terms of developments in the political and ethnic structure of the Caucasus. Especially the South Caucasus states which got rid of Russian hegemony and gained their independence started to exist as the dominant actors in international politics. Located between the Black Sea and the Caspian Sea, the South Caucasus has been a field of economic and political struggles of the countries in the region and global powers due to being located at an intersection of energy transmission routes (Ancak,2020). The South Caucasus countries which just gained their independence after the Cold War went through a great change in terms of politics, economy and military. Besides, in addition to Russia, new actors began to appear in the region (Aktürk,2010).

In parallel with globalization and the increase in the energy demand in the world, the Caspian basin became even more valuable with its rich resources. For this reason, this geography whets the appetites of the great powers aiming to establish control over the region (Tellioglu,2018). Especially Russia, which once owned this region, would like to prevent the energy transmission routes from being under the control of an anti-Russian alliance, and to this end, it inhibits the projects that will be against Russia, but in favour of the West (Şal,2009).

When an alliance against Russia comes into question, it should be emphasized that the balance of powers in the region should renew itself after the dissolution of the Soviets. In addition to mobilization in the region and areas of struggle brought about by ethnic conflicts, we observe a polarization involving both international powers and regional powers. The north-south axis (Russia, Armenia, Iran) stand against the east-west axis (Azerbaijan-Georgia-Turkey). In this regard, it is known that the West supports the triad of Azerbaijan-Georgia-Turkey, and that the West favours Turkey as a model to this geography.

In fact, when the Caucasus policy of Russia is analysed, it is observed that while the Russian administration is trying to restrain the

independence demands and ethnic identities in the North Caucasus, it is provoking the ethnic structures within the state in order to wear down and break the resistance of the states that newly gained their independence in the South Caucasus. The goal is clear: becoming the sole arbiter in the regional administration. However, Turkey, in particular, established close relations with the countries in the region in the post-Soviet period and these relations are becoming stronger.

Located between the Black Sea and the Caspian Sea, the South Caucasus is of significance for the great powers of and outside the region due to its geopolitical features, being situated at an intersection between south-north, east-west energy and transportation lines, and possessing the energy resources in the Caspian basin. The South Caucasus has an important geopolitical position in Asia continent and this feature gained a new momentum after the collapse of the Soviet Union.(Cabbarlı,2017), (Elma,2009).

With the dissolution of the Soviets, power gap occurred in the Caucasus geography and competition between the states and/or alliances that wanted to fill this gap continued. While the USA was lending a hand to the region, the European Union (EU), which was spearheaded by France and Germany, did not fall behind. The fact that Russia was already present in the region, and that Turkey and Iran embarked on a quest to carve out a niche for themselves in the existing balance of power in the region attracted attention. In the new era, the USA, which is a global superpower; Russia, which lost its status of global power, but is trying to reclaim it; China, which is trying to become a global power; the EU; and Turkey and Iran, which are trying to strengthen their status of regional power, and may assert a claim to become global powers next, were developing new strategies constantly to achieve their goals in the South Caucasus and to have a say about this strategic region(Caferov&Aslanlı,2016), (Elma,2019). This indicated that the geopolitical struggle started in the Caucasus(Çelikpala&Veliyev,2015).

While Russia aimed to maximize its economic, political and military relations with its last stronghold in the Caucasus, i.e. Armenia, and to disturb the remaining two states, Azerbaijan and Georgia; the USA aimed to exist militarily and politically after it maintained the control of the Caspian energy resources; and the EU countries competed to get a maximum share of the cake. While Turkey pursued the discourse of "from the Adriatic to the Great Wall of China" in the first years, Iran attempted to carve out a niche for itself in Azerbaijan and the Middle East countries politically, religiously and economically (Cabbarlı,2017).

From the early 1990s, when the Soviet Union ceased to be a part of the Caucasus, until today, the primary elements of the Caucasus policy of

Turkey have been to ensure and support the existence of countries that are independent, have political and economic stability, live in peace and cooperation among each other, and adopt the Western values. The recognition and protection of the independence and territorial integrity of the Caucasian republics have been given priority at every opportunity (Çelikpala.2010). In this context, the Azerbaijan- and Georgia-oriented Caucasus policy of Turkey, which is the leading constituent of the first axis, is to ensure the continuity of the countries that are independent, have political and economic stability, live in peace and cooperation among each other, and adopt the "Western values". Turkey provides support in the solving of any kind of problems that these countries encounter by being aware of the requirements of international law and without interfering in their internal affairs. This support is provided by the implementation of policies with political, cultural and military aspects under the heavy influence of commercial and economic relations(Çelikpala&Veliyev,2015:1-25). This brings about multilateral cooperation and deepened partnership.

The dissolution of the Soviet Union was considered as a historic opportunity by the leaders of the era, and, on the other hand, it became obligatory for Turkey to implement new regional initiative policies. Turkey was regarded as "a regional power" that could display activity in the wide territory covering the Turkic world that stretches from the Adriatic to the Great Wall of China, and from the North Caucasus to the Persian Gulf (Çelikpala&Veliyev,2015:1-25).

Turkey was considered a strategic country for the Middle East and the Caucasus worlds to access to the global axis. According to Brzezinski, an American strategy expert, Turkey, which is already a geopolitical axis in the region, has the capacity of becoming a geostrategic actor (Aktürk, 2010:20-39). Turkey should make use of this capacity in an active orbit.

The most fundamental debate on the agenda of this period is whether the developments that have taken place will promote Turkey to the status of a country that will become effective at regional level for the first time in the history of the Republic and undertake the identity of an active pioneering actor, and play significant roles in the Caucasus and the Middle East. It was believed that Turkey had the opportunity to achieve this status with the help of global developments and by emphasizing the common grounds that it shares with the states having newly gained their independence such as history, ethnic identity, religion and language. In this environment, establishing relations that would ensure the protection of territorial integrity of the new states, the Turkic republics in particular, and the consolidation of their independence constituted the foundations of the Turkish policies regarding the region. Turkey became the first country to recognize the former Soviet republics that declared their independence,

except for Armenia, and to establish diplomatic relations (Çelikpala,2010:93-126). Turkey recognized Armenia on December 16, 1991(Görgülü,2020), invited the Yerevan administration to the Black Sea Economic Cooperation organization as a founding member in 1992 and provided electricity support to Armenia so that they could overcome the energy crisis. However, the Nagorno-Karabakh issue, which began between Armenia and Azerbaijan before the independence process and became more violent after the two countries gained independence, caused Turkey to cease relations with Armenia (Gökçe,2011:1143). When Armenia occupied Kalbajar region of Azerbaijan in 1993, the direct trade from Turkey to Armenia was terminated; the border between the two countries was sealed and the road/railway and airway transportation were halted (Caferov&Aslanlı,2016).

In addition to this tension, the fact that Armenia declared it repudiated the Treaty of Kars, which had been signed in 1921 and acknowledged the existing border between the two countries, and the Treaty of Alexandropol, and its policy of presenting the claims of so-called genocide to international platforms repeatedly caused the relations to get worse (Okur,2011:73-90). Although a ceasefire was signed (Aslanlı,2019) between Azerbaijan and Armenia on May 12, 1994, the fact that the Nagorno-Karabakh issue had not been resolved continued to adversely affect the relations between the two countries.

CONCLUSION

Azerbaijan is an energy country that surrounds the "Heartland", which is geopolitically theoretic but meaningful, breeds and connects the axis of Europe, the Middle East, Asia Minor and Far East by leaning its back on the Caspian Sea. The intellectual infrastructure in the nation-state formation process kept pace with global developments and covered a lot of ground in the struggle for national independence as the only country with advanced "awareness" in the region. However, the process was interrupted due to conjunctural changes. The political consciousness that developed before and after this struggle constituted the intellectual background for sovereignty and self-determination. The other post-USSR countries in the Central Asian geography failed to achieve this characteristic at this level, political unity remained weak in the "nation" ground.

The relative superiority of Azerbaijan to the Central Asian Turkic Republics and other related communities is because its political awareness developed in an early period. During the USSR period, it was a country where administrations approached carefully. Specific to the Soviet era, the Russians gained significant experience from the "Kurbashis" - (Basmachi in the USSR literature) - movements that were effective between 1916 and 1931 and spread rapidly to the Central Asian communities. They are

sensitive to new externally-supported and “rationalized” (supported by academic rationale) movements that can initiate the eclectic process that brought the Turkestan region to the breaking point without receiving any support.

Today, the economic deprivation that started with the collapse of the economic structure based on the USSR metropolises in the Caucasus and Central Asia axis, and the loss of the functionality of the interdependent industrial structure, as well as the Russian dependency of the political elite obliged the successor states of the USSR to maintain their existence within the CIS (Commonwealth of Independent States). The fact that Western Hegemonic spheres who are in need of a new “Soviet” in the Central Asia receive this situation positively may be a result of their strategic culture and their interests in this context. It seems that it will take more years for the peoples living in “tribal” formations under authoritarian governments to reflect their volition to their governments and to develop the ability of democratic evolution at Western standards. The liberation of countries that have evolved politically and socially and have proven themselves in the historical process depends on their will to develop and use their skills/power to survive and face new risks.

The process after the Cold War and the USSR/Bipolar World, where the scheme of world political relations and template of conflicts are defined in new dimensions and patterns, requires adapting to the new structure of international politics, in other words, its ecology. A period has been entered in which states need to develop new domestic and foreign political initiatives and strategies in line with the requirements of the international social system that is faltering. The general characteristic of this process is reflected as “hybridization”. Being enemies with a country or countries in a geography, but being friends in other regions, issues and sectors requires the diversification of foreign relations within the framework of national interests by excluding the former patterns of friend-enemy relations, particularly in economic fields, and the improvement of national defence by using different cross-border communication methods and tools. Strategy production in domestic and foreign policy requires not to come down with the "echo chamber" syndrome. Therefore, an environment must be provided to propose different opinions, ideas and policies.

In Transcaucasia, geopolitics is diversified with new elements, and energy-political, biopolitical and geoeconomic cards are re-shuffled. The geopolitical competition, which gained momentum with the disappearance of the Soviet influence, also led to developments in the historical trade routes between the Black Sea and the Caspian Sea. New Silk Road- One Belt-One Road initiative led by the People's Republic of China, and the energy transmission line projects carried out within Eurasia brought the Caucasus and Beyond into a point of significant developments. At the far

end of the Iran-Afghanistan-Pakistan-India axis, Azerbaijan-Georgia-Armenia and the North Caucasus suffer from the pain of new geopolitical births. An example of such pains took place in Turkey in a murderous way in July 2016 (FETO- Fethullahist Terrorist Organization). The long-term infrastructure of a religious group that lives in the USA and conducts many US-supported economic and educational activities was disbanded due to the attempted coup and the struggle still continues. The countries in the region have to be careful about similar initiatives.

Having benefited from the opportunities of security, political power and rich energy resources of the Caucasus in the best possible way at the time, Russia is trying not to lose the possession of the region while actors such as the USA, Russia, China, the EU, Turkey and Iran are pursuing active policies in the region. In this competitive environment, the geostrategically containment (Containment Policy) of Turkey, which is known for its proximity to the region and bound up with the countries in the region in cultural and historical ways, by the Western group and even NATO countries from the south (Iraq and Syria) through terrorist organization (PKK-(Marxist Leninist) Kurdistan Workers' Party-Partiya Karkerên Kurdistanê - / PYD- Partiya Yekîtiya Demokrat-Democratic Union Party) constituted a turning point in the relations of Turkey with Russia. The improvement of these relations will benefit the countries of the region, especially Azerbaijan. However, Russia's attempts to take advantage of this troubled situation unilaterally by highlighting its traditional imperialist demands may also produce adverse effects.

Since August 30, 1991, when the Declaration of Independence of Azerbaijan was approved, the administrative structure in general has been shaped by taking inspiration from those of the continental European countries and the former USSR period. Although the weakening of the relations with the post-Soviet republics after the independence had an adverse effect on the economic, social and cultural developments in the first years, there were very important developments in the country in the following years. While corporate and legal arrangements were made in Azerbaijan in order to realize the rapid transition to the market economy in the first years, it reached a new level of development as one of the fastest growing economies in the world in the positive economic conjuncture environment of the world in the first fifteen years of the 2000s.

While Turkey is signing strategic partnerships with Azerbaijan especially in the field of energy, it is also maintaining this strategic relation with the Russian side. Nevertheless, the trade volume between Turkey and Azerbaijan is expected to increase further. Azerbaijan has an industrial potential beyond oil thanks to its geographical location and facilities. Diversification must be carried out in industrial areas as it must be in all fields. Hegemonic energy market speculations will make oil producing

countries have a difficult time. Many energy countries, including Saudi Arabia, have increased their alternative investments.

In the historical process, the security culture of Russia has prioritized survival by destroying enemies or opponents. For Russia, the use of open military force in providing security has come to the fore more compared to others. Having revealed in Ukraine, Georgia and Syria that it would not hesitate to implement aggressive policies in the face of the developments it identified as a security/survival problem, Russia actively participated in the conflicts in Syria and saved the Assad regime from being destroyed through operations that disregarded human values. If Russia is forced into an economic collapse through an energy-political conflict, or if radical Islamist terrorism is exported to the backyard of this country, it may resort to aggressive policies in the post-USSR countries. The functionality of an international mechanism that will prevent the use of military force in the global arena has become controversial. It should not be ignored that the Military Industrial Complex may desire to reshape the hegemonic structure by forcing Russia to move in this direction. Military keynesianism needs enemies and a conflict environment.

Militarily speaking, Azerbaijan has to acquire the ability to keep the hands extending to itself off by its own means, like a hedgehog. It has nearly accomplished this. Demonstrating that the aggressive attempts of the forces surrounding itself come at a price should save enough time for this military power and political sphere. The history of resistance and rebellions in the Caucasus reveals that the communities that displayed the determination of self-defence survived for years and had this price paid. The future of military occupations is not bright in the period of hybrid wars. Azerbaijan should firstly establish the soft power that can have the price of a threat to itself paid in different geographies and areas through bilateral and multiple relations it will build in its own territory. Enough time has been spent in the historical process to realize that it is not indispensable in the eyes of the West. Victory is first won in the political sphere. Military success becomes meaningless as long as it is not built on this ground. For this reason, it is expected that the active participation in international organizations and the ability to create agendas will be further advanced in the coming years.

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CHAPTER X

CERTIFIED GREEN MUNICIPAL BUILDINGS IN TURKEY: AN EVALUATION OF THE CONTEXT OF SUSTAINABLE URBANIZATION

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1. INTRODUCTION

Today, more than half of the world's population lives in urban settlements. Due to many reasons such as the difficulty of living in rural areas, job opportunities in cities, and the attraction of urban life, people migrated from rural to urban and formed big cities. In addition to this growth in the cities, intense consumption pressure on natural resources has also caused irreversible problems. Undoubtedly, the source of these problems is the industrialization race between the countries that started with the Industrial Revolution. Due to this race, which is a result of the philosophy of "who produces, develops", the world has reached a point where it cannot meet the demands of people in unlimited need despite its limited resources.

Since the second half of the 20th century, the problems such as the environment and air pollution experienced in big cities due to industrialization have directly affected human life, making it necessary to look at the concept of development from different perspectives. The concept of sustainability, which is one of these perspectives, emphasized the establishment of a balance between natural resource use and development and gathered supporters from many segments.

Sustainability has been one of the most discussed topics today, since it first came to the agenda at the conference organized by the UN in Stockholm in 1972. So, it is an indication of the continuation of these discussions with the legal regulations on the concept of sustainability. The concept, which has found a place in different fields by many institutions and organizations, has found a place in every field of practical life.

One of the places where sustainability finds application area is urban settlements that have become a big problem today. The concept of sustainable urbanization, which was brought to the agenda at the Rio Conference in 1992 and aims to ensure urbanization by taking into account the needs of future generations, is tried to be implemented with the applications made in the cities of developed countries.

Practices to ensure sustainability in urbanization manifest themselves in planning and effective use of natural resources. From this point of view, buildings, which are one of the leading actors in environmental problems experienced by consuming one third of natural resources, also take an important place in the sustainable urbanization paradigm. Green buildings, which are defined as structures planned to reduce the share of buildings in the use of natural resources and their impact on the environment, have started to attract the attention of many segments by increasing their number today. As a result of this interest, it is possible to state that green building projects stand out in building design in many countries (Arslan, 2014).

Due to the increasing interest in environmentally friendly buildings in the world, the World Green Building Council (WGBC) was established in 1993 in order to spread and accelerate green building works. 68 countries are members of the council, which is the only institution in the world that has the authority to determine green building councils (WGBC, 2014). It is expected that green buildings (UNEP, 2011), which are expected to create a sector of 1 trillion dollars by 2050, will gain importance in the economic arena as well as their contribution to the environment. Therefore, the subject of ecological and sustainable design of buildings is getting more and more important every day.

Urban settlements are an important study area of geography. Many issues such as demographic characteristics, migration and the effects of migration, economic activities and environmental problems in cities are the main areas of interest of human geographical studies. However, the publications in the field of geography regarding the environmentally friendly usage characteristics of the buildings, which are an important area of use in urban settlements, are extremely limited. Studies on this subject mostly focused on technical features of green buildings such as construction and architecture. The environmental, social and economic impacts of green buildings, which can be used in many areas such as residences, factories, business and shopping centers, and their place in sustainable urbanization, should be analyzed multi-dimensionally.

The relationship between urban settlements and natural resources is of great importance for geography science, which takes the human-environment interaction to the main axis of the study area. Especially due

to the increase in the population, excessive resource consumption in urban settlements and the problems that arise due to this constitute the basis of geographical studies. In this sense, the subject of green building is among the study subjects of geography in the context of sustainable urbanization and the use of resources (Arslan, 2014). However, when the relevant literature is examined, it is seen that although green buildings have significant environmental, social and economic impacts, the construction and architectural aspects of the studies are emphasized.

Despite the adoption of sustainability in urban settlements is an important share in Turkey and draw attention day by day, is not necessarily the desired number of these buildings. On the basis of this situation; Although it has entered into a major development and urban transformation process, it is a problem of awareness of the benefits of green buildings for most people, institutions and organizations. Furthermore grading of green building used to be full of foreign origin certificates, have cost the purchase of these documents and shortage of trained staff, adversely affects the number of green buildings in Turkey.

2. METHOD

The aim of this study is to evaluate the effect of green building concept in the direction of sustainable urbanization seen in public buildings in Turkey as the importance of this concept is increasing in recent years. In the research, it is aimed to evaluate the place of green buildings as the example of public buildings that are seen as an important element in the sustainable development and sustainable urbanization paradigm and as the concept of sustainability and the importance of environmental, social and economic aspects. In this context, a number of evaluations have been made on public green buildings that play a leading role.

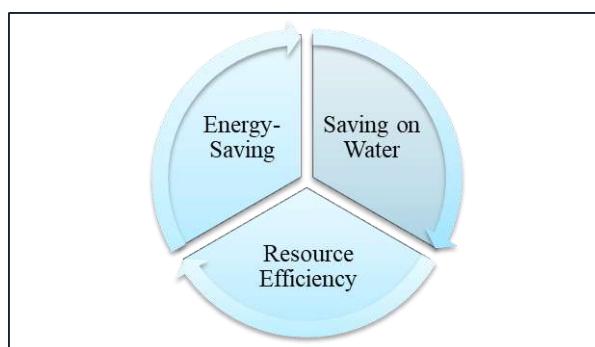


Figure 1: Green Building Impact Assessment Criteria (World Green Bulding Council, 2020)

In the study, literature review and case studies approach that is one of the qualitative research methods were used. In the literature review, the

status of urban settlements, the relationship between sustainability and urban settlements, the relationship between sustainable urbanization and building, the characteristics of green buildings and their impact on the sustainability of urban settlements were examined.

The purpose of the case studies approach, which is defined as the detailed examination of a phenomenon, person or group in its own context, is to have in-depth knowledge about the person, group, community or institution being researched (Creswell, 2013).

In this context, three public buildings belonging to Sarıyer Küçükçekmece and Üsküdar Municipalities were subjected to evaluation. The reason of selecting these three buildings is that for the first time green building projects on public buildings in Turkey have been applied to these buildings. In addition, completed green building projects were also discussed in the research. These buildings have been handled within the framework of energy saving, water saving and resource efficiency in line with the recommendations of the World Green Building Council, and then some results have been achieved (Figure 1). While getting the findings, green building project implementation reports of the relevant municipalities were obtained and some evaluations have been made regarding the efficiency of green buildings.

3. SUSTAINABLE URBANIZATION GREEN BUILDING RELATIONSHIP

When it comes to the history of science, despite the fact that there were not many scientific studies in terms of the definitions and theories of city and urbanization notions until the 18th century, with the industrial revolution, the city and urbanization became an important subject of study in the related field (Tankut et all., 2002). However, when the related literature of the field is examined, it can be observed that the city as a phenomenon, which is an ever-changing notion that has a different meaning in almost every period of history (Topal, 2004), does not have an international definition. (Uğur and Aliağaoglu, 2015).

Since it seems to be a duration that expresses the reflection of the places of production relationships; urbanization, which possesses a historical context and alternations according to place and time (Kaygalak & Işık, 2007), is defined by Keleş (2008) in a narrow sense as the increase in the number of cities and the process of population, being accumulated in the cities. Urbanization, which is a developmental process that occurs with and accompanied by economical, cultural, political and psychological factors (Yıldız & Bayram, 2008), has traditionally been deemed as a side product of economical progression (Fox, 2012).

It is possible to divide the urbanization process, taking place in the World into two segments as before and after the Industrial Revolution. Before the Industrial Revolution, the rate of urban settlements was low in terms of both number and population in the World, but with the Industrial Revolution, this situation entered in an era in which an increase happened in both respects. Undoubtedly, the main reason for the urban population to reach this point is caused by the migration from rural settlements to cities in the World. Especially after the Industrial Revolution, a wave of immigration commenced occurring towards the cities of the European continent and caused the emergence of an era described as the “Age of Great Cities” in this continent in the 19th century (Uğur & Aliağaoglu, 2015).

In the last 150 years, the “as quick as a flash” increase of the population in the world, the apparent global manifestation of environmental problems, the increase in the environmental pressure of consumption on natural resources and the problems about spaces in residential areas, becoming unsolvable have made it essential to address the human-environment relationship with completely different perspectives. One of these perspectives that have been come up with in this context is the notion of sustainable development. The definitions which have been included in the Brundtland Report that was published by the World Commission on Environment and Development in 1987 is the most well-known definition of sustainable development. According to this report; “A sustainable society can only be defined as a society that is able to meet its present needs without destroying the ability of future generations to meet their needs.” (Pala, 1998).

Sustainability, as a definition, appears to be a term that possesses meanings in many disciplines and seems sometimes controversial in terms of conceptualization. Sustainability emphasizes on the continuity in the context of its interaction with natural systems integrated into the bio-environment in the World (Egger, 2006). Some authors state that the notion of sustainability is not only pertaining to the protection of natural resources, but has also socio-economical aspects to it(Camagni et al., 1998). In this regard, the main emphasis on the definition of sustainability is the utilization of resources while considering the needs to be provided for the future generations (Arslan, 2014). While providing for the needs of Today’s societies for developmental goals, it is indispensable to establish a self-control mechanism in the consumption of our resources. The usage of natural resources while taking the needs of future generations into account depends on the non-stopping feature of renewability of resources. In this regard, the continuity of resources is also indispensable within the notion of sustainability.

It is stated that the current mainstream model of economy is the source of the environmental problems experienced by the communities today (Davidson, 2004; Aşıcı, 2012; Şahin, 2012; Lawson, 2006; Costanza et al., 2013). The focus of mainstream model of economy which is on economical growth also leads and manipulates the nations to implement their policies for excessive resource consumption. Today, by measuring the economic development of countries with GNP rates, we have contributed to and increased the speed of the race of improvement between countries and caused damages that cannot be reversed from the ecological cycle. These triple crisis in the economical, social and ecological fields in 2008 have also increased the discussions, made about the existing mainstream model of economy (Aşıcı 2012), as a result, enabling the concept of sustainable progression and the green economy to find supporters from many parts of the society. So much so that the UN Environment Organization has tried to draw a roadmap in which a demonstration of the green economy was presented as a solution to these crisis (UNEP, 2011). From this point of view, it may be possible to associate green buildings that can be considered within the scope of green economy with sustainable development.

Cities are places where the human-environment relationship is experienced most intensely. Therefore, urban settlements, where more than half of the world population lives, are among the places that should be seen and taken care of from a perspective of sustainability. The increasing needs and demands of people and the nations despite the fact that there is a limit to natural resources have transformed cities into structures with a unique system that is able to provide for these needs. It is possible to attribute this situation to the fact that more than half of the world population commenced to live in cities in such a short time that cities have been forced to concoct a unique system to meet the needs of people (Egger, 2006).

As an alternative to the definition in the Brundtland Report, it was expressed at the UNESCO-MOST meeting that the development was not only pertaining to the protection of nature or the management of ecosystems, but it was emphasized that the society should be convinced and educated about this issue with the aim for new social development models and social transformation (Çahantimur, 2010). The fact that the definition of sustainable development is inadequate for most of the current sustainability debates has recently led to the improvements of notions such as sustainable architecture and sustainable cities and the application of social constructivist analysis approach has been presented in terms of sustainability (Sezgin & Ünüvar, 2011).

When we think about the relationship between sustainability and urbanization, the basic approach is to bring the socio-economical level of the society to the desired level in the urban areas, while taking the needs

of future generations into account for the usage of resources. Sustainability of urbanization is a phenomenon that must be addressed together with environmental, social and economical dimensions as have been expressed in the definitions pertaining to the development (Ünal, 2012). Guy and Marvin (1999), state that there are two types of views in the concept of sustainable urbanization as singularist and pluralist views. "According to the singularist view, planning must be deemed a rational action aiming to control the urban development process completely; In the pluralist view, the aim for planning should be a mediation to unite the visions of different actors to pursue for a common ground, who may normally have conflicts with each other "(DPT, 2007).

Camagni et al. (1998) states that cities should not be only perceived as passive places, victimized by global environmental problems; but expresses that cities can play an important role to accomplish sustainable developmental goals in areas such as housing, employment and environmental quality. In fact, both urban sustainability and the sustainable development are fundamentally based on increasing the quality of life and taking the needs of future generations into consideration. The Aalborg Charter signed by the Council of Europe in 1994 in Aalborg, Denmark, emphasizes on the sustainable urbanization approach and states that this approach covers all issues of social justice, sustainable economies and environmental sustainability.

Ünal (2012) gathered the sustainable urbanization criteria that can be used in geographical studies under five headings and listed them as separate sub-headings. These are presented thusly; demographic indicators, health and education indicators, economical indicators, developmental indicators of places and environmental indicators.

Environmental, social and economical problems that have been experienced in the World in the last century necessitated an alternative method for building production processes, which have a very large role in resource consumption. The main reason for all of this is that buildings make the largest contribution to the global greenhouse gas emission effect and consume approximately one third of the energy supplies, worldwide (Arslan, 2014). Patel and Chugan (2013) state that the structures which are the source of the problem can also play an important role in ensuring environmental responsibility.

