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Contextual Approaches in Communication

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Foreword

Contextual Approaches in Communication gathers studies addressing communication not only from different perspectives, but also referring to different contexts. Thus, the current volume acknowledges the importance that context has in communication studies, regardless of the topics or methodology. The volume brings together studies on media, new media and social media, with a focus on journalism, television and radio. Corporate social responsibility together with marketing and advertising are being addressed through field research and theoretical reflections. The volume also gathers papers on gender studies, identity and image analysis, and intercultural communication. *Contextual Approaches in Communication's* papers use both quantitative and qualitative methodologies and underline the importance that context has in deciphering communication processes.

A significant number of papers address media, new media and social media, but they do not only refer to their mechanisms and structures, but also discuss consequences of their usage and lack of regulation. For instance, Emre Osman Olkun's paper *Change in the structure of media ownership in Turkey: Example of Milliyet and Vatan newspapers* concludes that the Turkish press was shaped according to economic and politic conditions. Thus, the economic and political changes in Turkey can easily be observed in media ownership and implicitly in the media discourse. F. Betul Aydin and Sukuru Balci's paper *Political effect and ideology in the news discourse: an example of the 2014 local elections* reveals how national newspapers protrayed politicians, by referring to the 2014 elections. Readers' habits are being changed by new media, as is revealed by Baris Bulunmaz's paper *Changing reading habits together with the new media and the case of newspaper practices in Turkey.* Cerem Yegen and Baki Yegen propose a discussion under the topic of communicative reality.

The idea of community radio is being addressed by Figen Algul, who discusses Greek community radio in Turkey, drawing on the literature on the field and on qualitative research. According to Algul, community radios develop in well-established democracies and need significant financial support. At the same time, community radios transform into internet radio. Metin Kasim and Ozlem Gulec Kinali discuss children's exposure to food and beverage advertisements broadcast on television. In their study *Measuring effects of children-oriented food advertisements on primary school freshmen, broadcast on television,* Kasim and Kinali conclude that the state should get involved and introduce clear regulations. Also, they mention that media-literacy lessons should be included in the education

curriculum. Mehmet Ogulcan Turan addresses an ethical issue in terms of television broadcasting. In his study *The use of the images of Mobese cameras in television news: a new type or source?,* Turan aims to analyze the basic features of news in which Mobese (=CCTV-camera) images are being used. The author underlines the lack of regulation and the fact that the images are being used unethically. The need of regulation of audio and visual media is also being presented by Kemal Cem Baykal's paper *Self-regulation in audio-visual media field in Turkey.* Cank Ates proposes *Historical transformation of gift and presentation on television as consumer product in modern era: instance of Valentine's Day,* by looking into the transformation of gifts of mutual give-and-take and give back. Ates also points out that the emergence of capitalism has influenced the perception of gifts. Songul Omur discusses television habits of Turks living in Germany and mentions that the ratio of German TV preference tends to be higher in the case of the third generation of immigrants. The discussion on migration is continued by A. Nevin Yildiz Tahincioglu in *The effects of 'Honor' on communication between Turkish immigrants and Swedes: an example of Stockholm and Uppsala.* The paper studies the relation between honor and gender among Turkish migrants in Sweden. The results show that honor is seen as an important cultural element. Turkish migrants view honor as protecting them from cultural influences of other ethnic groups. *Differences between male and female brains and their influences on effective behaviors in organizations* by Sultan Basaran points out the relation between gender studies and organizational studies. Gender is also being addressed from a perspective of interpersonal communication in the paper *Does gender reflect on interpersonal communication? Women's and men's communication style* by S. Didem Ozsenler. Finally, interpersonal communication is discussed in relation with communicative ecology and a digital environment by Demet Guruz and S. Didem Ozsenler.

Social media is more than a new form of media. It represents a significant shift in the way communication is being perceived and used. A very interesting feature of social media is its influence on corporate image as it empowers the public to a significant extent. Sevda Denecli's paper *Impact of viral marketing through social media on corporate image,* together with Ceyda Denecli's *Impact of companies Facebook pages on consumer brand preferences* show that companies still need to learn how to communicate with the public in social media. In their quantitative studies on Facebook, the two researchers show that the development of technology has created new forms of communication, which implicitly generate new forms of corporate images. The concept of gatekeeping is put in relation with online journalism by Nurettin Guz, Hayrullah Yanik and Ozan Kocabas. The paper reveals that in new media organizations news-making is not limited to delivering news to the public. Comments and criticism can also shape news.