The international public has a great influence on the changes in the housing market. The steps of governments in Western societies have pioneered to minimize the usage of the resources, especially for the construction of public buildings, by bringing ecological buildings to the agenda within other countries. Some rules have been adopted for the construction of the buildings, which have an essential share on the total

energy consumption in the European Union, so as to consume the energy efficiently and to indirectly limit greenhouse gas emissions (Arslan, 2014). The Energy Performance Directive for buildings covers the rules determined in this context. Accordingly, it has a purpose to determine the energy performance of the buildings with calculations that take into account the cost according to the climatic conditions in the interior and at the exterior parts of the buildings (ISO, 2010).

In the related field, green buildings are seen as structures, constructed to minimize their negative effects on health due to the interaction between environment and humans (Vyas et al.2014). In order for a building to be considered green, it must have ecological concerns from the design phase to the construction, repair, maintenance and utilization processes. In addition, in order to be included in the green building category, the effective usage of environmental resources for the construction of the building must be conducted properly and responsibly. Another view for green buildings is that these buildings are regarded as structures that have the least impact on the environment until they are demolished (Patel & Chugan, 2013).

It is the World Green Building Council (WGBC), one of the leading organizations in green building studies. According to this council, the concept has come into being in opposition to excessive energy and natural resource consumption of green buildings. However, the council emphasizes that over time, the process of constructing green buildings had a greater response in society than efficiency of usage of energy (WGBC, 2014). Some non-governmental organizations that are institutionalized on green buildings conceptualizes green buildings as “structures that consume less water, compared to traditional buildings, use energy at optimum level, conserve natural resources, produce less waste and ensure the health of living beings” (IGBC, 2012). The related article emphasizes that not only residences but also many other public and private buildings, industrial facilities and offices can be designed as green buildings (Patel & Chugan, 2013). Here, in order for a building to be considered as a green building, it must meet some basic criteria (Arslan, 2014). These criteria are stated thusly as “sustainable land planning, water and energy, ecological material usage, indoor air quality, health and comfort of the user, transportation and waste control, acoustics and pollution” (Erten, 2011 as cited in Arslan, 2014).

Urban settlements are a study of importance in Geography. Many issues such as population characteristics in cities, the effects of migration and migration, economical activities and environmental problems find their way to take place in geographical studies. However, it can be observed that there is no study conducted in the area of geography regarding the characteristics of environmentally friendly usage of

buildings, which are of an important area of usage in urban settlements. Studies on this subject mostly are focused on technical features of green buildings such as construction and architecture. The environmental, social and economical impacts of green buildings, which can be used in many areas such as residences, factories, business and shopping centers, and their place in sustainable urbanization, should be examined multi-dimensionally. Such a study to be conducted with a geographical perspective that approaches the relationship between human and the environment in a holistic manner will fill the gap in the related field.

4. CERTIFIED GREEN MUNICIPAL BUILDINGS IN TURKEY

In December 2009, the Energy Performance in Buildings Directive, in 2011 and 2012 Climate Change Action Plan on Energy Efficiency Strategy Document published the study are noteworthy for the efficient use of energy in buildings in Turkey. The most important result of these studies is the regulation on Sustainable Green Buildings and Certification of Sustainable Settlements, which was prepared by the Ministry of Environment and Urbanization and entered into force in December 2014. Turkey, in 2012 by the Turkey Green Building Council (ÇEDBİK) has become a member of the Green Building Council (ÇEDBİK, 2013). While there are 43 certified green buildings in Turkey in 2003, this number has increased to 495 in 2020 (ÇEDBİK, 2020). Among these certified buildings, the number of LEED certified buildings is 421 and the number of BREEAM certified buildings is 66 (ÇEDBİK, 2020). It is possible to make some evaluations on the 3 examples of public buildings in accordance with the green building criteria completed in the study.

Sariyer Municipality

Sariyer Municipality Building has been evaluated and certified according to BREEAM 2013 Bespoke criteria from the design stage to the construction process. The aim of this project is to ensure that the building energy efficiency is at the highest level by effectively designing electrical systems. In accordance with the green building concept, the heating and cooling of the spaces inside the building is carried out with a system of smart modules. This modular system is called Active chilled beam. Using this system, high efficiency and comfortable work areas are obtained.

All of the hot water used in the building is produced by solar collectors. With the selection of sanitary ware to reduce water consumption and network-oriented control systems inside the building, 40% water saving is achieved compared to a standard building. Most of the energy required for lighting inside the building is produced from the solar energy

panels on the roof. Thus, resource efficiency is achieved by making maximum use of renewable energy resources (Photo 1-2).

With this project, it is aimed that employees benefit from daylight at the maximum level. Building lighting panels are designed in accordance with Turkey's standards. With the help of daylight and 'presence sensors' in the building, a great deal of savings has been achieved in energy consumption. Thus, a favorable view environment has been created in the building; working efficiency and comfort have been increased. Sound insulation has been applied considering the noise levels of the office areas in the building.

Photo 1-2: View from Solar Panels and Interior Lighting in Sariyer Municipality Green Building Project(Sariyer Municipality, 2017)



According to the briefing made by the municipality on the green building project, it is understood that “materials that do not contain harmful volatile organic compounds” were selected in the building construction process in order to avoid toxic emissions caused by the materials used (Sarıyer Municipality, 2020).

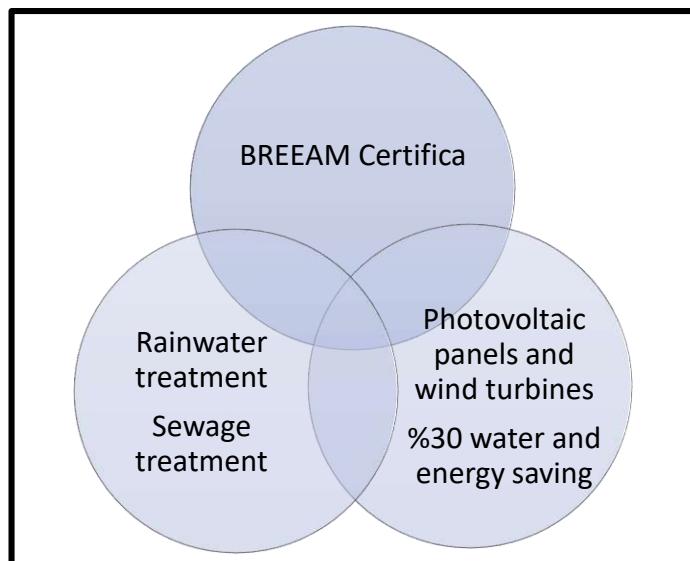


Figure 2: Sarıyer Municipality Green Building Analysis (Sarıyer Municipality, 2017)

It has been determined that the green building design aims to provide healthy and comfortable working environments. It is understood that the Sarıyer Municipality green building project has achieved 30 percent savings in terms of sustainability of indoor space use, water and energy, use of environmentally friendly materials and recycling of waste (Figure 2).

Üsküdar Municipality

Üsküdar Municipality, subsequent additional service building in Turkey with the support of the companies offering services related to this issue is the use of green building history (Photo 3). The mentioned building has been awarded the LEED Gold certificate issued by the American Green Building Council (USGBC). As a result of the studies, it has been determined that the building is air-conditioned with recycled air conditioning systems. Thus, 25% savings were achieved in the building in terms of total energy and cost. Environmentally friendly materials that pay attention to human health were used in the building construction process. In accordance with the legislation in Turkey during the construction of the

project it is understood to take into account the Indoor Air Quality Management Plan.



Photo 3: View from Üsküdar Green Building Project (Üsküdar Municipality, 2017)

Water-efficient sanitary fittings were used for savings in the building, achieving 51% water efficiency compared to a standard building. The rainwater collected from the roofs of the building was used in toilets and the consumption of mains water was reduced by 77%.

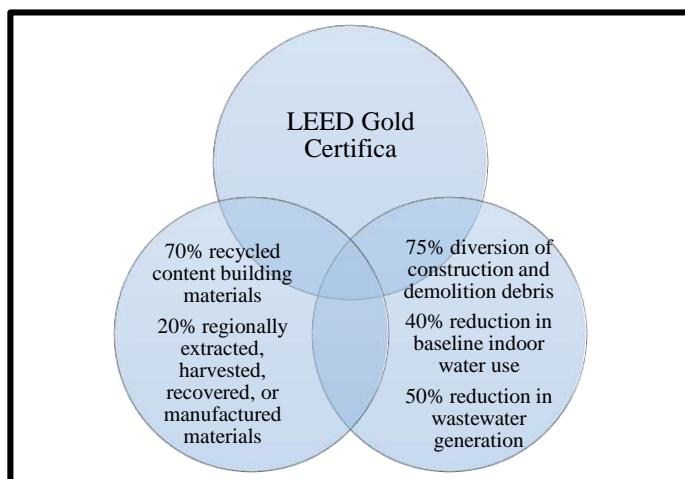


Figure 3: Üsküdar Municipality Green Building Analysis (Üsküdar Municipality, 2017)

Plants with low water requirements have been planted in the landscape areas around the green building. It is understood that waste bins

are placed inside the building to support the recycling of wastes within the scope of the project. One of the most important issues in the green building project is the recycling of at least 75% of the wastes generated during building construction (Figure 3).

In the project subject to the research, at least 20% of the construction materials are met from within the region, reducing the carbon emission resulting from transportation. In addition, it is understood that at least 20% of construction materials are preferred from recycled materials, reducing the use of raw material resources.

Kucukcekmece Municipality

Küçükçekmece Municipality Building is Turkey's first BREEAM certified public buildings (Photo 4). With this project, which is the first in this sense, the awareness of sustainability was transferred to the public within the framework of the principle of wise use of natural resources brought by the international scale. Since the green building design in the project adopts the versatile efficient use of resources, more detailed evaluations are included in this research compared to other samples related to the project.

In this project, many innovations including climate and environmental awareness specific to this project have been introduced by using the BREEAM-BESPOKE criteria. The wide façade and room distribution that provides the opportunity to benefit from the high rate of passive air conditioning and daylight, water saving, use of recyclable materials, green roof and compatible plants are the preferences of the building to be named as green building. In particular, the curvilinear façade that surrounds the building and consists of glass provided natural lighting (Photo 2). Thus, within the scope of the project, almost all floors in the building benefit from direct sunlight.

Likewise, the area where the city council building is located consists of a sheltered inner courtyard that completely receives daylight. Another feature that distinguishes the building from other green buildings is that it was built in a way that disabled people can reach the service at every point without assistance. Due to the glass design on the exterior, all areas of the basement of the building benefit from natural ventilation and natural light as much as possible. In addition, areas such as exhibition halls, cafeteria, gymnasium, nursery, masjid, except for the work areas, can be directly accessed to the garden in the basement floors. Outside the building, recreation and children's playgrounds in the garden are built in a way that is isolated from traffic. During the project construction process, the interior materials of the building were selected to meet the green building criteria as well as long-term durability and maintenance-free features.



Photo 4: A View from Küçükçekmece Green Building Project
(<https://ekotasarim.com.tr>)

The upper roof of the building is arranged as a green roof, which is maintenance free and covered with plants spread all over the ground. In the Küçükçekmece municipality building project, the insulation condition is very good, low air permeability and inactive solar energy strategies have been adopted. In addition, the building has been designed in a way that causes the least harm to the environment with its low energy use lighting system. It has been determined that there are environmentalist solutions such as researches, meters and rainwater reuse that encourage less water use in the building. It is understood that recycled material is used in the landscape of the building environment.

Another feature that draws attention in the green building project is that the maximum attention is paid to energy savings. As a matter of fact, there is a Trigeneration system in the building, which is a triple energy source. While electricity is generated using natural gas through this system, hot water is used as an energy source from the cooling water. In the third system, a source is provided to the cooling system from the hot water source. The energy recovery of the trigeneration system is one-sixth of the total energy. As in other green building projects, rain water is stored in this building and used for irrigation of gardens and landscaping areas. In addition, it is understood that waste water obtained from sinks and showers is used in toilet reservoirs by purifying them. Therefore, around 30% of water and energy was saved in the building (Figure 4).

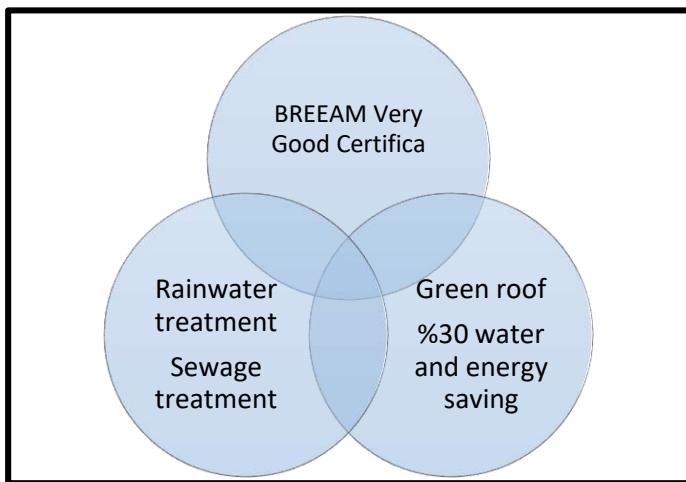


Figure 4: Küçükçekmece Municipality Green Building Analysis
(Küçükçekmece Municipality, 2019)

Energy efficient lighting was used with this project. At the same time, it has been determined that a significant amount of energy saving has been achieved by making sufficient use of sunlight due to the exterior features of the building. The importance of efficient lighting system consumed 20% of total electricity used in lighting Considering that it is understood in Turkey. According to the analysis made by the municipality, significant reductions in carbon emission were determined in parallel with the effective energy systems applied.

CONCLUSION AND DISCUSSION

In a world where natural resources are limited, environmentally friendly applications in the building sector have become a necessity, not a luxury, in the context of sustainable urbanization. At the same time, these buildings have become very important among sustainable development tools. Turkey's state-oriented applications as well as in the EU has long endeavored to be nominated are outstanding. Rapid urban transformation in Turkey entered the process of building made with green building concept is obvious that significant contributions to our city in the context of sustainable urbanization. However, it should not be forgotten that green building criteria can be used not only in residences but also in all kinds of buildings. Among these, industrial facilities occupy a special place. A production system focused on "sustainable production" has gained importance in the world in recent years. In this concept, which is defined as environmentally friendly production, the main thing is that sustainability practices should be taken into account in the process from the first stage of production to the shipment of the produced goods to the consumption area (Veleva et al., 2001) Green building criteria are a guiding guide for

industrialists in order to achieve sustainable production. sustainable use and development of these structures in both might play an important role in sustainable urbanization in the industry is an important sector in Turkey.

Turkey in 2009. "Energy Performance of Buildings Directive" entered into force. It is extremely important to encourage green buildings, especially for public buildings. However, ensuring the sustainability of urban settlements to be accepted as an important share day by day and despite drawing attention in Turkey is seen to have the desired number of these buildings. On the basis of this situation; Although it has entered into a major development and urban transformation process, it is a problem of awareness of the benefits of green buildings for most people, institutions and organizations. Furthermore grading of green building used to be full of foreign origin certificates, have cost the purchase of these documents and shortage of trained staff, adversely affects the number of green buildings in Turkey.

In developing countries such as Turkey, on both of these great natural resources, excessive migration to urban cities that make excessive consumption of printing and unplanned urbanization, and environmental causes problems such as air pollution. In addition, the occupation of agricultural lands by residences and production facilities also contradicts the sustainable development approach. As they consume a large part of natural resources, buildings can play an important role in ensuring sustainability in urbanization and production, which are the basic pillars of sustainable development. By examining the green buildings planned with this perspective from a geographical perspective; The need arises to reveal and evaluate environmental, social and economic impacts together.

In Turkey; when analyzing the data obtained from the sample of public buildings belonging to the municipalities of Sarıyer, Üsküdar and Küçükçekmece, it is understood that these buildings encourage efficient use of resources. The success of the relevant municipalities in green building applications is important in reducing the natural resource use pressure due to the increasing population. It is understood that public leadership in green building practices is a motivating factor in other private buildings. In this respect, it can be said that this approach in public buildings sets an example for other applications in the context of sustainable urbanization. The increase in the number of green buildings belonging to private institutions over the years can be considered as an indicator of this situation. In the study, it is possible to state that the sample of Küçükçekmece and Üsküdar Municipalities reached more efficient results in terms of sustainability compared to the other sample.

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CHAPTER XI

THE EFFECTS OF NATURAL ENVIRONMENTAL ELEMENTS IN THE URBANIZATION OF ETİMESGUT*

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INTRODUCTION

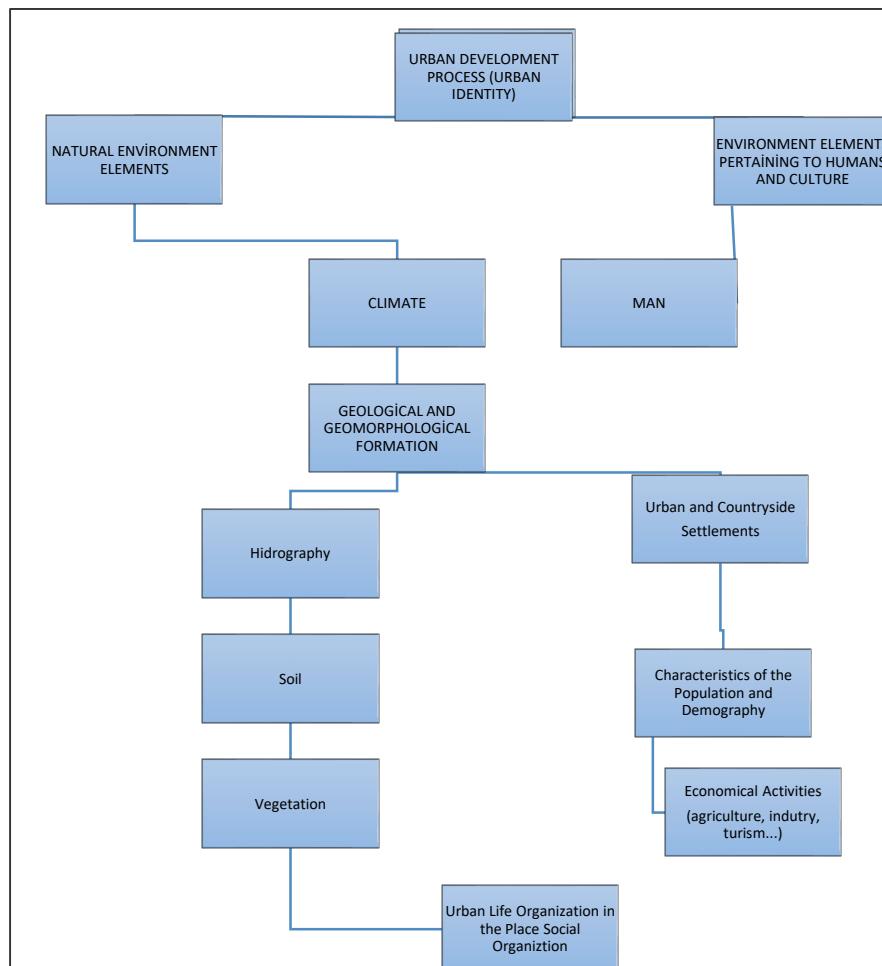
Even if the reasons for settlements are based on different factors, only when the natural environmental conditions are favorable, they gain durability and continuity. Each residential unit is set up in areas with resources to meet its needs. However, due to the growth of the settlement and the increase of its population, their desires and needs are also increasing. In order to meet these increasing needs, natural environment-based resources remain under pressure (Koçman, 1991:102). For people living in urban areas, urban identity cannot be mentioned if their environment does not mean anything other than hosting only some activities or the areas where the necessary earnings and profits are provided for life. It can be the case when people living in urban identity take care of the city and make sacrifices for that particular place. In short, when the physical environment and those who live on this environment form an integrity, urban identity is revealed (Birlilik, 2006). Some settlements can produce their urban identity directly thanks to its location (Norberg-Schulz, 1979). In the pre-Republican era, cities were shaped on the axis of their natural components of the environment and thus created their socio-cultural and economic identities. During the Republican period, the cities in Anatolia entered in the process of restructuring. The identity of today's cities is a common reflection of the environmental potentials and the effects of their added socio-economic and cultural characteristics on urban

* This study was produced from a PhD dissertation.

life as a result of the natural environmental elements of the site in which they are located (Karadağ and Koçman, 2007:4, Figure 1).

Human beings did not make random selections when determining a settlement for themselves on earth. First of all, they preferred areas whose natural conditions are suitable for settlement. All residential areas are called "habitable zones" (Özçağlar, 2003:6). City settlements change the existing natural conditions on the land where they were established and have developed, resulting in new environmental conditions. The natural elements which they cause to change; topography consist of natural elements such as ecological and atmospheric conditions (Akay, 1996).

Figure 1: Environmental Factors that Determine the Formation of Urban Identity and Urban Development Process (Karadağ and Koçman, 2007)

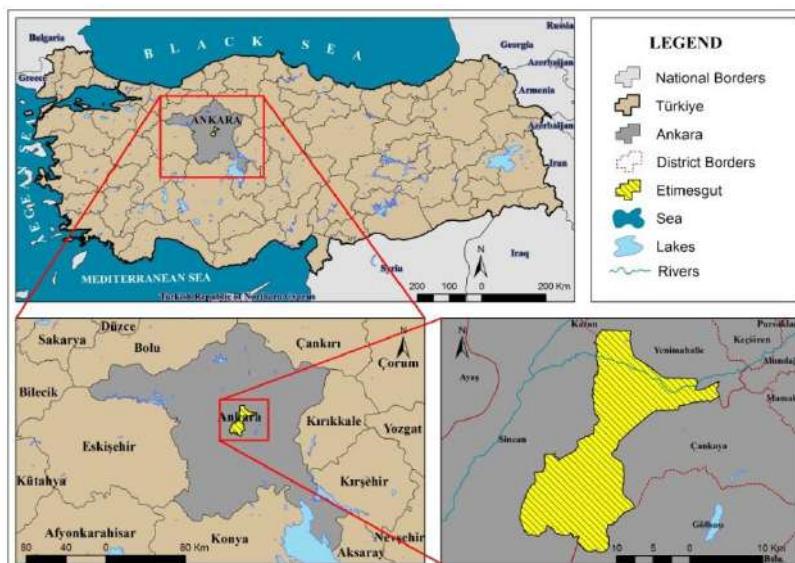


Although it was established as an exemplary village settled based on agriculture, the soil structure was not very suitable for this during the establishment period. However, with the reclamation work carried out over time, they were able to overcome this problem. With the availability and especially location of natural environmental factors such as climate, geological structure and geomorphological elements, it has completed its development process with a wide range of economic functions in a short time.

Study Area

The research area is located in the municipal administrative boundaries and nearby area of Etimesgut city of Ankara. The city of Etimesgut is a district center in Ankara Province, located in the Upper Sakarya Section of the Central Anatolia region. The city of Etimesgut, which has a total area of 10,300 hectares to the west of Ankara, which constitutes the research site, is one of the central districts of Ankara metropolis. It is neighboring Sincan to the west, Yenimahalle to the north and east and Cankaya districts to the south (Map 1). The city of Etimesgut is a settlement with continuous population growth since its inception as a settlement. With the growing population, the city is constantly expanding spatially. In parallel with the expansion of the urban space, changes have also occurred in the use of functional land. When it was first established, the main function of agriculture changed into the function of service in Etimesgut.

Map 1: Location Map of Etimesgut City



Method

In this study, which is based on the theory of the central place, the effect of physical geography elements that are effective in the establishment and development of the city of Etimesgut has been tried to be determined. These elements have a very important role within the geographical components of the environment that determine the formation of urban identity and the process of urban development. The research is designed in two stages. In the first phase, maps, reports, bulletins and publications showing geological and geomorphological, climate, soil, vegetation and hydrographic characteristics related to the research site were reached out. In addition, maps showing the structures in the urban settlement were provided from the relevant institution. Thus, the framework of the geological and geomorphological structure in which the urban area is located was formed. Climate data was then found out between 1995 and 2018, which was recorded and filed by the weather station at Etimesgut Military Airport. In the second phase of the study, a number of findings were reached out related to the effect of natural environmental factors on the physical geographical elements associated with the urban area and the development of the city by analyzing the determining elements of urban identity.

Findings

Natural Environmental Factors in Urbanization

Natural environmental factors have been the main determining factors in the formation of cities from antiquity to the present day (Coates, 1984). In addition, the resources of the natural environment have been extensively used by cities (Koçman, 1991:101). In the old days, when the location of the cities was to be chosen or the plan was to be made, the priority was given to the defense. In terms of being easy to defend, the natural environment has been utilised. (Göney, 2017:39).

Today, while research is being carried out on the development stages of cities, socio-economic and demographic factors are kept at the forefront and valued more, but it is actually the natural environmental elements that are the main factor in the existence of cities which are generally ignored (Karadağ and Koçman, 2007:5). This view is also supported by the impact of urban settlements today on natural disasters (such as earthquakes and floods) with a lot of damage.

However, even when making the simple definition of settlement, we say that the natural environment is a unit of space that emerges from the assemblage of products put forward by man and human beings themselves. The place consists of natural environmental elements such as

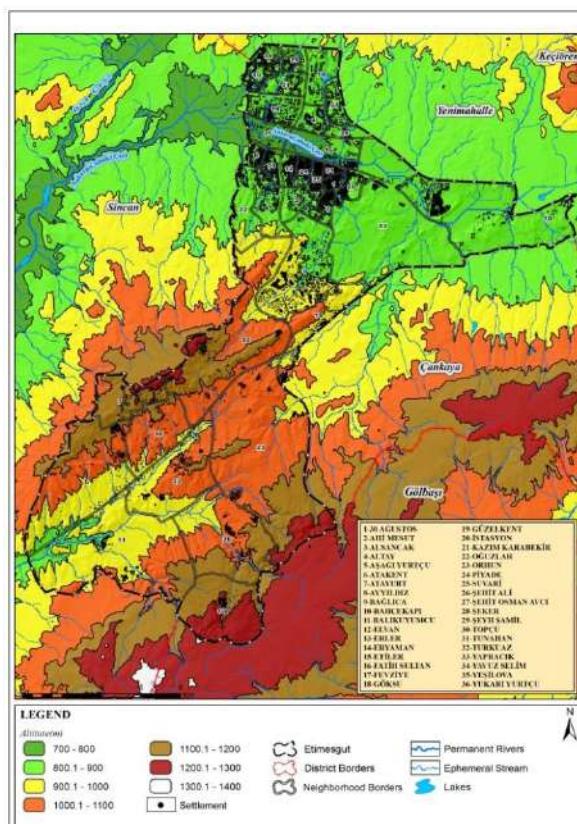
geological structure and relief, soil, water resources, climate characteristics and vegetation. Because the natural environmental elements of the sites where the city settlements were established differed, each city had a different structure (Koçman, 1991:102).

Etimesgut, which was the exemplary village settlement of the Republican period, constitutes our research site in this study. We will reveal how settlement gets effected by natural environmental factors in the establishment and development of settlement.