Derya Erdem proposes *A study on new media studies in Turkey,* drawing on previous research, while Betul Onay Dogan discusses the importance of online marketing in the study *Representations of cities in new media in the context of website,* by investigating both textual and visual elements. According to Dogan's study, online videos contribute to the construction of cities' identity. Understanding online behavior helps companies to develop better applications and to better communicate with the public. Murat Yetkin Yasar and Yigit Kacmaz' paper *Do we need mobile applications in 3's tourism: the case of Alanya* aims to reveal the mobile device usage of Alanya's tourists. Their results show that tourists are mostly interested in leisure and food and less interested in historical places. Adem Burak Cakmak and Baris Yavuz propose a paper to discuss mobile subscriber location density data for social benefits, not only for business purposes. In their study *A recommendation of using location density gathered from wireless networks for human sciences* the two researchers show that mobile subscriber density data can be used and applied in medicine, transportation, employment and disaster management.

Going online also poses serious risks, especially for teenagers. As studies show, the number of teenagers who are addicted to online games is dramatically increasing. Taking this into account, Bunyamin Ayhan and Selahattin Cavus aim to investigate the level of addiction to online gaming of early-adolescence high-school students. The study underlines the fact that especially boys are in serious danger, and that education both at home and in school, together with society as a whole should find better ways to respond to this risk. The students' internet and social media usage is also addressed by Emel Basturk Akca and Idil Sayimer, in their paper *Secondary school students' attitudes to and awareness of cyberbullying in Turkey: a scaling method case study in Ankara.* The study reveals that there are significant gender differences in terms of cyberbullying experiences and perceptions. Boys were more likely to approve of cyberbullying-related behavior and get involved in online hate-groups. Cyberbullying is also addressed by Alsi Karaarslan in the paper *Cyberbullying and child abuse: parents' awareness of cyberbullying and child abuse in Facebook practices.* Ceyda Tetik, in turn, describes the role that social media plays in the identity crisis of the young.

As Feride Akim discusses in *Academicians' use of social media tools for education: an assessment on communication faculties in Turkey and in Baltic,* social media can also be used for education and learning. Akim's study reveals that Facebook is frequently used by academicians, unlike Twitter or other social media. The study *Personality factors that affect the use of Facebook: a research on university students* by Murat Kocyigit and M. Nejat Ozupek focuses on personality factors and social media. The authors conclude that individuals who have extrovert personality traits

use Facebook intensely for sharing photos, while individuals with open personality traits comment frequently. Emel Karagoz' and Guiden Ozkan's paper *Presidency as a new political field of power: the reflection of field-habitus relation on Twitter* is the only paper in this volume addressing political communication on Twitter.

Through a semiotic study on brand positioning, Ilknur Dogu Ozturk's paper states that both universal cultural and local cultural signs must be taken into consideration when communicating. According to Ozturk, universal cultural signs must be merged with the local ones in order to gain a clear brand positioning. Talking about brand memorability, Oyku Ezgi Yildiz investigates the role that advertising music has in this respect. Yildiz aims to understand whether music creates associations with brands and whether this associations have an effect on brand memorability. The study concludes that it is important to associate music with brands as it creates positive attitudes. *The effect of corporate personality and credibility on organizational commitment* by Eylin Babacan and Ozge Mutlu aims to analyze the perceptions of Rotary's corporate personality and corporate credibility on organizational commitment to Rotaract clubs. Cansu Aydemir's paper *In the context of branding: using gender roles, creating criteria and analysis of advertisements broadcast in Turkey* mention that advertisements with cultural content are easily remembered. Sifa Elcil addresses the *Strategic role of leadership approach in corporate communication*, and concludes that senior managers and corporate employees leading with a sense of quality and excellence will tend to appreciate corporate communication. The internal public is valued through the relation with internal marketing and branding, as Dincer Atli's paper points out. Brand equity is studied through field research in Ozge U. Yurttas's paper *A field research on the brand equity of internet and social media applications.*

Departing from theoretical considerations on social responsibility, Ahmet Tarhan and Mustafa Bal conclude in their paper *Corporate social responsibility practice implications in new communication platforms* that industrial companies fail to properly communicate their corporate social responsibility strategy. The paper *Fostering social networks for corporate social responsibility communication: an exploratory study on Twitter* by Selin Turkel and Ebru Uzunoglu discusses corporate social responsibility in a less studied social media channel: Twitter. Corporate social responsibility is also being addressed by Senem Gungor in the paper *Advancement of the awareness of social responsibility at universities: a research on a lesson of "social responsibility campaigns" at Baskent University.*

Based on Maslow's theory, Cuneyt Gok presents the paper *Body: a means of expression* in which he points out that there are significant differences in the perception of needs, taking Amazon, Africa and some well-developed countries as examples. Nonverbal and written communication are analyzed in the film

Dr. Zhivago by Nukhet Eltut Kalender, while Gul Coskun Degrmen discusses *The representation of PR as a profession in Turkish cinema after 2000*. Cinema is also being investigated in Tugba Elmaci's paper *Militarism in new Turkish cinema as a mechanism for constructing masculinity*.

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