Effects of Location, Geological Structure and Ground Shapes

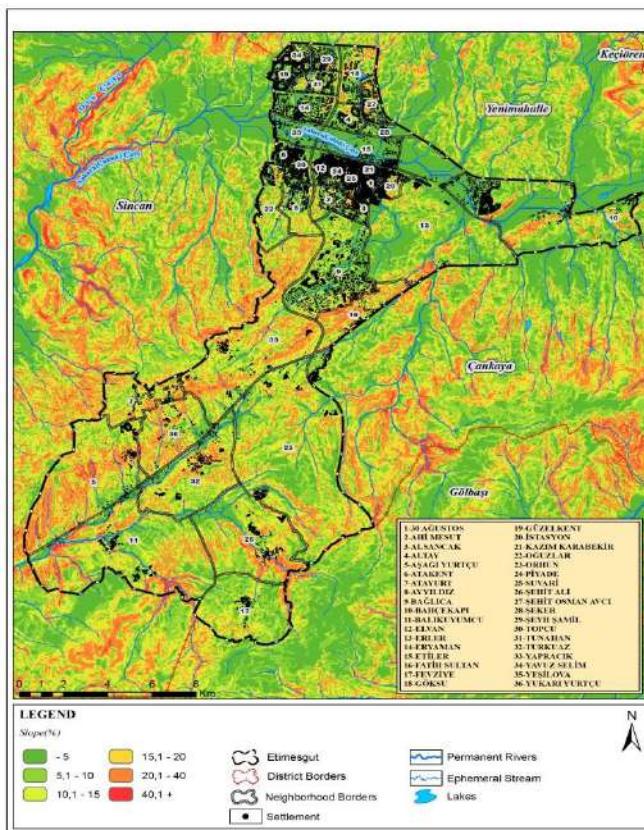
Etimesgut City was established in the west of Ankara Province after the proclamation of the republic. First established as a sample village with 50 households, the settlement was established on the edge of the stream in a field with little slope. It is one of the factors that determines the type of settlement to be established on the geological structure (Tunçdilek, 1967:51).

Map 2: Physical Map of Etimesgut City



It also has an impact on how much development the city will show on the land it is built on. The area where the city was first established is an alluvial land and has developed further from there. Today, there are settlements on almost every point of the city's land. According to the seismic map, the city of Etimesgut is not at risk of earthquakes. However, the city's building on alluvial terrains increases the risk of collapse in earthquakes.

Map 3: Slope Map of Etimesgut City

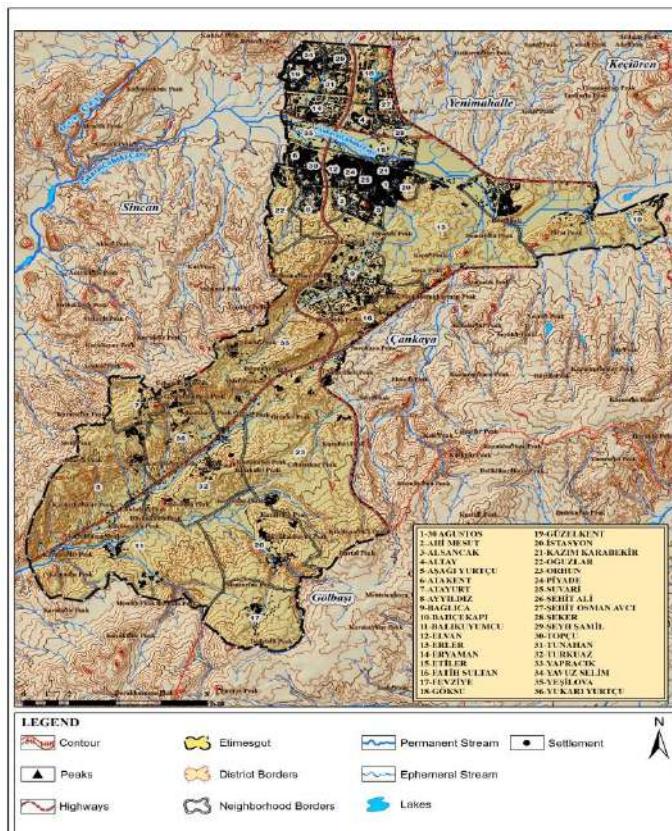


The importance of the slope is also great in the selection of the site where the cities will be established. Direction is also important in proportion to the increase of slope in a residential area. If the slope is between 0-6%, it is assumed to be flat for solar radiation. However, when the slope value is more than 6%, the concept of direction is important. If the slope value of a slope is 55%, it is considered steep, but the sun's radiation is also fully visible (Ercoskun, 2016:123). In Etimesgut, the rate of construction decreases periodically due to the increase in slope. The most construction is seen in areas with a slope of 0-5% with 8464

structures. There are 7969 structures in areas with a slope between 5-10%, 4324 in areas with a slope between 10-15%, 1893 with a slope between 15-20% and 1299 structures in areas with a slope between 20-40% and nine structures with a slope between 40% and above (Map 3).

The city is surrounded by many mountains including Meşelik(1300m), Asardağı (1250 m) and Huseyingazi (1409 m) from the east, Lezgi (1462 m) and Karyağdı (145 m) on the northern border, and Lodumlu Beli (1251 m) and Mount Menteşe (1242 m) from the south (Vural, 1972:69). There are also hills in the city with altitudes ranging from 900 to 1000 m on average (Map 4). These are Radar, Büvelek, Kızıl, Rattle, Uveyyatata, Lodumlu, Çöpbitmez, Eskibağ, Sınıcak and Büvelek in Elvan Neighborhood, Karaağçılı, Oydukaşı and Çakmaklı Harabe hills in Topçu Neighborhood. The altitudes do not prevent settlement.

Map 4: Topography Map of Etimesgut City



Impact of Climate Features

There is a tight connection between cities and the climate conditions that reign in the city. As a matter of fact, climate is one of the factors affecting the distribution of cities around the world. We can also consider the interaction between the city and the climate mutually. Thus, while climate factors affect city life, they may cause some changes in the climate in cities and rapid urbanization in return. Climate elements are also very effective on the way of behavior and lifestyle that humans develop in that particular. For example, increases will occur in the frequency of usage of public areas such as open and green spaces and parks in cities dominated by high temperature values. In the same cities, the use of air conditioning devices such as air conditioners can also increase energy consumption. In addition, extreme temperature values will increase evaporation, disrupting construction activities (Aliağaoğlu and Ugur, 2010: 106).

After the transition from the stage of eradication of the need for human housing to the urbanization phase, it almost took a toll on the atmospherical environment with the activities they carried out in the name of urbanization on earth. Every road, factory or residential settlement that has been built does damages microclinically that are not easy to compensate for. Luke Howard, who made his name towards the end of the 19th century made determinations at that time about the fact that visibility decreased compared to the entire rural area around in London and that temperature increases in short periods were different (Acar, 2005:38). In 2005, Çiçek said that with his work "Examining the Urban Heat Island in Ankara" and "Changes in Urban and Rural Temperature Differences in Ankara (1970-2002)" revealed the fact that the city produced its own temperature, especially with the exception of temperature values and climate parameters of the city because of the rapid urbanization phenomenon (Çiçek 2005:3-8; Çiçek and Doğan, 2005:59-60).

The climate characteristics of urban habitats and rural areas differ from each other. From studies on different cities, from rural to relatively urban areas (Hisarlıgil, 2009:26, Balık, 2012:10)

- Temperature difference up to 0.5 to 4°C,
- 25% less wind speed,
- less humidity 2 to 8%
- 15 to 30% reduction in radiation ratio
- Increase in clouding around 5 to 10%
- between 30 and 100%, fog occurs more intensely.

Due to its location (region of Etimesgut City) in the Central Anatolia, Koçman's climate type and climate zones are under the influence

of semi-arid Central Anatolia climate according to classification (Koçman, 1993:80). In order to provide more detailed information about the city of Etimesgut, determinations were made from the data obtained by the meteorological station, which is being recorded by Etimesgut Military Airport, between 1995 and 2018.

Climate Elements

Temperature

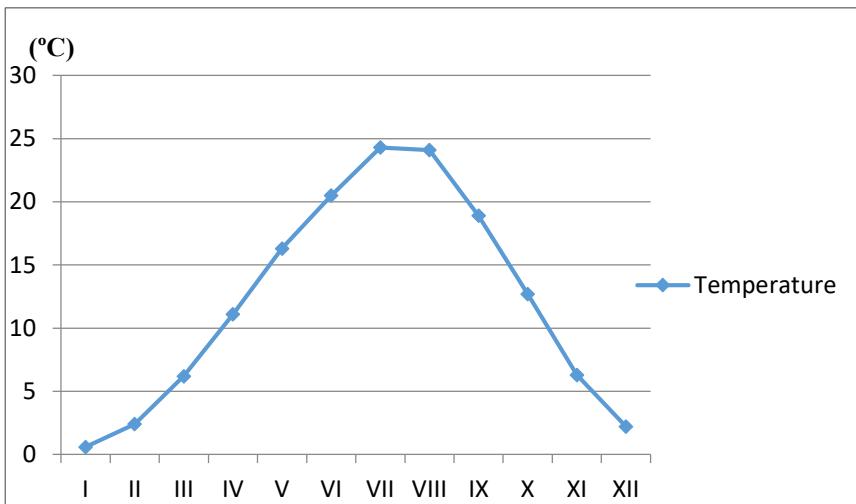
The average annual temperature in Etimesgut City was determined to be 12.1°C. The coldest month in the city is January with 0.6°C, while the warmest month is July with 24.3°C on average. According to our data in terms of two temperature ends, the amplitude value is 23.7°C. The high value of amplitude supports the effectiveness of terrestrialism in the city (Table 1 and Graphic 1). According to the average of 24 years of data at the research site, the temperature in the city has never fallen below 0°C in any month. In contrast, the temperature value of -20.6°C, measured in 21.01.2000, is the lowest temperature ever measured in Etimesgut. The temperature of 42.0°C, measured on 30.07.2000, is the highest temperature recorded in the city. Average temperatures in the city in the three months of the year (December-January-February) are below 5°C, while in two months (November-March) it is between 5-10°C. The average temperature values for four months (April-May-September-October) are between 10-20°C and above 20°C in the remaining three months (June-July-August). Just as climate elements have an impact on human and urbanization, humans and urbanization have an impact on climate.

Table 1: The Average Monthly Temperature in Etimesgut City (°C)

Months	J	F	M	A	M	J	J	A	S	O	N	D	Annual
Average	0,	2,	6,	11,	16,	20,	24,	24,	18,	12,	6,	2,	12,
Temperat ure	6	4	2	1	3	5	3	1	9	7	3	2	1

Source: General Directorate of Meteorology (1995-2018)

Graphic 1: Average Monthly Temperature in Etimesgut (°C)



Source: General Directorate of Meteorology (1995-2018)

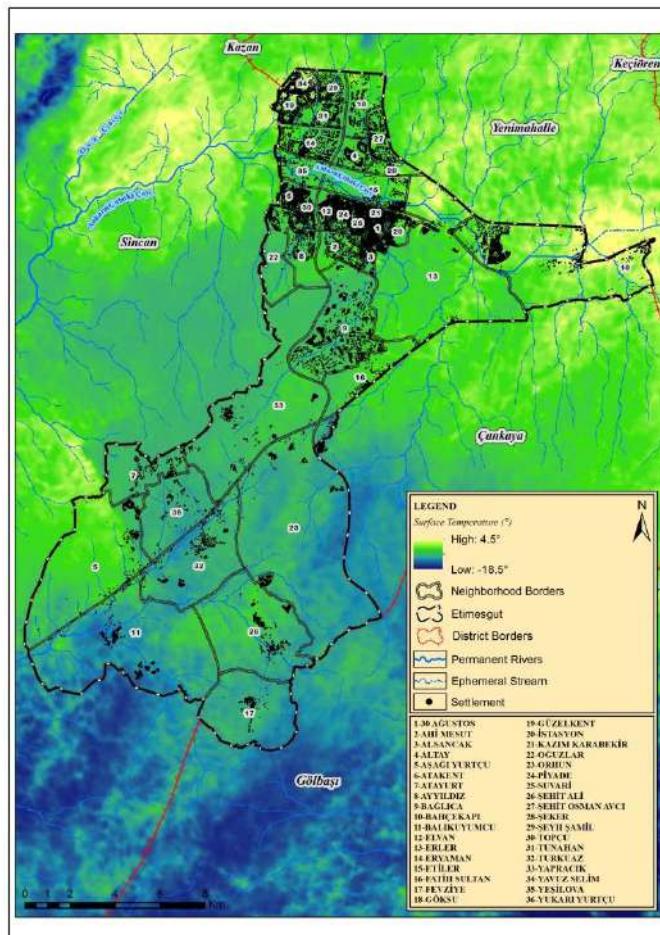
For example, the city is covered with materials such as asphalt and concrete, which cause rainfall to fall on urban areas directly to sewage networks. Due to the majority of falling rainfall reaching the sewer networks, a decrease in evaporation values, participating in the water cycle is observed. Because the temperature in the air decreases during evaporation, the evaporation rate decreases when the amount of moist in the air decreases and the air temperature increases (Aliağaoğlu and Ugur, 2010:108).

The most pronounced effect of urbanization on climate elements is seen on the temperature. There is the direct ratio between increasing urbanization and temperature values. It is observed that there is a difference in surface temperatures compared to the city settlements and the rural areas around it. This surface temperature differentiation is called the urban heat island (UHI) (Çiçek, 2005:2, Çiçek and Doğan, 2005:59). Building materials used in cities cause different meteorological data to emerge according to their environment. This microclimatic climate event, called urban heat island (UHI), can be detected at the most beautiful daily temperatures. City settlements are 3 to 4°C warmer than rural settlements due to this incident (Yılmaz, 2013:28).

Ankara is exposed to anticyclonic conditions arising from frontline crossings during the winter months. During this period, precipitation is not observed while the sky is clear and calm. As a result of these prevailing weather conditions, temperature reversal occurs (Çiçek, 2005:2). The impact of UHI can be seen in the research area when

comparing the surface temperature data obtained from Etimesgut's Landsat8 (OLI-TIRS) satellite in December 2018 and the seasonal normal temperature values obtained from the General Directorate of Meteorology. According to meteorological data, the average temperature in December (1995-2018) was 2.2°C, while landsat8 data shows that the average temperature was 2.2°C. In neighborhoods such as Yavuz Selim in the northwest of the city, it can be up to 4.5°C (Map 5).

Map 5: Etimesgut City 2018 January Surface Temperature

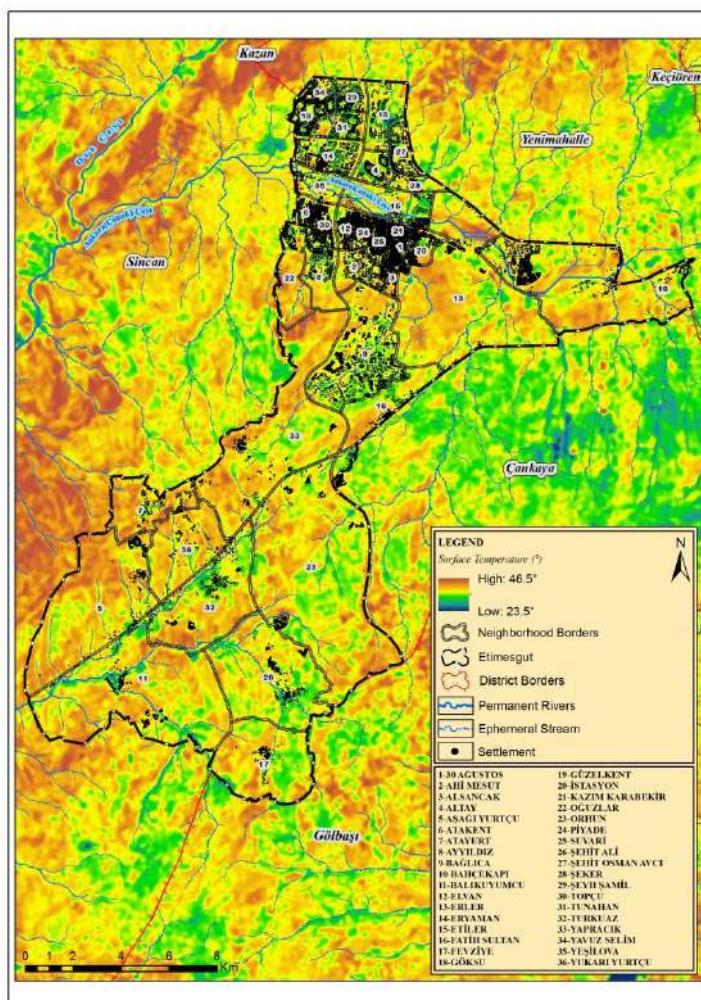


Source: Landsat 8 (OLI-TIRS) Satellite Data

The hot and dry summer months are caused by the Azores high. These current weather conditions lay the groundwork for the development of UHI (Çiçek, 2005:3). According to the city's summer meteorological data, the temperature in July is 24.3, while in

neighborhoods such as Alsancak, Piyade and Süvari on August 30, the temperature is 46.5°C according to Landsat8 (Map 6). One of the issues that is effective in the establishment, planning and development of cities is sunbathing. In the case of sunbathing in our country, southeast region of Anatolia comes first, while the Mediterranean Region is in the second place. Studies have shown that the southern façade is sunny while the northern part of the buildings in Ankara is covered with snow (Ercoşkun, 2016:129-130).

Map 6: Etimesgut City July 2018 Surface Temperature



Source: Landsat 8 (OLI-TIRS) Satellite Data

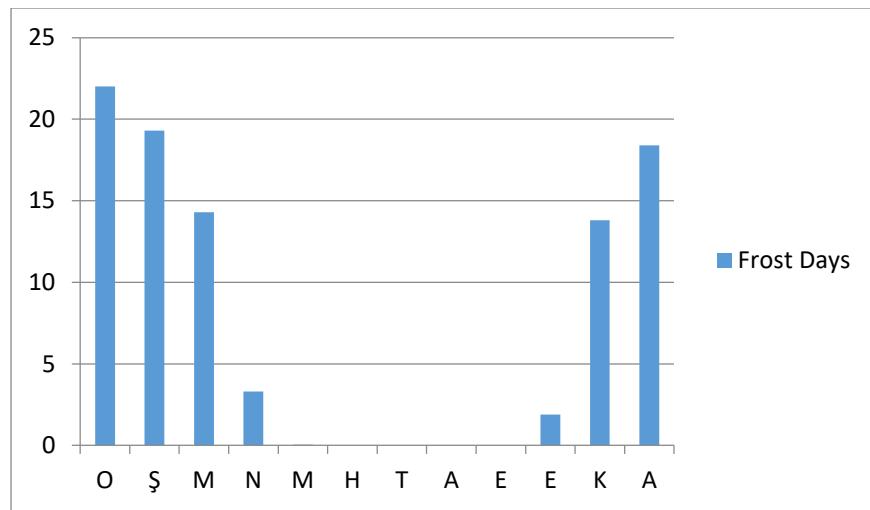
The average annual sunbathing time in Etimesgut is 7 hours and 1 minute per day. Sunbathing time varies according to the seasons. In

December and January, sunbathing time is between 2 hours and 7 minutes and under three hours. Sunbathing time is more than 10 hours with 10 hours 3 minutes in June, 11 hours 8 minutes in July and 11 hours in August. There is a parallelism between sunbathing intensity (cal/cm^2) and sunbathing time, which is expressed as the average global solar radiation per month.

The lowest sunbathing intensity (116.2 cal/cm^2) was in December, while the highest sunbathing intensity (524.8 cal/cm^2) was in July (Table 2). Depending on the long sunbathing time, solar energy was used in the making of hot water by adding solar panels to houses built in the 2000s or already built by then.

One of the climate factors, frosting event, has a significant impact on human activities such as transportation, construction and natural factors such as vital activities of plants. (Bekdemir, 2000:35). In Etimesgut, the number of days when frosting happens is 92.9 days. During the year, frosting events are observed other than in these four months (June, July, August and September). The frosting event occurs in January at most with 22.0 days. The least number of frosting events occurring month is May with 0.04 days (Table 3 and Graphic 2).

Graphic 2: Average Number of Frosting Events in Etimesgut



Source: General Directorate of Meteorology (1995-2018)

Table 2: Etimesgut City's Average Daily Sunbathing Time (Hours, Munite) and Sunbathing Intensity (cal/cm²)

Months	J	F	M	A	M	J	J	A	S	O	N	D	Annual Average
Sunbathing Time	2,7	4,3	5,5	7,0	8,8	10,3	11,8	11,0	9,2	6,6	4,9	2,7	7,1
Sunbathing Intensiy	136,7	212,6	301,8	377,6	469,3	510,7	524,8	466,4	377,4	262,1	167,5	116,2	326,9

Source: General Directorate of Meteorology (1995-2018)

Table 3: Average Number of Frosting Events in Etimesgut

Months	J	F	M	A	M	J	J	A	S	O	N	D	Annual
Avt. Don. Day. Count.	22,0	19,3	14,3	3,3	0,04					1,9	13,8	18,4	93,0

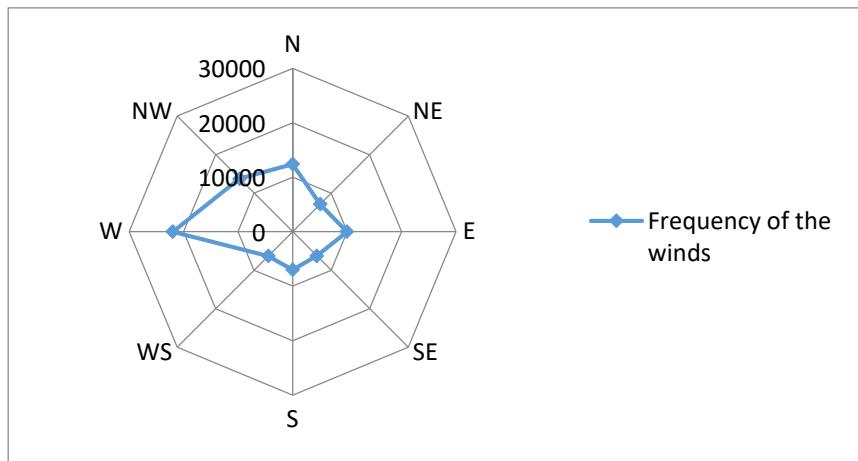
Source: General Directorate of Meteorology (1995-2018)

Winds

Another climate element affecting cities is winds. The incidence of snowstorms is less when the wind speed is weaker in urban areas. In addition, the directions of streets and roads can channel the winds, while the number of the floors of buildings can cut the speed of the winds (Aliağaoğlu and Ugur, 2010:109).

The average annual wind speed in Etimesgut City is 2.1 m/s. Average monthly wind speeds in the city range from 2.6 to 1.3 m/s. The slowest wind measurement was measured in November at 1.3 m/s, while the wind was blowing at its fastest at 2.6 m/s in July. The prevailing wind direction in the city is west (Graphic 3). Earth shapes have been effective in the emergence of the prevailing wind direction as the west. The polluted air and smell spreading from Ankara Sugar Factory in Etiler District is uncomfortable when strong winds are effective. (Aksøy, Türker, 2018:477-483). Because of the prevailing wind direction, Yeşilova district is most affected.

Graphic 3: WindRose Graph of Etimesgut City



Source: General Directorate of Meteorology (1995-2018)

The average number of stormy days per year in Etimesgut City is 11.7. The most common month of the storm events is April (2.1 days). The least common months are January, October and November (0.6 days). The city has strong winds of 100.4 days in one year. The month with strong winds is June with 13.5 days (Table 5).

Table 5: The Annual Average Number of Stormy Days and Average Number of Strong Windy Days of Etimesgut City.

Months	J	F	M	A	M	J	J	A	S	O	N	D	Annu al
Stormy	0,	0,	1,	2,1	1,6	1,0	0,9	0,9	0,	0,	0,	0,	11,7
Day. Num.	6	9	5							6	2	6	8
Avg.													
The Windy	4,	4,	9,	10,	12,	13,	13,	11,	7,	5,	3,	4,	100,3
Days Num.	1	7	4	6	8	5	1	7	7	1	0	6	
Avg.													

Source: General Directorate of Meteorology (1995-2018)

The high construction of the city and the construction of buildings close together constitute a set in front of the winds. For this reason, the wind in the city is losing its speed due to friction effect. Winds were found to have lost between 20% and 30% speed in cities compared to rural areas (Çiçek, 2004:2). In Etimesgut, heavy building construction causes the wind to lose speed in the city.

Humidity and Precipitation

Precipitation and humidity factors of climate elements also have an impact on cities. The amount of precipitation, the dispersion and intensity of the seasons is also an important issue for cities. Precipitation in a short period of time can cause flooding in urban areas. In addition, the type of precipitation is important. For example, falling precipitation in the form of snow and turning it into ice cover by staying on the ground for a long time can also negatively affect the life of the city (Aliağaoğlu and Ugur, 2010:107).

Table 6: The Monthly Average Relative Humidity of Etimesgut City

	J	F	M	A	M	J	J	A	S	O	N	D	Annu al
Avt.													
Relativ e	79,	73,	66,	62,	60,	56,	49,	49,	55,	66,	73,	79,	64,2
Humid ity	1	4	3	3	2	1	2	2	3	0	6	6	

Source: General Directorate of Meteorology (1995-2018)

One of the factors affecting temperature in any region is relative humidity. In Etimesgut, the average relative humidity is 64.2%. The amount of relative humidity also changes depending on the change of temperature according to the seasons throughout the year. The lowest relative humidity is seen in July and August (49.2%), when temperatures are high and precipitation is low. The highest value for relative humidity is 79.6% in December (Table 6).

The cloudiness is due to the presence of water vapor and humidity in the atmosphere. The entire sky is given a value of 10 when the cloudiness is made. The degree of cloudiness is evaluated within this scope of value of 10. When evaluating, clear sky days are considered to be in numbers between 0-1.9, cloudy (overcast) days between 2.0-8.0, days that are *cloudy* for most of the time but with brief *periods of sunshine* between 8.1-10 (Erol, 1999:228). The number of cloudy days per year in the research area is 232.0 days (Table 7-Graphic 4).

The cloudiest day in Etimesgut City is in January with 25.0 days. The following months are the spring season, which is the period when the most precipitation falls on the fields.

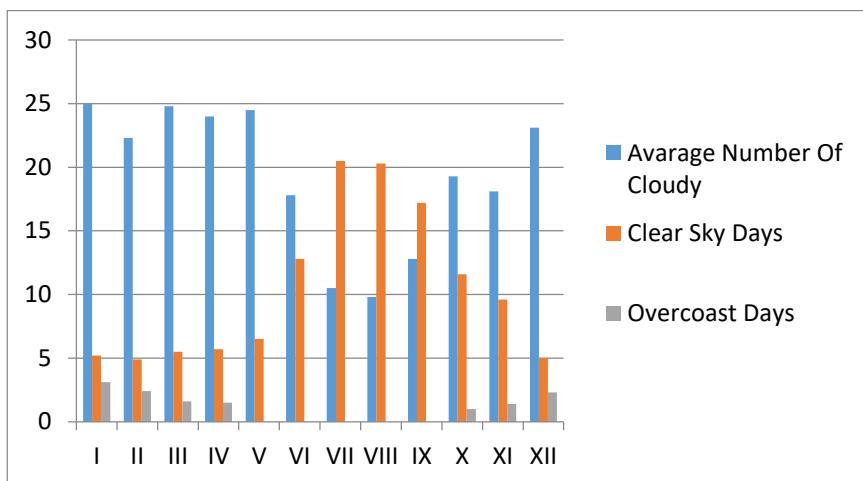
Table 7: The Monthly Average Number of Cloudy, Overcast and Clear Sky Days in Etimesgut City

Month hs	J	F	M	A	M	J	J	A	S	O	N	D	Annu al
Avt. Clou dy Days	25, 0	22, 3	24, 8	24, 0	24, 5	17, 8	10, 5	9,8 8	12, 3	19, 1	18, 1	23, 1	232,0
Open Days	5,2	4,9	5,5	5,7	6,5	12, 8	20, 5	20, 3	17, 2	11, 6	9,6	5,0	124,8
Close d Days	3,1	2,4	1,6	1,5						1,0	1,4	2,3	13,3

Source: General Directorate of Meteorology (1995-2018).

The month with the least number of cloudy days is August with 9.8 days. The number of cloudy days in summer is low. The number of clear sky days in the city is 124.8, while the number of overcast days is 13.3 days.

Graphic 4: The Average Annual Precipitation Dispersion over Months in Etimesgut City



Source: General Directorate of Meteorology (1995-2018).

Table 8: The Monthly Avarage Number of Foggy Days in Etimesgut

Month s	J	F	M	A	M	J	J	A	S	O	N	D	Annu al
Foggy Days on Avg.	3,2 5	1,0 4	0,1 3	0,2 9	0,0 4	0,0 4				0,2 5	2,0 0	3,0 0	10,04

Source: General Directorate of Meteorology (1995-2018).

In simplest terms, fog is the event of water vapor being intensified and suspended in the air near the earth where hot air encounters the cold earth. Foggy days in the city are 10.0 days a year. There were no fog incidents in July, August and September during the observed years. The least common months of foggy days are May and June with 0.04 days. The most common months are January with an average of 3.25 days (Table 8).

In recent years, many determinations have been made that climate data of the World is developing out of the norm. Changes in temperature values, melting of stable snow, drought, extreme rainfall, etc. have also been presented as evidence. The same conditions are a matter of fact for our country. These changes, which occur outside the norm, are the result of population increases, the establishment of settlements on the wrong land and distorted urbanization (Demircan, Çiçek, et al. 2014:202). Urbanization has an average 6% reducing effect on relative humidity, an

increase of 5-10% on precipitation, and a 14% reductive effect on days of snowfall. Even on the days of the week in the city, the amount of precipitation varies according to the intensity of activities carried out. While precipitation increased due to the intensifying core on busy weekdays, it was observed that its precipitation decreased due to decreased human activities at the weekend. In parallel with the development of attraction elements of urban areas and population growth, it is thought that the increasing effect of urbanization on precipitation will become more pronounced in the coming years (Çiçek, 2004:2-16).

Urbanization activities affect the quantity and type of precipitation. Since urban heat islands can form 5% of snowfall decreases in urban areas relatively to in rural areas in the immediate vicinity. However, the rain rate can also increase by 5% to 10%. The presence of particles (particles) in the air in urban areas and the access of cities to high temperature rates are the main reasons for this situation. The large amount of particles in the air can increase precipitation as it make condensation easier (Aliagaoglu and Ugur, 2010:108).

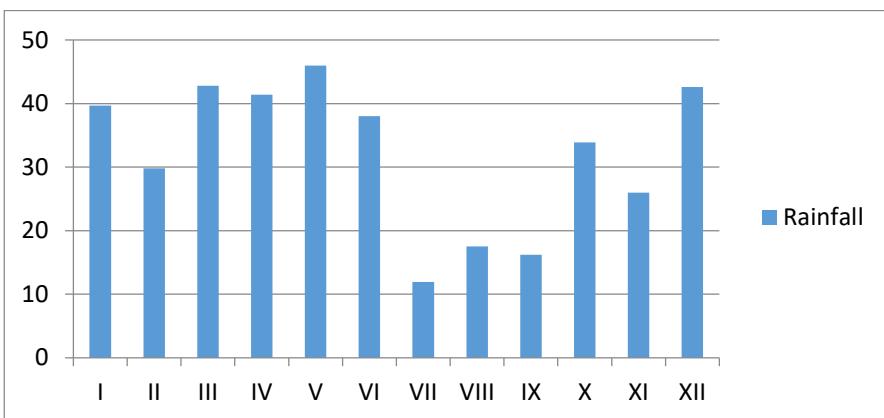
Table 9: The Distribution of Etimesgut City Average Annual Precipitation for Months

Months	J	F	M	A	M	J	J	A	S	O	N	D	Ann ual
Average precipitation (mm)	39, 7	29, 8	42, 8	41, 4	46, 0	38, 0	11, 9	17, 5	16, 2	33, 9	26, 0	42, 6	385,8

Source: General Directorate of Meteorology (1995-2018).

The average annual rainfall in Etimesgut is 385.8 mm, according to 24-year-long observations. Precipitation in the city is distributed almost evenly and regularly throughout the year during the seasons. The month with the most precipitation is May with 46.0 mm. The month in which precipitation falls to the least is July, which has a value of 11.9 mm. Compared to Etimesgut, the average annual rainfall in Ayaş is 366.6 mm, which is slower in terms of urbanization, while in Gölbaşı, which is the neighbor of the city, it is 373.7 mm. At this point, it has come to an equivalent conclusion with the results reached by researchers who have been working on the impact on urbanization and precipitation throughout Ankara.

Graphic 5: The Distribution of Average Annual Rainfall for Months in Etimesgut City



Source: General Directorate of Meteorology (1995-2018).

When we look at the distribution of precipitation in the city to the seasons, it is seen that the spring (130.2 mm-) season is the wettest season. 112.1 mm of the annual precipitation is in the winter season and 76.1 mm of rain falls in the autumn season. The precipitation decreases in summer to 67.4 mm. (Table 9-Graphic 5). According to this data, 34% of precipitation falls in spring, 29% in winter, 20% in autumn and 17% in summer. (Graphic 6).

Impact of Soil and Vegetation and Hydrography

All city-related functions are carried out on the soil. Soil is essential for the carrying out of some urban activities. Due to the low amount of soil and the wide range of uses, it has increased its own value. With the increased urbanization of land instead of agricultural purposes, the investment of infrastructure on the soil for urbanization and the provision of public services such as roads and the increase of green space has made the land more valuable (Özer, 1998).

The regional soils within the boundaries of Etimesgut are limeless brown forest soils while the transported soils are alluvial and coluvial soils. The first point of establishment of the city an is alluvial land. But brown forest soils are the ones with the largest area.

Cities are generally residential areas where vegetation is largely destroyed or modified. However, in residential areas, parks and outdoor areas, it is quite common to see trees, shrubs and grass species for aesthetic purposes. Vegetation is not found in the parts of the cities that are considered as the center. Because there are not many ventilated soils that

will allow plant growing, which prevents the development of the plant root system thus air pollution is high (Aliagaoglu and Ugur, 2010:113).

Etimesgut is located in the Iran-Turan Phytogeography Region (Atalay, 2015:212), a city in The Central Anatolia Region, in Ankara Province. Etimesgut's natural vegetation is steppes. While this vegetation grows during the period when the rainfall has fallen, it is yellowing and drying up during the summer period when the drought has been experienced. Common plant species are Artemisia and Acantholimon (Brifing Raporu, 2018:6).

The poor vegetation seen in the land elevations surrounding the Etimesgut Plain is due to the harsh climatic conditions experienced on the steep ridges. However, denser vegetation can be seen in the valley and on the edges of the stream than on the ridges (Emekçi, 1995:34). The type of plant in the microclimate, which occurs in the deep valley floors, which are humid and quite dark, is quite high (Vural, 1972:74). There is no vegetation in high parts of the city. Poplar and fruit trees are seen in the fields where alluvial lands are located (Şengöz, 2006:9).

Water resources have a significant impact on the establishment and development phases of a settlement (Izbırak, 1990:2). The most important stream in the research area is Ankara Çayı, which passes from east to west with a slope rate of 3% (Map 4). Ankara Çayı is made up of the merger of Çubuk, Incesu and Hatip rivulets. Ankara Çayı merges with the Sakarya River around Caglayık, located on the borders of Polatlı city (Başköy et al., 2003:22). Kutuğun Stream and Horlak Stream, which show seasonal flow, only flow in winter and join Ankara Çayı around Bağlıca (Şengöz, 2006:7). Göksu (Susuz) Lake is located in Eryaman Neighborhood. The lake, which feeds on rainwater on a clayey ground, has gained a recreational feature with the regulations made by the local government (Emekçi, 1995:30).

Result

Etimesgut and its surroundings have had different names throughout historical periods and have been a residential unit where settlement activities have been intense. The presence of mounds of Hittites in the city and the presence of land belonging to Ahi elders during the Ottoman Empire period prove this. The establishment of the city on the site where it is located today was during the republican period. The main reason why Etimesgut was established as an exemplary village in this field is its location. The fact that Ankara is the capital of Turkey and has undertaken the mission of becoming the modern face of the republic has affected the fate of Etimesgut, which is located in the west. Etimesgut, which welcomes those who come to Ankara from Istanbul with its historical train station, is expected to evoke a positive thought, especially in guests from abroad. For

this purpose, a village of 50 households for the resettlement of migrants from Bulgaria was established. The establishment function of the city being agricultural production has increased the importance of natural environmental conditions one more time.

The area where the city was founded was made up of swampy or inefficient land. Even if it does not pose a problem for the settlement, it had been a problem because it caused diseases such as malaria. Foreign experts at the time described the situation as hopeless and considered it very unlikely that it would succeed. However, this problem could have been overcome with the reclamation work carried out in the field. Today, the city has spread over a very large area and the fact that it has been stripped of agricultural function has reduced the commitment to the soil. Most of the geological structure in which the city was founded belongs to the Myosen Period. The land formed during this period was made up of pebbles, sandstone and mudstone. Until the 2000s, these resources were used with sand quarries located in some parts of the city.

The city's precipitation regime is not regular and the summer drought is noticeably felt. The fact that most of the owned land is covered with structures such as concrete and asphalt causes the precipitation to flow quite quickly to reach the sewers before it can penetrate underground. In general, if we evaluate the climatic conditions, there are no extreme situations that will adversely affect the settlement of the city.

As a result, the city of Etimesgut faced no obstructive or limiting effect of natural environmental factors in its establishment and development. Although the city was founded without depending on the attraction of the natural environment, it was developed by taking advantage of the resources and advantages offered by the natural environment.

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CHAPTER XII

THE EFFECTS OF THE SUEZ CANAL AND THE CONSTRUCTION OF THE LIGHTHOUSES ON THE EASTERN MEDITERRANEAN TRADE IN THE SECOND HALF OF THE TWENTIETH CENTURY

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1. Introduction

As a result of the increase in the amount of industrial products in the UK and Europe after the industrial revolution, mechanization, use of steam power, the revival of overseas trade and the application of mercantilism, the Middle East became a market where food and raw materials were purchased in exchange for the sale of manufactured goods (Kark, 1990: 70). The increase in cheap industrial products imported from Europe hit textile handicrafts such as weaving, spinning, and traditional handicrafts such as glassmaking, bookbinding, and pottery. In particular, manufacturers dealing with weaving and spinning were not able to compete with the rapidly growing imported textile products. Naturally, the number of weaving looms were greatly reduced. In addition, developments in agriculture, handicrafts, industry, and shipments led to an increase in commercial activities. During this process, there was a significant increase in the number of big importers and exporters with wholesale-retailers. At the same time, the amount of trade in foreign trade increased significantly. Specialization in the field of foreign trade begun and trading companies started to emerge among large merchant families (Gilbar, 1986: 198-203).

The evolution of technology during the nineteenth century, especially the expansion in the use of steamers, contributed to the large increase in commercial activities in the Eastern Mediterranean. The use of steam increased the carrying capacity, speed, and reliability of the vessels. This rising trend in ships and trade in the eastern Mediterranean coasts increased with the opening of the Suez Canal in 1869 (Kark, 1990: 80). The second half of the nineteenth century was a period in which port cities

increased their influence in the world economy remarkably. In addition to the continuation of British sovereignty, the worldwide expansion of transportation and communication opportunities has provided an economic opening in a global context. The differences of the port cities from the inner parts had become much more pronounced than before. The commercial links and entrepreneurship of migrants as well as the population of the port cities along with their populations increased (Özveren, 1994: 83).

2. The Opening of the Suez Canal

In fact, the idea of opening a channel connecting the Mediterranean to the Red Sea, which had been thought since ancient times, came up again during the time of Egypt Governor Said Pasha. The project of French Engineer Ferdinand de Lesseps was approved by the Ottoman Government on 5 January 1856. The channel works started on April 25, 1859, and were completed on November 16, 1869. The canal was 163 km. in length and 75-125 m. width. In 1875, the French company, which had financial difficulties, sold its shares to the British (Bilge, 2010: 186-187).

By 1879 G. Sir G. Elliot ”, “*As England, we must be stronger in Egypt. About three-quarters of the trade is in our hands. We were strong after the canal (Suez Canal) was acquired. England should now buy the Alexandria-Suez railway. This will provide England with a sea and land route to India. Channel etc. will protect the UK against certain losses. Today we have more than half of the Channel. Owning the railroad will allow us to enter all of Egypt's ports and piers on time* ”, (FO 881/3988, 1879: No: 3, 9) revealed how important the railways were for England.

In 1882, the English newspaper "The Times" reported that the Suez Canal problem for the British was the most sensitive issue related to Egypt. Britain's communication with other forces in the free passage of the protection of the channel was undoubtedly important for these powers were explained. In this period, all of England's efforts were based on the protection of free passage from the channel. (The Times, 1882: 5)

Table 1: The Suez Canal Navigation Traffic from the Opening of the Suez Canal in 1869 until the Beginning of the Twentieth Century

Year.	Number of Vessels.	Gross Tonnage.	Net Tonnage.	Transit Receipts.	Mean Net Tonnage per Vessel.
				Fr. e.	
1869	..	10	10,557·61	6,576·00	54,460 80
1870	..	486	654,915·02	436,609·37	5,159,327 22
1871	..	765	1,142,200·46	761,467·05	8,993,732 87
1872	..	1,082	1,744,481·32	1,160,743·54	16,407,591 42
1873	..	1,173	2,085,072·61	1,367,767·82	22,897,319 18
1874	..	1,264	2,423,672·22	1,631,650·14	24,859,383 00
1875	..	1,494	2,940,708·45	2,009,984·09	28,886,302 27
1876	..	1,457	3,072,107·01	2,096,771·61	29,974,998 74
1877	..	1,663	3,418,949·72	2,355,447·69	32,774,344 22
1878	..	1,593	3,291,535·38	2,269,678·31	31,098,229 18
1879	..	1,477	3,236,942·32	2,268,332·19	29,686,060 81
1880	..	2,026	4,344,519·89	3,057,421·88	39,840,487 64
1881	..	2,727	5,794,491·19	4,136,779·77	51,274,352 95
1882	..	3,198	7,122,125·68	5,074,808·88	60,545,882 08
1883	..	3,307	8,051,307·30	5,775,861·79	65,847,812 16
1884	..	3,284	8,319,967·36	5,871,500·92	62,378,115 54
1885	..	3,624	8,985,411·80	6,335,752·98	62,207,439 21
1886	..	3,100	8,183,313·15	5,767,655·84	56,527,390 58
1887	..	3,137	8,430,043·20	5,903,024·09	57,862,370 71
1888	..	3,440	9,437,957·32	6,640,834·44	64,832,273 20
1889	..	3,425	9,605,745·48	6,783,187·12	66,167,579 14
1890	..	3,389	9,749,129·09	6,890,094·41	66,984,000 22
1891	..	4,207	12,217,986·41	8,698,777·36	83,422,101 24
1892	..	3,559	10,856,401·468	7,712,028·61	74,452,436 03
1893	..	3,341	10,753,798·155	7,659,068·105	70,667,361 43
1894	..	3,352	11,283,854·721	8,039,175·276	73,776,827 68
1895	..	3,434	11,833,637·331	8,448,383·015	78,103,717 56
1896	..	3,409	12,039,858·793	8,560,283·609	79,569,994 31
1897	..	2,986	11,123,403·278	7,899,373·841	72,830,545 43
1898	..	3,503	12,962,631·813	9,238,603·381	85,294,769 88
1899	..	3,607	13,815,991·729	9,895,630·048	91,318,772 07
1900	..	3,441	13,699,237·809	9,738,152·183	90,623,608 08

Source: (FO 633/70, 1901: No:2 (Inclosure 5), 7)

When the table is examined, it is observed that except for some years the usage of Suez Canal increased from 1869 to the beginning of the 20th century as the numbers and tonnages of the ships. At the same time, it can be assumed that the net weight of each ship increased continuously, that is, the load-carrying capacity of the ships increased. As a result, it is seen that the revenues obtained from the Suez Canal naturally increased.

With the opening of the Suez Canal, trade between Europe and India began to develop. As a result, major ports were built on this main road, while the ports of Alexandria, Port Said and Suez were highly developed during this period. Along the Delta, railways were laid in all directions, and irrigation channels were dug to allow water to be transported into the country. These public works were important developments in the modernization of Egypt. (Field, 1905: 66)

Table 2: The Use of the Suez Canal by Various Nations

Flag.	1895.			1896.			1897.		
	Percentage of Vessels.	Percentage of Gross Tonnage.	Percentage of Net Tonnage.	Percentage of Vessels.	Percentage of Gross Tonnage.	Percentage of Net Tonnage.	Percentage of Vessels.	Percentage of Gross Tonnage.	Percentage of Net Tonnage.
Great Britain ..	67·5	70·8	71·8	63·4	66·9	68·0	63·8	66·4	67·3
Germany ..	9·1	8·3	8·2	9·4	9·3	9·4	10·9	10·7	10·8
France ..	8·1	8·5	8·0	6·4	6·8	6·2	6·8	7·3	6·6
Italy ..	2·3	1·9	1·7	6·8	4·9	4·6	2·4	1·8	1·6
Holland ..	5·6	4·2	4·3	5·9	4·3	4·4	6·9	4·8	4·8
Austria-Hungary ..	2·1	2·1	2·0	2·1	2·0	1·8	2·6	2·4	2·3
Spain ..	1·0	1·2	1·2	1·8	2·2	2·1	1·6	1·8	1·7
Russia ..	1·1	1·2	1·1	1·4	1·8	1·6	1·5	2·0	1·8
Norway ..	1·6	1·2	1·3	1·1	0·8	0·9	1·6	1·1	1·1
Turkey ..	1·0	0·5	0·4	1·1	0·5	0·5	0·2	0·1	0·1
Japan ..	0·1	0·02	0·03	0·3	0·4	0·4	1·2	1·5	1·4
Portugal ..	0·1	0·1	0·04	0·2	0·1	0·1	0·03	0·003	0·002
Egypt ..	0·1	0·03	0·03	0·1	0·02	0·02	0·1	0·05	0·1
Belgium	0·03	0·02	0·02
Sarawak	0·02	0·002	0·001
America ..	0·1	0·04	0·02	0·1	0·1	0·1
China ..	0·1	0·01	0·005	0·1	0·05	0·1
Sweden ..	0·1	0·02	0·02	0·03	0·02	0·1
Denmark ..	0·02	0·01	0·01	0·1	0·02	0·01
Siam	0·1	0·04	0·1
Mexico	0·03	0·01	0·01
Totals ..	100	100	100	100	100	100	100	100	100

Source: (FO 633/67, 1898: No: 4 (Inclosure 3), 6)

With the opening of the Suez Canal, of course, London's potential capacity as an entrepot was undoubtedly decreased (Blair, 1903: 82). However, if we look at the Suez Canal figures, British ships were using more traffic than Germany, France, Russia and other countries in the world. In 1902, the gross tonnage of the British steam vessels was calculated to be more than 13,650,000 tonnes, and the total tonnage of all the rest of the world was only around 12,200,000 tonnes (Runciman, 1903: 128).

3. Port and Marine Administrations

The ports were temporary entry and exit sites with international economic opportunities. The relationship between the Alexandria and the Egyptian hinterland was a lively, continuous and intertwined life in which a multitude of nations intermingled. The main families in the inland regions had their own import and export companies. The various administrative units in the port of Alexandria had a close relationship with the municipality of Alexandria and the Egyptian government. The harbor of Alexandria was divided into two main administrative units at the end of the nineteenth century. These were the international quarantine board with the port and maritime management "Maslahat al-mawani wa-l-manair". This board later became "the Quarantine and Naval Council of Alexandria". The leadership of the Port and Marine Administration, which was established after the British occupation, would be in the hands of the British continually. Although the Port and Marine Administration was technically a part of the Railway Administration, it was stationed in the harbor and was dealing with the sea and the port area (Minkin, 2009: 48-51). The port and maritime management was a colonial administration. The records of this administration began from the mid-1890s. This administration included a general inspector and deputy inspectors, inspectors and sub-inspectors, customs officers, passport officers, and port police. Responsibilities of the Port and Marine Administration, sea foyers, piers, ship repair pools, etc. and repair and development of port facilities. In this context, projects such as the construction of new coal ports between 1905 and 1915, piers from the tree, paved roads reaching the port, special quarantine areas for cattle, opening of a new port to the port, construction of new warehouses, lighthouses, lighthouses and signalization stations, expansion of the inner harbor scaffolds, repair of breakwaters were realized. Another responsibility of this administration was the maintenance and regulation of warehouse units in the port, where import and export products were located. The Port Police were observing_traffic and restlessness in the piers. This organization was run by the inspector and his deputies from the nationalities living in Alexandria. The port and maritime

administration carefully supervised the distribution of people from various nationalities. In addition to official employees, certain men were also hired to meet the various needs of the harbor (Minkin, 2009: 61-63).

4. Construction of Lighthouses

During the colonial era, the Western rulers assumed themselves to have the right to govern the Eastern. Thus, the control of seas and ports were the primary choices of colonial control. Ports were the areas where international capital entered and exited countries (Minkin, 2009: 57). During the navigation of ships, it was necessary to build new lighthouses or to increase the number of lightships to assist and protect ships (FO 141/326, 1897: No: Inclosure 2 No 11).

During the reign of Mehmet Ali Pasha, a lighthouse was built on Ras al-Tin (Omar, 199?: 160). This lighthouse was a modern lighthouse with a rotating lamp every twenty seconds (The Times, 1871: 4). Pasha's policy helped to restore Alexandria. As a result, the population of the city also increased. The established telegraph system facilitated communication with Cairo. Austria, Greece, Switzerland, France and other consulates came to Alexandria, and the economy and foreign trade had achieved growth. Foreign ships were anchoring at the port of Alexandria (Omar, 199?: 160) At the western part of the lighthouse there was a fortress, about 30 ft in diameter and 240 steps in height that could be climbed. The tower of the lighthouse, which was built firmly, was hit by a cannon that was launched from the Inflexible at the time of the 1882 bombardment, and a large breach was opened in the tower. Even so, the tower remained standing. One person at the top of this tower was able to observe a very wide area (Butler, 1887: 144).

The lighthouse at Alexandria was burning after sunset, but because the channel entering the harbor was narrow and intricate, the ships were not allowed to enter the harbor after sunset. Ships were anchored outdoors during the night could enter the harbor after sunrise (Field, 1905: 3). For this reason, the passage at the entrance of the port of Alexandria was enlarged. This passage would be 300 ft wide and 30 ft deep, and the lighthouses built in Alexandria would also be added one more. Thus, the ships could access the harbor all day and night (FO 407/119, 1893: No:152, 108).

The Maritime Management and Quarantine Board were the two major administrative units in the UK's direct interests due to the large trade between England and the East. Lighthouse Management was responsible for the maintenance and construction of the lighthouses on the shores of the Mediterranean and the Red Sea. This unit was well-managed and no complaints about this administration were heard. In 1882, £ 21,000. the lanterns in the Red Sea were frequently controlled with steam. In 1883 in the place that was called the dangerous rock (Brothers), a new lighthouse

that costs £ 3,000 erected. In 1889 it costed about £ 8,500 a new lighthouse was erected on the island of “Shadvan” at the entrance of the Suez Gulf (FO 407/106, 1891: No: 64, 82).

At the end of the 1890s, lighthouses that helped navigation traffic in Egypt were comparable to the best coastal lighting in Europe. When Said Pasha died in 1863, the Alexandria Lighthouse, decorated by a new lantern, was the only lighthouse of its kind on the Egyptian coasts. On the west coast of the Red Sea, there was an inadequate float-lighthouse in the Suez bay, while in 1898 there were eight strong lighthouses in the Mediterranean and its shores, and seven powerful lighthouses in the Red Sea coasts. Four of the lighthouses in the Mediterranean were in the harbor and bay of Alexandria; one was a flashlight that could be seen from twenty miles, rotating every twenty seconds on the point of Ras el-Tin; another was located on the Island of Marabout, west of the Gulf of Alexandria; another was a first-class lighthouse in the Arabian Gulf; A red and white lighthouse from Rashid to the east and a lighthouse in Port Said, the first-class electric flashes every twenty-second, and a flashlight that could be seen from twenty miles. In addition to a white lantern at the entrance of the Suez Canal in the Red Sea, there was a powerful floating light that could illuminate 18 miles on the Suez Road. Another lighthouse was a white lighted lantern fixed 50 miles south of Suez to the point of Zafarana; at the point called “Ras al Garib”, a lantern similar to the previous lantern, but stronger; another was a lantern that burns every 60 seconds could be seen from 18 miles on the island of Jubal; another was the second class of the 14 Daedalus mild cliffs in the middle of the Red Sea; one of the similar power on “Souakim”, the other in the Indian ocean in the “Berbera” also; a new lighthouse was built at the al-Wedge on the golden east coast of Suez. Of these lanterns, 14 of them were used. It was erected at £ 187,964 in the time of Abbas dynasty. The lanterns were made in Europe and the majority of those who kept the lanterns were British (McCoan, 1898: 248-249).

The work on the construction of an iron lighthouse instead of a floating light-ship was continuing on “the New Port Rock” which was on the road to Suez. The installation of stakes to support the iron structure was difficult and costly. For this reason, unless the weather was good and the sea without waves, no working could be performed (FO 407/142, 1897: No: 14, 22). A bright white light that rotated every 30 seconds from 1898 on the newly built seafront in “the Newport Shoal” near Suez would draw a full circle in a 360 degree horizontal and appeared at a distance of 12 miles in the clear air. In foggy weather, however, a bell would play every 30 seconds (FO 141/326, 1897: No: 46). In addition, a time-ball was built on the port of Port Said at the request of the sailors (FO 407/142, 1897: No: 14, 22).

The northern waters of the Red Sea were generally considered to be less dangerous for navigation, while the maritime vessels located in dangerous locations were effectively managed by the Egyptian Marine Management Authorities and the Ottoman Government were taking measures to make the navigation easier in the southern part of the Red Sea. These seafarers were built in “Jebel Teir”, in the rocky cliffs north of “Jebel Zukar” in “Abou Ail”, and on “Central Peak Island” and “Mokha”. These were done by a French company. The navigation activities in the southern waters of the Red Sea would be greatly facilitated when the sea-runners were finished. However, a warehouse with freshwater and supplies should be provided to those who were waiting for the lighthouses regularly (FO 407/159, 1902: No: Inclosure in No 51, 119).

The newly built lighthouses in the Red Sea had been working in a bright and effective way, as the passing ships stated. But this lasted eight days and then these lighthouses fade out. In the first instance, there was no official negotiation for the lighthouses to work again. This delay was due to some difficulties related to tax collection. These challenges were expected to be resolved quickly in terms of general commercial interests (FO 407/161, 1903: No: 7, 27). Consequently the lighthouses of the Red Sea, in the “Mokha”, “Jebel Teir”, “Abu Ail” and “Zebayir”, became operational. As the ships navigating this route reported, these lanterns were brightly lit. The negotiations, which were necessary for the construction of these light installations, took several years and long correspondence was done to construct these lighthouses (FO 407/163, 1904: No: 4, 33).

Two new lighthouses were built in Alexandria to identify the boundaries of the new passageway in Alexandria. When the commercial agreement between England and Egypt was signed in October 1889, the lantern tax had to be reduced to 40,000 pounds per year as soon as it was applied to all forces. The contracts were also signed by Austria, Belgium, Great Britain, Italy and Portugal (FO 407/113, 1892: No:118, 78). In the early 1890s, two new lighthouses were being built in Alexandria to make it easier for ships to enter the harbor at night. This would have been possible by flattening and deepening the existing winding channels. (FO 407/106, 1891: No: 64, 82).

By 1894, two lighthouses were ready to mark the direct entry into the port of Alexandria. In addition, three gas buoys would be anchored to determine the boundaries of this new channel (FO 881/6570, 1894: No:92, 130). The new lighthouses built on the road to direct access to Alexandria were very successful. During the year 1895, 448 steamships had entered the port at night (FO 881/6808, 1896: No: 7, 16). The contract for the entry into Alexandria was completed and payments were made to the contractors. For operation, at night the canal was lit and opened. Some parts of the canal

were filled with alluvium when the new canal was opened (FO 407/131, 1894: No: Inclosure in 3 No 51, 65).

In 1896, the gross revenue from the lighthouse taxes of marine management was £.E. 110,000. The reason for this reduction was the reduction of tariffs by approximately 30%. Another reason for the fact that the number of ships passing through the Suez Canal was less than 1896 was another reason for this decrease (FO 633/67, 1898: No:1, 13). In order to stimulate trade in this region, the iron lighthouse over the pillars on New Port Rock in Suez started to operate previous year. In 1897, the gross revenue of maritime management was £.E 97,000, in 1898, this figure was £.E 87,000. The reason for this decline was not a decrease in commercial activities, but a decrease in tariff rates (FO 407/150, 1899: No: 142, 109). As a result of increased traffic, in 1899 the gross income was calculated as £.E 89,000. In 1900, enormous costs would have been made for the development of the marina in the Mediterranean and for the addition of new buildings to the marina. Unfortunately, there have been no developments for the construction of the sea coasts on the Arabian coasts of the Red Sea, but these improvements were necessary for international transport. Finally, the Egyptian government allocated funds for the construction of the new lighthouses (FO 881/7510, 1900: No:29, 28-29).

In 1900, 537 new ships from sunrise to sunset entered into the port of Alexandria, where only one accident occurred due to negligence. In this accident, the ship was recovered quickly without any damage, so there was no obstruction at the entrance (FO 633/70, 1901: No: 1, 15). In 1901, 645 steamships entered into the port from sundown to sunrise. This figure was 108 times more than in 1900 and there were no accidents. In 1900, a total of 2,204,626 tons of 1,334 steamships were entered into the port. During this period, the percentage of the tonnage of British ships decreased from 46.4% to 42.1%. However, the tonnage rates of German, Austrian and Italian steamships increased. Thus, in 1901, the gross income from the lighthouses was about £.E 95,000. This figure had been £.E. 6,000 from the revenues of the year 1900, more than £.E. 6,000 from the revenues of the year of 1899. The main reason for this increase was the resurgence of trade with China (FO 407/159, 1902: No: 32, 45). However, the income from the lighthouse dues was about £.E. 88,700 in 1899, while it was £.E. 85,000 previous year with a decrease of £.E. 3,000. This was due to the fact that they were hired by various governments associated with commercial enterprises in China and were exempt from paying many ships and dues passing through the Suez Canal (FO 881/7737, 1900: No: Inclosure in No 9, 22).

Commander “Gedge, R. N. conducted a detailed examination about all lighthouses in the Red Sea in October 1901. Mr. Gedge stated that

all lighthouses were in a steady-state, but made some recommendations for many lighthouses in use. The maintenance of the lighthouses on the Suez direction and the development of the lighthouses needed some expenditure of approximately £.E. 4,000. “Jebel Teid”, “Jebel Zübeyr” and “Jebel Zukur” were also under construction of lighthouses. These lighthouses were built not only by the Egyptian Government but also by the Ottoman Government. However, the Egyptian Government and “the Lloyd’s Agency” were negotiating to construct wireless etheric telegraph signaling stations in relation to lighthouses on the Egyptian coasts at various points in the Mediterranean and the Red Sea (FO 407/159, 1902: No: 32,45).

5. Conclusion

Throughout history, the Eastern Mediterranean has an important position both economically and politically. The discovery of new trade routes as a result of geographical discoveries, the Eastern Mediterranean seems to have lost its relative importance. It became a geographical area that attracted the attention of the economic and political forces again especially with the opening of the Suez Canal in 1869. In this context, the Eastern Mediterranean, which was the scene of the struggle for the influence of France and England, also served to revive the international maritime trade.

Numerous lighthouses were built with remarkable effort and cost on the shores of the Eastern Mediterranean and the Red Sea or on the cliffs that were dangerous in the sea as a necessity for reviving international maritime trade. These lighthouses provided security for the goods and the crew on the ships and served economic and social development and improvement of the coastal and the inland cities.

When historical sources are considered, it can be stated that the lighthouses of the Eastern Mediterranean, the Red Sea, and the Suez Canal improved economic and political relations between Europe and the Middle East and the East Asia, increased regional competitiveness, and accelerate globalization and technological developments.

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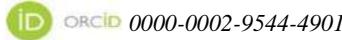
CHAPTER XIII

AN ALTERNATIVE FIELD IN TOURISM GEOGRAPHY: ESPORTS TOURISM

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1. Introduction

Advances in information technologies, the expansion of the internet network, and the increase of computer and smartphone ownership have accelerated the evolution of traditional games and the transition to digital media. Digital games, which have been developing for many years, are now being played competitively and professionally, not just to spend time and enjoy (Borowy&Jin, 2013; Hamari&Sjöblom, 2017; Kim, Nauright & Suveatwatanakul, 2020; Ecevit, Tunçe, Karaoglu, Şahin & Özer 2018). In fact, a new sports branch has emerged as the final product of this effect. This sports branch, which attracts the attention of the new generation, especially called generation Z, is called "Electronic sports (Esports-esports)".

One of the oldest and most reliable sources to use the term for the first time in a press release prepared for the launch of the Online Gamers Association (OGA-UK) in 1999 comparing esports to traditional sports (Wagner, 2006). Based on the literature review of the term "electronic sports", it can be said that the term is shortened in different ways: Such as eSport (Üçüncüoğlu & Çakır, 2017; Yükçü & Kaplanoğlu, 2018), e-sports (Argan, Özer & Akın., 2006; Hamari & Sjöblom, 2017; Ecevit, Tunçel, Karaoglu, Şahin, Özer, 2018), e-Sports (Mustafaoglu, 2018), e-sports (Çakar & Yiğit, 2019). However, in the 2017 edition of the Associated Press (AP) Styleguide, new usage guidelines for "esports" were approved, it was emphasized that the correct spelling was in the form of "esports" and that it should be written as "Esports" at the beginning of the sentence (URL-1). It is seen that the term has not yet been included in the Turkish Language Association (Türk Dil Kurumu-TDK) dictionaries and spelling guides. In order not to compromise the integrity of this work, the abbreviation, which was given in the Associated Press and Reitman, Anderson-Coto, Wu, Lee & Steinkuehler (2020) was used in the present study.

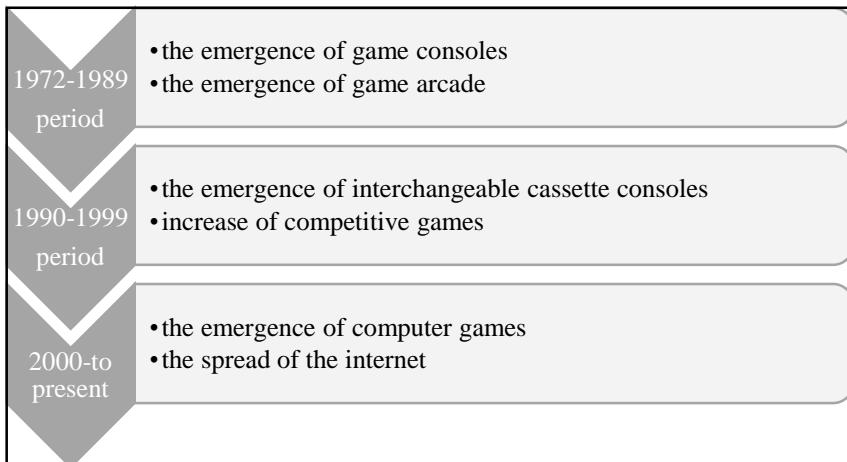
Although it includes some physical and mental features, there are still debates on whether esports is a sport branch (Parry, 2018). Majority of these discussions is that esports does not involve any physical activity. However, the group that defends the opposite is not underestimated

(Aktuna & Ünlüönen, 2017; Cunningham et al., 2018; DiFrancisco-Donoghue, Balentine, Schmidt & Zwibel, 2019; Göktaş, 2019; Hallman & Giel, 2018; Holden, Kaburakis, & Rodenberg, 2017; Özsoy & Kalafat Çat, 2018); Tiedemann, 2004; Jenny, Manning, Keiper & Olrich, 2017; Parry, 2018; Witkowski, 2012). Apart from these discussions, it is thought that esports can come to the fore as a counterculture or an alternative to modern sports. Esports has become a sport branch that also receives financial support from the state (Pişkin, Devecioğlu, Halisdemir, 2019). In countries such as South Korea, China, Russia, Hungary and Denmark, including Turkey, esports is recognized as an official sports branch (Ayar, 2018; Jonasson & Thiborg, 2010). The multifaceted developments in this field, which has reached a federal structure at a national and international scale, are remarkable. For example, the International e-Sports Federation 2008 Korea; Turkish Esports Federation [TEF] 2018; The European Esports Federation 2020. In addition, many official and private esports tournaments are held at national and international levels, such as the World Cup, European Cup, International League, Esports Amateur League, Esports Professional League (Argan, Özer & Akın., 2006; Üçüncüoğlu & Çakır, 2017). In addition, esports has been defined as a sports branch within the Ministry of Youth and Sports (Gençlik ve Spor Bakanlığı-GSB) in Turkey, and players' participation in tournaments is subject to license issuance.

Three important situations can be mentioned in the evolution of esports until today: the spread of the internet, the emergence of internet cafes and the development of competitive games (Akgöl, 2019). In the 1980s, digital games started to be played with the arcade, and in the 1990s, arcade halls became the places where digital game culture was formed and developed. With the widespread use of the internet since the 2000s, the worldwide access network has transformed games into online playing (Figure 1). As a result, games have ceased to be single-player and become multiplayer (Coşkun & Öztürk, 2016). Thus, esports has created a new market in terms of production, service, and organization (Ayar, 2018). South Korea was the first country to participate in esports games from the East, pioneered by the West (Europe and the United States) in the early 1990s (Wagner, 2006). The South Korean government, which adopted the concept of esports in popular culture in the early 2000s and took this field to new dimensions in an effort to grow the esports culture; they established the "Korean e-Sports Association", a department within the Ministry of Culture, Sports and Tourism of South Korea. The spread of online live broadcast platforms such as Twitch has had a great impact on the rapid growth of esports after 2010 (Ayar, 2018; Üçüncüoğlu & Çakır, 2017;). Demir and Sertbaş (2020: 79) strongly emphasizes the competitive nature and upward trend of esports:

"As a matter of fact, as teams, tournaments, leagues, prize money, management and sponsorship agreements increased, a competitive gaming culture emerged. Finally, international bodies such as World Cyber Games, Cyberathlete Professional League, Korean Esports Association and International Esports Federation work synchronously with country federations, setting rules for the esports ecosystem and shaping the institutionalization process"

Figure 1. The historical development process of esports (very abbreviated) (GSB, 2018)



In the tourism industry, which is an important part of the life of modern societies, sports have gained a very important place in recent years. Sports and tourism are two important sectors that are highly competitive and are related to many sectors (Dilek, 2019). The concept of "Sports Tourism", in which these two different sectors are evaluated together, is encountered after the 1980s (De Knop, 1987). After the 1990s, researches have also intensified on understanding the place and importance of sports tourism in the country's economy (Gibson, 1998; Nogawa, Yamaguchi & Hagi, 1996; Weed & Bull, 1997). As a matter of fact, the revenues from sports tourism constitute a significant part of the total tourism activities in the world. In particular, countries benefit from tourism movements around sports by advertising the country in terms of political, cultural, economic and publicity, as well as generating large foreign exchange revenues in long-term organizations or competitions.

Developing technologies of the 21st century and developments in the field of esports have begun to affect people's tourist or recreational habits (Hamari & Sjöblom, 2016). Electronic sports are among the popular activities of this era, after large tournament organizations, broadcastings via the internet, scholarships provided by universities to individuals who

are professional in esports, the founded esports federations and the reached level of being able to take part in the Asian Olympic Games. With this position, it is possible to evaluate the esports phenomenon in the field of tourism. The fact that the film sector, which has a place in the literature under the name of on-screen tourism, has been left behind by only a branch of the game sector in terms of revenue, and the fact that the game sector has doubled the Hollywood film sector when looking at overall revenue, shows that electronic sports tourism is a type of tourism that should be focused on (Aktuna & Ünlüönen, 2018).

Esports events, depending on the increasing demand, are increasingly seen as big events that take place in large facilities, with high-ticket prices and a large audience. Despite significant growth in the esports industry, research findings and literature, including systematic evaluation and comparison of destinations, are still in their infancy.

2. What is Esports?

Esports is a relatively new area that has not yet been studied extensively. When the literature on esports is scanned, many definitions highlighting the different features of esports stand out (Yükçü & Kaplanoğlu, 2018). If we look at the definitions of esports to highlight its different features:

"It is a sports field where individuals improve their mental and physical abilities by using information and communication technologies and train players" (Wagner, 2006: 402).

"It is a form of sport in which the primary aspects of the sport are facilitated by electronic systems; the inputs of players and teams, as well as the outputs of the esports system, are provided through human-computer interfaces" (Hamari & Sjöblom (2017:213).

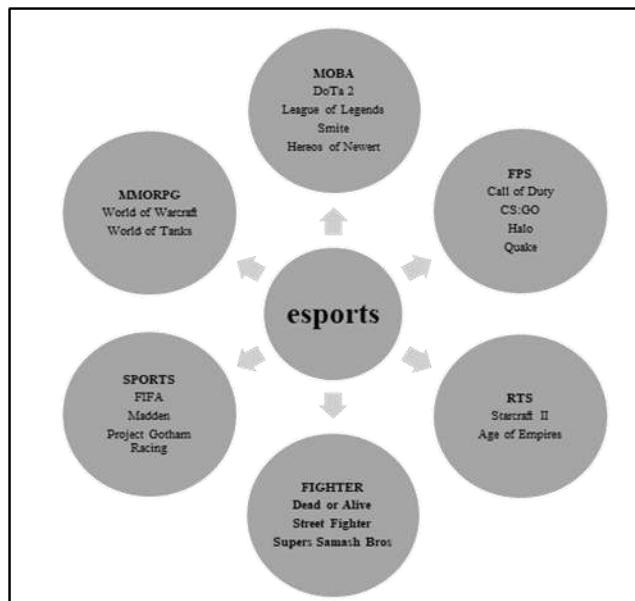
"It is a sport where two people from one side of the world to the other can play games via the internet or people from all over the world can meet and play with large organizations, covering much more than most sports require, both physically and mentally" (Argan, Özer & Akin, 2006:3)

"E-sports is a field that is introduced as the new form of sports and played with various modes of competitive multiplayer, digital games played on computer/console / mobile platforms, online or offline, individually and/or as a team" (GSB, 2018: 6).

If we make a general definition of esports that includes many definitions: Individuals, using information technologies; It is a branch of sports that develops mental and physical abilities, includes organizations that can provide international interaction from time to time, involves competition, requires more mental effort than most sports, but also requires physical skills, which also contributes to mental and physical development.

Esports concept created by technological developments; It is a comprehensive and multidisciplinary concept that includes many topics such as professional players, teams, uniforms, coaches, managers, representatives, leagues, competitions, events, endorsements, player transfer fees, commentators and university scholarships. There are many types of esports, including traditional sports adapted to the virtual environment (Figure 2).

Figure 2. Branches of esports

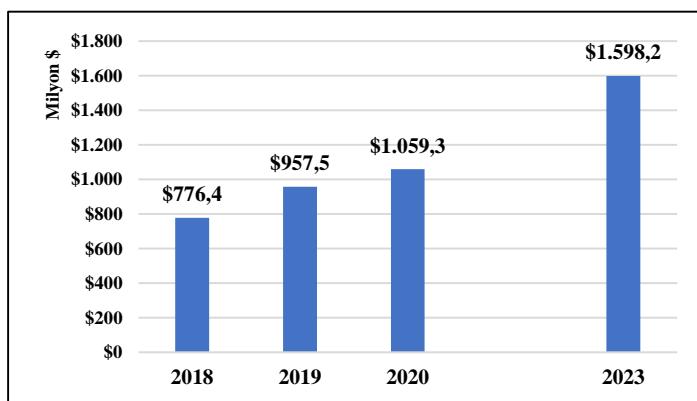


3. Economy of the Esports Sector

It is known that the number of esports viewers on a global scale is 495 million. 222.9 million of this figure is the segment that follows esports regularly. It is estimated that the total number of esports viewers will reach 646 million in 2023 (Newzoo, 2020; TEF, 2019). China ranks first in the world in terms of both esports audience and e-sports awareness. It can be said that audience and awareness numbers are growing rapidly in emerging markets in Latin America, the Middle East and Africa and Southeast Asia (Newzoo, 2020). Esports is a rapidly developing sector/sport/field in Turkey also. According to the latest data, 32 million people play digital games in Turkey, and 4 million people have esports awareness. Being an esports player on a national and international scale is subject to a license. There are 85 licensed esports teams and 1515 esports players (1384 men and 131 women) in Turkey (GamingInTurkey [GIT], 2020).

The electronic sports economy accounts for 1% of the global gaming industry of about \$ 99.6 billion. The esports economy, which has a revenue of \$ 776.4 million in 2019, is estimated to reach over \$ 1 billion by the end of 2020 (Figure 3). Global esports revenues increase by more than 38% year-on-year. Sponsorships account for more than half (\$614.9 billion) of the esports sector's 2020 revenues (\$1.06 billion) (such as sponsorship, media rights, broadcast fees, product and ticket sales, live broadcasting) (Newzoo, 2020). The main reason for sponsorship revenues to be in the first place is that it creates an important advertising space for companies that have difficulty in reaching the young generation between the ages of 12 and 25, called generation Z, through traditional mass media (TV, radio, newspaper, etc.) (Figure 4). Not just from the computer or gaming industry, sponsorship agreements are made in almost every sector from automobile companies to personal care, from communication to textile. In addition to foreign teams such as Paris Saint Germain, Manchester City, Schalke 04 (Mustafaoglu, 2018), three major Turkish clubs «BJK, FB, GS» have formed their own esports teams. Esports are not only limited to clubs and teams but also players from different sports around the world (such as Shaquille O'Neal and Rick Fox, baseball players Jimmy Rollins and Alex Rodriguez, as well as an active NBA player, Jonas Jerebko) started to invest in the field (Akgöl, 2019; Çakar & Yiğit, 2019; Üçüncüoğlu & Çakır, 2017). As in other sports, player transfers are carried out between teams and countries in the field of esports. The number of companies investing in esports sponsorship and establishing the esports league is also growing rapidly (Lee&Schoenstedt 2011).

Figure 3. Increase in esports revenue by year

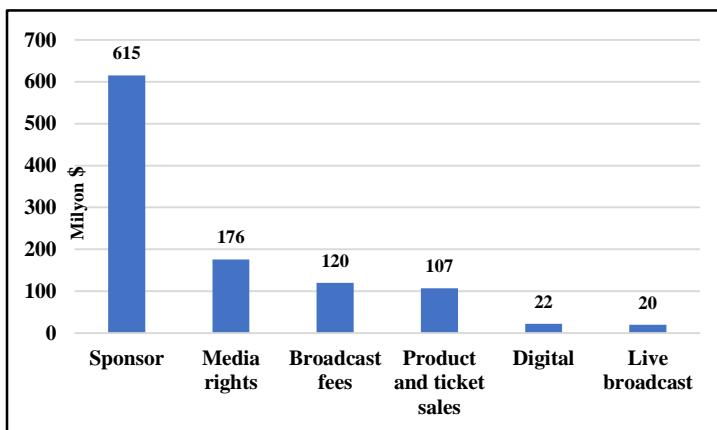


(Newzoo 2020 Global Esports Market Report)

Esports grows its economic structure significantly every year and makes a multi-faceted contribution to the sports economy. Esports attracting the attention of investors from many fields including modern sports clubs; a growing economy, potential fan base and having a different

sports content have a great impact (Üçüncüoğlu & Çakır, 2017). Currently, technology companies make deals with professional esports teams for both advertising and financial support purposes. Intel, Coca-Cola, Red Bull, Mountain Dew, T-Mobile, Mobil 1, Audi, Airbus, ASUS, HTC, Logitech, Razer and Turkish Airlines are multinational companies that sponsor esports. Esports revenues are derived from broadcasters' investments, tickets, advertising, sponsorships and major award-winning tournaments. A portion of the revenue is transferred to the game platform, a portion to the seller, and a portion to the prize pool. Each esports team has its own sponsor income, and teams pay their players' salaries at rates that vary depending on the level of economic development (Kim, Nauright & Suveatwatanakul, 2020; Özsoy&Kalafat Çat, 2018).

Figure 4. Sources of esports revenues (2020)



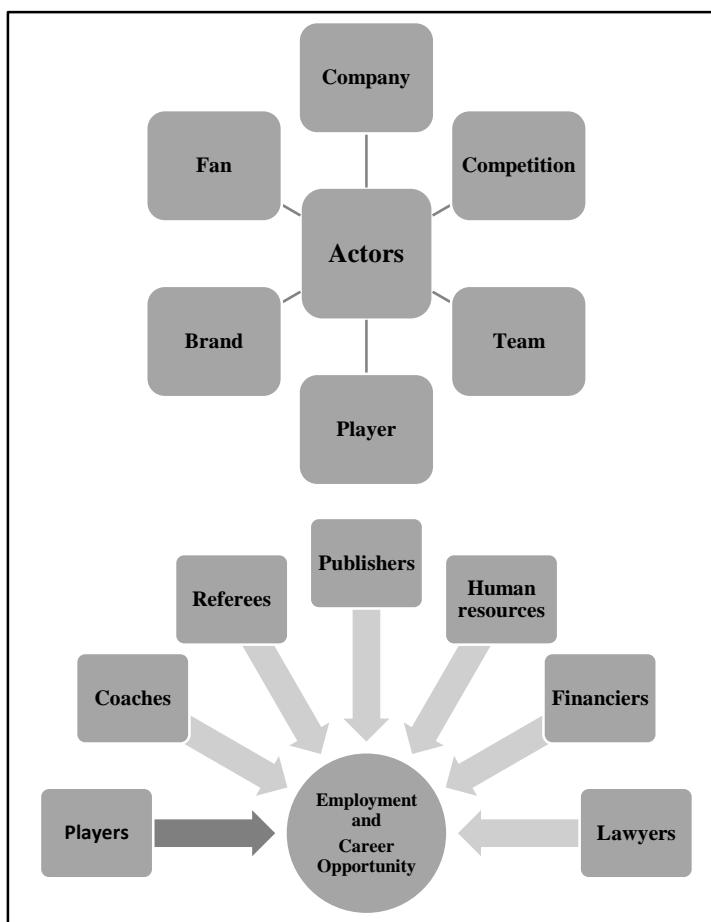
(Newzoo 2020 Global Esport Market Report)

Turkey has become an acceptable region in the esports sector worldwide with an investment made by Riot Games. The Middle East North Africa (MENA) region, including Turkey, is considered a second-order region, although it is not considered as large as the leagues in North America, Europe, China, and South Korea (setting, 2018). The Middle East North Africa (MENA) region, including Turkey, is considered a second-order region, although it is not considered as large as the leagues in North America, Europe, China, and South Korea (setting, 2018). China is the country with the largest market share with total revenue of \$ 385.1 million. China is followed by North America with \$ 252.8 million and Western Europe with \$ 201.2 million. There are two main indicators of countries success in the esports sector. First, the country's gross domestic product (Gayrisafi Yurtiçi Hasila - GSYH) is high and second, the power of governments to support esports (Kim, Nauright & Suveatwatanakul, 2020). Esports has actors (such as companies, competitions, teams, players, brands, fans), career and employment opportunities (such as players, coaches, referees, publishers, organizers, human resources, financiers,

lawyers, etc.) considering the number of followers and the tournament awards, it is obvious that it will significantly affect both the economic structure and the tourism sector (Figure 5). The attractiveness of the esports industry has managed to gather big companies around it (like Mercedes-Benz). In addition, the breadth of the young and digital world has a guiding effect for these companies.

Esports and the leagues where players compete have existed since the early 1980s. However, the increasing interest in the field of esports in the 21st century also provides important information about the experiential consumption phase of the digital economy in order to gain a higher profit share of the gaming industry. While independent esports events are common, their efforts to develop a marketing tactic that uses it in addition to other industry events open to the public, including major trade fairs, press conferences, and even travelling orchestras, is worth noting (Borowy & Jin, 2013).

Figure 5. Esports actors, employment and career opportunities



Esports is a field that has its own unique features in the sports industry; when evaluated in terms of its size and development trend, it can be called a new economy. In the rise of the esports economy, which is a strong economy within the sports industry; maintaining the sustainability and success levels of sports clubs, which are one of the most important actors, in this industry, monetary inflows and newly implemented business models that underlie the existence of actors and the sustainability of the industry are important factors (Demir & Sertbaş, 2020). In 2017, the Olympic Council of Asia announced that the Asian Games, which will be held in China in 2022, will take place in the medal competitions as official games (Graham, 2017). One of the most important developments is that the International Olympic Committee (IOC) has reported that the 2024 Summer Olympics in Paris will include some esports demonstration events (Kim, Nauright & Suveatwatanakul, 2020). The recent development of esports is a new indicator of the social trends emerging, especially in post-industrial societies where consumers are increasingly working to maintain their leisure spending. As a result, some emerging forms of leisure activity have yielded lasting benefits, such as a sense of self-realization and identity development (Seo, 2013). Previously due to a significant lack of value creation for esports users and the financial crisis, the period from 2009 to 2013 constitutes the most significant years of growing the esports economy. The increasing activity has created stable sources of revenue in the esports field so that the sector has evolved into a business that can focus on less risky growth and then sustainable business models (Scholz, 2020).

4. Esports Tournaments and Its Spatial Effects

An important event has the potential to leave the city or country hosting this event a lasting legacy that provides recognition to the whole world as well as economic, political, and social development opportunities. Esports industry brings together a large number of people, team players, fans, sponsors, and representatives of gaming companies through tournaments (Picture 1). For computer games that are played intensively, top structures have been created with the support of large companies. Championships and tournaments in various names are held for these games. In addition, some titles are awarded to esports players who succeed in these tournaments. In this organization, players who play computer games and usually consist of individuals from Generation Z compete with the names of major sports clubs in football (Özsoy & Kalafat Çat, 2018).

In 2019, the total number of tournaments held online and offline worldwide was 5158. The total prize money distributed in these tournaments was \$ 227.6 million. The countries where tournaments are held that distribute prizes of more than \$ 3 million are mainly located in North America and the Far East. In these countries, which attach importance to technological developments and where esports is among the

innovation activities, interest in esports is also high. The "The International" tournament, held in 2019, is the tournament with the most awards ever. Considering the locations of the games that have distributed over \$ 1 million in prizes since their release, countries such as South Korea, France and China follow the USA and Japan.

Picture 1. Blast Pro Series 2018, İstanbul



(Source: Orijinal)

In terms of the number of tournaments organized, USA ranks first, followed by China. If we look at the reasons why the USA and China are so prominent:

- Since most of the games in question are of USA origin, the main centers of the companies are located in this country,
- The number of potential audiences is higher compared to European countries,
- Location advantage for companies organizing tournaments,
- To be able to produce solutions in a short time with sufficient staff and workforce against any problem,
- The reasons such as China and Asian countries showing great interest in games and the affordable labour costs come to the fore.

The first esports event in Turkey was held in 2005 (the Turkish leg of the CPL 2005 World Tour). The tournament, in which a total prize of 64 thousand dollars is distributed and 36 players participate, is the first international tournament held in Turkey. In 2016, 12 thousand ticketed audiences participated in the league of Legends International Wild Card

Tournament held in Istanbul. Although there are local tournaments in the following years, Blast Pro Series Istanbul, held on 28-29 September 2018, is the largest international tournament organized in Turkey (Picture 1). Six teams participated and a prize of 250 thousand dollars was distributed to the event 8000-ticketed audiences watched. The event, which was watched live by hundreds of thousands of people, reached up to 241 thousand people in instant viewing on Twitch live broadcast platform. The fact that esports events taking place in Turkey have not yet shown the expected effect can be explained by the fact that the tournaments are not organized in such a way that the audience will also participate in different events, and usually the organization of daily activities.

The features of traditional sports that create added value and create outdoor space are evident. Increasing consumption with the demand created by those who watch sports as well as those who do sports, the construction of stadiums using large areas is justifiable reasons to think of sports as part of spatial planning (Avci, 2006). Esports competitions have shown great success in attracting a large number of people to major fairs, gyms and on-screen. Initially held on a small scale or regional scale, tournaments have become major international events, and until 10 years ago, events held in small halls or internet cafes have now started to be held in stadiums.

It is possible to talk about the aspect that regulates the venue, not only traditional sports but also esports. Now stadiums for esports matches are being built only. The "Fortress E-Sports Arena" with a capacity of 1000 people and the "Fusion Arena" with a capacity of 3500 people are only a few of them, which continues to be built together with the "Arlington E-Sports Stadium" with a capacity of 2500 people. Again, the "Riot Games E-sports Stage" with a capacity of 1000 people, the "İninal E-Sports Arena" with a capacity of 1600 people and the "Nonstop Zula Stage" can be shown as examples of these. Stadiums and stadium peripherals, especially in urban centers, can be mentioned about the effect of remodeling on cities.

Stadiums can have different effects on the place where they are installed. At the beginning of these effects is the difference they create in land use. Stadiums, where there are also differences in capacity, can also cause changing patterns, especially in urban land use. During the periods when the events are organized, it is necessary to carefully monitor the problems that may arise in the environment in which they are located, as well as the economic and tourist revival that they create in their environment. The positive and negative effects of stadiums have also been the subject of different academic studies (Avci, 2010; Bale, 1996; Yuen, 2008).

In many studies, the economic dimension and tourism aspect of sports organizations have also been discussed (Bale, 1996; Yuen, 2008). Due to the tourism creative impact of sport, a close relationship has been established between the World Tourism Organization (WTO) and the IOC. Both organizations support both the sports activities that cause tourism and studies on the effects of certain sports activities on tourism. Tournaments and events lead to significant mobility in tourism and form a subcultural group among the audience.

5. Esports Tourism: Can It Contribute As Alternative Tourism?

The concept of sports tourism has been in the literature for some time as one of the alternative types of tourism and a reflection of thousands of sports organizations (Olympic Games, World Cup etc.) organized every year in the world. Studies show that of the 110,000 international visitors who came to Australia for the Sydney 2000 Summer Olympic Games, 88% later visited Sydney as tourists (Yenişehirlioğlu, Erdoğan, Şahin, & Ulama 2018). Again, as a result of a survey of visitors participating in an esports event held in Barcelona in 2019, it was determined that the most valuable item for the future of visitors was the intention of returning to Barcelona (Vegara-Ferri, Ibanez-Ortega, Carboneros, Lopez-Gullon & Angosto, 2020). It is known that 60 thousand fans came to Istanbul for the UEFA Champions League Final held in Istanbul in 2005.

Sports tourism is very common in traditional sports. For example, 1 million people entered the UK for the Champions League in 2011, and on average, these sports tourists accounted for more than 50% of the average tourist spend that year. One of the biggest events in the world, ESL One Frankfurt (2014), has shown that esports fans are no less fanatical than football fans and have travelled thousands of kilometers to participate in the tournament. ESL One was attended by visitors from all continents of the world (except Antarctica) (URL-2).

Also evaluated in the category of special interest tourism (Alexandris&Kaplanidou, 2014), Electronic Sports has started to be seen as a new travel motivation in the tourism sector (Yenişehirlioğlu, Erdoğan, Şahin, & Ulama 2018). Because the esports experience is not limited to the online world alone (McCauley, Nuguyen, McDonald & Wearing, 2020). Similar to the tourist activities carried out for a football organization, it can be said that organized esports activities are starting to be the primary motivator for carrying out tourism activities at certain levels. Events bring great respect and income to the country and city. Considering the high cost of investments, laborious organization requirements and the difficulty of gaining hosting rights, esports championships stand out as a very suitable alternative option in terms of making the name of the city known and attracting tourists (Gül, Kızılırmak, Yardı & Güler, 2017). There are some

important reasons why esports is considered a tourist activity. Watching esports in the area where it is played will provide a fantastic experience to the audience; the fans will have the opportunity to meet the best players competing in the world league and will experience the touristic potential of the region where the tournaments are held (Bayram, 2018).

Esports, by its nature, has become a phenomenon that traverses the online and offline communities, as well as being both recreational and sportive. This area, which has become popular especially among young people and different cultures around the world, has also created a fan base just like in traditional sports (Seo, 2013). To give an example of a few esports tournaments that have a big impact internationally: 40 thousand ticketed spectators attended the "League of Legends World Championship" event held in South Korea in 2014. 27 million people worldwide watched the event, held at Sangam Stadium in Seoul, simultaneously. The instant views reached 11.2 million and the average viewing time reached 67 minutes. The number of spectators with tickets attending the match between the San Antonio Spurs and the Miami Heat, which was held in the same year and will determine the 2014 NBA champion, is 19 thousand, and the number of spectators in the United States is 18 million.

Nowadays, esports has become one of the hottest trends in the hospitality and tourism industry due to its growing popularity. Active participation of the state in the process is of great importance in the success to be obtained from the esports event. States affect the budget amount in tourism development, computer technology infrastructure and the quality of technology used (Parshakov & Zavertiaeva, 2018). The intense interest in esports can be seen as a great advantage for the development of esports tourism.

Hosting esports events also have a positive impact on economic development, especially in the hospitality industry (Jenny et al., 2018). The reason for this is that the esports viewers' transportation, accommodation, food, etc. spending and stimulating the local economy (Dilek, 2019). Esports events also help to connect community and technology innovation (Yang 2018) and develop the brand. The duration of esports tournaments varies but can be up to 10 days. Considering only the participating teams, players, coaches and assistant staff, there is a significant number of tourist potential in terms of destination. Therefore, both those who do sports and watchers become a tourist source for the destination. The positive contribution of a large-scale organization to the image of the country in terms of destination image will be very valuable.

If we look at the different definitions of esports tourism based on these explanations:

"... esports tourism, interaction created by professional teams, spectators and tournament organizers participating in computer games tournaments organized offline in a physical venue..." (Aktuna & Ünlüönen, 2018: 6).

"... a type of tourism based on the realization of electronic sports activities in a designated country and destination in the form of tournaments, the participation of players, audiences, relevant institutions and organizations in these tournaments, and the use of various touristic activities such as eating, drinking, accommodation, entertainment..." (Bayram, 2019: 20)

The number of tourists willing to tour cities or countries thousands of miles away to participate in esports events has increased significantly over the decades. This trend has created a new type of tourism "esports tourism". Esports events attract a lot of attention from the audience. Viewers get the chance to closely watch the race of the world's best players, meet their favorite players and share their passions with hundreds of enthusiastic fans of similar interests (Dilek, 2019). Taking into account that the esports tourist (especially the Z generation) will come together with the players and take a photo after the tournament, which, in the words of this segment, will be a "unique and unforgettable experience". As a growing market, e-sports events constitute an important attraction area for the tourism sector.

DISCUSSION AND CONCLUSION

The 21st century is shaped by digital communication technologies. With the rapid development of digital technologies and the introduction of them in almost all areas of life, communication has become the most attractive area of the era. The introduction of esports, which is closely linked with digital technology, has started with the impact of industry 4.0 and the age of digital transformation on societies. Earning its income through betting, reward systems, tournaments, and sponsors, esports has managed to raise awareness among millions of people around the world. Esports is an innovative and interdisciplinary field where information technology, new media, digital communication, finance, and sports intersect. It is noteworthy that despite the level of interest in esports at the recreational, amateur, and professional level, scientific studies in this field are not yet at a sufficient level. Esports, a 21st-century product, has reached a considerable audience and income worldwide. At this point, new academic studies on esports are important in terms of providing the knowledge that the sector needs.

While discussions on the virtual environment, lack of physical activity, a real sports branch (Parry, 2018) continue; The segment that increasingly accepts esports as a sport sees its players as athletes and draws parallels between traditional sports and e-sports is substantial (Jenny,

Manning, Keipern & Olrich, 2016). Many popular esports events/tournaments have attracted hundreds of participants from various continents, and this emerging type of sport is increasingly recognized as a good spectator sport (Lee & Schoenstedt, 2011). E-sports events are the 21st-century version of social activities. Instead of going to the football stadium to watch Arsenal vs Liverpool, fans fill an arena as big as Anfield to follow the battle between popular esports teams Fanatic and DC Dota2 (Schubert, Drachen & Mahlmann, 2016). For example, ESL One's participation in Frankfurt (Germany) was 52,000, while the League of Legends World Final in Seoul (South Korea) saw 45,000 fans fill the Sangam Stadium. Therefore, these events are tourist attractions, and a new marketing environment is in question within the tourism paradigm (Seo, 2013; Borowy & Jin, 2013; Ayar, 2018). Many popular esports events/tournaments have attracted hundreds of participants from various continents, and this emerging type of sport is increasingly recognized as a good spectator sport (Lee & Schoenstedt, 2011). E-sports events are the 21st-century version of social activities. Instead of going to the football stadium to watch Arsenal vs Liverpool, fans fill an arena as big as Anfield to follow the battle between popular esports teams Fanatic and DC Dota2 (Schubert, Drachen & Mahlmann, 2016).

When the regional effects of esports are examined, it is seen that North America alone has 38% of the total global esports income. It was determined that China and North America achieved 56% (509 million dollars) of total global esports revenues (Newzoo 2018). The priority of tournament owners and esports players in these countries is the main factor in the increase in the income of these countries. The developments of Asian countries on internet networks in recent years have provided an advantageous situation in terms of esports. With these technological developments, Asian countries that invest more in the sector in terms of production and development may soon leave behind North American countries.

It is stated that the number of esports fans will reach an estimated 250 million in 2021. 28% of the events organized so far have been organized in North America; this is followed by Western Europe with 26% and Eastern Europe with 13%. According to the tournaments organized in the world and ticket sales revenues, North America constitutes 44% of the ticket revenues and this is followed by Western Europe with 29% (Devecioğlu, 2019). The fact that countries with the high gross domestic product (Gayrisafi Yurtiçi Hasıla-GSYH) have a high spending potential for esports compared to developing and underdeveloped countries shows that the esports field creates a suitable environment for further growth in these countries. Many countries are investing heavily in the esports industry due to the COVID-19 outbreak, which creates more obstacles to

playing and watching traditional sports (Kim, Nauright & Suveatwatanakul, 2020). Especially during the lockdown process (i.e. quarantine) in April and May, 83% of e-sports fans between the ages of 18-34 started to spend more time playing games after the quarantine. Likewise, 18% of the people watching traditional sports competitions started to watch e-sports competitions.

Esports, which contains an element of competition and constantly excites those who watch, ensures that the number of countries that organize tournaments gradually increases. The desire of the audience to follow the competition on the spot has increased the interest in esports tourism. The intense interest of the generation called generation Z (millennium generation) in information technologies and the internet may be the reason for choosing esports tourism. E-sports tournaments are often held more than a few days or even up to 10 days. Teams, players, coaches, assistant staff, and spectators form a tourist resource for the destination. Especially large-scale organizations and the duration of these organizations will be longer than a week in terms of the image of the destination it will create in the country will also contribute positively. If the results are examined in the context of tourism, the intense interest in esports can be seen as a great advantage for the development of esports tourism. Esports tournaments in Turkey are not organized in such a way that people will also participate in different events and can usually be explained by the organization of daily activities.

Recent developments in the participation of esports events in the Olympics and the growing audience indicate that this area will create significant tourism potential. It can be said that it is an effective way to diversify tourism, extend the tourist season and ensure regional equality. In economically developing countries such as Turkey, it is important to increase the economic contribution of esports and to ensure that it is made an area that supports tourism. In many countries, including Turkey, esports has managed to take part in higher education and gain its place in official terms owing to the support of ministries.

From the point of view of esports's involvement in the economy and tourism sector, there are many questions that need to be answered: How do esports actors view esports? What is the importance of stakeholders in the esports ecosystem and their level of contribution to the field? What is the corporate structure of esports? To what extent do sponsorships and state support affect the esports field? What should be done to better promote and brand esports? What kind of future awaits esports? What will be the regional effects of esports and tourism interaction?

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CHAPTER XIV

AWARENESS, RECOGNITION AND IMAGE RELATIONS EVALUATION OF WINE, IN TERMS OF GASTRONOMY TOURISM; A STUDY ON FIRST CLASS RESTAURANTS IN ISTANBUL*

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*There are facts in wine. But you will never see it in the
ingredients list on the label*

Josh Stern

1. Introduction

Gastronomy is a developing discipline inside eating-drinking patterns which is present since existence of humankind. Gastronomy is shaped by geographical conditions, climate features and culture of a region; therefore, societies with rich past have colourful representation in gastronomy. Wars, trade, immigrations and relation of societies with each other transform national cuisines to distinct structures over the historical process. Countries which enrich their cuisine with authenticity and diversity provide high benefits from gastronomy. Without a doubt, tourism comes at the top among those benefits. Gastronomy tourism, which is created by people travelling for gastronomic purposes, has huge importance in many countries. It is expected by Turkey to have a place among world known gastronomies thanks to Ottoman cuisine inherited. Yet, it has also been thought that Turkey does not give enough weight to its unique gastronomic values. There are hundreds of dishes and beverages comes from Ottoman period still being enjoyed today. Studies on traditional beverages show us that there are many award-winning and exported wines during Ottoman era. Today, local wines produced with

* This study was produced from the author's doctoral thesis entitled 'Analysis of brand image relation on planning and improving beverage menus in gastronomy tourism: Example of Istanbul'

grapes unique to Turkish soil get unnoticed on shadow of imported wines, which influences Turkish gastronomy and gastronomy tourism negatively.

Study is applied on eating-drinking businesses which offer, exhibit, get recognized and add value to wines. Survey forms created with convenience sampling method are filled by 172 business managers, in person. To measure brand awareness, recognition and brand image levels and relation between scales, percentage, frequency analysis and Anova is used.

Gastronomy tourism is one of the important tourism activities of the countries. While gastronomy in the past is seen as a supplement of other tourism activities, it has become a tourism movement in itself today. The gastronomic values of countries and regions are considered as a touristic product. Within the scope of these values, food and beverages of the country's cuisines are included, while food and beverage businesses, gastronomy festivals and events are also considered within the scope. Culinary cultures that have survived from the past to the present and have an original structure with their preparation and service methods; restaurants that offer luxury services and the presence of famous chefs working in these restaurants cause consumers to participate in gastronomy tourism. Although a country claims that it has gastronomic values and businesses that offer superior service, the important thing is to determine how consumers perceive these products. In this direction, awareness, recognition and image come into play. Because these dimensions reveal how a product is perceived by consumers. The awareness, recognition and image of the gastronomy values in the minds of consumers affect gastronomy and gastronomy tourism.

The culinary cultures of the countries have been shaped by the products that have survived from the past to the present. Products that are identified with geography and climatic conditions have been enriched due to reasons such as trade, wars and migrations. These products, which have been exposed to many influences in the historical process, have formed national cuisines with the table manners, traditions and customs, which are blended with different cultures. When we look at the countries that benefit from gastronomy and gastronomy tourism today, it is seen that they have cuisines based on a deep-rooted past. The report prepared by the World Food Travel Association (2014) shows that France, Italy and Spain are among the countries with the highest income from gastronomy and gastronomy tourism, supporting the case. The basis of this result is that countries protect the values of their culinary cultures and products from the past. The necessary importance has been given to the gastronomic products owned and to be known and valued throughout the country and worldwide. Food and beverage businesses exhibit local products in their menus, the administrations give originality to the products with the geographic

marking method and many institutions and organizations operate to increase the awareness, recognition and image of the products. According to World Tourism Organization (2014) data, when number of organizations operating within the gastronomy and gastronomy tourism are checked, Turkey lagged behind many Mediterranean countries, ranks 23 with 94 organizations globally.

Turkey; inherited its culinary culture, table setting-manners, eating and drinking habits, food and beverages from Ottoman cuisine. It is possible to see the methods of cooking, preserving, and consuming the products consumed by Turkish society in the Ottoman period as well. A very rich cuisine has emerged in the geography where it has ruled by same political entity for centuries and where many nations live together. It is thought that Turkish cuisine should be among the cuisines of the world with its unique cooking techniques, food and beverages produced from various meat, vegetables and fruits.

The overall objective of the study is emphasizing image, in the context of awareness-recognition, for gastronomic products in order to benefit country as the way it desires from gastronomy and gastronomy tourism.

2. Literature Review

Branding activities in gastronomy; takes part in the tourism efforts of the country, region and destination where it is located. In other words, the gastronomic values of a region are among the touristic products of that destination. For this reason, food and beverages, which are known as the determinants of branding activities in gastronomy, are also used in branding of the destination. As a result, to understand gastronomy branding, it is necessary to understand destination branding in general. Destination branding activities in the literature should be made more specific and adapted to gastronomy and gastronomy tourism. Destination branding, which should be explained in order to brand gastronomy, is expressed by some researchers as follows:

In their research, Ritchie and Ritchie (1998) emphasize the status of the branding of touristic destinations in the past and the form of the starting points in the future. Despite the rapid development of the marketing of the destination, the branding function cannot be noticed at the stage of increasing the destination awareness and determining the basic qualities in choosing a touristic destination. They argue that branding in tourism destination management, the identity of the destination and this identity play an effective role in the destination management stage in order to attract tourists. As a result of this, it is thought that branding, one of the basic functions of marketing, will be indispensable in destination management.

Cai (2002) states in his study that destination image is a very important issue, but there are a limited number of studies on destination branding, which means much more than destination image. In the research, he mentions the properties of destination brand, destination image and destination brand identity concepts. Cai; sees brand identity as the precondition of brand image and the basic element of an effective brand. In order to create an image at the desired level, he proposed a new branding process in the study on the organization of destination identity elements. This activity, which is called Co-Branding, is based on the idea that only the destinations that are not capable of being a brand and their characteristics are not sufficient, come together and market themselves within the scope of a common brand. As a result of the study, it is stated that the identifiers of the sub-destinations have a significant effect on the strong image created by the common brand.

Iliachenko (2003); emphasizes that tourism destinations can be distinguished from other historical, archaeological, cultural and natural-geographic destinations, they can create a unique brand image and the destination can only be presented effectively with a brand that has such an image. In addition to this definition, it is foreseen in this thesis that gastronomy and its image are important, so that it should be considered as one of the basic elements among the destination values.

Morgan, Pritchard, and Piggott (2003); In their research in New Zealand, he mentions the roles of stakeholders in destination branding. In the study, it is stated that the choice of destination is an important factor representing the lifestyles for today's tourists, and it is emphasized that it should be elegant, attractive and meaningful in order to spend limited holidays and hard-earned income of tourists. Tasting and practicing unique flavours in gastronomy, different festivals etc. activities are activities that visitors can buy at affordable prices. The rich gastronomic values of the destinations can attract more visitors and contribute to tourism revenues. However, bringing an image by revealing existing values is among the priority issues for gastronomy tourism and destinations.

Caldwell and Freire (2004) stated that destination branding is a very new development and that research on this subject has just emerged. For this reason; a study conducted in countries of Europe and America, which also includes Turkey, shows the different types of destinations, whether there is any difference in branding, what the distinctive features are between branding a country, a region and a city. Brand Box Model was used in the research. In this model, physical and service products have been developed and the application of the functional and physical functions of the brand to countries, regions and cities has led the research. The aim of the study is to determine whether there are differences between tourists' assessment of countries and cities and regions within the same country. In

this direction, it has a number of benefits that can help researchers in the study. These benefits are the result of the fact that destinations have to focus on the emotional or physical functions of branding, as they are functional (sun, sky, culture, nature, etc.). Regions and cities, on the other hand, should focus their brand creation efforts on functional aspects, as they are more special in nature and smaller in scale. Since gastronomy is among the unique values of a region and a city, it is an issue that needs to be focused on functionally in destination branding. Activities such as how to bring gastronomic values to light, how to transform them into an original structure and turn them into a touristic product should be the main function of branding.

Foley and Fahy (2004) stated that branding has a role in unifying activities for tourism promotion. They tried to explain the supporting role of image in brand positioning in a tourism destination with the example of Ireland. It is emphasized that the first positioning strategy for Ireland's tourism brand is the hospitality of local people and unique natural beauties of country. The research, which examines the perceptions and desires of tourists as well as the behaviour of the local population, shows that it will be an important guide for strategic marketing efforts for destinations. The production and presentation of food and beverages used in gastronomic tourism by locals will provide support to the local population.

In Tosun and Bilim's (2004) research, by drawing attention to the change in tourism marketing strategies, they argue that a national approach in world tourism marketing has lost, instead it is necessary to focus on regional approaches. In a study conducted in this direction, the province of Hatay was selected. The research has tried to explain the tourist city marketing efforts that come to the fore within the scope of city marketing thanks to local application. At the same time, it was emphasized that branding is an important factor in the marketing of cities in terms of tourism. Considering that gastronomy takes place on a local scale, gastronomy activities play an effective role in the marketing and branding of the regions.

Konecnik (2004); stated the importance of evaluating a destination image in his research. At the same time, the importance of identity role in branding is emphasized and he mentions the process of image evaluation as a process that leads itself in the creation of a strong destination brand. Gastronomy consists of the whole food and beverage dimensions of a region. In this sense, the identity of these products constitutes the identity of gastronomy. With a gastronomy that has gained identity, destination marketing will be easier and more efficient.

Hankinson (2005) states that as a strategic marketing effort, space branding has increased significantly in the last fifteen years. He stated that

space branding can also be applied to small places, shopping malls and event areas. He explained that location marketing is a part of destination marketing and is effective in tourism marketing. Gastronomy does not only consist of food and drink. Historical venues and businesses offering these products are among the elements of gastronomy. The places that produce and serve a meal or beverage may differ in some cases in terms of visitors. The presence of the business from the past to the present or working with a world-famous cook attracts the attention of the guests. The importance of the mentioned places with their branding is effective in the gastronomy tourism of the region.

Kavaratzis and Ashworth (2005) state that destination branding is made by adapting it to product marketing. In this direction, they stated that managers should see the destination as a product and carry out branding activities in this way. Considering that gastronomy is a part of a destination, it is anticipated that gastronomy will be handled as this marketed product in the branding activities. In other words, gastronomy is a product and one of the basic elements used in destination marketing and branding.

3. METHODOLOGY

3.1. Topic of Study

The subject of the research is the relationship of wine with brand awareness, recognition and brand image in first class restaurants operating in Istanbul. In the study, in order to explain the relationship between the awareness, recognition and brand image of restaurants on the basis of wine, the order of importance of factors related to various dimensions and whether these factors are evaluated according to independent variables were explained.

3.2. Aim of Study

The aim of the research is to reveal the role of brand image in the direction of brand awareness and recognition on wine in first class restaurants. It is getting harder every day for our traditional products to be able to make their voices heard and be noticed among countless drinks and beverages. In such an environment where both the increase in the number of modern products and the effect of popularity is intense, it is vital for gastronomy to know what the factors that affect the decisions that businesses make while planning or developing their menus. In this case, products created with a successful brand image take their place in the menus of the enterprises. As a result, the drinks in the menus are preferred by the guests. The continuation of the process helps to promote the products worldwide and to have an image. Drinks with brand image contribute to the gastronomy of the countries in which they are located,

and therefore to gastronomy tourism. It is wanted to determine and analyse the image of wine, which is among traditional Turkish drinks, in terms of businesses. In this regard, agenda consists necessities for supporting Turkish gastronomy tourism would be created to contribute to the value of our gastronomy tourism and gastronomic needs by forming a strategy for our traditional wines.

The universe of the research by 172 businesses consisted by bars, entertainment venues, cafeterias, first class restaurants, which has a tourism management certificate in the province of Istanbul. Businesses were reached with the information on the website of the Ministry of Culture and Tourism. In the study, application done on whole research universe. Among the reasons for using businesses with tourism management certificates, the businesses have drink and beverage menus and that they carry out their activities within an institutional framework. Due to the fact that the number of municipal certified food and beverage establishments in Istanbul is unknown, the food and beverage classifications of each district municipality are different, these businesses could not be included in the scope of the study. Although the research cannot be generalized with all food and beverage service businesses in Istanbul due to this limitation, it is thought that the results obtained will be beneficial for both practitioners and academicians.

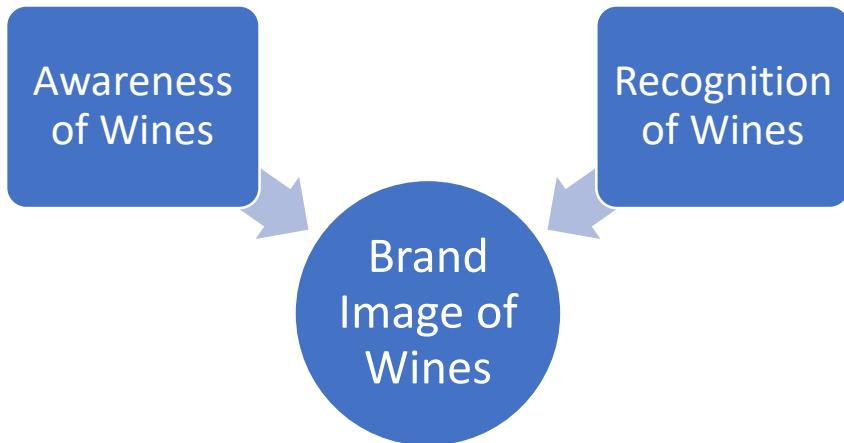
3. 2. Limitations of the Study

The universe of the research has received a tourism management certificate in the province of Istanbul; It consists of 172 establishments in total as bars, entertainment venues, cafeterias, 1. class restaurants. T.C. It was reached in accordance with the information on the website of the Ministry of Culture and Tourism. In the research, the whole universe was applied. Among the reasons for using businesses with tourism management licenses, businesses have drinks and beverage menus and that they carry out their activities within an institutional framework. Due to the fact that the number of municipal certified food and beverage establishments in Istanbul is unknown, the food and beverage classifications of each district municipality are different; these businesses could not be included in the scope of the study. Due to this limitation, although the research cannot be generalized with all food and beverage service businesses in Istanbul, it is thought that the results obtained will be beneficial for both practitioners and academics.

3. 3. Research Model

The research carried out in line with the stated purposes has been applied on the managers of the food and beverage enterprises with tourism management certificate in Istanbul. In the study, it was tried to determine the perceptions of the business managers' brand image about wine and to

measure whether the relationship between the awareness, recognition and image of wines has an effect on the businesses. As can be seen below, the research model includes three variable groups: brand awareness, brand recognition and brand image.



Research Variables

The variables in the research model are listed below under three headings.

Brand Awareness of Wines: First of all, brand awareness of wines is measured in terms of business managers.

Brand Recognition of Wines: Secondly, the brand recognition of wines is measured in terms of business managers.

Brand Awareness-Brand Recognition and Brand Image of Wines: In the research, the relationship between brand awareness and recognition of wines with brand image is measured.

Research Hypotheses

The hypotheses created to analyze the aims of the research are listed below:

Hypothesis 1: There is a significant difference between the image elements of wines and their awareness.

Hypothesis 2: There is a significant difference between the image elements of wines and their recognition.

3. 4. Information Gathering Method and Tool

A questionnaire was used as a data collection method to collect data from a large number of food and beverage managers. 172 questionnaires were filled through face-to-face interviews. While preparing the survey questions, the factors affecting the formation of brand awareness, brand recognition and brand image explained in the theoretical sections of the thesis were taken into consideration. In this sense, Prof. Dr. TarganÜnal was adapted to the research. The questionnaire form prepared is presented in the Annex.

Different scales were used in the questionnaire form. In the first part of the questionnaire, 19 expressions in 5-Likert scale were included to measure the brand image. In the second and third parts of the survey, there are 6 questions to measure brand awareness and brand recognition.

Reliability analysis was made in the research. Reliability is stated as unreliable, low reliable, highly reliable and highly reliable. Accordingly, the result of the reliability analysis on wine is shown below;

Table 3. 1. Reliability Analysis Results Regarding Wine According to

Application Results

Product	Cronbach's Alpha Value	Unit Number	Number of statements
Wine	0,857	172	19

The reliability coefficients of the variables created to determine the brand image of the wine as a result of the application in the research are stated above. The intervals in which the alpha coefficient can be found and the reliability of the scale: If the coefficient is $0.00 \leq \alpha \leq 0.40$, the scale is not reliable, if the coefficient is $0.40 \leq \alpha \leq 0.60$, it is low reliability, the coefficient is $0.60 \leq \alpha \leq 0.80$ If the coefficient is $0.80 \leq \alpha \leq 1.00$, the scale is considered to be highly reliable (Akgül and Çevik, 2003: 435). Considering the results obtained, it is seen that the scales are of high reliability in the wine product.

3. 5. Analysis of Data and Information

The data obtained in line with the answers given by the managers of the food and beverage businesses participating in the study were transferred to the SPSS 19 (purchased licensed by ÇanakkaleOnsekiz Mart University Information Technology Department) statistics package program developed for social sciences and analyzed through this software.

Percentage and frequency analysis, Anova, correlation and regression analysis were used in the study.

3. 6. Research Findings

Percentage and frequency distributions regarding the image and sub-dimensions of the wines examined in the study are given in detail in the tables below.

Table 3. 2. Image of Wine, Percentage of Sub-Dimensions and Frequency Analysis Results

Statements	Strongly Disagree		Disagree		Undecided		Agree		Strongly Agree		Total		 X	S.S.
	f	%	f	%	f	%	f	%	f	%	f	%		
Wine is a highly profitable product	-	-	2	1,2	6	3,5	80	46,5	8	48,8	17	100	4,43	0,62
Wine is a modern and innovative product	1	0,6	6	3,5	2	1,2	98	57,0	6	37,8	17	100	4,27	0,71
Wine is a leading product in the industry	-	-	2	1,2	19	11,0	79	45,9	7	41,9	17	100	4,28	0,70
Wine is a respected product	-	-	1	0,6	1	0,6	91	52,9	7	45,9	17	100	4,44	0,54
It is an exemplary product in terms of wine business practices and activities	-	-	26	15,1	39	22,7	66	38,4	41	23,8	17	100	3,70	0,99
Wine is a product worth the money	-	-	1	0,6	6	3,5	88	51,2	7	44,8	17	100	4,40	0,58
A wine on my menu won't disappoint me	1	0,6	-	-	6	3,5	86	50,0	79	45,9	17	100	4,40	0,61

Created Image													4,2 7	0,3 5
Wine is a powerful product	-	-	-	-	4	2,3	87	50, 6	8 1	47, 1	17 2	10 0	4,44	054
Wine is sensitive to society and needs	-	-	1 0	5,8	5 5	32, 0	63	36, 6	4 4	25, 6	17 2	10 0	3,81	0,88
Wine is a product with a long history	1	06	-	-	5	2,9	88	51, 2	7 8	45, 3	17 2	10 0	4,40	0,60
Wine is a quality product	-	-	-	-	1	0,6	88	51, 2	8 3	48, 3	17 2	10 0	4,47	0,51
Wine is a product that appeals to guests from all walks of life.	1	0, 6	6 3	36, 6	4	2,3	59	34, 3	4 5	26, 2	17 2	10 0	3,48	1,24
Organic Image													4,12	0,43
Wine is a reliable product	-	-	-	-	7	4,1	84	48, 8	8 1	47, 1	17 2	10 0	4,43	0,57
Wine is a well known product	1	0, 6	2	1,2	3	1,7	84	48, 8	8 2	47, 7	17 2	10 0	4,41	0,64
Wine is a product that can satisfy customers	-	-	1	0,6	5	2,9	83	48, 3	8 3	48, 3	17 2	10 0	4,44	0,58
Wine is the preferred product	-	-	-	-	6	3,5	87	50, 6	7 9	45, 9	17 2	10 0	4,42	0,56
Wine is a high satisfaction product	-	-	2	1,2	6	3,5	96	55, 8	6 8	39, 5	17 2	10 0	4,33	0,60
Wine is a product I'm interested in	1	06	2	1,2	5	2,9	92	53, 5	7 2	41, 9	17 2	10 0	4,34	0,65
Wine is a product I want to consume	1	0, 6	3	1,7	5	2,9	10 2	59, 3	6 1	35, 5	17 2	10 0	4,27	0,65
Holistic Image													4,3 8	0,3 2

It is seen that 48.8% of the participants definitely agree with the statement "Wine is a product with high profitability", 46.5% agree, 3.5% are undecided and 1.2% disagree. This shows us that wine is a profitable product that generates income for catering businesses. The presence of wine in the menus is thought to increase the income of the businesses. When you look at the 2013 data of FAOSTAT, where you can reach official statistics on food and agriculture worldwide; The fact that an average of 50 billion litres of wine is produced annually and the average income of 150 billion dollars from these wines is parallel to this result.

With the statement 'Wine is a modern and innovative product' 37.8% definitely agreed, 57.0% agreed, 1.2% undecided, 3.5% disagreed and 0.6% It has been determined that he definitely does not participate. In this direction, wine signals that the product constantly renews itself, keeps up with today's beverage consumption popularity, is a preferred product in every period, and will be preferable in the future. The main theme of the WineExpo fair held in 2007 is that it is new inventions on wine and winemaking, the priority is given to the grape cups and the existence of new production techniques supports this result.

3. 6. 1. Awareness and Recognition Levels of Wine

In this section, the awareness and recognition of the wines examined within the scope of the research were tried to be determined. In the tables below, the results and comments obtained in line with the answers given by the participants.

Table 3. 3. Awareness Levels of Wine

First three wines that come to mind when wine is mentioned	1. Rank		2. Rank		3. Rank		General Awareness	
	f	X	f	X	f	X	f	X
Merlot	20	11,6	66	38,4	33	19,2	119	23,0
Cabernet	85	49,4	20	11,6	11	6,4	116	22,4
Öküzgözü	19	11,0	25	14,5	26	15,1	70	13,5
Boğazkere	16	9,3	16	9,3	28	16,3	60	11,6
Chardonnay	2	1,2	11	6,4	24	14,0	37	7,17
Kalecik	10	5,8	10	5,8	16	9,3	36	7,0
Sauvignon	9	5,2	7	4,1	13	7,6	29	5,62
Pinot	1	0,6	9	5,2	6	3,5	16	3,10
Semillon	1	0,6	2	1,2	8	4,7	11	2,13
Kavaklıdere	-	-	2	1,2	2	1,2	4	0,77

Corvus	1	0,6	-	-	2	1,2	3	0,58
Vasilaki	1	0,6	1	0,6	1	0,6	3	0,58
Yakut	1	0,6	2	1,2	-	-	3	0,58
Şili	1	0,6	-	-	-	-	1	0,19
Bordoux	1	0,6	-	-	-	-	1	0,19
Şiraz	1	0,6	-	-	-	-	1	0,19
Kuntra	1	0,6	-	-	-	-	1	0,19
Narince	1	0,6	-	-	-	-	1	0,19
Urla	1	0,6	-	-	-	-	1	0,19
Blush	-	-	-	-	1	0,6	1	0,19
Dikmen	-	-	-	-	1	0,6	1	0,19
Doluca	-	-	1	0,6	-	-	1	0,19
Total							516	100

As can be seen in Table 3.3, we asked business managers to indicate the first three wines that come to mind about the wine product examined in the study. As a result of the analysis created in this direction, it is seen that the first wine that 49.4% of the participants think of is Cabernet. On the other hand, when looking at the general awareness level, it was determined that Merlot wine was in the first place with a rate of 23.0%. The closest local wine to the awareness of these two wines was Öküzgözü wine with 13.5%. When Table 3.3 is examined, we see that wines obtained from two foreign and two local grapes take the first four rows. But the awareness of wines made from local grapes is almost half the awareness of wines made from foreign grapes. In other words, the awareness of foreign wines is higher than that of local wines.

Table 3. 4. Recognition Levels of Wine

Which local and foreign wines have you heard?	1. Rank		2. Rank		3. Rank		General Recognition Level	
	f	X	f	X	f	X	f	X
Merlot	20	11,6	66	38,4	32	18,6	118	22,8
Cabernet	84	48,8	20	11,6	12	7,0	116	22,4
Öküzgözü	20	11,6	24	14,0	25	14,5	69	13,3
Boğazkere	14	8,1	16	9,3	28	16,3	58	11,2
Kalecik	10	5,8	10	5,8	16	9,3	36	6,9
Chardonnay	1	0,6	11	6,4	24	14,0	36	7,0
Sauvignon	9	5,2	7	4,1	13	7,6	29	5,60
Pinot	1	0,6	10	5,8	7	4,1	18	3,48
Semillon	2	1,2	1	0,6	8	4,7	11	2,12
Kavaklıdere	-	-	3	1,7	2	1,2	5	0,96
Şili	3	1,7	1	0,6	-	-	4	0,77

Yakut	1	0,6	1	0,6	1	0,6	3	0,58
Bordoux	3	1,7	-	-	-	-	3	0,58
Corvus	-	-	-	-	2	1,2	2	0,38
Vasilaki	-	-	1	0,6	1	0,6	2	0,38
Kuntra	1	0,6	-	-	-	-	1	0,19
Narince	1	0,6	-	-	-	-	1	0,19
Solaris	-	-	-	-	1	0,6	1	0,19
Doluka	-	-	1	0,6	-	-	1	0,19
Los Palmas	1	0,6	-	-	-	-	1	0,19
Maravili	-	-	1	0,6	-	-	1	0,19
Şiraz	1	0,6	-	-	-	-	1	0,19
Total							517	100

When the recognition levels of the wines in the study were examined, it was determined that the wine with the highest value was Cabernet with 48.8%, Merlot in the second place with 38.4% and 18.6% in the third place. In total, it is seen that the wine with the highest level of general recognition is Merlot. This result is similar to the level of awareness. Here, too, it is understood that the highest level of general recognition is Merlot, but the most known wine by the participants is Cabernet.

3. 6. 2. Findings Regarding the Comparison of Brand Image with Brand Awareness and Brand Recognition

The following tables show Anova results for the comparison of brand image and its sub-dimensions according to brand awareness and brand recognition. Analysis results regarding the comparison of image and sub-dimensions of wines according to awareness and recognition will be mentioned. According to Table 3.5, the overall ($p = 0.000 < 0.001$), created ($p = 0.013 < 0.05$), organic ($p = 0.001 < 0.01$) and holistic images of the wines ($p = 0.002 < 0.01$) shows significant differences according to the dimension of awareness. H1 was accepted according to the data obtained. In other words, a significant difference was observed between the awareness dimension of wine image elements.

Table 3. 5. Findings Regarding the Comparison of Wine Image by Awareness

Dimensions	Product	n	\bar{X}	s.s.	F	p	Multiple Comparison (Scheffe)
General Wine Image	Merlot	20	4,35	0,25	5,184	0,000***	1-6 2-6 3-6 5-6
	Kalecik	10	4,39	0,36			
	Boğazkere	16	4,41	0,19			
	Cabernet	85	4,26	0,22			
	Öküzgözü	19	4,34	0,27			
	Others	22	4,05	0,38			
	Total	172	4,27	0,27			
Created Image	Merlot	20	4,34	0,86	2,973	0,013*	-
	Kalecik	10	4,42	0,11			
	Boğazkere	16	4,33	0,07			
	Cabernet	85	4,28	0,03			
	Öküzgözü	19	4,34	0,07			
	Others	22	4,04	0,09			
	Total	172	4,27	0,02			
Organic Image	Merlot	20	4,28	0,08	4,481	0,001**	-
	Kalecik	10	4,24	0,16			
	Boğazkere	16	4,37	0,08			
	Cabernet	85	4,03	0,04			
	Öküzgözü	19	4,33	0,08			
	Others	22	3,95	0,10			
	Total	172	4,12	0,03			
Holistic Image	Merlot	20	4,41	0,06	4,020	0,002**	3-6
	Kalecik	10	4,47	0,09			
	Boğazkere	16	4,52	0,05			
	Cabernet	85	4,40	0,02			
	Öküzgözü	19	4,36	0,05			
	Others	22	4,12	0,11			
	Total	172	4,38	0,02			

***p<0,001 **p<0,01 *p<0,05

According to the results of the Multiple Comparison Test (Scheffe), which indicates the difference between the two groups, the differences in the general image perception levels of the wine, according to the awareness dimension, are due to the wines in the other group and the merlot, Kalecik, Boğazkere, Öküzgözü wines.

In addition, according to the results of the Multiple Comparative Test (Scheffe), which indicates which cause the difference between the two

groups, it was determined that the differences in the overall image perception levels of the wine were caused by the wines in the other group and Boğazkere wines. According to this result; Participants who prefer merlot, Kalecik, Boğazkere and Öküzgözü wines according to the level of awareness have a higher perception of the general and holistic images of wine than those who prefer wines in the other group.

Table 3. 6. Findings Regarding Comparison of Wine Image According to Recognition Dimension

Dimensions	Product	n	\bar{X}	s.s.	F	p	Multiple Comparison (Scheffe)
General Wine Image	Merlot	20	4,35	0,25	5,184	0,000***	1-6 2-6 3-6 5-6
	Kalecik	10	4,39	0,36			
	Boğazkere	14	4,39	0,17			
	Cabarnet	84	4,26	0,22			
	Öküzgözü	20	4,34	0,26			
	Others	24	4,09	0,39			
	Total	172	4,27	0,27			
Created Image	Merlot	20	4,34	0,38	2,973	0,013*	-
	Kalecik	10	4,42	0,37			
	Boğazkere	14	4,32	0,27			
	Cabarnet	84	4,28	0,28			
	Öküzgözü	20	4,35	0,32			
	Others	24	4,07	0,43			
	Total	172	4,27	0,34			
Organic Image	Merlot	20	0,40	0,08	4,481	0,001**	-
	Kalecik	10	0,51	0,16			
	Boğazkere	14	0,32	0,08			
	Cabarnet	84	0,40	0,04			
	Öküzgözü	20	0,38	0,08			
	Others	24	0,53	0,10			
	Total	172	0,43	0,03			
Holistic Image	Merlot	20	0,30	0,30	4,020	0,002**	3-6
	Kalecik	10	0,29	0,29			
	Boğazkere	14	0,21	0,21			
	Cabarnet	84	0,25	0,25			
	Öküzgözü	20	0,25	0,25			
	Others	22	4,12	0,11			
	Total	172	4,38	0,02			

***p<0,001 **p<0,01 *p<0,05

According to Table 3.6, the overall ($p = 0.002 < 0.01$), created ($p = 0.024 < 0.05$), organic ($p = 0.007 < 0.01$) and holistic images of the wines ($p = 0.008 < 0.01$) shows significant differences according to the recognition dimension. Based on these findings, H2 was accepted. It has

been determined that there is a significant difference between the wine image elements and the recognition dimension.

According to the results of the Multiple Comparison Test (Scheffe), which indicates the difference between the two groups, the differences between the wines that indicate the general image perception level of the wine in the recognition dimension are caused by the wines in the other group and Boğazkere wines. At the same time, according to the results of the Multiple Comparative Test (Scheffe), which indicates which cause the difference between the two groups, the differences between the wines in the recognition dimension of the holistic image perception levels of the wines are due to the wines in the other group and the Boğazkere and cabernet wines.

According to this result, the participants who prefer Boğazkere wine in recognition dimension perceive the general image more than the wines in the other group. Those who prefer Boğazkere and cabernet wines in terms of holistic image perceive the holistic image higher than the wines in the other group.

RESULT

Awareness and recognition levels of the wine product have been explained above with tables. Based on these findings, the wines with the highest awareness and recognition levels in wines were those made from Cabernet and Merlot grapes. These wines are followed by wines made from Öküzgözü and Boğazkere grapes. Known as foreign wines, Cabernet and Merlot wines have almost doubled the level of awareness and recognition of local wines. When the tables are examined, no local wine could make it to the top 2 on product basis. As a result, foreign wines have created more awareness and more recognition for business managers than local wines.

According to the International Association of Wine and Wine Organization 2013 data, the country with the highest wine consumption France ranks first with 44.2 liters per capita per year respectively, Slovenia 43.27 liters, Croatia 42.59 liters, Macedonia 41.54 liters and Portugal 40.93 liters are the top 5. Regarding wine production, Italy ranks first with 44.9 hl. Spain is second with 42.7 hl and France is third with 42.0 hl. Turkey # 6 in production in this study conducted in 171 countries, while consumption is located next 116. As a result, these data help us to understand the rates of awareness and recognition levels in our thesis study.

Vio and Passeboi-Ducros (2005) stated that as a result of their study on 190 consumers with La Marque De Vin: Definition Et Impact Sur Le Consommateurad, wines should have an effective recognition and a good image in order to be preferred by customers and to be traded.

PhilippeRodhain (2012) published Marque De Vin Et AOC: ConcurrentesOuPartenaires? He advocates that the wine regions of Bordeaux, Champagne, Burgundy, Saint-Emilion, which are shown as AOC in his study, should have awareness- recognition priorities in order to compete with other wines in the world wine market. This result is in line with the findings of the research.

As a result of the analysis on the wines, it is seen that the wines made from Cabernet and Merlot grapes have the highest awareness, recognition and image. As it is known, these wines are products of French cuisine. When looking at the wines of Turkish cuisine, Öküzgözü and Boğazkere stand out. However, when this situation is compared to other wines, the sum of awareness, recognition and image levels of wines made from local grapes cannot reach Cabernet wine. Another finding is that in the thesis study, 104 companies serving alcohol and 68 companies that did not serve alcohol were examined. In this sense, Cabernet and Merlot are in the first place with the point of view of businesses that do not serve alcohol. As a result, the image of French wine tourism in the restaurant business license in Turkey is very high. This is an indication that French wines are indispensable in menus.

The quality of wine obtained from grapes grown in Turkey is increasing every day. Many wine brands have won international awards for the wines they produce. However, this understanding needs to be addressed at the national level. The awareness, recognition and image of the wines produced by introducing the characteristics of the grapes we have should be provided for the country. A certain grape scale for wine should be created by scanning the grapes used in winemaking. Thus, it can be determined from which grapes, what kind of wines are produced and the regions where these grapes are grown. These regions will be promoted thanks to the narration during the wine service.

The promotion and tasting of our local wines should be provided to wine festivals taking place abroad. These festivals, which are visited by millions of people every year, are very important in terms of awareness of wines. In addition, efforts should be made to include wines produced from our local grapes in the menus of world famous restaurants. These enterprises, which renew their wine menus every three months, are a great opportunity to increase the image of our local wines.

As a result, wine and culture, Turkey has a long tradition in gastronomy. The presence of quality grapes allows us to develop in wine. Considering that the average consumption of 22 million liters of wine in the world and to be among the reasons to travel to Turkey this wine makes more sense to show itself in the world of image work by making the necessary gastronomy.

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CHAPTER XV

MESSAGE DESIGN IN HEALTH COMMUNICATION: THEORETICAL FRAMEWORK*

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INTRODUCTION

Health communication has developed over the years of 1970's in North America as an important field of study by the use of communication activities in health promotion. Although in Europe health communication has been a field of study for several years, in Turkey health communication is just a new issue (Kreps, Bonaguro & Query, 1998; 1-15). Health promotion is defined as a process which increases control over and improves health of individuals. Health promotion is used to describe the activities that improves health status (Tones & Green, 2004; 13-15). Health literacy is a major part of health promotion. The term of health literacy defines the range of outcomes to communication activities in health promotion (Nutbeam, 2000; 259-267). One of the mediums in health promotion to change the behaviors of a target population is to conduct health campaigns. The health campaigns by the mass media have a major role for health promotion to influnce attitudes and health behaviors of the population (Snyder, 2007; 32-40, Flora, Maibach & Maccoby, 1989; 181-201). Health campaign is a strategic communication activity which aims a particular goal for a particular period of time directed at a target population (Snyder, 2007; 32-40). Health campaigns have been used to influence target population to act a healthy behavior or to avoid an unhealthy behavior in health promotion. Well-designed strategic health campaigns have effects on health knowledge, beliefs, attitudes and behaviors (Noar, 2006; 21-42). The goal of the health campaigns is to inform individuals about health risks and healthy behaviors so they can change. If individuals learn and believe in that accurate behaviors are good for their health they will change their behaviors that will benefit their health. Consequently health campaigns focus on designing the right message to communicate to the target population for a particular period of time by the mass media

* This chapter was produced from the doctoral dissertation.

(Wallack & Dorfman, 2001; 390). Well designed and effective health campaign requires a situational analysis, a strategic plan and right message through the right mediums of mass media (Atkin, 2001; 49). It is possible to influence community norms about health behaviors if health campaigns focus on social norms and cultural factors to achieve a permanent behavior change (Cavill & Bauman, 2004; 771-790).

Designing the appropriate message for the target population is the main point of a health campaign. Health risk messages persuade the target population by informing the possibility for getting a disease if the individuals don't act recommended behaviors. The fear appeal is the most common persuasive message used in health campaigns (Witte, Meyer & Martel, 2001; 329-349). The fear appeal includes; fear, threat and efficacy. Fear appeals can be persuasive when it contains high level of threat and efficacy. The individuals can be influenced to act the recommended behavior through a message including accurate threat or a risk (Witte & Allen, 2000; 591-615). The general message is "if you don't act this behavior, you can get a disease, or even die" (Glascoff, 2000; 35-37, Witte, Meyer & Martel, 2001; 1-76). Health risk messages try to persuade the target population to act the recommended behavior (Witte, Meyer & Martel, 2001; 1-76). Recognition of personal vulnerability to a hazard is important for individuals to change behavior. Thus, perceptions and beliefs should be considered in designing risk messages in health campaigns (Will, Sabo & Porter, 2009; 57-65).

In this chapter, the process of designing messages in practices within the scope of health communication is discussed in a theoretical framework. Health communication and health promotion concepts are defined and approaches used in message design are explained.

HEALTH PROMOTION

Health is a universal phenomenon and a fundamental human right. It can be defined as the power to do something or to ask others to act or do something in a certain way. The source of human rights that an individual has only in the capacity of being human derives from the thought of morality. The right to health is a human right that is included in the 2nd Generation Rights (Economic and Social Rights) list (Giritli & Güngör, 2002; 7-24). Considering the etymological structure of the word health, it is seen that it comes from the origin of "being alive", "being alive" (Baltaş, 2000; 34). Health in English equivalent; means "being in one" (Uz, 2001; 321). Conceptually health; shows the well-being of the individual as a whole (Naidoo & Wills, 2000; 5-6). Health, in its simplest definition, is the absence of illness and shows the well-being of the individual as a whole. Health according to the definition of the World Health Organization; it is not only the absence of disability and illness, but also a state of complete

physical, mental and social well-being (Naidoo & Wills, 2000; 5-6; Bury, 2005; 1-2). As for today; contrary to the static definitions of the past, the concept of health is dynamic, but it is emphasized that it depends on the process and conditions (Okay, 2009; 13). Health promotion, in short, is the most effective use of individual and environmental potentials affecting health. It is an effort to add health, strength, happiness, vitality and length to human life. It is seen in the literature that the same meanings are attributed to the concepts of preventing diseases and improving health. However, it would be more correct to say that both concepts differ in terms of meaning but complement each other. Prevention of diseases; it particularly addresses individuals at risk and aims to prevent the occurrence of the disease, not to increase the quality of life. In the development of health, studies aimed at increasing the quality of life of healthy large masses are considered. Health promotion was conceptually used for the first time in 1974 by Canadian Health Minister Marc Lalonde. Lalonde, in his book titled "A New Perspective on the Health of Canadians: A Working Document", emphasized the importance of environmental factors and behaviors in the prevention of diseases and unexpected deaths and focused on health promotion studies (Macdonald & Bunton, 1992; 8-9). The "First International Conference for Health Promotion", which was organized for the improvement of health, was held in Ottawa in 1986. The Ottawa Convention, which was signed with the aim of "Health for All" until 2000 within the scope of the conference, forms the basis of health promotion efforts. Six main actions that serve the purpose of health promotion studies have been put forward with the Ottawa Convention (Green & Tones, 2010; 18):

Creating a healthy community policy: Health promotion goes beyond health services. Health promotion places health on the agenda of policy makers at all levels, prompting them to accept their responsibilities towards health. It brings together complementary approaches to health promotion policy, legislation, fiscal measures, taxation and institutional change. It is a joint action that promotes more equality and safer and healthier products and services contribute to creating healthier environments.

Creating supportive environments: Human and environment interaction is the basis for a socio-ecological approach to health. Protecting the world's natural resources is a global responsibility. Health promotion; creates safe, satisfying and motivating living and working conditions. Considering the health impact of the changing environment, the impacts on business, technology, energy production and urbanization should be evaluated and actions should be developed in order to improve public health.

Strengthening social actions: Health promotion takes place through concrete and effective steps of the society in determining priorities, making decisions, planning and implementing strategies to achieve better health. In this process, it is necessary to increase social support and community participation.

Developing personal skills: Health promotion supports personal and social development. Thus, it increases the options available for individuals to have more control over their own health and their environment and to make health-promoting choices. Individuals should be aimed at preparing themselves for life and gaining skills to cope with some problems.

Reorienting healthcare services: Responsibility for health promotion in healthcare should be shared among individuals, groups, healthcare professionals, healthcare institutions and governments. All these stakeholders should work together for the health system. The role of health services should go beyond therapeutic services. For this reason, the organization of health services should be created in a way that focuses on all the needs of the individual.

Acting for the future: Health can be improved by creating conditions that allow all members of the society in which it lives to have easy access to health. Therefore, individuals who contribute to the creation of strategies should adopt as a principle that all individuals should be equal partners in each of the planning, implementation and evaluation stages of health promotion activities.

It is aimed to create behavioral changes in health promotion studies and it is aimed to give the individual behaviors to increase the quality of life (Last, 1987; 2-4). In the literature, it is seen that the concepts of disease prevention and health promotion generally have the same meanings. However, it would be more correct to say that both concepts differ in meaning but complement each other. Prevention of diseases particularly addresses individuals at risk and aims to prevent the occurrence of the disease, not to increase the quality of life. In the development of health, studies aimed at increasing the quality of life of healthy large masses - society are considered (Dines & Cribb, 1993; 24-26). The World Health Organization, arguing that health promotion is not a medical intervention but a social activity, stated the following principles (Dines & Cribb, 1993; 25-27):

- It treats the masses as a whole
- Emphasizes the determinants or causes of health
- Brings together different but complementary approaches
- Aims for effective public participation
- Media plays an important role in health promotion

The primary purpose of health promotion is to inform the masses about health, to explain the risks and to increase the quality of life by providing correct health behaviors (Kreps & Thornton, 1992; 198). Campaigns from health communication applications contribute to the purpose of improving health.

HEALTH COMMUNICATION

Health communication is a discipline that conducts theoretical and practical studies in the fields of public health, environmental health, health policies and global health. It is seen that health communication has been developing multidisciplinary in terms of research, education and practice since the 1970s. Health communication is a discipline that first appeared in the USA in 1971 with the programs initiated by the Cancer Information Service of the US National Cancer Institute. For the first time, the Cancer Information Service has carried out its efforts to inform the society, scientists and health professionals about cancer, prevention of cancer and treatment methods by using communication strategies (Bernhardt, 2004; 2051-2053; Ratzan, 2006; 5-6).

Health communication in its most general definition is all of the studies carried out in order to inform and influence individuals or the target audience about health issues and to create behavioral changes. In addition to preventing diseases and improving the quality of life, it also covers health promotion, health policies and health services. It is a theoretical and practical research area that affects health beliefs, behaviors and outcomes. It is a multifaceted and multidisciplinary field that aims to reach a wide range of target audiences in order to communicate and advocate health-related information and to improve public health in order to influence individuals, society, health professionals and politicians. Health communication is any communication with health content. Castello defines health communication as the process of obtaining information about health and implementing correct behaviors. According to Reardon, health communication is considered as a discipline that aims to increase the quality of life through the prevention of diseases and health promotion activities. Cassata explains all communication strategies applied for health. Maibach and Holtgrave on the other hand, evaluates it as public health communication and defines it as the use of communication strategies to direct individuals or masses to change behavior (Schiavo, 2007; 7-10; Donohew & Ray, 1990; 3-6; Maibach & Holtgrave, 1995; 219). The importance of health communication in the historical development process is attributed to the following factors (Kar, Alcalay & Alex, 2001; 45-46):

- Communication studies become a discipline
- Increasing scientific research on human behavior and interaction
- Increasing the importance of health services globally

- Disease prevention and health promotion programs are initiated by independent non-profit organizations
- Increase in campaigns conducted within the scope of health promotion activities for the target audience

HEALTH COMMUNICATION STRATEGIES

There are some strategies used in health communication practices. The main strategies are: social, marketing, media advocacy, health communication campaigns. The common function of these strategies is to change the behaviors of population about health. Thus, increasing the health level of the society is the main goal within these strategies. The strategies are explained below.

Social Marketing

The concept of social marketing was put forward in the 1970s with the work of Philip Kotler and Gerald Zaltman. Its roots are based on the studies of some scientists such as Wiebe, Meendelsohn, Lazarsfeld, Merton, Hyman and Sheatsley in the fields of psychology, communication, advertising and public relations in the 1940-1950s (Rothschild, 1997; 308-310). All efforts to influence behavior for the benefit of the target audience and society, without a profit. It is the process of creating positive behavioral change using classical advertising and marketing methods in order to improve individual and public health. Social marketing includes various processes such as organizing, implementing and evaluating the program by using tools such as product planning, pricing, communication, distribution and market research to influence the target audience. Taking advantage of social marketing communication and psychology disciplines, it is frequently used in healthcare campaigns, especially with marketing techniques. It is the adaptation of the marketing principles, product, price, promotion and place to health communication campaigns. In social marketing, the factors that affect the individual and lead to behavior change are listed as follows (Kotler & Armstrong, 2008; 5-21):

Psychological: motivation, perception, learning, beliefs and attitudes

Personal: age, profession, economic status, lifestyle

Social: social environment, family, friends

Cultural: culture, subculture, social class

In social marketing, behavioral change is sometimes aimed only once and sometimes continuously. For example, while a vaccine campaign targets behavioral change only once, a campaign on sexually transmitted diseases targets lifelong behavioral change. While it is simpler to influence the individual in campaigns where behavior change is expected only once, campaigns that require continuity in behavior may be more difficult

(Andreasen, 1997; 30-41). For this reason, continuity is important in campaigns. Continuous delivery of the message to be delivered at intervals increases the effectiveness of the campaign.

Media Advocacy

Advocacy in the media is the strategic use of the media to improve social and public policy. It does not try to directly change the risk behavior of the individual, it focuses on the public health aspect of the problem. For example, strategies are being developed to ensure that cigarette producing companies take place in the media for the harm they cause to human health (Wallack, 1996; 158). Using the media for this purpose can be considered as a part of the social change effort. Advocacy in the media can also be considered as a type of activism. For example, famous people known by the public can be effective activists in combating some diseases. The most important determinants of health are social and physical environment. It is possible to benefit from the media in order to make this environment healthier (Atkin & Arkin; 1990; 25).

In the literature, advocacy activities in the media are also called public health lobbying. However, unlike lobbying, advocacy should be based on strong and reliable data. Media advocacy is necessary to draw attention to the fact that health is a social issue, and mass media play an important role in this process (Jones & Tilford, 2001; 363-365). Steps to be followed in advocacy activities in the media are as follows; determining the purpose, determining the target audience, framing the subject and designing the message, creating a plan and evaluating (Wallack, 1996; 270-271). While trying to change the habits of individuals with campaigns, pressure is created to change the environment that determines these habits through advocacy in the media.

Health Communication Campaigns

Health communication campaigns are public benefit activities that include persuasive messages for a specific target audience through mass media (Backer, Rogers & Sopory, 1992; 3-7). Rogers and Storey (1987) defined health communication campaigns as a planned communication activity aiming to produce various effects for the target audience in a certain period of time. According to Rice and Atkin, health communication campaigns are the planned communication activities carried out by mass media in a certain period of time for the public benefit without commercial concern, aiming to inform and persuade a wide target audience with defined limits (Noar, 2006; 821; Voltmer & Römmel, 2002; 9-14). According to Bernays, issues with continuity such as health should be designed and presented to attract the attention of the media and the target audience. For this reason, some elements are significantly effective in designing a message in health communication: a)the message being clear

and concise, b)its suitability to the socio-demographic and cultural characteristics of the target audience, c)choosing the right channel (Pfau, 1995; 99-107).

Purpose of health communication campaigns; to change their thoughts and direct them to the desired behavior by convincing the target audience through mass media. In this process, what should be done primarily is determining the characteristics of the target audience and choosing the appropriate communication tool for the audience. In order to be successful in the persuasion process, the following steps should be followed (O'Keefe, 2002; 1-23): 1) analyzing the target audience, 2) determining the appropriate time for implementation, 3) making appropriate strategic planning, 4) determining the right mass media. 5) analyzing the reaction of the target audience, 6) making new adjustments, redesigning the message if necessary.

Barnes et al. (2003) developed a health communication process model for campaigns. According to this model, the steps to be followed in health communication are as follows:

- Determining and defining the problem:

The subject of the campaign is determined, explained, described.

- Collecting data and obtaining information about the target audience:

Data is collected and analyzed to determine the characteristics of the target audience.

- Determining the strategy:

The strategy to be implemented in order to change the behavior regarding the health problem is defined (education, policy, health services, etc.).

- Designing a message:

A message that is appropriate for the purpose, attractive, clear and clear is created.

- Determining the environment:

The most easily accessible places to the target audience are determined.

- Selecting the channel:

The most suitable channel or channels that can easily reach the target audience are selected.

- Determining the method:

Methods for all these stages are determined.

As a priority in health communication campaigns; purpose, target audience and mass media play a role. Purpose is to inform the target audience, to provide persuasion, attitude and behavior change. The target audience may differ. It can be aimed to reach different audiences at the same or different times. For example, while only children are targeted in a campaign aimed at children, it may be aimed to reach physicians and patients in announcing a new treatment method. The socio-demographic and cultural characteristics of the target audience are analyzed, their needs are determined and an effective message is created. Appropriate mass media is preferred according to the socio-demographic and cultural characteristics of the target audience. With the formation of public opinion, first of all, it is necessary to draw the attention of the media to the issue in order to direct the masses to action (Noar et al., 2009; 105-114).

MESSAGE DESIGN

The message constitutes the basic element of the health communication campaign because it contains the expression desired to be conveyed to the target audience. There are two basic message approaches: a) rational messages, b) emotional messages. The message approach that includes a logical expression is called rational, and the message approach that appeals to emotions is called emotional messages. It is common to use both message approaches together in health communication campaigns because the individual also requires rational reasons when making decisions based on emotional reasons. The rational message approach is divided into two as one-way and two-way. One-way message; offers only one benefit to the target audience. In the double-sided message approach, benefit and problem are used together. Kotler and Roberto (1989) found that one-way messages were effective on people with low education, while two-way messages were effective on people with high education (Siegel & Lotenberg, 2007; 375). The message is the most fundamental element of the communication process. The nature of the message helps explain the effect of the message on persuasiveness. How the message is said is as important as what it says. While designing a message in health communication, attention should be paid to the following factors (Kaplowitz & Fink, 1997; 75-105):

- The message can be conveyed in appropriate words
- The message can be repeated at a certain frequency
- Having a result from the message
- Presenting both positive and negative aspects of the thought
- Being able to evoke negative emotions such as fear when necessary

- Thought is given objective and realistic

The reliability of the message, its ability to connect with the target audience, the use of attractiveness are among the factors that affect persuasion.

THEORIES USED IN MESSAGE DESIGN

Some theories and models have been developed about the individual's adoption, acceptance and application of health behavior. Common feature of all these theories and models; their approach to health with a biological, psychological and social approach. All models and theories are based on biological and genetic factors; acknowledges the impact of psychological factors such as belief, attitude, and behavior, as well as social, economic, and cultural levels, on health (Rollnick, Mason & Butler, 2000; 21-26).

Health Belief Model: The health belief model was proposed by Rosenstock in 1966 and developed by Becker and Maiman in 1975. This model tries to explain the relationship between the beliefs and behaviors of the individual and its effect on health behaviors. The limitation of this model is that logic is at the forefront in individual decision making. Emotions such as fear, anxiety, and sympathy are ignored. According to this model, the individual should follow the following stages in order to develop health behavior (Abraham & Sheeran, 2000; 6-14, Hayden, 2009, 33-34):

a-Perceived susceptibility: Personal risk or susceptibility is one of the powerful perceptions in prompting people to adopt healthy behaviors. The greater the perceived risk, the greater the likelihood of engaging the behaviors to decrease the risk. It is logical that when people believe they are at risk for a disease, they will be more likely to do something to prevent it from happening. When people believe they are not at risk or have a low risk of susceptibility, unhealthy behaviors tend to result. Thus, perception of increased susceptibility or risk is linked to healthier behaviors and decreased susceptibility to unhealthy behaviors. He should feel that he is sensitive to the disease. This step involves the individual's perception of risk. If the individual has diabetes in his family, he / she is aware that he / she is also susceptible to this disease.

b-Perceived importance: The individual must know the important consequences of the disease. It is the state of being aware of the negative consequences that the disease may cause in the individual. It is known about the possibility of losing his life as a result of heart disease.

c-Perceived benefit: The construct of perceived benefits is a person's opinion of the value or usefulness of a new behavior in decreasing the risk of developing a disease. People tend to adopt healthier behaviors

when they believe the new behavior will decrease their chances of developing a disease. Perceived benefits play an important role in the adoption of secondary prevention behaviors such as screenings. Be aware of the benefit of the behavior for protection from disease. It is to believe that the behavior can positively affect the outcome of the disease. For example; it is a situation where a person with a heart condition believes that they will not have health problems by quitting smoking and paying attention to their diet.

d-Perceived barrier: Since change is not something that comes easily to most people, the last construct of the health belief model addresses the issue of perceived barriers to change. This is an individual's own evaluation of the obstacles in the way of him/her adopting a new behavior. Perceived barriers are the most significant in determining behavior change. It should be aware that the benefits of the behavior outweigh its physical, economic and psychological costs. Physical, psychological, or economic condition is sometimes thought to be an obstacle to developing behavior. For example, it is the case of a patient who needs surgery to give up surgery, thinking that the effects that may occur after surgery may cause worse results than the current condition of the disease.

e-Motivation: He / she should feel that the warnings about behavior can have a motivational feature. They are all items that put the individual into action.

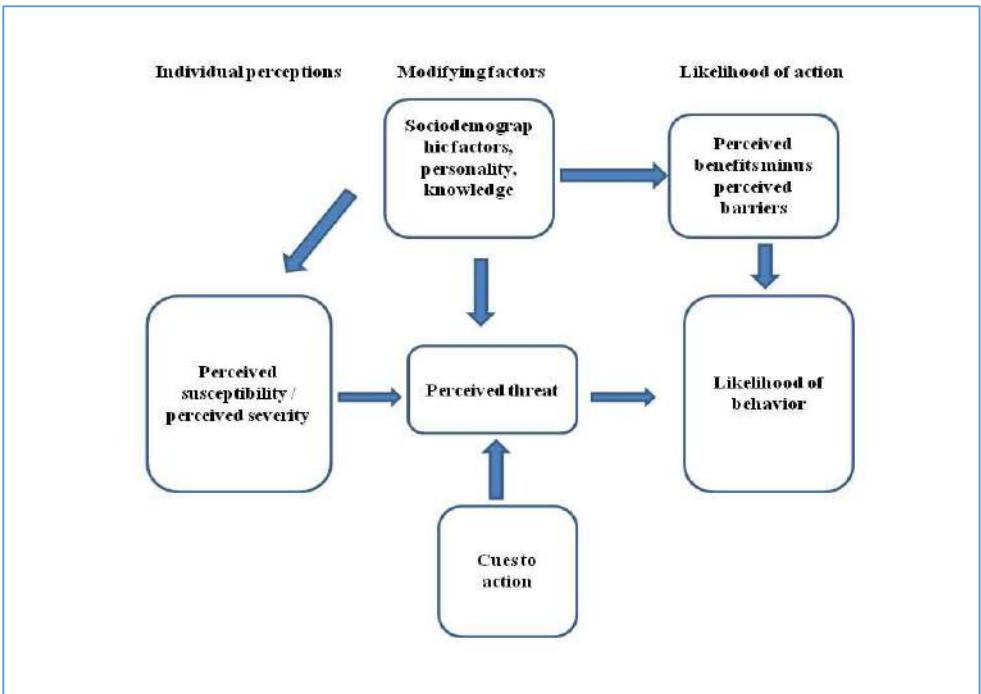


Figure 1. Health Belief Model (adapted from Hayden, 2009, 34).

Protection Motivation Model: Rogers proposed the prevention motivation model in 1975. This model has been created by combining the health belief model and motivational elements. The basis of the model is based on the work of Lazarus in 1966 and Leventhal in 1970. According to Rogers, motivation to protect the individual from risks that may cause health problems includes the following steps (Rogers & Maddux, 1983; 469-479):

- Feeling the severity of danger - significance
- Feeling sensitive to danger - possibility
- Believing that he can perform the necessary protective behavior against danger - individual competence
- Feeling that the reaction will be effective - reactive competence

There are beliefs that fear creates a motivational effect. However, Rogers suggested the effect of these four belief styles in order to provide effective behavioral change (Rogers, 1975; 93-114). The hedge motivation model consists of the following components (Rippetoe & Rogers, 1987; 596-604):

- Severity: What is the significance of the outcome of the disease?
- Susceptibility: What is the likelihood that I will get the disease?

- Effectiveness of the behavior: What is the effect of the recommended behavior in avoiding the negative consequences that may occur?
- Personal activity: Can I successfully follow the recommended behavior?
- Protection motivation: Should I want to implement the recommended behavior?
- Protective behavior: Applying the recommended behavior

Self-Regulation Model: Leventhal introduced the self-regulation model in 1987. The model is also defined as a problem solving model in the literature because it sees the individual as a problem solver. Behavior according to self-regulation model; it depends on the knowledge of the current situation of the individual and the plans and rules he makes to come to the position he should be. Leventhal's model consists of three stages (Benyamin, Gozsan & Kokia, 2004; 577-592):

a-Interpretation of the health threat: It is about the cognitive dimension of the threat.

b-Action plan or combat strategy: It is a very diverse stage. Seeking medical care or treatment methods can be to discuss the symptoms of the disease with different individuals or to deny the problem on the contrary.

c-Evaluation stage: The individual measures the success of his / her behavior.

According to the self-regulation model, the individual primarily defines the mistake: "I smoke too much". He then develops a plan: "I have to reduce smoking" and evaluates the impact: "I reduced the amount of cigarettes I smoke, other than the cigarette I occasionally smoke".

Theory of Planned Behavior: Theory of planned behavior was put forward by Icek Ajzen in 1988. It is the developed version of the causal action theory. Both models; It emphasizes the role of decision making and questions the relationship between attitudes and behavior. This model accepts the opinion that the decisions taken by the individual are based on a logical evaluation process. He states that the behavior is planned and the intention of the individual plays a role in this plan (Hardeman et al., 2002; 123-158). In the first stage of the model; it is questioned whether factors such as attitudes, subjective norms and perceived control constitute an intention to perform a certain behavior. In the second stage; An answer is sought to the question of whether the intention will be sufficient to carry out the behavior correctly. In the model, a direct link is established between intention and behavior. However, the intention is not always enough to act. Sometimes it seems that the intended situations do not turn into action in a

certain time frame or in certain situations (Godin & Kok, 1996; 87-98). Economic or psychological factors may have suppressed intention. There are three factors that affect human behavior (Hardeman et al., 2002; 123-158):

- Behavioral beliefs: Beliefs about the possible consequences of the behavior
- Normative beliefs: Beliefs about the normative expectations of others
- Control beliefs: Beliefs about the factors that prevent or facilitate performance for behavior

Health Action Process Approach: The health action process approach was developed by Ralf Schwarzer, professor of psychology, in 1996. It is based on the factors that enable the maintenance of health behaviors. The model consists of five stages: motivation, will, planning, execution, maintenance. In the health action process approach, motivation and willpower are important factors in order to adopt the behavior, to start the behavior and to ensure the continuity of the behavior. However, it plays an important role in the realization of the five stages that constitute the personal competence model. In the motivation phase, the individual develops an intention to act. This intention is put forward along with personal competence and outcome expectations. For example; “I’m sure I can quit smoking so I will be healthier”. The expectation of results always comes before personal competence. Because the individual primarily thinks about the benefits as a result of the behavior (Sniehotta, 2009; 261-273).

Precaution Adoption Process Model: The precaution adoption process model was proposed by Weinstein in 1988. In this model, Weinstein requires five stages for the individual to adopt the behavior and act. Later in 1992, the model was revised by Weinstein and Sandman, and the stages of the model were increased to seven (Weinstein & Sandman, 2002; 16-39):

- Not being aware of the health problem
- Being aware of the health problem but not paying attention to the problem personally
- To start paying attention to the health problem and to decide what to do
- Deciding not to take action
- Deciding to take action
- Taking action
- Continuing the action

Transtheoretical Model: James O. Prochaska and Carlo J. DiClemente developed the transtheoretical model in 1983. Later, in 1992, Prochaska, DiClemente and Norcross made changes to the model. With this model, it is questioned how the individual changes his behaviors and habits over time. According to the post-theoretical model, the individual goes through some stages to change his behavior. These stages are listed as follows (Prochaska, Prochaska & Levesque, 2001; 247-261):

- Before drafting: The individual does not intend to take action in the near future (at least six months)
- Design: The individual intends to change behavior within 6 months.
- Preparation: The individual intends to take action in the near future, one month from now.
- Action: The individual experiences a serious change in lifestyle in the last six months.
- Maintenance: The individual tries to maintain his behavior for at least five years.
- Conclusion: The individual is confident that he will never return to his previous unhealthy behaviors with a certain personal impact.

Social Cognitive Theory: Miller and Dollard proposed the social learning theory in 1941. Bandura and Walters, on the other hand, expanded the social learning theory with the principles of observational learning in 1963. Bandura denied traditional learning theory in 1977 and introduced the concept of self-impact. He developed the social-cognitive theory in 1986. Social-cognitive theory is a theory of health communication. Theory is primarily concerned with cognitive, emotional states and behavioral states to explain behavioral change. Secondly; provides new behavioral research in health communication. Social-cognitive theory tries to explain what kind of behavior an individual has and how he sustains this behavior. The evaluation of behavior change depends on environmental and personal factors, as well as behavior. This theory suggests that health behavior is determined by the interaction of personal and environmental factors. Environmental factors can affect an individual's health behavior. The environment is divided into two as social and physical environment. The social environment consists of family, friends and peers. The physical environment is the width of the room, the temperature of the environment or the accessibility to certain foods. Environment and situation provide understanding of behavior. Status is the mental and cognitive presentation of the environment that can affect an individual's behavior (Bandura, 2001; 1-26).

Environment, individual and behavior are in constant interaction. Behavior is not only a result that arises depending on the environment or the individual, nor is the environment an outcome that arises only

depending on the individual or behavior. The environment only provides models for behavior. Observational learning occurs when an individual watches someone else's behavior. The concept of behavior can be studied in different directions. Behavioral capacity; if an individual is to perform a behavior, it is the state of knowing what the behavior is and whether he / she has the ability to perform the behavior (Bandura, 1997; 111-123).

Social-cognitive theory consists of four main factors. The first is self-efficacy belief, which involves an individual's individual assessment to perform a health behavior. The second is expectation results. Expectation results cover the perception by the individual of the results to be obtained as a result of the health behavior of the individual. The third factor is goals. Targets can be near or far. Near or distant targets allow the individual to adapt to the behavior. The last factor is obstacles. Barriers can be both mental and structural. It includes all perceived barriers to performing health behavior (Ryan, 2005; 711).

Activation Theory: Donohew et al. developed the activation theory in 1980. According to the theory; when an individual is confronted with a message, he or she will primarily want to meet their needs in order to be alerted and act. Therefore, the individual turns to messages that he believes can fulfill his own cognitive needs. Needs differ from the individual to another. The individual considers a message that warns him to act, rather than just an informative message. In short, the individual chooses the message to consider. According to the activation theory; inconsistency in information, importance of information, individual needs, personal influence and individual preference are among the factors that lead to behavioral change. The individual chooses the programs to watch on TV in line with his needs and interests. He refuses to watch programs that do not satisfy him in this sense. As the messages are repeated, the individual will unconsciously store the information, even if it is on a subject that he does not care about in the programs he preferred to watch, and this information will inevitably lead to behavioral change by affecting the individual (Donohew, Palmgreen & Duncan, 1980; 295-303).

Activation theory is a theory that can be used easily in health communication and in designing messages in health-related campaigns. The important point in this theory is to be aware of the cognitive and emotional needs of the target audience and to design messages that will mobilize the audience for these needs.

Fear Factor Theory: The fear factor theory was developed by Witte in 1992. According to the theory; fear is a factor that motivates the individual to change behavior in health-related issues. Fear factor theory; suggests that fear is a factor that will activate the individual, adopt and implement behavioral change, and even make this behavior a lifelong lifestyle. Theory

argues that the fear factor is an important power in persuading the individual who does not tend to change behavior. However, fear is a relative concept. Because a factor that can be considered frightening for the individual may not be frightening for another. Fear comes to the fore when a person encounters a risk factor that threatens their health. The fear factor as a motivation tool in behavior change only depends on the person. The level of fear cannot be designed and is different for everyone. The individual tends towards behavioral change according to the level of fear he feels. Individual characteristics determine the level of fear that will activate the person (Witte, 1992; 67-86).

CONCLUSION

Health communication is all of the studies carried out in order to inform and influence individuals or the target audience about health issues and to create behavioral changes. It is a practice of health promotion efforts. Social marketing, media advocacy and health communication campaigns are the strategies for health communication studies. Health communication campaigns are planned communication activities carried out by mass media in a certain period of time for the benefit of the public without commercial concern, aiming to inform and persuade a wide target audience with defined limits. The main goal of health communication practices is to bring health behaviors to the population and to increase the health level of the society. Therefore, message design is very important. For the targeted health behavior, messages suitable for the target audience should be designed. Some theories can be used in the message design process. These approaches are called behavioral theories in the literature. In theories, it has been suggested that some factors should be considered in order to change people's behavior. Major theories are: health belief model, protection motivation model, self regulation model, theory of planned behavior, health action process approach, precaution adoption process model, transtheoretical model, social cognitive theory, activation theory and fear factor theory.

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